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Date : 10-09-2025

MEDIA CELL

Introduction

The Media Cell of MIET Kumaon has been constituted with the objective of strengthening communication, enhancing institutional visibility, and ensuring transparent dissemination of academic, research, extension, and student-related activities. The Media Cell acts as a bridge between the institution and various stakeholders including students, parents, faculty members, regulatory bodies, industry, alumni, and the general public.

The Media Cell supports the vision and mission of MIET Kumaon by promoting quality education, innovation, social responsibility, and compliance with statutory and regulatory requirements including AICTE norms.

2. Objectives of the Media Cell

The primary objectives of the Media Cell are:

- To publicize academic, co-curricular, and extra-curricular activities of the institution.
- To promote achievements of students, faculty, and the institution at regional and national levels.
- To manage official communication through print, electronic, and digital media.
- To maintain transparency and timely dissemination of information.
- To enhance institutional branding and public image.
- To support admissions, outreach, and community engagement activities.
- To ensure ethical, accurate, and responsible media communication.

3. Scope of Activities

The Media Cell undertakes the following activities:

- Preparation and release of press notes and media briefs.

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- Coverage of seminars, workshops, conferences, cultural events, sports events, and social outreach programs.
- Management of official website updates related to news and events.
- Management of official social media platforms.
- Coordination with print and electronic media.
- Documentation of institutional events through photographs and videos.
- Promotion of research, innovation, and entrepreneurship activities.
- Support during inspections, accreditations, and regulatory reporting.

4. Composition of the Media Cell

S. No.	Name	Designation	Role in Media
1.	Dr B.S Bisht	Managing Director	Chairperson
2.	Mr. Sandeep Saxena	Assistant Professor	Media Cell Coordinator
3.	Mrs.Hema Negi Khatri	Assistant Professor	Member
4.	Mr. Vinod Bhudhakoliti	Administration	Member
5.	Mr. Krishna Belwal	Technical Staff	Member
6.	Mr. Gokulanand Joshi	Student	Member

5. Roles and Responsibilities

Chairperson

- Provide overall guidance and approval for media-related activities.
- Ensure alignment of media communication with institutional policies.

Media Cell Coordinator

- Plan and coordinate media activities.
- Liaise with media agencies and stakeholders.
- Ensure timely dissemination of information.

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Members

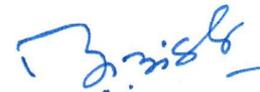
- Assist in content creation, documentation, and publicity.
- Support event coverage and reporting.
- Maintain records of media coverage.

IT / Website In-charge

- Upload news, notices, and event updates on the official website.
- Manage digital archives and online visibility.

Student Representative

- Support content creation and event coverage under supervision.
- Encourage student participation in institutional activities.



(Dr. B. S. Bisht)
Managing Director

