



SANKETIKA VIDYA PARISHAD ENGINEERING COLLEGE
(Approved by AICTE, New Delhi & Affiliated to Andhra University, Visakhapatnam)
P M Palem, VISAKHAPATNAM – 530 041



Email :svpec.principal@gmail.com

Website :www.svpec.info

Phone: 9573334902

Dr. N. C. Anil
Principal

DATE: 11/01/2024

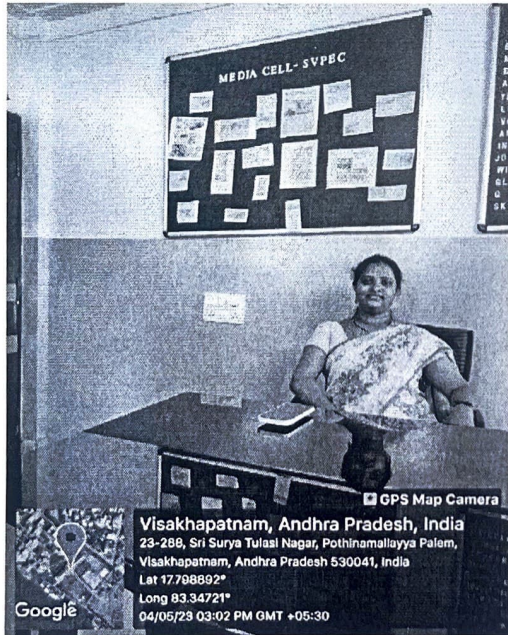
Rc No: Svpec/2023-24/60

MEDIA CELL

This is certify that the following are the roles and responsibilities of media cell in Sanketika vidya parishad engineering college

- Ensure wide social media cover page viz., Twitter, facebook, linkedin, youtube etc., of initiatives and activities of AICTE
- Organize press releases in print and electronic media of AICTE initiative sand achievements.
- Live steam of webinars and various other events of AICTE on youtube platform of AICTE
- Coordinate with empanelled advertising agencies for circulation of advertisements / creative's of various bureaus of AICTE in print media
- Manage photography and videography of special events organised by AICTE
- Overall management of all media related works of AICTE and nodal cell for empanelled as well as other media/advertising agencies.

Photos are enclosed below



Communication, Information & Media Cell is the student media body of the college. It is responsible for handling the PR (Press Release) activities of the college. It caters to the three major domains of the institute including Public Relations, Social Media handles Management, and the Official Newspaper/Newsletter of the institute:

1. Public relations - The club oversees the institute's media relations and informs the media of events at the institute. This mostly entails covering various campus activities, drafting press releases, taking photographs, and working to ensure that every event is adequately covered by the media.
2. Newsletter - The club designs and compiles the PEC University of Technology's official newsletter, PECPOST which includes information on all campus activities

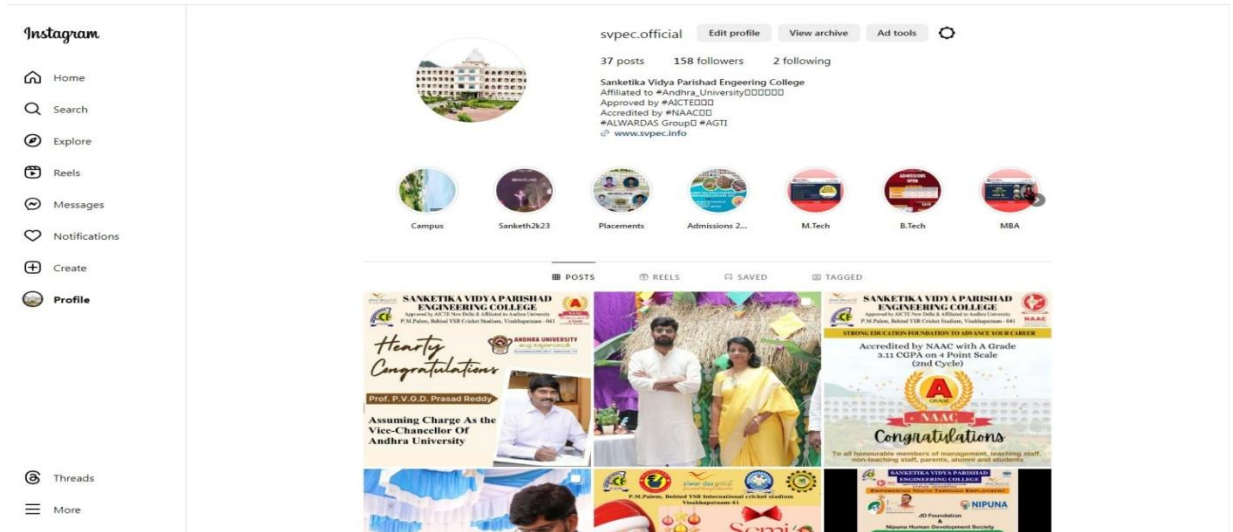


Sanketika Vidya Parishad Engineering College

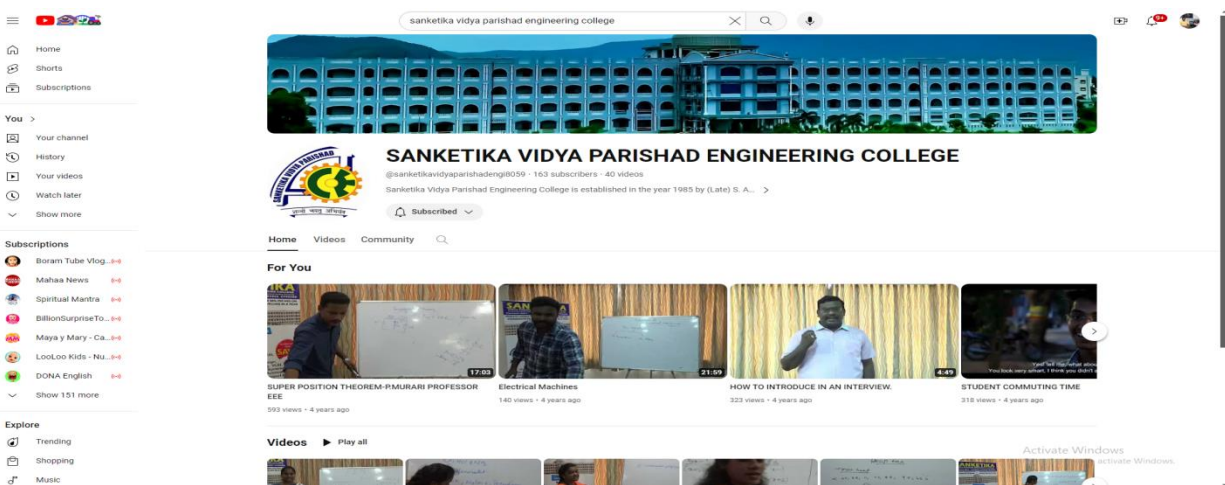
PRINCIPAL
Sanketika Vidya Parishad
Engineering College
P.M. Palem, Visakhapatnam-4

Social Media Accounts :

● INSTAGRAM PAGE:



● YOUTUBE PAGE



● FACEBOOK PAGE

