



B.L.D.E. Association's

COLLEGE OF PHARMACY

JAMKHANDI -587301 Dist: Bagalkot-Karnataka

(Approved by Government of Karnataka, Pharmacy Council of India, New Delhi & Affiliated to Rajiv Gandhi University of Health Sciences Karnataka, Bangalore)



Email: principal.copjkd@bldea.org, Phone: 08353-200012 Mob: 9513397410

Ref. No: BLDEA/COP/JKD/20

Date: 25/11/2025

OFFICE ORDER

Sub: Constitution of Press and Publicity Committee

(Ref: NAAC Guidelines for Press and Publicity Committee)

In accordance with the guidelines of the National Assessment and Accreditation Council (NAAC) and BLDE SOP, the Press and Publicity Committee is hereby constituted in BLDEA's College of Pharmacy, Jamkhandi with immediate effect, to develop a system for conscious, consistent, and catalytic improvement in the overall performance of the institution.

Composition of Press and Publicity Committee

Sl. No.	Name	Designation	Role
1	Dr. B Shivakumar	Principal	Chairperson
2	Mr.Somanath janawad	Assistant Professor	Co-Ordinator
3	Dr.Chetankumar M	Associate Professor	Member
4	Mr.Ganesh Shiralashetti	Assistant Professor	Member
5	Mr.Shivanand Gavaroji	Assistant Professor	Member
6	Mr.Mallikarjun Poleshi	Assistant Professor	Member
7	Mr.Ashok Chandaragi	Accountant	Member

Functions of Press and Publicity Committee:

- To plan and implement effective publicity strategies for institutional activities and achievements
- To disseminate information about academic, cultural, and co-curricular events through print, electronic, and digital media
- To coordinate with newspapers, media agencies, and other communication platforms
- To prepare and release press notes, news reports, and official announcements
- To promote the institution's image, reputation, and brand visibility
- To document and archive media coverage and publicity materials
- To support departments and committees in publicizing programmes and initiatives
- To manage institutional social media handles and online publicity channels
- To ensure accuracy, consistency, and timeliness in all publicity materials



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- To act as a liaison between the institution and the media

Objectives:

- Practice of managing the spread of information about Our Institution's mission, policies and practices in a positive, consistent and credible manner to the Public through Media relations.

Roles and Responsibilities:

- Directly interact organisation's Management members regarding critical Internal and External Organisational events and report these events with editors, reporters and journalists. The media can be newspapers, radio, television and Social Media.
- To send advertisements, news items about the functions or events organised in the college to the dailies and get the news published.
- To bring reporters to the college through invitations or by phone to provide coverage about the functions or events organised in the college.
- To make promotional activities about the college such as printing of pamphlets or brochures in attractive way and to distribute them to the public and students as and when required.



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MINUTES OF THE FIRST MEETING OF PRESS AND PUBLICITY COMMITTEE

Date: 25/11/2025

Time: 11:00 am

Venue: Seminar Hall

Members Present

Sl. No.	Name	Designation	Role	Signature
1	Dr. B Shivakumar	Principal	Chairperson	
2	Mr. Somanath Janawad	Assistant Professor	Co-Ordinator	
3	Dr. Chetankumar M	Associate Professor	Member	
4	Mr. Ganesh Shiralashetti	Assistant Professor	Member	
5	Mr. Shivanand Gavaroji	Assistant Professor	Member	
6	Mr. Mallikarjun Poleshi	Assistant Professor	Member	
7	Mr. Ashok Chandaragi	Accountant	Member	

Agenda of the Meeting

1. Formation and objectives of the Press and Publicity Committee
2. Roles and responsibilities of Press and Publicity Committee
3. Any other matter with the permission of the Chair

Agenda 1: Formation and objectives of the Press and Publicity Committee

The Chairperson welcomed the members and explained the purpose of constituting the Press and Publicity Committee as per NAAC guidelines

Resolution:

The formation and objectives of the Press and Publicity Committee were unanimously approved.



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Agenda 2: Roles and responsibilities of Press and Publicity Committee

The Coordinator explained the duties of the members, emphasizing leadership, discipline, and teamwork.

Resolution:

It was resolved that all members shall perform their duties and responsibilities.

Agenda 3: Any Other Matter

No other matter was discussed.

Conclusion

The meeting concluded with a vote of thanks to the Chair. The Chairperson encouraged the members to actively participate in institutional development and maintain discipline and integrity.

Signatures

Chairperson

Press and Publicity Committee

Name: Dr. Basheerunnisa

Signature: D. N. S. S. S.

Coordinator

Press and Publicity Committee

Name: Mr. Somanath. Satyappa. Janarwad

Signature: S. Janarwad