

Kolhapur Institute of Technology's
COLLEGE OF ENGINEERING (AUTONOMOUS), KOLHAPUR

Social Media Cell

It is hereby informed that to bring unity and integrity in KIT branding as a corporate institution, we are starting 'KIT Media Cell'. Being Public relations account KMC executives are responsible for handling all aspects of planned publicity campaigns and PR activities.

This Cell will work for following Objectives:

- To plan communication strategies and campaigns through Print, Electronic and Social Media.
- To produce presentations and press releases for the organization.
- To deal with enquiries from the public, the press, and related organizations.
- To organize and attending promotional events such as press conferences, open days, exhibitions, tours and visits.
- To speak publicly at interviews, Press Conferences and presentations
- To produce informative videos and short films.
- To analyze media coverage.

'KIT Media Cell'

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|---|--------------------------|---------------------|-------------|
| 1 | Dr. V. V. Karjinni | Director | Head |
| 2 | Mr. Pramod S. Patil | Assistant Professor | Coordinator |
| 3 | Mr. Amit S. Vaidya | Assistant Professor | Member |
| 4 | Mrs. Meenaj S. Shikalgar | Assistant Professor | Member |
| 5 | Mr. Ajay B. Kapase | Assistant Professor | Member |
| 6 | Mr. Amol B. Sawant | Assistant Professor | Member |