

MINUTES BOOK

Vignan's Institute of Management & Technology for Women (An Autonomous Institution & Accredited NBA & NAAC)

**5th News & Media Cell Committee Meeting held on 12th September 2022 at 11:00 AM in
Conference Hall (B-Block)**

The Quorum (70%) was satisfied.

The Convener welcomed all the members to the meeting of the News & Media Cell. The following members were present:

1. Dr. G. Apparao Naidu
2. Dr. B. Phijik
3. Mr. P. Hari Krishna
4. Dr. C. Srinivasa Kumar
5. Mrs. K. Helini
6. Ms. P. Shilpa Sri
7. Mrs. V. Suzan Shalini
8. Mr. MD. Khaleel Akthar

Proceedings of the Meeting of News & Media Cell

1.0 Review & Confirmation

1.1 Review and Confirmation of the Minutes of the Previous News & Media Cell Committee Meeting

The Convener presented the Minutes of the previous News & Media Cell Committee Meeting.

The Committee reviewed and confirmed the Minutes of the previous meeting without any modifications

1.2 Action Taken Report on the Previous Meeting

The Convener presented the Action Taken Report on the resolutions passed in the previous meeting.

S.No.	Item	Action Taken
1	Committee Reconstitution	The newly constituted committee for the Academic Year 2022–23 was briefed on its roles and responsibilities.
2	Branding & Communication Guidelines	A standard format for official communications and press releases was approved for adoption across all departments.
3	Orientation Coverage	Media coordinators were assigned to cover the Orientation and Induction Programmes for new students.
4	Media Archive Review	The previous academic year's media coverage records were reviewed and confirmed complete for institutional records.
5	Website Updates	It was decided that news updates would be posted on the institutional website on a fortnightly basis.

The Committee reviewed and approved the Action Taken Report.

2.0 Approval Items

2.1 Briefing on the Reconstitution of the News & Media Cell for the New Academic Year

The Convener briefed the committee on the reconstitution of the News & Media Cell for the Academic Year 2022–23.

The Committee noted the revised composition of the committee and the responsibilities assigned to all members for effective functioning during the academic year.

2.2 Discussion on Institutional Branding and Media Communication Guidelines

The Convener presented the proposed institutional branding and media communication guidelines for effective dissemination of institutional activities.

The Committee approved the adoption of a standard format for official communications, press releases and publicity material to maintain uniformity across all departments.

2.3 Coverage Planning for Orientation and Induction Programmes

The Convener proposed assigning faculty members as media coordinators for Orientation and Induction Programmes.

The Committee approved the proposal and assigned departmental media coordinators to ensure comprehensive coverage of all orientation and induction activities.

2.4 Review of Media Coverage and Archives of the Previous Academic Year

The Convener presented the media reports, newspaper publications and archival records of the previous academic year.

The Committee reviewed the records and confirmed that the institutional media archive had been verified, consolidated and maintained satisfactorily.

2.5 Planning for Regular Updates to the Institutional Website News Section

The Convener proposed periodic updates of the institutional website to improve the visibility of institutional activities.

The Committee resolved that news and event updates shall be published on the institutional website on a fortnightly basis.

3.0 Any Other Items with the Permission of the Chair

1. Suzan Shalini advised all departments to follow the approved communication format for all institutional news and media publications.
2. Dr. Pullaiah emphasized timely submission of media reports related to orientation and induction programmes.
3. Dr. Sridhar recommended maintaining a systematic archive of media reports, newspaper publications and photographs for future institutional reference.
4. It was resolved that the next News & Media Cell Committee Meeting would be conducted during Semester II of the Academic Year 2022-23.

The meeting concluded in the Conference Hall (A-Block) with a vote of thanks to the Chair.

Mr. MD. Khaleel Akthar

Convener – News & Media Cell

Dr. G. Apparao Naidu

Principal & Chairman

S.No	Name	Designation	Role	Signature
1	Dr. G. Apparao Naidu	Principal	Chairman	
2	Dr. B. Phijik	HOD	Member	
3	MR. P. Hari Krishna	HOD-ECE	Member	
4	Dr. C. Srinivasa Kumar	Professor	Member	
5	Mrs. K. Helini	Assistant Professor	Member	
6	Ms. P. Shilpa Sri	Assistant Professor	Member	
7	Mrs. V. Suzan Shalini	Assistant Professor	Member	
8	Mr. MD. Khaleel Akthar	Assistant Professor	Member	