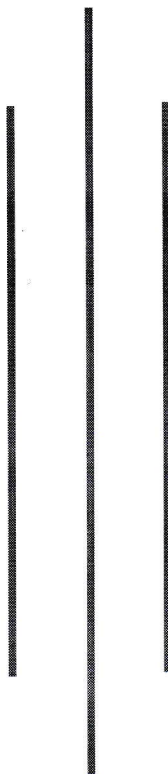


**Public Information Cell Guideline
(PIC Guideline-2078)**



Samriddhi College
Lokanthali-16, Bhaktapur



Shay

AD

gnd

Karesh

Indy

Table of Contents

Contents

| | |
|--|---|
| 1. Introduction | 1 |
| 2. Objective..... | 1 |
| 3. Name and Establishment | 1 |
| 4. Composition of PIC | 1 |
| 5. Functions of the Committee..... | 2 |
| 6. Tenure | 2 |
| 7. Quorum..... | 2 |
| 8. Reporting..... | 3 |
| 9. Assessment and Dissolvent of Cell | 3 |



Handwritten signature

Handwritten signature

Handwritten signature

Naresh.

Handwritten signature

1. Introduction

The public information cell is responsible for planning, designing, executing, and evaluating information and communication strategies that convey an institution to the public, clients, and other stakeholders. The public information cell plans, develops, implements, and evaluates information and communication strategies for an organization's public, clients, and other stakeholders. It also promotes accurate information, directs and coordinates the campus's various public affairs programs, integrates the campus's communications and public relations programs and initiatives into a cohesive effort that conveys a consistent message in support of its mission, strategic goals, and objectives, and serves as a strategic advisor to campus management on communications and public affairs initiatives. Samriddhi College recognizes that the ethical dissemination of relevant information regarding academic services and other information is necessary and the public should be informed about the services available by SAMRIDDHI. Nevertheless, the provision of practice information should conform to guidelines as described in this document.

2. Objective

- To create information impactful for communicating with the media and the general public.
- The cell will be formed inside the campus to coordinate all the campus information.
- The benefits of the coordinator and cell members will be as per the facilities approved by the management committee.
- To collect public feedback and thoughts on various projects and proposals done by the department.

3. Name and Establishment

- This guidelines is also known as Public Information cell (PIC) Guidelines 2078
- This came into effects after the approval of the Principal/Working Committee and Board of Directors.

4. Composition of PIC

The cell will be developed within the college to coordinate all college information. The cell will be established after approval from the principal/Working committee and board members

The Public Information Cell will have the following composition structure. PIC consists of a minimum of three-person committee . A coordinator will be chosen to oversee the tasks in a democratic manner while involving the participants in the decision-making process.

[Handwritten signatures and stamps at the bottom of the page]

[Circular stamp of Samriddhi College (YU Affiliated) with a star in the center and the text "Samriddhi" and "Estd. 2012" below it]

One (1) Program Coordinator: Senior faculty with minimum Master's degree, having extensive communication experience.

Members: 2

- One (1)- **Faculties** having excellent Public relationship and communication.
- One (1) of them must be **Head of Department (HOD)**.

5. Functions of the Committee

- Work on disseminating academic records and other statistics on a regular basis.
- Gather information about the institution from stakeholders, students, alumni, guardians/parents, and social workers.
- Public Information must publish a calendar, prospectus, brochure, and other institution-related materials. .
- Creates integrated strategies, plans, and programs to ensure that all campus communication and public relations activities complement the school's purpose and growth goals.
- In close conjunction with other institutional communications and/or public relations operations, plans, develops, oversees, and manages large-scale communication efforts such as media, public affairs, and publications.
- Advises the campus chief and the campus management committee on public communication problems, such as research, information providing, and message formulation, in a proactive and direct manner.
- Regularly updates the college website and webpages. Approves the creation and dissemination of press releases informing the public about significant College information and Program.
- Oversee the creation, distribution, and distribution of College publications such as annual reports, Annual Action Plan, prospectus, program brochures, audit reports, news releases, and other media reports.
- Ensure the quality and relevance of internal and external institutional communication initiatives and activities.

6. Tenure

The coordinator and other members are appointed for terms of up to Three years.

7. Quorum

During meetings, a quorum of more than 50% must be present. If a member is unable to attend the meeting, they can nominate quorum.

[Handwritten signatures and stamps]

[Circular stamp: SAMRIDHI COLLEGE (TU Affiliated) Samriddhi Estd. 2013 AD]

[Handwritten name: Nareesh.]

8. Reporting

The coordinator of PIC shall report to the academic director of the institution through its minutes. A yearly report on its development will be provided to the IQAC by the cell.

9. Assessment and Dissolvent of Cell

The PIC cell needs assessment in every three years. The following Criteria are included in the review: Whether the research output and Public information obtained during the review period fulfilled campus expectations as set when the organization was established or at the time of the last evaluation. The ability to keep production at an acceptable level, then continuity of PIC otherwise needs to broaden its scope, areas and productivity of its members.

Handwritten signature

Handwritten signature

Handwritten signature

Naresh

Handwritten signature

