



## Sher-e-Kashmir University of Agricultural Sciences and Technology of Jammu

### Memorandum


In the partial modification to University Order No. 35 (Est.) of 2016 dated 25.05.2016, it is notified that Photographic and Media Cell of the University will henceforth work under the overall supervision of Director Extension.

Further, in view of the enhanced duties and responsibilities, a Committee comprising of following is hereby constituted for strengthening of University Media Cell:

S. No.	Name of the Officer/Official	Designation and Place of posting	
1.	Dr. Amrish Vaid	Professor, Mega Seed Project, Chatha	Media Cell Incharge
2.	Dr. Puneet Choudhary	Sr. Scientist & Head, KVK, Jammu	Deputy Media Cell Incharge
3.	Dr. J. S. Manhas	Asstt. Professor, Agril. Extn. Education, FoA	Member Secretary
4.	Dr. Anil Bhat	Asstt. Professor, Agril. Economics and ABM, FoA	Member
5.	Dr. Pranav Kumar	Asstt. Professor, Veterinary & Animal Husbandry Extn., FVSc & AH	Member
6.	Sh. Ajay Sharma	Secretary to Vice Chancellor, Vice Chancellor's Secretariat	Member

#### **Terms of Reference:-**

- The Member Secretary shall prepare the official press releases in consultation with Incharge Media Cell and Deputy Incharge Media Cell.
- Dr. Puneet Choudhary besides Deputy Incharge Media Cell shall give the feedback of all the extension activities and all the KVKs of SKUAST-Jammu.
- Dr. Pranav Kumar shall provide feedback from FVSc. & AH, R. S. Pura Campus of SKUAST-Jammu.
- Dr. Anil Bhat shall provide the feedback from the Faculty of Agriculture and Faculty of Basic Sciences, SKUAST-Jammu, Chatha.
- Research Stations/Sub-Stations shall continue to send hard copy of detailed activities to be publicized directly to the University Media Cell Incharge with soft copy on email id: **mediacellskuastj@gmail.com**.

  
K.T.O.

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- The University activities to be publicized should reach the University Media Cell Incharge **by or before 1 P.M.**, so that the Member Secretary could be able to prepare and process the press releases on the same day.
- All the official press releases and University press coverage shall be strictly routed through University Media Cell with the concurrence of the Competent Authority.
- The Media Cell is also entrusted the responsibilities of preparation of short videos/documentaries for promotion of scientific activities of the University.

However, in case of urgency, both University Media Cell Incharge and Deputy Incharge Media Cell can assign jobs to the Committee members as per their expertise and need of the hour in consultation with Director Extension, SKUAST-Jammu.

**By Order**

**Sd/-  
Registrar**

No: AUJ/Est./G-610/20-21/2016-81  
Dated: 26 .06.2020.

Copy for information to:

- All Officers of the University\_\_\_\_\_
- All HoDs\_\_\_\_\_
- I/c University Examination Cell, SKUAST-J
- Chief Scientist, WMRC/FSR, Chatha
- Coordinator, School of Biotechnology, FoA, Chatha
- Nodal Officer, Data Centre for uploading on the University website
- All Incharge Stations/Sub-Stations/KVKs/CSS\_\_\_\_\_
- All Committee Members\_\_\_\_\_
- SVC for the kind information of Hon'ble Vice-Chancellor

  
Assistant Registrar (Est.)