

DINSHA PATEL COLLEGE OF NURSING,
NADIAD
NATIONAL ASSESSMENT AND ACCREDITATION PROJECT
(NAAC)

Media Cell Committee (2019-20)

Introduction

The media cell committee is body which is responsible for handling:-

- Press
- Media
- Online Public Relations
- Facebook group
- Online SMS
- Digital Display Board/LCD/TV
- College Website

The DPCN has revised the committee members on 07-08-2019.

The committee comprises of the following members:

Sr. No.	Name	Designation	Designation in Committee	Mobile No.
1	Mr. Virendra Jain	Principal	Chairperson	
2	Mr. Kailash Nagar	Asst. Prof.	Secretary	9509323044
3	Mrs. Arpita Vaidya	Vice-Principal	Member	
4	Mr. Atit Shah	Admin Sup.	Member	
5	Mr. Urvish Sheikh	IT Dept.	Member	
6	All Class Coordinator			

Objectives of Media Cell:

- 1 The Media Cell has been created in the Institute for better publicity of the Institute's activities and interaction with media (print as well as electronic).
- 2 The Media Cell manages the media relations of the institute and keeps the media updated with the happenings at the institute. This primarily involves covering various events of the college, writing press releases, taking photographs and ensuring that each and every event of the college gets its due media coverage.
- 3 The Media Cell designs and compiles the official newsletter which contains all the events and happenings of the campus, national and international awards won by the faculty members as well as students.
- 4 The Media Cell also organizes various interesting events at the institute festivals as well as during the academic session.
- 5 To Promote visibility of the Institute worldwide.

- 6 To foster community relations with external stakeholders through several media relation activities

Mechanism of Media Cell

1. Organize events which promote the prestige of institute.
2. Collection of information regarding publicity of institute.
3. Findings and collecting proper information of institute and publish into the press media.
4. Preparation of records and filing the activity of Media Cell of Institute.
5. The Media Cell committee manages internal communication by reporting events, happenings and achievements to the administration, faculty, student & community.

Policies for attainment of objective

1. All Faculties are requested to take photo graphs of the every events and share it with media cell.
2. Establish and maintaining DPCN Website (<https://www.dpcn.org.in/>) and pages/groups on social media website such as Facebook, Twitter, Instagram, Youtube etc.
3. Media cell will look after for any Inappropriate or offensive posts on FB group.
4. Regularly report to the Institute authority for the ongoing activities.

Rules/ Regulation of Committee

1. **Committee will meet once in bimonth on 26th date**
2. Content on Display TV will be updated on every Saturday.
3. Content on Facebook and Other Social Media will be updated on the Same day of the Events.
4. Timely Report to the Chairperson for any changes.
5. If any faculties required to update information's on DPCN Website, kindly provide it in appropriate manner with detail.

Distribution of Work :

Each Coordinator assign for their particular class work

Sr. No	Name of the Faculty	Allotted Work
1	Mr. Virendra Jain Mrs. Arpita Vaidya	DPCN Web Site Update
2	Mr. Kailash Nagar	Facebook Page, Digital Display Board
3	Mr. Atit Shah	Press Note, Printed Media,
4	Mr. Urvish Seikh	Collection data for website (Every Wednesday)

List of Records

:

- 1) Meeting Register
- 2) Record File

Useful website links

DPCN :- <https://www.dpcn.org.in/>

Facebook Page:- <https://www.facebook.com/groups/207451819343635/>

NSS Page:- <https://www.facebook.com/groups/1989063741383976/>

NSS Youtube:- https://www.youtube.com/channel/UC879N0MT-4N2SWiAggLO_KA