

THE AWARDS ASIA 2021

Student Recruitment Campaign of the Year

Institution name	Shoolini University of Biotechnology and Management Sciences
Submission title or project name	"Ideas That Matter" campaign
Nominee/key personnel	Ashish Khosla, President (Innovation & Marketing); Sourabh Kulshreshtha, Director of Research
URL	www.ideasthatmatter.in
Submission	<p>Shoolini University is a young research focused university. Having amongst the highest citation index per publication and the highest patent applications per faculty, Shoolini strives to provide impactful higher education through innovative learning, deep research and community service.</p> <p>The 'Ideas That Matter' campaign was created to inspire students by making learning exciting. We have partnered with 450+ schools, and connected 200,000+ students & educators with best-in-class professionals & scientists, leveraging the Learninns platform.</p> <p>Our events – from one of India's largest online quizzes to its first AI judged speaking contest, and our 250+ webinars to one of India's first research programmes for schools – aim to nurture a generation of innovative problem-solvers who dream big, think deeply, and experiment fearlessly.</p> <p>Having witnessed sizeable increase in our student applications, and gender and geographic diversity, we will continue to brighten up the academic landscape through this vibrant exchange of ideas.</p>