

Ref. No.: ITS/CPS/PO/206

Date: 04<sup>th</sup> Sep 2024

### Subject: Formation of Media Cell

In line with our vision to enhance the outreach and representation of our institution across various platforms, it has been decided to establish a **Media Cell** at I.T.S College of Professional Studies, Greater Noida.

The following personnel have been appointed as members of the Media Cell:


1. Mr. Manoj Kumar Gupta – Head
2. Mr. Rajeev Kumar – Member
3. Ms. Sakshi Goel – Member
4. Ms. Manisha Sharma – Member
5. Ms. Tanvi Agarwal – Member

The Media Cell will act as the official communication and publicity wing of the institute and will oversee the following key responsibilities:

1. **Documentation and Content Creation:** Preparing press releases, articles, reports, and event summaries.
2. **Social Media Management:** Regularly updating and managing the institute's official social media platforms.
3. **Event Coverage:** Providing comprehensive coverage of all institutional events through photography, videography, and content writing.
4. **Design and Promotions:** Creating promotional materials such as posters, banners, and videos for campaigns and events.
5. **Media Coordination:** Building and maintaining relationships with media outlets to ensure effective publicity for the institution.

The Media Cell will work in close coordination with the institution's administration to ensure seamless communication and dissemination of information.

Your support and cooperation in this initiative are highly valued and appreciated.

  
Prof. (Dr.) Dileep Singh  
Principal  
I.T.S College of Professional Studies  
Greater Noida-201310

I.T.S College of Professional Studies, Greater Noida

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