LIST OF ABBREVIATIONS

HE: Higher Education
HEIs: Higher Education Institutions
UGC: University Grants Commission
CAGR: Compound Annual Growth Rate
CSR: Corporate Social Responsibility
BE: Brand Equity
BL: Brand Loyalty
CBBE: Consumer Based Brand Equity
IIT: Indian Institute of Technology
NIT: National Institute of Technology
IIM: Indian Institute of Management
NAAC: National Assessment and Accreditation Council
NBA: National Board of Accreditation
GOVT: Government
WOM: Word Of Mouth
CI: Corporate Identity
GER: Gross Enrolment Ratio
CABE: Central Advisory Board of Education