

BIRLA INSTITUTE OF TECHNOLOGY MESRA : RANCHI

Ref. No. GOEstb/CBBM/20-21/144

Date: 06.04.2021

OFFICE ORDER COMMITTEE FOR BIT BRANDING/AWARENESS

A Standing Committee is being hereby constituted as under:

1. Dean of Admission, Accreditation & Coordination	Chairperson
2. Dean of Student Affairs	Member
3. Registrar	Member
4. Prof. In-charge, Information & Communication Technology Cell	Member
5. Prof. In-charge, Career Development Cell	Member
6. Controller of Admission	Member
7. Faculty Advisor, BIT News and Publication Society	Member
8. Faculty Advisor, BIT Photographic Society	Member
9. Faculty i/c Admissions of all Off-Campuses	Member(s)
10. Faculty i/c Department of Animation and Multimedia (Noida Campus)	Member
11. Assistant Registrar (A&AC)	Member Secretary

Scope of the Committee.

The aim of the branding/awareness exercise is to improving perception among all stakeholders and expanding our outreach.

This Committee shall formulate a Branding/Awareness Plan for complete academic cycle by utilizing smart strategies to promote brand awareness and insure innovative (setting our Institution apart from the crowd) and effective utilization of various activities of the Institute. The Committee shall also time to time explore the possibility of hiring experts/agencies for brand building for which a budget be proposed by creating ROI on spending.

Committee shall monitor, outcome based, extensive and effective utilization of ICT tools for holistic branding exercise to establish a 'Sense of Community' by including platforms like print and electronic media, websites, facebook, YouTube, LinkedIn, Instagram, twitter and other Social Media platforms and professional networking sites.

The Committee shall also closely liaise with the Group Brand Management Team at Birla Tower.

Committee shall meet as often as required but at least once in a month and submit its report/feedback/recommendations to the Competent Authority.

Tenure: Till further orders.

Meetings and Quorum: The Committee shall meet as often as may be necessary but at least once in three months. The attendance of at least seven members shall constitute the quorum for the meeting.

Role of Member Secretary:

- Scheduling and administration of meeting, record-keeping, and governance requirements
- Making sure meetings are regularly organized and minutes recorded efficiently
- Thorough communication and correspondence with all stakeholders
- Minutes/Recommendations of the Committee shall be duly approved by the Competent Authority.

This is issued with the approval of the Competent Authority, and it supersedes all previous Orders on the subject.

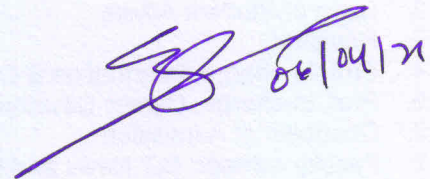

Registrar

To,

The Chairman
All Members

Copy to:

1. All Dean(s) / Assoc. Dean(s) / Director (IQAC) / CoE / CoA
2. All HoD(s) / In-Charge(s), Academic Departments / Sections
3. Director(s) / In-Charge(s), BIT Off Campuses
4. Director, University Polytechnic / BIT-STEP
5. Dy. Comptroller / Dy. Finance Officer
6. Dy. Registrar(s) / AO (E&HR) / Assistant Registrar(s)
7. PS to VC
8. File



Handwritten signature in blue ink, dated 06/04/21.