



# AISSMS

## COLLEGE OF ENGINEERING

ज्ञानम् सकलजनहिताय  
Accredited by NAAC with "A+" Grade



Dr D S Bormane  
Principal

No. AISSMSCOE/PRIN/200 /2020-21  
Date : 20-01-2021

### OFFICE ORDER

#### Subject: Constitution of the Social Media Cell.

Reference : All India Council for Technical Education (AICTE), New Delhi Approval Process Handbook 2021-22.

As per the guidelines given in the All India Council for Technical Education (AICTE), New Delhi Approval Process Handbook 2021-2022. The Social Media Cell is constituted **with effect from 20.01.2021 till further orders**. Media is a gift of technology that provides us with the medium for mass communication. The vision of the media department is to create a brand name associated with our organization full of prosperity, a meaning and connection for all.

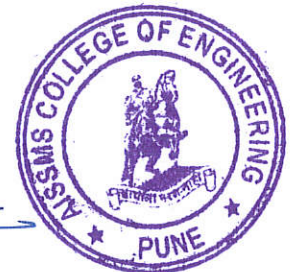
Sr No	Name & Designation of Committee members	Post
01	Dr Dattatraya Shankar Bormane, Principal	Coordinator
02	Dr (Mrs) Manisha Manoj Kondhare, Physical Director	Member
03	Mrs Shikha Jalaji Pachouly, Assistant Professor in Computer Engineering	Member
04	Mrs Sneha Purushottam Khedekar, Assistant Professor in Civil Engineering	Member
05	Mrs Marilyn Albert D'Cruz, Assistant Professor in Civil Engineering	Member
06	Shri Surajkumar Sanjayrao Khasbage, Assistant Professor in Mechanical Engineering	Member
07	Shri Abhijit Bhawanrao Bhonsle, Administrative Officer	Member
08	Shri Santosh Prabhakar Pimpale, Registrar	Member
09	Departmental Media Coordinators	Members
10	Shri Nitin Swamiraj Sale, System Analyst	Member
11	Shri Avinash Dashrath Paygude, Department of E&TC Engineering	Member
12	Shri Shekhar Sakharam Mate, Attendant	Member
13	General Secretary, Media	Student Member

The Committee will look after the following activities.

1. To create a brand for AISSMS College of Engineering by continuing its legacy and prestige.
2. To showcase the talent of students and faculty to the society.
3. Marketing of events in various ways held in the college throughout the year.
4. Spreading the word of various achievements, programs, events etc. through various social media platforms. Creating memories for the future engineers by photo sessions.
5. The media department is an integral part at every event, be it big or small. It helps create awareness about the AISSM society to everyone in and around the college as a whole.
6. To works with a business mindset to support the organization to achieve their marketing.
7. Bringing a Uniformity in branding with the help of departmental media coordinator.
8. Improving the reach and increasing the engagement with the followers on all social media accounts.
9. To Improve online and Offline branding of the institute.
10. Monthly meeting will be conduct to monitor the activities.

Dr D S Bormane  
Principal

SPP:impale



- Copy to :
- 1) All members for kind information.
  - 2) All HODs for information and necessary action.
  - 3) Establishment Section

Copy submitted to the Honorary Secretary, All India Shri Shivaji Memorial Society, 55-56, Shivajinagar, Pune – 411005 for kind information.