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JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY ANANTAPUR

Ananthapuramu - 515 002 (A.P.) India.

(Established by Govt. of A.P., Act. No. 30 of 2008)

Prof. M. Vijaya Kumar

M.Tech., Ph.D.

Registrar i/c

Ananthapuramu

08-07-19

CIRCULAR

D.O.No. Secy (HE)/07/2019 dated 3rd July, 2019

Sub: Letter from Secretary HE regarding Social Media Champion (SMC) - Reg.

Attention of all the Principals of all Constituent and Affiliated Colleges of JNTUA is invited to the email dated 3rd July, 2019 from the Secretary HE, Ministry of Human Resource Development, Department of Higher Education, Government of India regarding nomination of Social Media Champion (SMC) of respective institutions with a view of connecting all the higher education institutions in the country.

Letter from Secretary HE, Ministry of Human Resource Development, Department of Higher Education, Government of India is enclosed. Kindly take necessary action accordingly latest by **31st July, 2019.**

Please follow the process as mentioned below to update Social Media Champion (SMC) details on AISHE portal:

- You need to login in nodal officer account on the AISHE port <http://aishe.gov.in>
- Immediately on login you will see a Social Media Champion (SMC) form link in the top of the left panel.
- There you click, and fill Name, select Designation, type email Id. & mobile no. in the SMC Form.
- Finally fill details of Social Media accounts of your University/Institute/College
- Press "Submit"

In case any difficulty please contact
AISHE Technical Help desk

Email Id. : support-aishe@nic.in

Phone No.: 011-22185031 (during office hours)

AISHE Nodal Officer of the University, Prof. V. Sumalatha

Email id: vsumalatha.ece@jntua.ac.in

Phone No.: 08554 273007 (during office hours)


REGISTRAR i/c



To Heads of all Higher Educational Institutions
(through the AISHE Nodal officers)

With a view to connecting all the higher educational institutions with each other, and with MHRD, so as to share their achievements using the social media platforms, it was decided to request all the HEIs to identify one of the faculty/non-faculty member as a '**Social Media Champion (SMC)**' of the institution.

The SMC is expected to communicate to all other HEIs and the MHRD, the good work done by the institution and their students from time to time. In this process, the SMC is expected to perform the following functions:

- a) Open (if not there) and operate the Twitter/Facebook/Instagram accounts of the institution.
- b) Connect them to the Twitter/Facebook/Instagram accounts of the other HEIs and that of the MHRD.
- c) Connect all the students' Twitter/Facebook/Instagram accounts with the HEI's Twitter/Facebook/Instagram accounts, as well as the MHRD's Twitter/Facebook/Instagram accounts.
- d) Publicise at least one positive story/event by their institution (by the institution/teachers/students) every week using the social media.
- e) Retweet the positive stories by other HEIs so that their students and stakeholders can learn from the success stories of other institutions.

In accordance with the above, all the AISHE nodal officers are requested to contact their Heads of Institutions immediately, and with their approval, intimate the following details about the SMC of their institution, before **31st July 2019** in the portal that is opened by the AISHE:

- a) Name of the SMC
- b) Designation
- c) Mobile number (with WhatsApp)
- d) Email address
- e) Twitter account

Yours sincerely,


(R. Subrahmanyam)