**Minutes of the Meeting of the Steering Committee with Media Centre, Social Media Cell, PRO Cell held on 18.08.2022 at 11.30 AM in the Board Room** 158/C

The following were present:

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| 1. | Prof. Rana Pratap Singh | Chairman |
| 2. | Prof. D.R. Modi | Member |
| 3. | Prof. Priti Saxena | Member |
| 4. | Prof. Ram Chandra | Member |
| 5. | Prof. B.N. Dubey | Member |
| 6. | Prof. Shishir Kumar | Member |
| 7. | Dr. M. K. Padhy | Member |
| 8. | Dr. Raj Sharan Shahi | Member |
| 9. | Prof. Gopal Singh | Special Invitee |
| 10. | Prof. Govind Ji Pandey | Special Invitee |
| 11. | Dr. Rachana Gangwar | Special Invitee |
| 12. | Dr. Alka | Special Invitee |
| 13. | Dr. Arvind Kumar Singh | Special Invitee |
| 14. | Prof. Shilpi Verma | Member Secretary |

The Chairman welcomed all the members and resolved the following points

**I - Social Media Cell**

Prof. Govind Ji Pandey, Chairman, Social Media Cell expressed the functioning of cell and narrated the problems being faced by the cell. Dr. Alka, member of the cell also explained the lack of infrastructure and manpower in the Social Media Cell. Due to the above problems, the Cell is not in a position to achieve the targeted goals. Despite hardships, the cell is trying to publicize the University news in the following social media applications. It has been observed that the media photos having watermark of Media Centre that should be replaced by BBAU, Lucknow.

1. In Twitter account there are 3000 followers verified with Blue tick.
2. In Facebook, there are about 5000 followers.
3. In Instagram, there are about 2000 followers.
4. In YouTube, there are 243 followers.

The Chairman, Social Media Cell proposed to initiate one Social Media Start-up Centre under the aegis of Social Media Cell, to make the University students aware about different start up opportunities available in the social media industry. Also planning to provide consultancy for outside agency/individual with consultancy charge.

The major issue expressed by the Chairman and Member of the Social Media Cell is that they are not receiving the media files i.e. Photo, Video graphs and other news clippings etc., on the same day from the office of PRO, Media Cell and Media Centre as a result of which, the media files could not be uploaded on the Social media in time.

**Appeal by the Cell for effective functioning.**

1. Requirement of One Cameraman.
2. Requirement of one Production Assistant.
3. One high end Video/Web Camera for recording video graphs of different events being organized by the University from time to time.

The Steering Committee members requested the Chairman, Social Media Cell to submit the complete report of the Cell by 18th August 2022 evening but the same is not received by the IQAC till 06.00 PM.

**II – PRO (Public Relation Officer) Cell**

Dr. Rachna Gangawar, PRO expressed that the manpower which was provided to the PRO office has been removed without any notification. There is no infrastructure in the office of PRO. To coverage the University events, programmes, and other important functions, the PRO cell does not receive any communication in advance from the event organizers. As a result, the PRO team is not able to cover the entire events/programme.

**Appeal by the PRO for effective functioning.**

1. One trained manpower for news coverage.
2. One Cameraman with high quality of Camera.
3. One high end Computer Desktop.
4. One Scanning machine.
5. One Photocopier.

The PRO office should send the positive news about the events, happenings and research achievements or any other activities to the Media for publication within appropriate timings.

If the University Reporter or the person who is cutting the news clippings is on leave, a person from Media Centre should be deputed by Director, Media

Centre/PRO/Media Cell to make press release as well as cutting of news papers, as these items should not be delayed. The photographer of the Media Centre should share the photographs / news paper clippings of the events to the organizers same day, as the Report to be sent to Ministry of Education/UGC etc. on time bound manner. The members suggested PRO to frame the Guidelines for PRO office for effective functioning.

The Steering Committee members requested the PRO to submit the complete report of the office by 18th August 2022 evening but the same is not received by the IQAC till 06.00 PM.

**III – Media Centre**

Prof. Gopal Singh, Director, Media Centre expressed his view that the Media Centre is working effectively with available resources. At present there are seven (07) permanent staff working in the Media Centre. The members suggested the Director, Media Centre to submit the complete report of working profile of each employees posted in the Centre.

Director, Media Centre also expressed that there is no proper infrastructure in the centre to cater the need of the University. The proposals for procurements of some equipment are underway, hence requested that the process to be expedited to get the required equipment.

The Steering Committee members requested the Director, Media Centre to submit the complete report of the present position of the Media Centre on 22.08.2022 Forenoon.

**IV Publication Cell**

The committee requested Prof. Ripu Sudan Singh, Chairman of Publication Cell to provide the activities, functioning and future course of action of the cell at the earliest.

COE apprised the Steering Committee members that the results of seven departments are pending and he had personally communicated respective head of the departments and they ensured that the results will be submitted to the COE section by 18th August 2022 Evening.

The Steering Committee members observed seriously that the points raised by the members with regard to activities/data/training SC/ST Cell in the previous committee meeting held on 10.08.2022, but RSO has not yet provided the same till 18th August 2022 evening.

In order to bridge the gap among the above three cells, it was resolved that Prof. Ram Chandra will act as Coordinator of the Media Centre, Social Media Cell/Media Cell and PRO till the completion of the forthcoming NAAC visit.

The meeting ended with a vote of Thanks to the Chair.

* may be discuss with Honble VC.

(Raj Sharan Shahi) 18.08.22

(M.K. Padhy) 18/08/2022

(Shishir Kumar)

(Shilpi Verma) 18/8/2022

(B.N. Dubey)

(Ram Chandra) 18/8/2022

(Priti Saxena)

(D.R. Modi) 18/8/22

(Rana Pratap Singh) 18/08/22