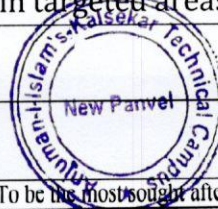
	<b>Anjuman-I-Islam's Kalsekar Technical Campus, New Panvel</b>	<b>No.</b>	AIKTC/SOP/ MPBAC/01
		<b>Rev.</b>	00
	<b>STANDARD OPERATING PROCEDURE FOR CENTRE FOR MEDIA, PRINTING, BRANDING AND ADVERTISEMENT CENTRE</b>	<b>Date</b>	28/12/2023
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- PURPOSE:** To increase the visibility of the campus in society by means of effective marketing & branding, improving admissions, placements, and external collaborations with effective bonds between Student, parents and Society.
- SCOPE:** All the Schools and departments of Anjuman-I-Islam's Kalsekar Technical Campus, New Panvel as applicable.
- RESPONSIBILITY:**
  - Controller MPBAC
  - School-level coordinators
  - Department level coordinators for In-campus & Off-Campus coordination of activities.


**4. DEFINITION:** Activities (add table including activities name and timeline)

Sr. No.	Activity	Schedule
1	Conduction of In-campus and Off-campus Career Guidance programs	October-January
2	Digitalization of Student Data received by Career Guidance	January 2nd Week
3	Planning and execution of career Guidance and Campus visits	January 2nd Week
4	Career expo and fair advertisement	till conducted
5	Display of A3 size stickers in main regional areas (walls of Chawk)	Feb 2nd week
6	Website designing and continuous updating about Event, TPO, Alumni	NA
7	Distribution of Pouches and Pamphlets at Exam centers	HSC Exam & CET Exam
8	Banner Display A1 size at densetargeted areas of Panvel, Mumbra, Kurla, Chembur, Govandi, Vashi, Bhiwandi, wadala, bhandup, Sion, etc.	March 1 week
9	Banner Hoarding at highway of Mumbra, Panvel, Kalamboli, Taloja, etc.	April 1st week
10	Pasting of Stickers and banners on Bus & Rickshaw	March last week
11	Publishing News Articles about scope of hard Branches in private and Government sectors (EE, CE, ME)	NA
12	WhatsApp broadcast, telegram groups or channel preparation for bringing all collected students under single domain for communication	February last week
13	Use of student data for updates regarding exams, forms etc.	Mar-April
14	Social Media and Digital marketing in targeted areas	March onwards

7/2/23  
**Center Controller**  
 [Borotikar, 17/2]



**Director**

	<b>Anjuman-I-Islam's Kalsekar Technical Campus, New Panvel</b>	<b>No.</b>	AIKTC/SOP/ MPBAC/01
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	<b>STANDARD OPERATING PROCEDURE FOR CENTRE FOR MEDIA, PRINTING, BRANDING AND ADVERTISEMENT CENTRE</b>	<b>Date</b>	<del>05/04/2023</del> 28/12/23
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15	Conduction of MOCK-CET Test for practice	March last week
16	Newspaper insertion	From March last week
17	Open Career Guidance Program for parents against Demand of Industry	After CET Exam
18	Admission Process guidance Program	Before Admission

5. **ABBREVIATIONS:** MPBAC (Media Printing, Branding & Advertisement committee).

6. **PROCEDURE:**

6.1. All activities need to be planned in discussion and co-ordination of Controller MPBAC and consequent approval of the Director.

6.2. Coordinators must prepare office order for all activities clearly mentioning all tasks assigned to teaching and non-teaching staff. Student members can be included in some of the committees / centers activities wherever deemed necessary.

6.3. Controller shall prepare a budget in consultation with the school wise coordinators. The same should be put forward for approval to the management after the approval of Director.

6.4. All activities need to be carried out with full sincerity and utmost professionalism towards building the AIKTC brand.

6.5. On completion of the activity, coordinators need to prepare a brief report (with photos) and submit it to Controller.

6.6. Bills (if any) need to be settled as soon as possible as per the guidelines of the AIKTC Admin.

7. **TARGET:** All the students of 12<sup>th</sup> Science and Commerce for enrolments under Engineering, Architecture, Pharmacy and B.Sc. IT.

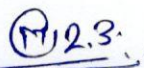
8. **REFERENCES:**

8.1 AIKTC/Admin/2023/40

9. **RECORDS:**

9.1 Minutes of Meetings conducted. (Register log)

9.2 Office orders mentioning post, roles and duties precisely.

  
**Centre Controller**  
 [Borotikar, M.R.]



  
**Director**