



**Date:** 15 July 2021

## **Creation and Appointment of Media Cell at Harivandana College, Rajkot**

In alignment with the vision of Harivandana College, Rajkot, to enhance the visibility and communication of its academic, cultural, and extracurricular activities, the **Media Cell** has been established. The purpose of the Media Cell is to handle all matters related to public relations, media communications, and social media engagement. The Media Cell will be responsible for promoting the college's events, achievements, and initiatives through various media channels, both online and offline.

### **Structure of the Media Cell:**

The Media Cell will function with the following key members:

1. **In-Charge:**

Mr. Sagar Babariya

Responsibilities:

- Oversee the operations and activities of the Media Cell.
- Coordinate with various departments to ensure accurate and timely dissemination of information.
- Manage media relations and establish connections with local and national media houses.
- Supervise social media platforms, ensuring relevant content is shared regularly.
- Review and approve all communication materials before distribution.

2. **Members:**

○ **Mr. Sanjay Zala**

○ Responsibilities:

- Assist in content creation, including press releases, articles, and blogs.
- Coordinate with external media agencies for coverage of events.
- Manage event photography and videography for public releases.
- Maintain archives of media coverage and reports.

○ **Mr. Vishal Vasa**

○ Responsibilities:

- Handle social media accounts, including content creation and community engagement.
- Develop and implement strategies to increase the college's online presence.
- Monitor the college's brand image and public perception on various platforms.
- Assist in organizing press conferences, media briefings, and events.

## **Role and Objectives of the Media Cell:**

### **1. Public Relations:**

The Media Cell will be the central communication hub between the college and the external public, including prospective students, parents, alumni, and the media. It will handle press releases, interviews, and other media-related activities.

### **2. Social Media Management:**

The team will be responsible for creating, curating, and sharing content across various social media platforms (Facebook, Instagram, Twitter, LinkedIn, etc.) to ensure engagement with the college community and the wider public.

### **3. Event Coverage:**

The Media Cell will document and publicize college events, academic achievements, guest lectures, workshops, and extracurricular activities. It will also facilitate coverage by external media during large events like annual functions or conferences.

### **4. Branding and Reputation Management:**

The Media Cell will work on maintaining and enhancing the reputation of Harivandana College by ensuring that all media coverage reflects the college's values, mission, and vision. It will ensure that all communications are consistent with the college's branding guidelines.

### **5. Coordination with External Agencies:**

The Media Cell will liaise with media outlets (newspapers, magazines, TV stations) and PR agencies for effective dissemination of news and information related to the college's activities.

## **Approval and Appointment:**

The following appointments are hereby approved for the establishment and functioning of the Media Cell:

- **In-Charge:** Mr. Sagar Babariya
- **Members:** Mr. Sanjay Zala, Mr. Vishal Vasa

The Media Cell is expected to begin its operations immediately and work closely with all departments to ensure effective communication and outreach for the college.

**Implementation:**

The Media Cell will report directly to the Principal and is expected to submit regular updates on the status of media coverage, social media metrics, and upcoming activities.

For any inquiries or suggestions, the Media Cell can be contacted at +91-99781-55555.

We wish the newly appointed team all the best in their endeavors and look forward to seeing the Media Cell's efforts contribute to the overall success of Harivandana College.



**By Order**  
  
**I/C Principal**

Harivandana College, Rajkot

Copy to

1. All Committee
2. Administration Cell