



Gramaudyogik Shikshan 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/Admin/AICTE/2021/Order/SMC/ 704

Date: 01/12/2021

**Office Order**

**Social Media Cell ( SMC ) For Academic Year 2021-2022**



In view of the instructions and guidelines provided by All India Council for Technical Education (AICTE) New Delhi in Approval Process Handbook (APH) in Appendix 6 the **Social Media Cell (SMC)** is hereby constituted in the institution for the academic year 2021 – 2022 as below:

<b><u>Constitution</u></b>			
<b>Sr. No.</b>	<b>Name of Faculty Member</b>	<b>Designation</b>	<b>Responsibility</b>
1	Prof. A. S. Nagrik	Lecturer in Computer Engineering Department	Chairman
2	Prof. V. N. Dudhate	Lecturer in Mechanical Engineering Department	Member
3	Prof. T. R. Tirukhe	Lecturer in Civil Engineering Department	Member
<b><u>Functions</u></b>			
<b>Sr. No.</b>	<b>Detailed Description</b>		
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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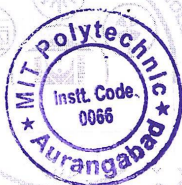
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4	Edit & update promotional material and publications (brochures, videos, social media posts etc.) with the approval of Head of Institution
5	Building positive relationships with stakeholders, media persons
6	Seek opportunities for partnerships, sponsorships 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) 2022-2023. The said committee has been activated with immediate effect & report the progress of the cell to the undersigned from time to time.



(Prof. S. G. Deshmukh)  
Principal  
Principal  
M.I.T. Polytechnic  
Aurangabad.

**Copy to:**

- 1) Officer In charge- Academics for information
- 2) All Head of Department (ME/CO/CE/EJ/EE//BS&H) for information, circulation and n. a.
- 3) Concerned Faculty members for information & n. a.
- 4) Section in Charges (TPO/WS/EDP Cell) for information
- 5) Student Section/Establishment Section/Accounts section for information
- 6) Central Library for information
- 7) Central Website Coordinator for uploading on Institute web portal

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