



श्री माता वैष्णो देवी विश्वविद्यालय  
Shri Mata Vaishno Devi University, Katra  
Kakryal, Katra-182 320 (J&K)

No: SMVDU/S&P/22/762-765

Dated: 27 Oct.'2022

Notification

**Sub: Re-constitution of Committee for managing the media campaign of SMVD University-reg.**

**Ref:- Notification issued vide No, SMVDU/AA/21/616-618 dated:- 02/07/2021**

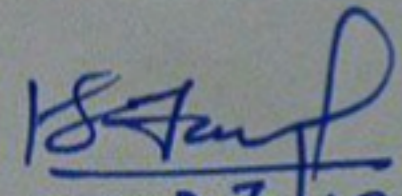
With respect to the captioned subject and reference cited above and as approved by the by the Competent Authority a Committee comprising of the following members is hereby constituted for managing the media campaign of the University in a strategic manner across all platforms including, print [newspapers, magazines, brochures, etc.], social media and other related media, as may be required depending on the type of advertisement;

1. Registrar, SMVDU	Chairman
2. Finance Officer	Member
3. Dean [Academic Affairs]	Member
4. Dean [Research & Development]	Member
5. Deputy Registrar[S&P]	Member
6. Faculty I/c. Media Cell	Member
7. Faculty I/c. Network Centre	Member
8. PRO-SMVDU	Member Secretary

The committee shall be responsible for making recommendations regarding all advertisements [admissions, recruitments, tenders, notices, projects, etc.] in terms of selection of medium, vendor, size & design of the advertisement, and the commercials involved and shall implement the same after approval of the Competent Authority. The above committee shall also be responsible with the task of preparation and uploading of an ebid for empanelment of a reputed advertising agency/creative agency for preparation and designing of the creative content [video, print, etc.], and developing a robust media campaign of the University for ensuring maximum reach with greater impact.

Further, the Member Secretary shall act as the Nodal Officer corresponding between the indenting departments, desirous of giving advertisements/creative to the agency selected for the purpose. He shall also be responsible for taking necessary approvals for the commercials involved and vet the bills before presenting the same to the finance wing for payments and ensure that the terms and conditions as agreed upon with the agency are adhered too.

This issues with the approval of the Competent Authority.

  
Registrar  
27/10/22

**Copy to:**

1. All Deans/ Heads/Section Heads, for information.
2. All committee members....., for information and compliance.
3. PS to VC, for the kind information of Hon'ble Vice-Chancellor.
4. Faculty I/c Website, for information and uploading on the University Website.
5. Office Order / Circular file.