

PUBLIC RELATIONS CELL

Ref. No: APGCU/2024-25/PRC

Date: 13/09/2024

The Public Relations (PR) Cell is a strategic unit within the college responsible for managing the institution's image and fostering positive relationships with external and internal stakeholders. The PR Cell focuses on effective communication, media relations, and public engagement to enhance the college's reputation and visibility.

OBJECTIVES OF THE CELL

- **Enhance Institutional Image:** Manage and promote the institution's image and reputation through effective communication strategies, media relations, and public outreach.
- **Develop Media Relations:** Build and maintain strong relationships with media outlets to ensure positive coverage of the institution's events, achievements, and initiatives.
- **Coordinate Internal Communication:** Facilitate effective communication within the institution by keeping faculty, staff, and students informed about important updates, events, and policies.
- **Organize Public Events:** Plan and execute events such as press conferences, seminars, and community outreach programs to engage with the public and stakeholders.
- **Handle Public Inquiries:** Address and manage inquiries, concerns, and feedback from the public, ensuring timely and appropriate responses to maintain a positive image.

MEMBER DETAILS OF THE CELL:

S.No.	Name	Designation	Position
1.	Ms. P.Amulya	Asst. Prof.,MBA	Coordinator
2.	Ms.M. Sunitha	Asst. Prof.,MCA	Member
3.	Ms.T. Alekhya	Asst. Prof.,MCA	Member
4.	Mr. Rohit Kumar	Asst. Prof.,MCA	Member
5.	Mr. P. Sai Suraj	Asst. Prof.,MBA	Member
6.	Ms. P. Amulya	Asst. Prof.,MBA	Member
7.	Mr. B. Bharath Kumar	Asst. Prof.,MCA	Member
8.	Ms. D.Jyothi	Asst. Prof.,MBA	Member

RESPONSIBILITIES OF THE CELL

- Manage interactions with media outlets, including press releases, media kits, and interviews, to ensure positive coverage and accurate representation of the college.
- Develop and implement comprehensive communication strategies that align with the college's goals and enhance its public image.
- Plan and organize college events, such as press conferences, seminars, and public lectures, ensuring they are effectively promoted and well-executed.
- Produce and manage content for various platforms, including the college website, social media, newsletters, and brochures, to keep stakeholders informed and engaged.
- Handle communication during crises or emergencies, managing public perception and providing timely and accurate information to mitigate potential damage.
- Foster relationships with key stakeholders, including students, alumni, faculty, industry partners, and community leaders, to build and maintain a positive institutional image.
- Monitor and analyze public perception and media coverage of the college, using feedback to make informed adjustments to communication strategies.

The Public Relations Cell is essential for managing and enhancing the college's public image and communication efforts. By overseeing media relations, developing communication strategies, and engaging with stakeholders, the PR Cell ensures that the college's messages are effectively conveyed and its reputation is positively maintained. Its work contributes to a stronger institutional presence and greater engagement with the college community and beyond.



Principal
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