



Accredited by NAAC with A Grade
Permanently Affiliated to Yogi Vemana University
Recognized Under 2(f) & 12(B) of UGC Act 1956
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Ref: SRNBPGC/MC/2025-26/12

Date: 02-07-2025

Constitution of Media Cell

The purpose of the Media Cell in our college is to manage and enhance the communication between the college and its internal as well as external audiences, including students, faculty, parents, alumni, the local community, and the broader public. The Media Cell plays a vital role in shaping the college's image, disseminating information, and ensuring that all media-related activities align with the institution's goals and values.

The cell is established for the academic year 2025-26 with the following members.

S.No	Name of the Faculty	Designation	Role in the committee
1	Mr R. V. Sai Krishna	Principal	Chairperson
2	Dr G. Ramasudha	Faculty in Journalism & Mass communications	Co-ordinator
3	Smt. M Radha	Faculty in Computer Science	Member
4	Dr B Ashok	Faculty in Commerce	Member
5	Mr G Madhu	Faculty in Commerce	Member
6	Mr. C Siddiq Basha	III BCA H	Member
7	Mr. N. Uttam Kumar Reddy	Industry Expert	Member

Roles and Responsibilities

Chairperson:

- Provides overall leadership and strategic direction to the Media Cell, ensuring alignment with the college's objectives.
- Makes key decisions on media strategies, content approval, and public relations.
- Acts as the primary point of contact during crises and maintains external media relations.

Co-ordinator

- Manages the day-to-day operations of the Media Cell, ensuring tasks are assigned and deadlines met.
- Develops and implements media strategies, including content creation and social media management.
- Oversees event coverage, media outreach, and prepares reports on media activities.

Student/Employee Members:

- Create and edit content such as press releases, social media posts, and event documentation.
- Manage the college's social media accounts, engage with the audience, and monitor media coverage.
- Assist in event coverage, including photography, videography, and promoting college activities.

Industry Expert:

- Provides specialized knowledge and insights on media trends, strategies, and best practices to enhance the college's media outreach.
- Advises on the development of content, media campaigns, and public relations strategies to strengthen the college's media presence.
- Assists in building professional networks with industry professionals and media outlets, offering guidance on external collaborations and partnerships.

We, the undersigned, hereby adopt this constitution and pledge to uphold its principles and objectives.

Signatures:

(Chairperson) _____

(Co-ordinator) M. Padma

(Faculty) S. Madhu

(Faculty) _____

