

Shree Venkateshwara Hi-Tech Polytechnic College



Approved by AICTE, New Delhi and DOTE, Chennai
Erode - Gobi Main Road, Sri Kalaivani Nagar, Othakuthirai
K.Mettupalayam (P.O.) **GOBI - 638 455**, Erode (Dt), T.N.
Phone : 04285 - 265199 Fax : 04285 - 266133
web : www.svhpc.com e-mail : svhpcgobi@gmail.com



MEDIA CELL

CIRCULAR

20.09.2025

All **Department Media Coordinators** are hereby informed that a **Media Cell Meeting** will be held to discuss and streamline upcoming media activities and social media strategies for the college.

Meeting Details:

Date : 22.09.2025

Time : 3.00 pm

Venue: Auditorium

Agenda:

1. **Review of the previous meeting discussions and progress.**
2. **WhatsApp Status Compliance:**
All faculty members must update the college promotion poster as their **WhatsApp status daily** without fail.
3. From 23.09.2025 (Tuesday) onwards, each department will conduct a short cultural program (10 minutes) during the afternoon lunch break in the college front corridor.

Programs may include:

- Dance
- Singing
- Instrumental Performance
- Skit / Mimicry / Short Act

4. Alumni Testimonials:

Coordinators must collect 30-second video testimonials from alumni highlighting their positive experiences and achievements.


Principal 20.9.25

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MINUTES OF MEETING -III (AY 2025 - 26)

22.09.2025

The Media Cell meeting was held on 22.09.2025 at 3:00 PM in the Auditorium to discuss strategies for improving staff involvement in promotional activities.

S. No	Name	Designation	Position	Sign
1	Mr.S.Prakadeswaran	Principal	Chairperson	
2	Mr.M.M.Mathiyazhagan	Lecturer	Coordinator	
3	Ms.Ruckshana	Lecturer	Member	
4	Mr.S.Gowtham	Lecturer	Member	
5	Mr.A.Moorthi	Lecturer	Member	
6	Mrs.S.Parimaladevi	Lecturer	Member	
7	Mr.P.Ramesh	Lecturer	Member	
8	Mrs.K.A.Jaya Priya	Lecturer	Member	
9	Ms.M.Sowmiya	Lecturer	Member	
10	Mr.Y.Parasuraman	Lab Technician	Member	

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Points Discussed in this meeting

Item.no	Points Discussed	Responsibility
	Discussed the following Agendas 1. Review of Previous Meeting. 2. WhatsApp Status Compliance. 3. Daily Cultural Program. 4. Alumni Testimonials.	
1	Progress on appointing student ambassadors, focusing on video/reel content, involving creative students, content finalization by coordinators, and LinkedIn utilization was reviewed. Members shared updates on implementation status and challenges faced.	Co-ordinator
2	It was emphasized that all faculty must update the college promotion poster as their WhatsApp status every morning without fail.	All committee Members
3	Starting from 23.09.2025 (Tuesday), each department will organize a 10-minute cultural activity during the lunch break in the front corridor.	All committee Members
4	Coordinators are to collect 30-second alumni video testimonials showcasing achievements, experiences, and success stories.	All committee Members


Prepared by


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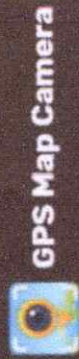
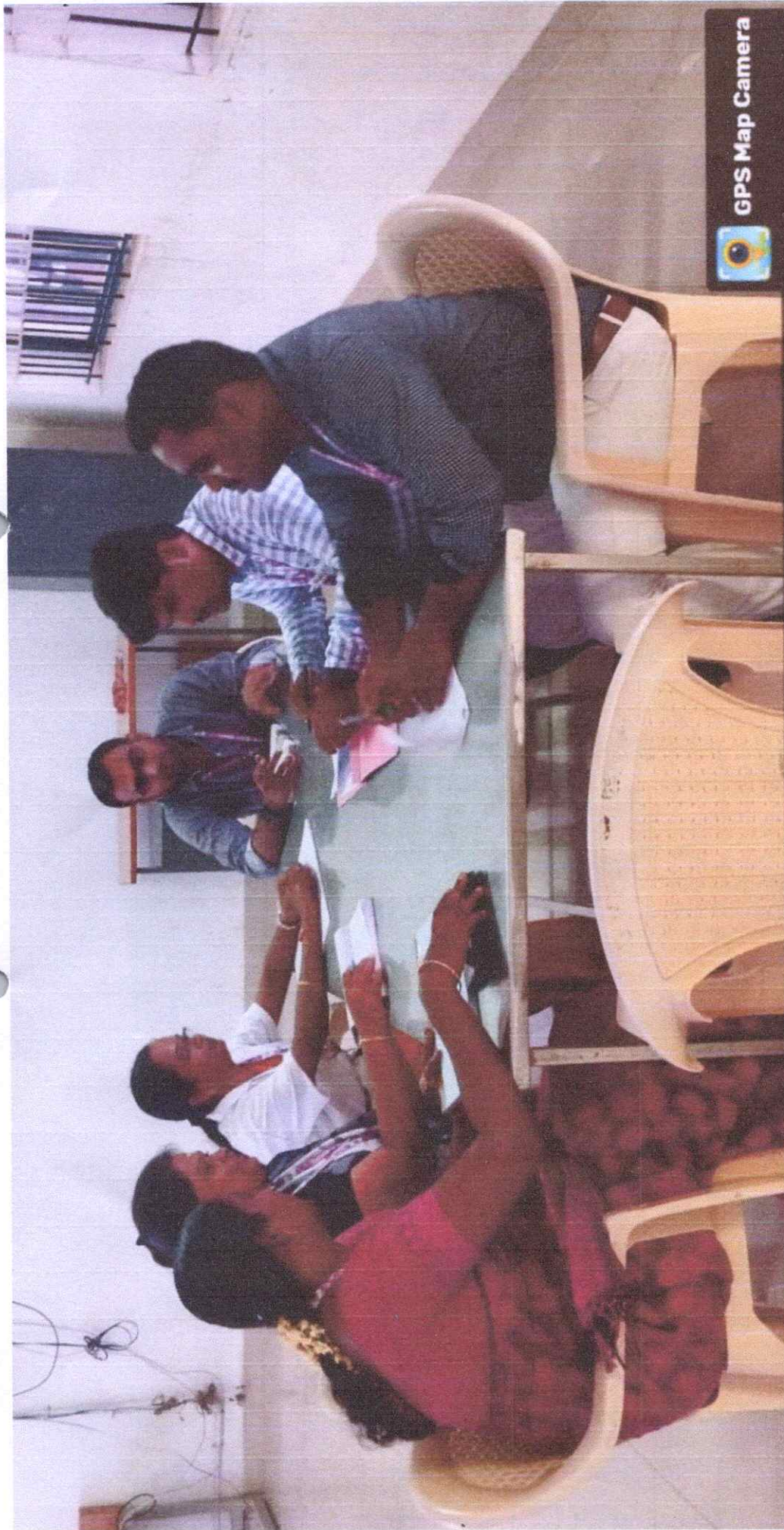


MINUTES OF MEETING -III (AY 2025 - 26)

22.09.2025

The Media Cell meeting was held on **22.09.2025 at 3:00 PM in the Auditorium** to discuss strategies for improving staff involvement in promotional activities.

S. No	Name	Designation	Position	Sign
1	Mr.S.Prakadeswaran	Principal	Chairperson	
2	Mr.M.M.Mathiyazhagan	Lecturer	Coordinator	
3	Ms.Ruckshana	Lecturer	Member	
4	Mr.S.Gowtham	Lecturer	Member	
5	Mr.A.Moorthi	Lecturer	Member	
6	Mrs.S.Parimaladevi	Lecturer	Member	
7	Mr.P.Ramesh	Lecturer	Member	
8	Mrs.K.A.Jaya Priya	Lecturer	Member	
9	Ms.M.Sowmiya	Lecturer	Member	
10	Mr.Y.Parasuraman	Lab Technician	Member	



GPS Map Camera



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MEDIA CELL

CIRCULAR

22.07.2025

All **Department Media Coordinators** are hereby informed that a **Media Cell Meeting** will be held to discuss and streamline upcoming media activities and social media strategies for the college.

Meeting Details:

Date : 23.07.2025

Time : 3.00 pm

Venue: Auditorium

Agenda:

1. **Appoint a student ambassador for each department** to coordinate media-related activities and communication.
2. **Prioritize video content and reels** in future social media posts to enhance engagement and reach.
3. **Identify students with creative talents** and organize a meeting with the Principal to discuss their involvement in media initiatives.
4. **Each department coordinator will be responsible for the final content output** related to their respective departmental events.
5. **Begin utilizing LinkedIn as an official platform** to promote our college's achievements, events, and activities.


Principal 22-7-25

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Points Discussed in this meeting

Item.no	Points Discussed	Responsibility
	Discussed the following Agendas 1. Discussion on weekly student Google reviews to improve college rating, tracked via Google Sheet and sent to the Principal. 2. Discussion on promoting college website usage for fee payments among students. 3. Discussion on creating student-managed Instagram pages under the college name with regular posts in collaboration with the Media Cell 4. Insist all the freshers (newly joined 2025-2026) students to follow the official social media pages.	
1	Discussed the implementation of a department-wise weekly Google review submission plan to enhance the college's visibility on Google, with student details tracked through a shared Google Sheet and updates sent to the Principal's email.	Co-ordinator
2	Emphasized the need to promote the official college website for online fee payments, aiming to improve traffic and familiarize students with its use.	All committee Members
3	Encouraged the creation of department-level Instagram pages managed by students under the supervision of Media Cell members, to post regular updates and showcase college activities in collaboration with the main college handle.	All committee Members
4	Decided to insist all newly joined students (2025-26 batch) follow the official social media pages during orientation to ensure early and consistent communication and engagement.	All committee Members

Prepared by

N. Ratind
23/7/25

E. Ravi
Approved by

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MINUTES OF MEETING -II (AY 2025 - 26)

23.07.2025

The Media Cell meeting was held on **23.07.2025 at 3:00 PM in the Auditorium** to discuss student engagement with official social media pages. The following members were present.

S. No	Name	Designation	Position	Sign
1	Mr.S.Prakadeswaran	Principal	Chairperson	
2	Mr.M.M.Mathiyazhagan	Lecturer	Coordinator	
3	Ms.Ruckshana	Lecturer	Member	
4	Mr.S.Gowtham	Lecturer	Member	
5	Mr.A.Moorthi	Lecturer	Member	
6	Mrs.S.Parimaladevi	Lecturer	Member	
7	Mr.P.Ramesh	Lecturer	Member	
8	Mrs.K.A.Jaya Priya	Lecturer	Member	
9	Ms.M.Sowmiya	Lecturer	Member	
10	Mr.Y.Parasuraman	Lab Technician	Member	



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The Director of Higher Education,
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23.07.2013

MINUTES OF MEETING - (14.07.2013 - 26)

The Media Cell meeting was held on 23.07.2013 at 3:00 PM in the Auditorium to discuss student engagement with official social media pages. The following members were present.

No.	Name	Designation	Position	Sign
1.	Dr. S. Lakshmanan	Principal	Chairperson	
2.	Mr. M. M. Mahalingam	Lecturer	Coordinator	
3.	Mr. R. Ramesh	Lecturer	Member	
4.	Mr. S. S. Senthil	Lecturer	Member	
5.	Mr. A. Ananth	Lecturer	Member	
6.	Mrs. S. S. Senthil	Lecturer	Member	
7.	Mr. P. Ramesh	Lecturer	Member	
8.	Mrs. K. A. Jayaraj	Lecturer	Member	
9.	Mr. M. S. Senthil	Lecturer	Member	
10.	Mr. Y. Ramesh	Lecturer	Member	



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MEDIA CELL

CIRCULAR

17.07.2025

All **Department Media Coordinators** are hereby informed of the following Media Cell initiatives discussed and planned for implementation. Your cooperation is essential to ensure smooth execution.

Meeting Details:

Date : 18.07.2025

Time : 3.00 pm

Venue: Auditorium

Agenda:

1. Discussion on weekly student Google reviews to improve college rating, tracked via Google Sheet and sent to the Principal.
2. Discussion on promoting college website usage for fee payments among students.
3. Discussion on creating student-managed Instagram pages under the college name with regular posts in collaboration with the Media Cell.
4. Insist all the freshers (newly joined 2025-2026) students to follow the official social media pages.


Principal

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MINUTES OF MEETING -I (AY 2025 - 26)

18.07.2025

The meeting to discuss and ensure that students from all departments follow the official social media pages managed by the Media Cell has been conducted on 18.07.2025 at 3.00 pm in our Auditorium with all committee members, and the following members were present.

S. No	Name	Designation	Position	Sign
1	Mr.S.Prakadeswaran	Principal	Chairperson	
2	Mr.M.M.Mathiyazhagan	Lecturer	Coordinator	
3	Ms.Ruckshana	Lecturer	Member	
4	Mr.S.Gowtham	Lecturer	Member	
5	Mr.A.Moorthi	Lecturer	Member	
6	Mrs.S.Parimaladevi	Lecturer	Member	
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Points Discussed in this meeting

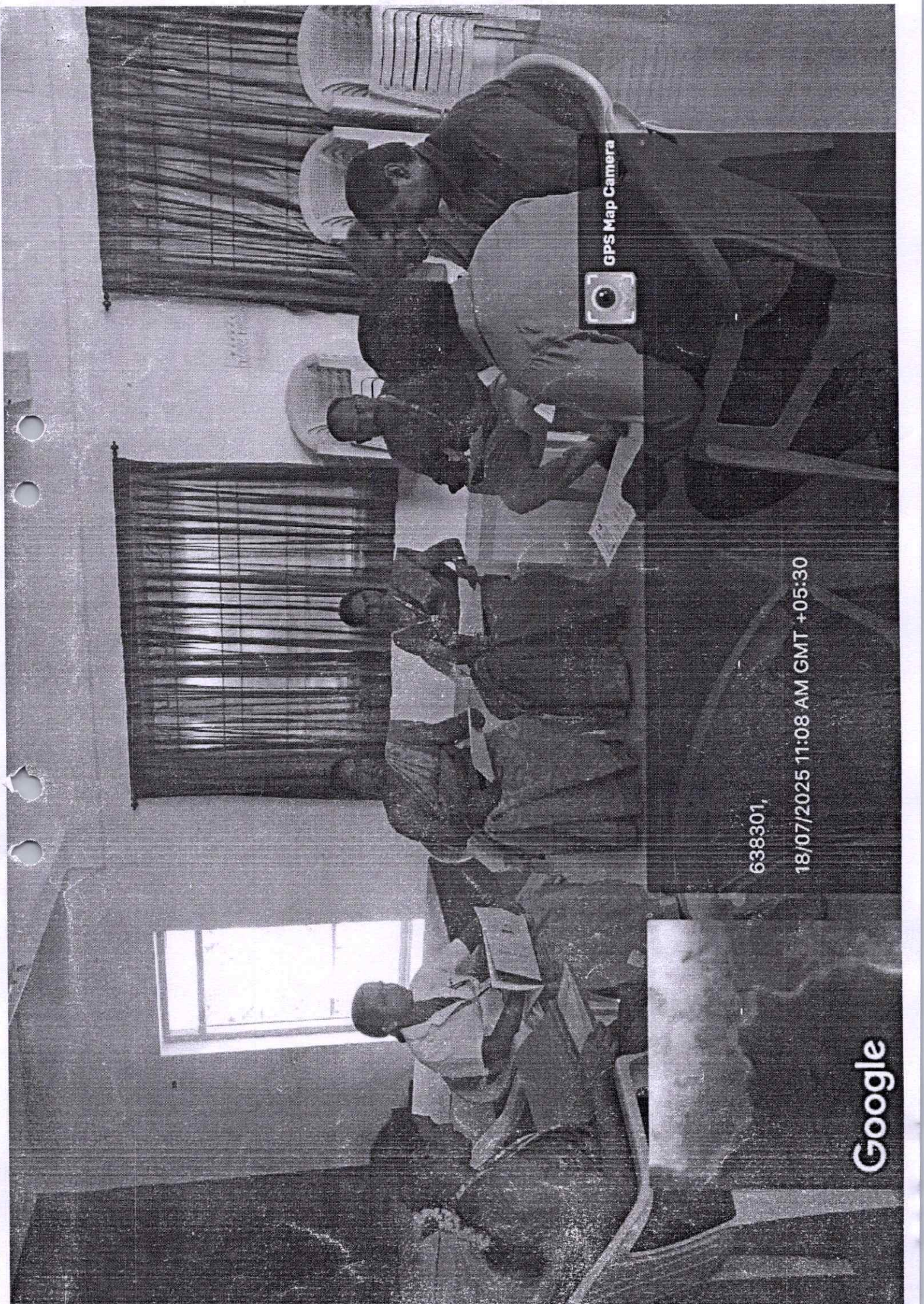
Item.no	Points Discussed	Responsibility
	Discussed the following Agendas 1. Appoint a student ambassador for each department to coordinate media-related activities and communication. 2. Prioritize video content and reels in future social media posts to enhance engagement and reach. 3. Identify students with creative talents and organize a meeting with the Principal to discuss their involvement in media initiatives. 4. Each department coordinator will be responsible for the final content output related to their respective departmental events. 5. Begin utilizing LinkedIn as an official platform to promote our college's achievements, events, and activities.	
1	Each department will appoint a student ambassador to coordinate with the media cell and manage content collection and updates related to departmental activities.	Co-ordinator ^s
2	Future social media content will focus more on videos and reels to improve engagement and reach among students and the public.	All committee Members
3	Creative students skilled in video editing, design, writing, or media will be identified and invited for a meeting with the Principal to involve them in media activities.	All committee Members
4	Department media coordinators will be responsible for reviewing and finalizing content related to their events before submission to the media cell.	All committee Members
5	LinkedIn will be actively used as a professional platform to highlight college achievements, placements, events, and student/faculty success stories.	All committee Members

Prepared by

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