



Visvesvaraya Technological University
"Jnana Sangama", Belagavi - 590 018, Karnataka State

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Ref VTU/BGM/Aca-OS/Gen-Cirs/2019-20/ 2533

Date 15 JUL 2019

CIRCULAR

Sub: Identifying 'Social Media Champion (SMC) - reg...

**Ref: Communication dated : 3rd July, 2019 from
Department of Higher Education, MHRD, New Delhi**

With reference to the above, please find enclosed herewith a copy Communication dated 3rd July, 2019 from Department of Higher Education, MHRD, New Delhi with regards to **Identifying 'Social Media Champion (SMC)**.

Hence, the colleges are informed to identify SMC and upload the same on AISHE portal.

This is for information and needful action.

Encl: as above

BY ORDER

Annigeri

REGISTRAR

To,

- 1. The of Principals of All Engineering Colleges under the ambit of VTU, Belagavi**
- 2. The PG Co-ordinators of all PG Centres of VTU**

11/7/19

Copy to:

- Hon'ble Vice-Chancellor through the Secretary to VC, VTU, Belagavi for kind information
- The Regional Directors (I/C) of all the Regional Offices of VTU for kind information and send to circular to all colleges
- The Computer Network Centre, VTU, Belagavi- to upload on VTU website
- PS to Registrar, VTU, Belagavi

R. Subrahmanyam, IAS
Secretary



Ministry of Human Resource Development
Department of Higher Education
Government of India

D.O. No.Secy(HE)/07/2019
3rd July, 2019

To Heads of all Higher Educational Institutions
(through the AISHE Nodal officers)

With a view to connecting all the higher educational institutions with each other, and with MHRD, so as to share their achievements using the social media platforms, it was decided to request all the HEIs to identify one of the faculty/non-faculty member as a '**Social Media Champion (SMC)**' of the institution.

The SMC is expected to communicate to all other HEIs and the MHRD, the good work done by the institution and their students from time to time. In this process, the SMC is expected to perform the following functions:

- a) Open (if not there) and operate the Twitter/Facebook/Instagram accounts of the institution.
- b) Connect them to the Twitter/Facebook/Instagram accounts of the other HEIs and that of the MHRD.
- c) Connect all the students' Twitter/Facebook/Instagram accounts with the HEI's Twitter/Facebook/Instagram accounts, as well as the MHRD's Twitter/Facebook/Instagram accounts.
- d) Publicise at least one positive story/event by their institution (by the institution/teachers/students) every week using the social media.
- e) Retweet the positive stories by other HEIs so that their students and stakeholders can learn from the success stories of other institutions.

In accordance with the above, all the AISHE nodal officers are requested to contact their Heads of Institutions immediately, and with their approval, intimate the following details about the SMC of their institution, before **31st July 2019** in the portal that is opened by the AISHE:

- a) Name of the SMC
- b) Designation
- c) Mobile number (with WhatsApp)
- d) Email address
- e) Twitter account

Yours sincerely,


(R. Subrahmanyam)