



# **SRI CHAITANYA** **Technical Campus**

**College of Engineering & Technology • College of Business Management**  
SVS Educational Society • Approved by AICTE, New Delhi & Affiliated to JNTU, Hyderabad

Lr. No.: SCTC/M-Cell/2025-26

Date:04/12/2025

## **Media Cell** **CIRCULAR**

### **Subject: Constitution of Media cell**

In order to ensure effective institutional communication, outreach, branding, and documentation of academic and co-curricular activities, and in alignment with NAAC quality indicators related to institutional visibility and stakeholder engagement, the Management of Sri Chaithanya Technical Campus has decided to **constitute a Media Cell** with immediate effect.

The Media Cell aims to systematically capture, curate, and disseminate information related to academic achievements, student activities, research outcomes, extension programs, and institutional best practices, thereby supporting NAAC and NBA requirements related to governance and public information.

### **Objectives of the Media Cell**

- To enhance **institutional visibility and outreach**
- To document and publicize **academic, research, innovation, and extension activities**
- To support transparency and stakeholder communication
- To assist in **NAAC / NBA documentation and evidence management**

### **Composition of the Media Cell**

1. **Chairperson:** Dr. Dr. Shaik Abdul Muzeer, Principal
2. **Coordinator:** K.Swamynath HoD Mech
3. **Members:**
  - G.Ramesh EEE (Faculty)
  - K.Balaji Mech (Faculty)
  - M.Venu CSE Faculty (Technical / Web / Design Support)

### **Functions of the Media Cell**

- Coverage of academic events, workshops, FDPs, seminars, and student activities
- Management of institutional website, social media platforms, and newsletters
- Preparation of reports, photographs, videos, and press releases
- Coordination with IQAC for accreditation-related documentation
- Archival of media records for audit and accreditation purposes

This circular comes into force with immediate effect.

**PRINCIPAL**  
**Sri Chaitanya Technical Campus**  
**SCTC**  
**Sheriguda (Vill.) - Ibrahimpatnam (M)**

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