



SUDDHANANDA RESIDENTIAL POLYTECHNIC

(A UNIT OF SAMVIT SAGAR TRUST)

(Approved by AICTE, New Delhi & Affiliated to SCTE & VT, Odisha)

Regd. No.: SRP/14/26

Date: 02-02-2026

NOTICE

Formation of Institutional Media Cell

This is to inform all faculty members, staff, and students that an **Institutional Media Cell** is hereby constituted with immediate effect. The primary objective of this cell is to strategically manage, enhance, and streamline all official communication and public representation of our institution. The Media Cell will serve as the central hub for all media-related activities, ensuring a consistent, professional, and positive image of our institution across various platforms.

1. Key Objectives & Responsibilities:

- To manage the institution's official website and social media handles .
- To create, curate, and publish engaging content highlighting academic and non-academic achievements
- To act as the nodal point for all interactions with print, electronic, and digital media.
- To prepare and disseminate press releases, official statements, and newsletters.
- To document major events through photography, videography, and reportage.
- To monitor media coverage and public perception of the institution.
- To develop and implement a crisis communication protocol, if needed.
- To guide and mentor student volunteers interested in media and communication.

2. Composition of the Media Cell:

The following members are appointed to the Media Cell:

- **Chairperson:** Dr. Debswarup Rath, Principal
- **Faculty Coordinator / In-Charge:** Mr. Santosh Kumar Das, Sr. Lecturer Electrical Engineering
- **Faculty Members:**
 - Miss Priti Paramita, Lecturer English
 - Mr. Ranjan Kumar Nayak, Sr. Lecturer, Mechanical Engineering
- **Staff Members:**
 - Mr. Akash Kumar Swain, Lab Incharge CSE
 - Mr. Santosh Kumar Patra, Library Assistant
- **Student Representatives (to be nominated/selected):**
 - Mr. Binod Kumar Sahoo, Student 3rd Yr Electrical Engineering
 - Mr. Omm Sharma, Student 3rd Yr Civil Engineering

3. Operational Guidelines:

- All departments and clubs are requested to channel their event publicity, achievements, and news-worthy information through this cell.
- The official social media accounts managed by the Media Cell will be the primary channels for institutional announcements.
- The Cell will convene regularly to plan content calendars and review strategies.

We believe the formation of this dedicated Media Cell will significantly strengthen our institutional outreach and brand identity. All members of the institution are requested to extend their full cooperation to the Cell.

For submissions, queries, or suggestions, please contact the Faculty In-Charge at +91-637029275


Principal
02/02/2026
Suddhananda Residential Polytechnic
Cuttack

cc- Chairman/ Dean SGI/ Notice Boards