NATIONAL INSTITUTE OF TECHNOLOGY CALICUT

Centre for Public Relations, Information and Media Exchange (C-PRIME)
Email: mediacell@nitc.ac.in

Objectives

The Centre for Public Relations, Information and Media Exchange (C-PRIME) has been established with a view to present the Institute to the outside world in the best possible manner. Its goals and objectives are the following:

1. Coordinate proper dissemination of all the official communications of the Institute with the print, electronic and social media platforms. A subsidiary wing of C-PRIME named 'Media Cell' shall undertake this activity.
2. Coordinate, facilitate and manage all the postings to the Institute Website.
3. Publish the Information Brochure and the official Newsletter of the Institute at regular intervals, as the case may be, highlighting the major features, events and achievements of the Institute.

Protocols and Guidelines

- All official communications from the Institute for the general public and postings to the Institute Website shall be routed through C-PRIME.
- There shall be a Single Point of Contact (SPOC) at every department/section for ensuring proper transfer of information to C-PRIME. All the Heads of Departments/Sections may please nominate an 'Information Officer' as SPOC and inform the same to C-PRIME.
- The Students' Affairs Council (SAC) is advised to form a Media Wing of the SAC and nominate a representative (preferably the Student Editor of the Institute Magazine) as a member of C-PRIME. This nominated representative of the SAC will be the Single Point of Contact (SPOC) of SAC with C-PRIME (for activities other than 'Tathva', 'Ragam' and Club/Association activities).

[For the year 2021-'22, the Student Editor of the Institute Magazine has been already included in the C-PRIME committee as the SPOC of SAC]

- For 'Tathva' and 'Ragam', SPOC will be the respective Faculty Coordinator. The Student Coordinator shall forward the report of the event to the Faculty Coordinator who may forward it to the Media Cell, after getting approval from the Dean (SW).
- For various Clubs and Associations also, the respective Faculty in Charge shall be the SPOC.
  - In the case of Institute Level Clubs/Associations, the Student Coordinator shall forward the report of the event to the Faculty Coordinator/Faculty in charge who may forward it to the Media Cell, after getting approval from the Dean (SW).
  - In the case of Department Level Clubs/Associations, the Student Coordinator shall forward the report of the event to the Faculty Coordinator/Faculty in charge who may forward it to the Media Cell, after getting approval from the respective HOD.
- There shall be an editorial board under C-PRIME for publishing the official Newsletter of the Institute at regular intervals. The Student Editor of NITC Magazine shall be a member of the editorial board.
  - All other publications or newsletters of the departments/associations/clubs, other than those explicitly mentioned in this document shall be published by the concerned body with the approval of the competent authority concerned (HODs in the case of departments/department level associations & Dean-SW in the case of institute level student bodies/clubs). Procedure for approval and mode of publication can be decided by the respective HOD/Dean.

- Information to be uploaded to the Institute website shall be sent as email attachment (in English and Hindi) from the SPOCs to mediacell@nitc.ac.in with CC to webmaster@nitc.ac.in. Additional information such as the suggested name of the link, section in which the information is to be published and the date on which the post can be withdrawn also may be given along with the email.

- Those who wish to publish news about events/achievements/activities in the print/ visual/social media, may kindly follow the points given below:
  1. The information to be published should be prepared in both English and Malayalam in editable format. Soft copy of the write-up (preferably as Google docs) along with the pictures/videos (preferably in separate folder) may be shared by email to mediacell@nitc.ac.in
  2. If the news item is expected to be published on the next day, then it should reach C-PRIME at least by 4.00 pm.
  3. The images/video that need to be published should be of good quality/resolution (Maximum file size: 1 MB for images, 25 MB for videos).
- The SPOCs shall regularly communicate any relevant information to C-PRIME for publishing in the Media, Website or the Newsletter, after getting approval from the competent authorities as per the protocol detailed below.
- The C-PRIME centre does not hold any authority/responsibility for the information received from the various departments/sections of the Institute, for dissemination. Hence, the authenticity of the data/information has to be authorized by the head of the respective sections/departments, as per the following chart and routed to C-PRIME *through the respective SPOCs.*

Individual Students ⇨ **Faculty Advisor (SPOC)** ⇨ HoD

Students' Associations/Clubs (Dept. Level) ⇨ **Faculty in charge (SPOC)** ⇨ HoD

Students' Associations/Clubs (Institute Level) ⇨ **Faculty in charge (SPOC)** ⇨ Dean SW

SAC ⇨ **Student Editor of Institute Magazine (SPOC)** ⇨ Dean SW

Faculty members ⇨ **Dept. SPOC** ⇨ HoD

Non-teaching staff of Department/School ⇨ **Dept. SPOC** ⇨ HoD

Other Non-Teaching Staff ⇨ **Section SPOC** ⇨ Section Head ⇨ Registrar

For 'TATHVA & RAGAM'

Student Coordinator ⇨ **Faculty Coordinator (SPOC)** ⇨ Dean (SW)

- Faculty Coordinators of the various events and activities organized by the Institute/Departments may arrange to send the soft copy of the event report together with the relevant pictures/video(s) in a shared folder to mediacell@nitc.ac.in for the archiving purpose.

C-PRIME Committee

The C-PRIME Committee will consist of members from the faculty, non-teaching staff, alumni and students. The committee will be nominated by the Director. Usual tenure of the committee shall be two years, extendable up to three years.