



# جامعہ ہمدرد JAMIA HAMDARD

(Deemed to be University)



JH/RO/ICOR/2024/100

Dated: 18.11.2024

## OFFICE ORDER

**Sub :** Constitution of a Core Committee for handling/uploading various programs on Social Media Platforms

The Vice Chancellor is pleased to constitute a Core Committee for handling/uploading various programs of Jamia Hamdard on the social Media platforms with immediate effect until further orders:

01.	Prof. Farhat Basir Khan, Professor, CMMS	-	Chairman
02.	Prof. Vidhu Aeri, Professor, SPER	-	Member
03.	Prof. Khursheed Ansari, SUMER	-	Member
04.	Dr. Mehar Fatima, HILSR	-	Member
05.	Mrs. S. Sreelatha, Asst. Registrar, VCO-	-	Member
06.	Mr. Mohd. Rameez, Media Coordinator	-	Member
07.	Mr. Tauhid Alam, Consultant Media Relations	-	Convener

2) The Core Committee shall be mainly responsible for the following:-

- ⇒ To Streamline the communication and coordination with the Integrated Brand Heuristics Agency and provide them all images and video contents for the events, VIP visits, seminars etc. to the agency for developing creative.
- ⇒ All creative for the events, seminars and VIP visits will be sent to Prof. F. B. Khan for draft approval before publication and thereafter the final approval will be given by the Hon'ble Vice Chancellor.
- ⇒ Furthermore, the agency will emphasize on ranking parameters used by platforms such as NIRF, QS World University Rankings, and Times Higher Education and focus on image-building exercise conducted for each school within Jamia Hamdard to highlight their unique strengths and offerings.
- ⇒ The approved content will be tweaked for Instagram, Facebook, LinkedIn, and Twitter in keeping with the flavour of the platform. The philanthropy efforts and contributions of Jamia Hamdard should be prominently highlighted through the content. The posts will have to be made for profiling of faculty members along with expertise and achievements. The content will align with trends and follow topical days, ensuring Jamia Hamdard is part of relevant conversations.
- ⇒ Mrs. S. Sreelatha, AR, VCO-II will share the weekly calendar of events happening at Jamia Hamdard to ensure timely content creation and planning.

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⇒ Convener of the Committee may fix the meeting of the Core-Committee every fortnightly to discuss about the further course of action.

Tenure: The tenure of the Committee shall be initially for a period of two years or until further orders.

Authority: Approval of the Vice Chancellor dated 26.09.2024. &

13.11.2024

  
(Dr. M.A. Sikandar)  
Registrar

Copy to:-

1. Concerned Committee members
2. Mr. Mirza Rahil Beg, System Analyst
3. Representatives of Integrated Brand Heuristics
4. Office of the Vice Chancellor/Registrar
5. Guard File