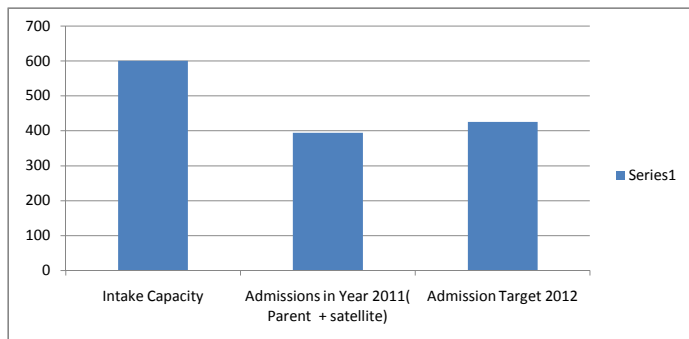


Parent CENTER Calculations

Sr.	Type of Centers	Enter your Number of centers	Intake Capacity	Admissions in Year 2011(Parent + satellite)	Admission Target 2012
1	Parent Center	1	600	394	425



ADMISSIONS TRACKING (Please Enter Month Wise Admission)

Sr.No.	Month	Enter your Actual Admissions in 2011	Enter your Admissions Target	Plan & Enter Key Marketing activities in these Month	Please refer below mentioned source of promotion for more number of marketing activities
1	Jan	27	30	Happy new year greating to ssc student, Handbill Distribution, Digital Citizen Survey	
2	Feb	15	18	News Paper Add	
3	Mar	176	182	distrubution pamplate and HSC student best of luck & exam time table , distrubution of RS-CIT pamplate ssc exam center, Cable Add,	
4	Apr	51	55	RS-CIT pamlet distrubution home to home, Cable Add	
5	May	4	6	targating to 5th to 8th student	
6	Jun	29	32	doing marketing in front of collage	
7	Jul	40	42	Seminar of college & school RS-CIT	
8	Aug	9	11	celebreting independence day and distrubuting choclate to all student with RS-CIT choclate	
9	Sep	10	12	celebreting teacher day	
10	Oct	23	25	celebreting Diwali festival with RS-CIT Greatings to all	
11	Nov	10	12		

ADMISSIONS PLANNING (Target customers)

Please fill in your way of marketing

Month of Admisson	Admissions in number	Category of Admisson in year 2011	Categorywise Target for the year 2012	Source of promotion in year 2011	Marketing Activity plan for year 2012
January	1 To 5	College Student	1 to 10	Handbill Dstributed in local Area	Sending 500 Letter to F.Y. Students of Nav Nirman College and Gogte College, Sending Happy New Year SMS to F.Y. Students of Nav Nirman College and Gogte College
	6 To 9	Govt Employee			
	10 To 14	Housewife	11 to 20		Digital Citizen Sarve for 50 House Wife
	15 To 22	Others		Participate In Common Add Contributon	
	23	Post Graduate Student	21 to 24		Sending 500 Letter to T.Y. Students of Nav Nirman College and Gogte College, Sending Happy New Year SMS to T.Y. Students of Nav Nirman College and Gogte College
February	24	Professional	25 to 26		Survey Digital Citizens for 10 Professionals
	25 to 29	School Student	28 to 32		Handbill distribution in local news paper
	1 To 3	College Student	1 to 5		News Paper ADD in Local News Paper Rs. 3000
	4	Govt Employee			
	5	Housewife			
	6 To 10	Others	6 to 10		SMS to all walk in of the year 2011
	11	Business Person			
12 to 14	ITI Student	11 to 18		Arrenge a campgain for ITI Student	
15	School Student				

March	1 To 61	College Student	1 to 70	10000 Handbill Distributed in local Area by news paper, Exam Center Marketing at HSC Exam Center, Rikshaw add, Handbill Distributon door to door, SMS to College Students, Cable ADD, Arranged Send of Functions in following HSC Colleges PATVARDHAN HIGH SCHOOL & V.N.JR.COLLEGE, RATNAGIRI 131 Students NEW ENGLISH SCHOOL & S.A.B.M.JR.COLLEGE, HATKHAMBA 111 Students letters send to 242 HSC Students of Patwardhan and Hatkhamba College Students.	10000 Handbill Distributed in local Area by news paper, Exam Center Marketing at HSC Exam Center, Rikshaw add, Handbill Distributon door to door, SMS to College Students, Cable ADD, Arranged Send of Functions in following HSC Colleges PATVARDHAN HIGH SCHOOL & V.N.JR.COLLEGE, RATNAGIRI 131 Students NEW ENGLISH SCHOOL & S.A.B.M.JR.COLLEGE, HATKHAMBA 111 Students Sending letters to 242 HSC Students of Patwardhan and Hatkhamba College Students. Sending letter to our past students and offer to marketing commition Rs. 100 per student.
	62 To 165	School Student	71 To 175	Address Collection from following schools and send letters from Common Contribution fund at TLC Level SOU. GUDUTAI JAMBHEKAR VIDYALAYA, RATNAGIRI 95 Students PHATAK HIGHSCHOOL, SUBHASH RD, RATNAGIRI. 349 Students R.B.SHIRKE PRASHALA, S'NAGAR, RATNAGIRI. 284 Students MISTRI HIGHSCHOOL, RATNAGIRI. 153 Students SHREE CHHATRAPATI SHIVAJI HIGHSCHOOL, RATNAGIRI. 61 Students THE MODEL ENGLISH SCHOOL, SAITAWADE, 36 Students G.M.SHETYE HIGHSCHOOL, BASANI, 23 Students	Information regarding SSC Practice Test given in the month of DEC of following school students SOU. GUDUTAI JAMBHEKAR VIDYALAYA, RATNAGIRI 95 Students PHATAK HIGHSCHOOL, SUBHASH RD, RATNAGIRI. 349 Students R.B.SHIRKE PRASHALA, S'NAGAR, RATNAGIRI. 284 Students MISTRI HIGHSCHOOL, RATNAGIRI. 153 Students SHREE CHHATRAPATI SHIVAJI HIGHSCHOOL, RATNAGIRI. 61 Students GURUVARYA A.A.DESAI MADHYA.VIDYAMANDIR, HATKHAMBA, 160 Students M. M.,A.K.DESAI MAHILA HIGH SCHOOL, RATNAGIRI. 112 Students SHREE. MAHALAXMI MADHYAMIK VIDYALAYA, KHEDASHI, 81 Students Arranging send of function and address collection from above schools. Sending letter to our past students and offer to
	166 To 167	Polytechnic Student	176 to 180	Participate In Common Add Contributon	Hanbill Dstribution to Polytechnic Student
	167 To 175	Others		Handbill Dstributed in local Area	
	176	ITI Student	181 to 182		
April	1 To 18	College Student	1 to 20	News Paper ADD in Ratnagiri Tmes Rs. 2500/- , Cable Add Rs. 2000/- / Rikshaw add Rs. 2000	Distribution 5000 handbills in local news paper, Cable Add Rs 2000/- , SMS and Phone Calls to School and College Students.
	19 To 51	School Student	21 to 55		Distribution 5000 handbills in local news paper, Cable Add Rs 2000/- , SMS and Phone Calls to School and College Students.
May	1 To 3	College Student			
	4	Others	1 to 6		Pointer add in Ratnagiri Times news paper
	5	ITI Student			
June	1 To 11	College Student	1 to 15	SMS Send to College Students	Arrenge get together functon for current MS-CIT Student and parents
	12	Housewife			
	13 To 17	Others		Handbill Dstributed in local Area	
	18	Professional			
	19 to 20	Teacher	16 to 20		Sending letter to teachers
21 to 29	School Student	21 to 32		Followup by SMS and phone to SSC Students	
July	1 To 23	College Student	1 to 25	Handbill distribution in college Admission campus	Handbill distribution in college Admission campus
	24 to 25	Housewife	26 to 35	Participate In Common Add Contributon	Digital Citizan Sarve for parents of our studetns
	26 to 28	Govt Employee			
	29 to 40	Others	36 to 42	Handbill Dstributed in local Area	News Paper add Rs. 2500 and Cable add Rs. 2000
August	1 to 3	College Student	1 to 3		Sending SMS to College Students
	4 to 7	Others	4 to 7		Pointer add in Ratnagiri Times news paper
	8	Business Person	8 to 11		Digital Citizan Sarve for businessman
	9	Senior Citizen			
September	1 to 5	College Student	1 to 5		Sending SMS to College Students
	6 to 8	Others	6 to 8		Pointer add in Ratnagiri Times news paper
	9	Housewife	9 to 10		Digital Citizan Sarve for 10 housewife
	10	Professional	11 to 12		Digital Citizan Sarve for 10 Professional
October	1 To 12	College Student	1 to 15		Free Facility provide to E-Suvidha activation
	13 to 14	Housewife	16 to 18		Digital Citizan Sarve for 25 housewife
	15	ITI Student	19 to 22		Handbill Distribution to ITI Student
	16	Professional	23 to 25		Digital Citizan Sarve for 25 Professional
	17 to 21	Others		Participate In Common Add Contributon	Sending letter to teachers
22	School Student			Followup by SMS and phone to SSC Students	

	23	Business Person			
November	1 to 3	College Student	1 to 5		Sending SMS to College Students
	4	Housewife	6 to 7		Digital Citizen Sarve for 20 housewife
	5 to 6	Others			
	7 to 10	School Student	8 to 12		Pointer Add in local News paper