



G.S. Mandal's

MARATHWADA INSTITUTE OF TECHNOLOGY (POLYTECHNIC)

Aurangabad

(Approved by AICTE New Delhi, DTE Mumbai & Affiliated to MSBTE Mumbai (MS))

DTE Code: 2224

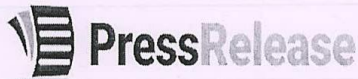
MSBTE Code: 0066

Ref. No: MIT/Poly/AICTE/2020/SMC/Order/2 96

Date: 04-10-2020

Office Order- Revised

Social Media Cell (SMC)



In view of the instructions and guidelines provided by All India Council for Technical Education (AICTE) New Delhi in Approval Process Handbook (APH) in point No. 6.2 of Appendix 6 the **Social Media Cell (SMC)** is hereby constituted in the institution for the academic year 2020 – 2021 as below:

<u>Constitution</u>			
Sr. No.	Name of Faculty	Department	Designation
1	Prof. A. S. Nagrik	Computer Engineering	Chairman
2	Prof. V. N. Dudhate	Mechanical Engineering	Member
3	Prof. A.S Jaiswal	Civil Engineering	Member
<u>Functions</u>			
Sr. No.	Detailed Description		
1	Developing public relations strategies and campaigns		
2	Preparing press releases, keynote speeches		
3	Posting Institutional promotional material on the social media with the prior approval of Head of Institution		



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4	Edit & update promotional material and publications (brochures, videos, social media posts etc.) with the approval of Head of Institution
5	Building positive relationships with stakeholders, media persons
6	Seek opportunities for partnerships, sponsorships and advertising
7	Analyzing media coverage
8	Liaising with clients, managerial and journalists staff


The committee will work in tune with Admission Campaign Cell (ACC)-2020-2021. The said committee has been activated with immediate effect & submit the report of the same to the undersigned from time to time.



Copy to:

- 1) Officer In charge- Academics for information & n. a.
- 2) All Head of Department (ME/CO/CE/EJ/EE//BS&H) for information, circulation and n. a.
- 3) Concerned Staff member for information & n. a.
- 4) Section in Charges (TPO/WS/EDP Cell) for information and n. a.
- 5) Polytechnic office – Desk 01 for information, circulation and n. a.
- 6) Central Website Coordinator for information & n. a.

Copy submitted, to Honorable Director General, MIT Aurangabad for the sake information please


(Prof. S. G. Deshmukh)
Principal
Principal
Marathwada Institute Of Technology
(Polytechnic) Aurangabad.