

Director, SMIT



SMU SIKKIM
MANIPAL
UNIVERSITY

STANDARD OPERATING PROCEDURE (SOP)

MEDIA & PUBLIC RELATIONS COMMITTEE (MPReC)

Preamble

1. Sikkim Manipal University (SMU) aims to improve the perception management & increase the visibility of SMU on social & digital media platforms, including print & electronic media. This should enable effective positioning and enhancing the brand image of the University and its Constituent Units, particularly CRH.

Aims

2. Public Relations and the Media Committee will aim to manage the spread of information about University's mission, vision, initiatives, highlights & achievements, policies and practices in a positive, consistent and credible manner to the public through good media relations & proactive engagement with all concerned.

Committee Members:

(a) Core Team:

- (i) Registrar, SMU - Chairperson
- (ii) Mr Anil D'Souza, Head, HR, SMU
- (iii) Dr Mingma Lhamu Sherpa, Addl. MS & Head Operations, CRH
- (iv) Dr. Bibeth Sharma, Faculty Rep, SMIT.
- (v) Dr Remon Chettri - Member Secretary Coordinator
- (vi) Dr Sandeep Kashyap -Member
- (vii) Mrs. Sarikah Atreya, PRO: SMU – Media Consultant
- (viii) Dr Polly Lama - Member

(b) Coopted Members. Representative of Head of each Institute, Unit & Department.





Objectives

3. The Public Relations and Media Committee will interact with the University, Institutes & Units, including the HOIs, HODs, faculty staff and management regarding important highlights, achievements, positive narratives, good outcomes, initiatives, campaigns & events. These will be compiled, edited and reviewed (with photos) and submitted to editors, reporters and journalists including the PR firm (hired by SMU through MEMG & MaGE) after due approvals. The media to be contacted include newspapers, radio, television and social media platforms.
4. Media and Public Relations Committee will manage, facilitate and upscale the University's/ Institute's relationships with neighbouring communities; local, district & state administration; the media; and the general public.

Responsibilities

5. The Committee will develop, nurture and maintain a positive reputation of SMU & its constituents with the public through various forms of communication- be it the traditional media or the new age digital media including outreach, information & educational activities with the populace & community.
6. The Committee will prepare the draft press and media released including TV coverage of all the achievements, highlights, campaign & events that take place at University and its Constituent Units after due approvals.
7. It will maintain a strong relationship with local, national and international media and print agencies, including influential leaders, opinion makers and reputed functionaries/persons in the political, bureaucracy, administration, society, community & media arenas.





8. The Committee will strategize & craft the social media campaigns and be responsible for creating positive content. The context and content imperatives should be articulated, highlighted & showcased to upgrade the public relations and perception management of SMU and its Constituent Units.

9. The Committee will also coordinate with the IT team and other stakeholders for managing and updating the website with the latest happenings and achievements on the campuses.

10. Being the media interface, the Committee will collaborate with all the HOIs, HOOs, Unit Heads, HODs, other clubs, committees and other groups so as to optimally cover their events and activities. It will also frame a well-defined strategy for showcasing of marketing them. All the communication regarding the external events, activities, and participation from the institute in the same also falls under the purview of the Committee with due approval.

11. The Committee will collaborate with the event management team of the students on various flagship events like 'Kaalrav', 'Aura', 'Lamp Lighting Day', 'Annual Day', Annual Convocation etc.

Roles of Department Coopted Members

12. Coopted members of every department will be responsible for generation of intrinsic content, positive narratives, good outcomes highlights, campaign & achievements etc of the department at a frequency of once per fortnight and forward the same after getting the approval from the respective unit Heads/In charges to :

(a) Dr Mohonish Chettri (for CRH)

(b) Dr Polly Lama (for SMIMS including SMCON, Medical Biotechnology, MHA and Paramedical Courses)

(c) Dr Remon Chettri (for SMCPT, H&SS & University)

(d) Dr Bibeth Sharma (for SMIT)

(e) Ms Sarikah will be the Media Consultant to the Committee.





13. Intrinsic contents for Oct-Nov 2020 generated by the Department Coopted member will be forwarded to the Media Consultant to the Committee.

Meet the Media Campaign

14. Every month a media meet on health update Interview with Expert & community outreach by one or a panel of the specialists must be organized.

15. Special achievement at CRH will be highlighted through media meet with specialists and hospital authorities.

16. Similarly, special research outputs, innovation webinars, publications, achievements, awards, recognitions & highlights should also be submitted for publication/media release.

17. Media & PR Team

Name	Responsibility	Function
Dr Mohonish Chettri	Coordinator CRH	Liaise with HODs & Representatives of CRH Clinical Department & for suitable article/ achievements
Dr Polly Lama	Coordinator SMIMS, SMCON, MHA Medical Biotech Paramedical Courses	Liaise with Pre & Para Clinical Departments, SMIMS for suitable article/ achievements
Dr Remon Chettri	Coordinator SMCPT and H&SS, University.	Liaise with all concerned & PR firm.
Dr Sandeep Kashyap	Coordinator, Government Departments	Liaise with the Government Departments
Sarikah Atreya	Media Consultant	Liaise with the Media Agencies and PR Firm.
Dr Bibeth Sharma	Coordinator, SMIT	Liaise with all Departments of SMIT





Terms of Reference:

18. (a) **Media Release:**

(i) Department Coordinators will collate and collect the media inputs and submit to the Institute Coordinator (as stated in above table) every fortnight (by first and third Wednesday. Nil report is to be submitted to the Institute Coordinator if there is no media item.

(ii) Institute Coordinators, thereafter, liaise with Dr. Remon Chettri (Media Coordinator) or Ms Sarikah, SMU PRO, for collation of all media items every Friday.

(iii) All media items will then be put up to Registrar for obtaining approval through the concerned committee/ core members of the Committee. Compliances to be the flagged off after proper legal vetting as required.

(iv) Media items will then be released subject to due approvals.

(b) **Print/ Video Release.** The Core Committee along with the Institute Coordinators will work on release of University/ CRH brochures/ Video every quarter.

Coordinating Conference

19. Coordinating Conference of the MPRcC will be held on first & third Monday of each month. Minutes of the Meeting with progress & status update will be submitted by the Member Secretary to Vice Chancellor within three days of each Coordinating Conference.

Station : 5th Mile, Tadong (Gangtok)

Date : 01 December 2020

Distribution

1. All HOIs/Coordinators
2. All Core committee members



(Prof (Dr) K.S. Sherpa)
Registrar