

مولانا آزاد نیشنل اردو یونیورسٹی
MAULANA AZAD NATIONAL URDU UNIVERSITY
(A Central University, accredited "A" Grade by NAAC)
PLANNING AND DEVELOPMENT SECTION



No. MANUU/P&D/F.55B (vol.II)/2019-20/ 56

20th August, 2019.

ORDERS

Sub: MANUU/P&D – Mr. Rizwan Ahmad, Director, Instructional Media Centre – Nominated as Coordinator/Nodal Officer for Social Media Champion (SMC) of MANUU – Reg.

**Ref: 1) MHRD letter D.O. No. Secy (HE)/07/2019, dated 3rd July, 2019.
2) Approval of the Vice-Chancellor dated 20.08.2019.**

The Government of India, Ministry of Human Resource Development (MHRD) vide its communication 1st cited, informed the University that 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 and requested all the HEIs to identify one of the faculty/non-faculty member as a **Social Media Champion (SMC)** of the Institution.

2. The **Social Media Champion (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:

- Open (if not there) and operate the Twitter/Facebook/Instagram accounts of the institution.
- Connect them to the Twitter/Facebook/Instagram accounts of the other HEIs and that of the MHRD.
- 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.
- Publicise at least one positive story/event by their institution (by the institution/teachers/students) every week using the social media.
- Retweet the positive stories by other HEIs so that their students and stakeholders can learn from the success stories of other institutions.

3. The Vice-Chancellor is pleased to appoint Mr. Rizwan Ahmad, Director, Instructional Media Centre as a Head of the MANUU **Social Media Champion** to undertake various social media activities of the University in addition to his normal duties as Director, IMC. He will also make liaison with HEIs, MHRD and UGC in this regard. The details of SMC has been sent to the MHRD and UGC.

4. All Deans of the Schools, Heads of the Departments and Principals/In-charge of the Institutions under MANU shall cooperate with Director, IMC for effectively perform his Social Media activities as desired by the MHRD.


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Copy to:

- Mr. Rizwan Ahmad, Director, Instructional Media Centre (IMC), MANUU.
- All the Deans of Schools/ HoDs of Departments
- Office of the VC/PVC/Registrar/CoE/Finance Officer
- AR(Academic Section)/ER-I/ER-II
- Director CIT for uploading on the University website.
- Concerned file.