

UNIVERSITY APPROVED BENCHMARKING FOR PUBLICITY AND COMPETITIVE MARKETING POLICY

On the recommendation of the Committee, the IQAC recommends the following policy for the wider publicity and competitive marketing of University's academic and research strengths to all stakeholders.

1. Publicity of academic programmes offered may be in the form of articles in special issues of newspapers or magazines. These articles should contain the details about eligibility and scope of these programmes along with strengths.
2. A poster/pamphlet containing the details of courses, eligibility and their scope should be sent to Colleges/Institutions, etc. for wider publicity.
3. Publicity of Courses offered by University, research publications, research projects sanctioned by UGC/CSIR/DST/DBT etc. should be highlighted regularly through print and electronic media.
4. The University should lay emphasis on publicity and marketing in rural areas because of many reputed educational institutions have been established in the rural areas in these days.
5. The Chairpersons/Head of the Departments may visit some nearby colleges/educational institutions for publicity of the courses and highlighting the strengths of the department or the students/stakeholders from the college/institutes may be invited to see the infrastructural and other facilities on the campus.
6. University through Public Relations Office should encounter the wrong news immediately.
7. A media centre should be established in the University.
8. The senior media persons and editors, etc. should be invited in the University for delivering talks and interaction.
9. Hoarding having the names of the University should be displayed at prominent places on important roads leading to the University Campus, which will serve the purpose of publicity as well as it, will help the stakeholders.
10. Conferences and Alumni meet are the better source of publicity of an institution. Therefore, National Conferences/Seminars and Alumni meets should be organized regularly by the departments and the teachers of University should also be encouraged to participate in National/International Seminar/Conferences/Workshops etc.
11. The departmental profile containing the strengths of the department should be updated on the University website regularly.
12. As a part of publicity, the University should adopt some adjoining village for creating awareness among the people towards social, health, environmental, economical and other issues.
13. A public limited agency/company should be engaged for developing comprehensive advertisement um publicity campaign.

Note: *The IQAC resolved that the above publicity-policy be implemented by the PRO-Office.*