

THE AWARDS ASIA 2022

Student Recruitment Campaign of the Year

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| Institution name | Amity University Online |
| Submission title or project name | 'Second Chance' for Indian women working professionals |
| Nominee/key personnel | Ankita Sharma |
| URL | |
| Submission | <p>Amity University Online was looking at ways to increase the female participation in online learning, enabling them to advance in their careers or re-enter the workforce after sabbatical. The initiative was rooted in an internal study that brought to light that gender parity was skewed in online learners.</p> <p>The three key issues were identified and addressed:</p> <ul style="list-style-type: none">• Recognition: Inspiring success stories of female students were widely promoted• Rewards: Unique 'Women on Sabbatical' 20% scholarships introduced across all online programs. Flexibility to choose No Cost EMI payment option.• Relationships: Referral campaign initiated to build a nurturing ecosystem for women learners. <p>These three strategic pillars drove the 'Second Chance' initiative and reached 1.9 million people. 300+ female students enrolled under this initiative and this has just begun to create a social impact.</p> |