

# GURU NANAK COLLEGE

Jhajra, Dehradun

(Approved by AICTE, New Delhi, Affiliated to Sri Dev Suman Uttarakhand University)

Ref. No: GNC/PO.0093

Date:09.12.2024

## OFFICE ORDER

**Subject: Establishment of Media Cell.**

**Guru Nanak College, Jhajra, Dehradun**, established a cell to manage the media relations of the institution and keeps the media updated with the happenings at the institution. This primarily involves covering various events of the college and ensuring that each and every event of the college.

This Media cell presents content for periodic updating of the Institution website. Also, we have social media like Facebook, Instagram, LinkedIn and telegram page of Institution is managed by the Media cell members.

S. No.	Name	Designation	Mobile No.	Email Address
1	Mr. Saithjeet Arora	<b>Chairperson</b>	9980085072	saithjeet@gnc.edu.in
2	Dr. Bhoopendra Bharti	Member Secretary	7505174242	drbhoopendrabharti@gnc.edu.in
3	Ms. Sonakshi sharma	Member	9548554804	Sonakshi.sharma@gnc.edu.in
4	Mr. Varun	Member	8273791111	varun@gnc.edu.in
5	Mr. Shoel Mirza	Member	7500443002	Shoel.mirza@gnc.edu.in
6	Mr. Tarun Saini	Member	9568020356	Tarun.saini@gnc.edu.in

### Responsibilities and Functions:

Media Cell shall evolve mechanisms and procedures for

- Media Liaison:** Serve as the primary contact for journalists, manage media inquiries, and foster relationships with media outlets to ensure accurate coverage.
- Content Development:** Create and distribute press releases, social media posts, and multimedia content to promote the organization's message consistently.
- Crisis Management:** Handle media during controversies, prepare strategic responses, and mitigate reputational risks with clear communication.
- Media Monitoring:** Track news and social media mentions, analyze public sentiment, and report insights to guide communication strategies.
- Event Coordination:** Organize press conferences, interviews, and media coverage for events, ensuring key messages are effectively highlighted.

Principal  
Guru Nanak College  
Jhajra, Dehradun, Uttarakhand