



No. MANUU/P&D/F.55B (vol.II)/2019-20/ 34

1<sup>th</sup> July, 2019

**ORDERS**

**Sub:** MANUU/P&D – Mr. Rizwan Ahmad, Director, Instructional Media Centre – Nominated as Coordinator/Nodal Officer for Publicity activities of MANUU – Reg.

**Ref:** 1) MHRD letter D.O. No. 19-40/2019-CU.Cdn dated 24<sup>th</sup> June, 2019  
2) MANUU- ER.II/EF.101/2018-19/272 dated 13.6.2019  
2) Approval of the Incharge Vice-Chancellor dated 01.07.2019.

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The Government of India, Ministry of Human Resource Development (MHRD) vide its communication 1<sup>st</sup> cited, informed the University that a massive publicity of the achievements of the Ministry would enable various doubts in the minds of the public to be automatically addressed and complete transparency would be achieved in the functioning of the Ministry. In order to meet the above requirements, the MHRD has advised all Centrally Funded Institutions under MHRD including Central Universities to carry out the following:

- (i) Nominate a team of faculty/staff for publicity activity and communicate the names, contact details, credential and co-ordinates to MHRD immediately
- (ii) The primary responsibility would be social media releases through Twitter, Instagram, Facebook, etc on a daily basis.
- (iii) Twitter accounts of all students will be linked to the Twitter account of the Educational Institutions, Every institution would be linked with the MHRD Twitter handle.
- (iv) All students to be also linked with the MHRD Social Media handle@HRDMinistry).

2. In the past, the University had appointed Mr. Abid Abdul Wassay, Public Relations Officer (PRO) as Content Manager of the Social Media Cell of the University vide orders 2nd cited. Considering the present requirements, the Vice-Chancellor is pleased to appoint Mr. Rizwan Ahmad, Director, Instructional Media Centre as Head of the MANUU Publicity Team to undertake various publicity activities of the University in addition to his normal duties as Director, IMC. He will also make liaison with the MHRD and UGC in this regard. Mr. Rizwan Ahmad will be assisted by the PRO and his staff for the above task.

3. All Deans of the Schools, Heads of the Departments and Principals/In-charge of the Institutions under MANUU shall cooperate with Director, IMC for effectively perform his publicity functions as desired by the MHRD.

  
REGISTRAR

Copy to:

1. Mr. Rizwan Ahmad, Director, Instructional Media Centre (IMC), MANUU
2. Mr. Abid Abdul Wassay, Public Relations Officer
3. All the Deans of Schools/ HoDs of Departments
4. Office of the VC/PVC/Registrar/CoE/Finance Officer
5. AR(Academic Section)/ER-I/ER-II
6. Director CIT for uploading on the University website.
7. Concerned file.