

MINUTES BOOK

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

11th News & Media Cell Committee Meeting held on 14th September 2026 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. T. Pullaiah
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	Annual Review	The activities and achievements of the News & Media Cell for the Academic Year 2025–26 were reviewed and recorded.
2	Digital Tools Adoption	The Committee approved the adoption of new digital tools for drafting and distributing press releases.
3	Orientation & Fresher's Day Coverage	Coordinators were assigned to cover the Orientation Programme and Fresher's Day.
4	Departmental Coordinators	Departmental media coordinators were allocated for the Academic Year 2026–27.
5	Social Media Content Calendar	A new social media content calendar was proposed and approved for implementation from the current semester.

The Committee reviewed and approved the Action Taken Report.

2. 0 Approval Items

2.1 Review of the News & Media Cell Activities and Achievements for the Academic Year 2025–26

The Convener presented a comprehensive report highlighting the activities, achievements and media initiatives undertaken by the News & Media Cell during the Academic Year 2025–26.

The Committee reviewed the annual performance and appreciated the successful media outreach while recommending continuous improvement in institutional publicity.

2.2 Discussion on the Adoption of New Digital Tools for Press Release Drafting and Distribution

The Convener presented various digital tools designed to improve the drafting, approval and dissemination of institutional press releases.

The Committee approved the adoption of suitable digital platforms to enhance the efficiency, quality and timely distribution of official press releases.

2.3 Planning of Media Coverage for the Orientation Programme and Fresher's Day

The Convener presented the media coverage plan for the forthcoming Orientation Programme and Fresher's Day celebrations.

The Committee approved the proposal and assigned coordinators to ensure comprehensive coverage of all important events and activities.

2.4 Allocation of Departmental Media Coordinators for the New Academic Year

The Convener proposed the allocation of departmental media coordinators to facilitate effective communication and documentation of institutional events.

The Committee approved the appointment of departmental media coordinators for the Academic Year 2026–27 to strengthen media coordination across all departments.

2.5 Review of the Institution's Social Media Presence and Proposal for a Content Calendar

The Convener presented a review of the institution's official social media platforms and proposed a structured content calendar for the current academic year.

The Committee reviewed the proposal and approved the implementation of a new social media content calendar to ensure regular publication of institutional news, achievements and events.

3.0 Any Other Items with the Permission of the Chair

1. Dr. G. Apparao Naidu advised all departments to submit media reports and event photographs immediately after every institutional programme.
2. Dr. B. Phijik recommended utilizing newly adopted digital tools to improve the quality and efficiency of institutional press releases.
3. Dr. R. Sridhar suggested maintaining consistent and engaging content across all official social media platforms to strengthen the institution's public image.
4. The Committee resolved that the next News & Media Cell Committee Meeting would be conducted during the Academic Year 2026–27.

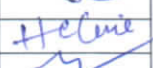
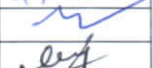
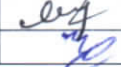
The meeting concluded in the Conference Hall, Block-A, with a vote of thanks to the Chair.

Mr. MD. Khaleel Akthar

Convener – News & Media Cell

Dr. G. Apparao Naidu

Principal & Chairman

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