

MINUTES BOOK

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

**9th News & Media Cell Committee Meeting held on 29th September 2024 at 10:30 AM in
Conference Hall (Block-B)**

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. MR. P. Hari Krishna
4. Dr. C. Srinivasa Kumar
5. Mrs. K. Helini
6. Ms. P. Shilpa Sri
7. Ms R. Manjula
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	Media Coverage Reporting	Previous media coverage was reviewed, and departments were directed to improve outreach through structured reporting.
2	Press Releases	All press releases shall be approved by the Chairman prior to publication, following the approved structured press note format.
3	Social Media Strategy	A monthly social media content calendar was finalized, and analytics shall be reviewed during every semester meeting.
4	Newsletter Preparation	Quarterly digital newsletter publication was approved.
5	Digital Media Archive	Media documentation shall be maintained in a centralized digital repository, with completion of a categorized archive repository directed.

The Committee reviewed and approved the Action Taken Report.

2.0 Approval Items

2.1 Review and Evaluation of Media Coverage of the Previous Semester

The Convener presented a detailed review of the media coverage received during the previous semester, highlighting institutional events, press reports and publicity activities.

The Committee reviewed the coverage and identified opportunities for improving institutional outreach through more systematic and timely media reporting.

2.2 Planning of Press Releases for Upcoming Academic and Co-curricular Activities

The Convener presented the proposed schedule of press releases for forthcoming academic and co-curricular programmes.

The Committee approved the use of a structured press note format and resolved that all press releases shall receive the Chairman's approval before publication.

2.3 Finalization of Social Media Content Schedule and Communication Strategy

The Convener presented the proposed monthly social media content calendar and communication strategy for promoting institutional achievements and activities.

The Committee approved the monthly posting schedule and resolved that social media performance analytics shall be reviewed during every semester meeting.

2.4 Planning for the Development and Publication of the Institutional Newsletter

The Convener presented the proposal for preparing the institutional newsletter covering academic, research and student activities.

The Committee approved the publication of a quarterly digital newsletter with contributions from all departments.

2.5 Review of the Digital Archiving and Documentation System

The Convener presented the status of the institutional digital archive and documentation system.

The Committee reviewed the progress and directed that all media records, photographs and publications be maintained in a centralized and categorized digital archive repository for future institutional reference.

3.0 Any Other Items with the Permission of the Chair

1. The Chairman advised all departments to strengthen media outreach by ensuring timely submission of event reports and publicity materials.
2. Dr. B. Phijik suggested maintaining uniformity in press releases by adhering to the approved structured press note format.
3. Dr. R. Sridhar recommended periodic monitoring of social media analytics to enhance institutional visibility and public engagement.
4. The Committee resolved that the next News & Media Cell Committee Meeting would be conducted during the Even Semester.

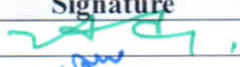
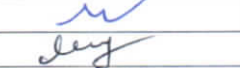
The meeting concluded in the Conference Hall, Block-B, with a vote of thanks to the Chair.

Mr. MD. Khaleel Akthar Dr.

Convener – News & Media Cell

G. Apparao Naidu

Principal & Chairman

S.No	Name	Designation	Role	Signature
1	Dr. G. Apparao Naidu	Principal	CSE	
2	Dr. B. Phijik	HOD CSE	CSE	
3	MR. P. Hari Krishna	HOD-ECE	ECE	
4	Dr. C. Srinivasa Kumar	Professor	CSE	
5	Mrs. K. Helini	Assistant Professor	IT	
6	Ms. P. Shilpa Sri	Assistant Professor	AI&ML	
7	Ms R. Manjula	Assistant Professor	BSH	
8	Mr. MD. Khaleel Akthar	Assistant Professor	BSH	