Vedavyasa College of Arts & Science

APPROVED BY GOVT. OF KERALA & AFFILIATED TO UNIVERSITY OF CALICUT

Constitution of the Public Relations Committee for the Academic Year 2026–27

In accordance with the institutional objectives of Vedavyasa College of Arts and Science , the **Public Relations Committee** is hereby constituted for the Academic Year 2026–27 to strengthen communication and maintain effective relationships between the College and its stakeholders, including students, parents, alumni, the media, the local community, and other educational institutions.

The Committee shall promote the image and achievements of the institution, facilitate the dissemination of official information, coordinate publicity activities, and enhance public engagement and institutional visibility.

Name of the Committee	Public Relations Committee 2026–27
Date of Constitution	02.06.2026
Responsibility of the Members	The members shall coordinate public relations and publicity activities, disseminate official information about college programmes and achievements, maintain communication with parents, alumni, media, and the public, manage institutional news and publicity materials, support the preparation of notices, reports, and press releases, coordinate social media and website updates in consultation with the competent authority, document major institutional events, and promote the reputation and visibility of the College.
Higher Authority	The Public Relations Committee shall function under the guidance and supervision of the Principal of Vedavyasa College of Arts and Science and shall report to the Principal regarding its activities, publicity initiatives, public communications, and achievements.

VEDAVYASA COLLEGE OF ARTS & SCIENCE VCAS

Principal
VEDAVYASA
COLLEGE OF ARTS & SCIECNE
Karad Paramba P.O, Via Ramanattukara
16km from Calicut Railway station

Composition of the Committee

Sl. No.	Designation in Committee	Name	Official Designation
1	Chairperson	Dr. HARITHA M K	Principal
2	Convenor	SAI K BHARATH	Vice Principal
3	Member	SANILA T	Assistant Professor
4	Member	DEEPTHI P	Assistant Professor
5	Student Representative	ATHIRA P	Office Superintendent

Meetings

The Committee shall meet as and when required to plan and review public relations activities. Minutes of meetings and records of publicity initiatives shall be maintained by the Convenor.

Approval and Effect

The Public Relations Committee is hereby constituted with effect from 02.06.2026 and shall function during the Academic Year 2026–27, subject to the directions of the Principal and institutional requirements.

Principal
Vedavyasa College of Arts and Science

Signature:

Date: 02.06.2026

College Seal

Principal
VEDAVYASA
COLLEGE OF ARTS & SCIECNE
Karad Paramba P.O, Via Ramanattukara,
16km from Calicut Railwaystation

VEDAVYASA COLLEGE OF ARTS & SCIENCE
KARAD PARAMBA P.O

Vedavyasa College of Arts & Science

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Minutes of the Meeting of the Public Relations Committee 2026–27

Date: 02 June 2026
Venue: Principal's Office
Chairperson: Dr. HARITHA M K, Principal
Convenor : SAI K BHARATH

Members Present

Sl. No.	Designation in Committee	Name	Official Designation
1	Chairperson	Dr. HARITHA M K	Principal
2	Convenor	SAI K BHARATH	Vice Principal
3	Member	SANILA T	Assistant Professor
4	Member	DEEPTHI P	Assistant Professor
5	Student Representative	ATHIRA P	Office Superintendent

Agenda

1. Planning public relations activities for the academic year 2026–27.
2. Promoting the achievements and activities of the College.
3. Improving communication with parents, alumni, media, and the public.
4. Strengthening the College's online presence and publicity activities.

Minutes and Decisions

The meeting was convened under the chairpersonship of Dr. HARITHA M K, Principal. The members discussed the importance of effective public relations in enhancing the reputation and visibility of the institution.

The following decisions were taken:

1. It was decided to publicise major academic programmes, seminars, workshops, cultural activities, and achievements of the College.
2. The Committee shall coordinate the preparation and dissemination of press releases, news reports, photographs, and other publicity materials.

VEDAVYASA COLLEGE OF ARTS & SCIENCE KANNIPARAMBA P.O.

Principal
VEDAVYASA
COLLEGE OF ARTS & SCIECNE
Kannipparamba P.O. via Ramanattukara
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3. Regular updates regarding institutional activities shall be provided through the official website and social media platforms, subject to approval by the competent authority.
4. The Committee shall strengthen communication with parents, alumni, local communities, and other stakeholders.
5. Faculty members and students shall be encouraged to report significant achievements and activities for institutional publicity.
6. Photographs, news reports, and records of important events shall be maintained for documentation and reporting purposes.
7. All official communications and publicity materials shall be verified and approved by the Principal or the authorised person before publication.

Conclusion

The meeting concluded with a commitment to strengthen the public image of Vedavyasa Arts and Science College through effective communication, timely publicity, and stakeholder engagement. The Convenor was entrusted with coordinating the activities of the Committee and maintaining the necessary records.

Convenor
Public Relations Committee
Signature:

VEDAVYASA COLLEGE OF ARTS & SCIENCE
KARAD PARAMBA P.O.

Chairperson
Dr. HARITHA M K
Principal, Vedavyasa Arts and Science College

Principal
VEDAVYASA
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