

GOVERNMENT OF TELANAGANA

OFFICE OF THE  
COMMISSIONER OF TECHNICAL EDUCATION,  
TELANGANA:: HYDERABAD

Sub:-Technical Education – All India Survey on Higher Education –  
to identify one of the faculty/non faculty member as a  
“ Social Media Champion (SMC)” of the institution Reg.

Ref:- D.O. No. Secy(HE)/07/2019, Dated:-03.07.2019 received through  
mail from Sri. R. Subrahmanyam, Secretary, Ministry of Human  
Resource Development Department Higher Education,  
Government of India New Delhi.

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Attention of the all Principals of Govt. / Aided / Pvt. Polytechnics under the control of this department is drawn to the subject cited., to connect all the higher education institutions(HEI) with one another , and with MHRD, so as to share their achievements using the social media platforms. They have decided to request all the HEI to identify one of the faculty/ non faculty member as a “Social Media Champion (SMC)” of the institution.

The SMC is expected to communicate to all other HEI and the MHRD, the good work done by the institution and their students from time to time. In this process, the SMC is expected to perform the following functions.

- a) Open ( if not there) and operate the Twitter/Face book/ Instagram accounts of the institution.
- b) Connect them to the Twitter/Face book/Instagram accounts with the HEI and that of the MHRD.
- c) Connect all the students Twitter/Face book/Instagram accounts as well as the MHRD’s Twitter/Face book/instagram accounts.
- d) Publicise at least one positive story/event by their institution ( by the institution/teachers/students) every week using the social media.
- e) Retweet the positive stories by other HEI so that their students and stakeholders can learn from the success stories of other institutions.

In this connection all the AISHE Nodal Officers are requested to identify one of the faculty/non faculty members as a Social Media Champion (SMC) of their institutions immediately .The intimation of following details about the SMC of the institution, should be uploaded before 31-07-2019 in the portal that is opened by the AISHE.

- a) Name of the SMC
- b) Designation
- c) Mobile number (with WhatsApp)
- d) Email address
- e) Twitter account.

**File No.CTE-S/STAT/3/2019-S-Section**

In this connection, the Principals of Govt./ Aided / Pvt. Polytechnics under the control of this department are instructed to identify one of the faculty/non faculty members as a Social Media Champion (SMC) of their institutions immediately and place it in the AISHE portal before 31-07-2019 to take further action in this matter.

This may be treated as most urgent.

(This has the approval of the Commissioner of Technical Education)

FOR COMMISSIONER

To  
The Principals of all Govt. / Aided / Pvt. Polytechnics Telangana State.  
Copy to Secretary, SBTE&T, TS, Hyderabad.