

MINUTES BOOK

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

**7th News & Media Cell Committee Meeting held on 08th September 2023 at 11:00 AM in
Conference Hall (A-Block)**

The Quorum (60%) 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. Dr. R. Sridhar
4. Mr. P. Hari Krishna
5. Dr. C. Srinivasa Kumar
6. Mrs. K. Helini
7. Ms. P. Shilpa Sri
8. Mrs. V. Suzan Shalini
9. 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	Media Coverage Reporting	All departments shall submit event media reports for institutional records.
2	Press Releases	Press releases shall be prepared and approved by the authorised committee members before publication.
3	Social Media Strategy	A structured social media posting calendar shall be implemented and followed for regular institutional updates.
4	Newsletter Preparation	A quarterly institutional newsletter shall be prepared with contributions from all departments.
5	Digital Media Archive	Institutional events shall be documented and archived systematically in the digital media repository.

The Committee reviewed and approved the Action Taken Report.

2.0 Approval Items

2.1 Review of Media Coverage of the Previous Semester

The Convener presented a comprehensive review of the media coverage undertaken during the previous semester, including press reports, photographs and institutional publicity.

The Committee appreciated the efforts made in promoting institutional activities and suggested strengthening media documentation for future events.

2.2 Planning of Press Releases for Upcoming Academic Events

The Convener presented the schedule of forthcoming academic programmes requiring media coverage and press publicity.

The Committee approved the preparation of press releases for all major academic events after obtaining approval from the competent authority before publication.

2.3 Social Media Content Planning and Posting Schedule

The Convener proposed a structured social media content calendar for publishing institutional news, achievements and event updates.

The Committee approved the implementation of a systematic posting schedule to ensure timely and consistent communication through official social media platforms.

2.4 Newsletter Publication Review

The Convener presented the status of the institutional newsletter and proposed collecting contributions from all departments.

2.5 Documentation and Digital Archive Review

The Convener presented the existing digital archive comprising media reports, photographs and newspaper publications.

The Committee reviewed the records and resolved that all institutional events shall continue to be documented and archived systematically for future reference.

3.0 Any Other Items with the Permission of the Chair

1. Dr. G. Apparao Naidu advised all departments to submit media reports immediately after the completion of institutional events.
2. Dr. B. Phijik suggested ensuring timely approval of press releases before their publication in print and electronic media.
3. Dr. R. Sridhar recommended strengthening the institutional social media presence through regular, high-quality content and coordinated publicity.
4. The Committee resolved that the next News & Media Cell Committee Meeting would be conducted during Semester II of the Academic Year 2023–24.

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 CSE	Member	
3	Dr. R. Sridhar	HOD BSH	Member	
4	MR. P. Hari Krishna	HOD-ECE	Member	
5	Dr. C. Srinivasa Kumar	Professor	Member	
6	Mrs. K. Helini	Assistant Professor	Member	
7	Ms. P. Shilpa Sri	Assistant Professor	Member	
8	Mrs. V. Suzan Shalini	Assistant Professor	Member	
9	Mr. MD. Khaleel Akthar	Assistant Professor	Member	