



## CONTENTS

<b>About Us</b>
<b>What we are into</b>
<b>Mission</b>
<b>Vision</b>
<b>Opportunities and Future</b>
<b>Our services</b>
::---Services to the institutes
::---Services to the students
::---Common services
<b>Sound network</b>
<b>Promotional Activities</b>
<b>SWOT Analysis</b>
<b>Associate Institutes and Recruiters</b>
<b>Contact Us</b>



## **ABOUT US**

**DRONACHARYA Admission Consultancy** is the leading Admission consultancy in India. It is a sister concern of **DRONACHARYA SHIKSHAN SANSTHAN** and operating at various places in India. We are consulting students for the best option available as per their Academics and other status.

**DRONACHARYA Admission Consultancy** was established in 2003. The primary objective is to provide Personal consultancy services and Admission guidance to the students for their professional career in India and Abroad. We are also looking after Promotional activities and brand building for various institutes in Pune, Mumbai, banglore, Delhi-NCR and other locations. The Company is backed by a team of experienced and committed counsellors and support staff under the leadership of Atul Bapna and Nitin Bapna.

**DRONACHARYA Shikshan Sansthan is the main banner and the Institutes under this banner are DiMS (DRONACHARYA Institute Of Management Studies, Approved by Rajasthan Vidhyapeeth ), DAC (DRONACHARYA Admission Consultancy), DIPS (DRONACHARYA Institute Of Professional Studies), DPS (DRONACHARYA Placement Services).**

## **WHAT WE ARE INTO:**

We see a huge potential in the field of Education, however we don't want to restrict ourselves with career guidance only, we would extend our expertise skills and knowledge into the different ventures in future like; (i) Admission Guidance, (ii) Job Placements, (iii) Education fair and Admission camp, (iv) Selling of various application form, (V) Coaching of 11<sup>th</sup>, 12<sup>th</sup>, Management Entrance test/Medical Entrance test and other Entrance test. We are also actively participating in Recruitment process for various organizations.



## **MISSION**

**To use the knowledge and experience of our professional staff for helping students in selecting their best career option as per their Academic performance, financial status and individual interest.**

DAC helps students to make the right education decisions. Our expertise in the field of education has made us a time-tested resource in helping students to gain admission for suitable courses in recognized and famous institutes in India and abroad.

## **VISION**

**Our Vision is to help the Nation through our skills and effort in providing the right platform to every individual who wants to pursue his/her career in the field of Professional Education and academics.**

## **OPPORTUNITIES AND FUTURE**

As government is also focusing on Education and as we know that education is the basic need, India turns out to be one of the most potential markets for Education. With the increasing awareness of importance of Education among people and India being an untapped market there remains a huge opportunity for our business to grow in future. Now more and more student are looking for Professional course so it has created great opportunities to grow with the nation. Education is an investment that will never go a waste. So one has to make wise career decisions in life for which he may not have to repent in the future. There are two things that you must aim at in life: to get what you want; and after that to enjoy what you have achieved. Our aim is to serve the society through our efforts in providing the right platform to every individual who wants to pursue his career in excellence.



## **OUR SERVICES:**

### **Services to the Institutes**

We are working as a bridge between students and Institutes or I should say, We are involve in Promotional activities for Admission, Application form selling, Brand building, Creating Awareness, Providing student database, feed back from students, notification of any specific Event (GD-PI) through various promotional plans details are as follows: -

#### **Own Promotional Plans includes:**

Distribution of How to select institute magazine, CD's and other promotional plans.

#### **External Promotional includes:**

Presentations, Public speaking at school and colleges, Direct Consultations for students, One to One Discussion and road shows.

#### **Direct Marketing and Promotional plans Includes:**

SMS, Email, Call, Sending offer letter or call letter for interview.

#### **Placement Services:**

Helping students to get into their dream companies (Marketing/Finance/HR/ IT/IB/Retail and other specializations at their desired location)



### **Services to the students:**

Helping students, for getting better career choice in their specific area of interest, details are given below

#### **Selection**

- Help in selecting suitable course as per individual interest and choice,
- Selecting the best available option as per location, field, scope, future and cost of course and placement after course.
- Help in selecting subjects and specialization
- Help in selecting best Entrance gateway.

#### **Guidance**

- Admission Guidance
- Affordability
- Ability to pursue career in specific field
- Entry level requirement
- Guidance for getting Financial support

#### **Job @ their Door Step:**

- Job as per their location
- Job as per their industrial experience and Profile

#### **Common Services**

There are some services, which are important for both sides. Details are given below

#### **Educational Events:**

Education fair, Admission Camp, Awareness camp, Managing GD-PI



## **SOUND NETWORK**

We are located in most of the potential cities of India to attract the best students and maintain close contact with educational institutions. Besides, we have good number of associate consultants who are consulting student at local level.

Our H.O. is in Bhilwara (Rajasthan)

Other Regional Offices are in Ahmedabad (Gujarat) and Indore (MP)

We have Our Associates in 6 states, which are dedicated towards the betterment of students and the organization.



## PROMOTIONAL ACTIVITIES

The most important step in this business is to let people know that we are available for Admission guidance and helping them to choose their best option out of various available options.

Our Marketing plans are always focused on Direct marketing which helps us saving good amount of money and also gives us the best leverage. We are just creating awareness among students that we are available for their personalized help and also creating trust among students by smooth processing.

**Direct marketing plan:** We always believe in direct marketing, so as we are using our tools for reaching direct to the student.

**SMS:** We are sending SMS to students for latest news and alerts.

**Referrals:** A pleased and satisfied client can be a very effective marketing tool for consulting business. We have more than 1000 students, who are satisfied with our performance and services, they are helping us in mouth publicity, making referrals and recommendations.

**Cold Calling:** Cold calling is also a good idea to find out the potential aspirant.

**Public Speaking:** As a consultant, we are presenting our-self as an expert. Public speaking is an excellent opportunity to present our expertise to an interested audience.

**Books, Articles and Newsletters:** We have our own Magazine (How to select Institute), which is distributed to student at no cost. This magazine contains quality articles from various famous personalities and also includes help topics related to Education and Admission guidance.

**Digital and Paper Advertising:** We can pick up some customers, by advertising in our area's most popular newspaper or trade and specialized business publications.

**Direct Mail advertising:** Direct mail solicitation can be done through postcard, sales letter mailings or brochures.



## SWOT ANALYSIS

### **Strengths**

- Good support of Various institutes
- Good Management Team
- Sound Network Advantage
- We are known as a Brand among students
- Financially and Politically Sound
- Media
- Marketing Plans

### **Weakness**

- Impact of Other Admission consultancies wrong image.
- Lack of Decent Education Institutes in some specific states.

### **Opportunities**

- Remote area where we don't have sound network.
- Large number of student seeking for help
- Large pool waiting to get in to a good job
- More than 35% employees are ready to shift their jobs (good enough for us as we would be getting experienced candidate)

### **Threats**

- New Entrants
- Government Policies



### **ASSOCIATE INSTITUTE**

We have Tie-up with more than 300 Institutes for various promotional activities related to the courses like MBA, MBBS, BDS, Pharmacy, B.E., B-Tech, BBA, BCA, MCA and other courses. Most of the institutes are from Pune, Mumbai, Delhi-NCR, Bangalore and other semi metro cities.

### **ASSOCIATION FOR PLACEMENTS**

We have tie-ups with various companies and recruitment services mainly located in Maharashtra, Gujarat, Delhi-NCR, Karnataka, MP, UP, Rajasthan and other states, where big business houses that are recruiting for all location.

#### **We have Recruiters from all type on industries like:**

- Financial sector
- Retail
- Manufacturing
- FMCG
- Automobiles
- Pharmacy
- Real Estates
- IT (DBMS, Testing, Development)
- ITES (BPO, KPO, Call centers)
- And other industries



---

---

## CONTACT US

### H.O. Address:-

Mr. Atul Bapna and Mr. Nitin Bapna 09214445099, 09214322499  
DRONACHARYA, Lokpida Complex, Love Garden Road,  
BHILWARA (Rajasthan) PIN 311 001  
Phone- 0-1482-237529, Fax- 0-1482-235358  
E-mail us at- [dipsbhl@yahoo.com](mailto:dipsbhl@yahoo.com) / [dipsbhl@gmail.com](mailto:dipsbhl@gmail.com)

---

---

### Regional Offices

#### Ahmedabad:-

Mr. Arun Bapna 09227522499, 09227935699  
DRONACHARYA, 402, Shikhar Complex, Opposite Navneet House,  
Gurukul Road, Ahmedabad, Gujarat  
Email us at- [akbapna@gmail.com](mailto:akbapna@gmail.com)

---

---

**Website:-** [www.mbaboletto.com](http://www.mbaboletto.com)

**Orkut Profile:-** <http://www.orkut.com/Community.aspx?cmm=38719291>

---

---