



Dr.V.S.KRISHNA GOVT. DEGREE COLLEGE

(An Autonomous Institution Affiliated to Andhra University)

Reaccredited by NAAC with 'A' Grade(3rd Cycle)

District Resource Centre & Center for Research Studies
Maddilapalem, VISAKHAPATNAM 530 013, Andhra Pradesh



PUBIC RELATIONS POLICY

Preamble:

Dr.V.S.Krishna Government Degree College (A), is located in Maddilapalem of Viskhapatnam city in 6.75 acres of land with 8225.8 sqmts. of built up area in three floors near the National Highway. The college has adequate infrastructure and equipment. The first two floors accommodate the undergraduate courses and the second floor accommodates the Post Graduate Courses. The West Block accommodates BA programme in the ground floor and first floor is under construction. The college has its own playground, a separate building for library, gymnasium and a hostel for girl students. The college has more than 80 teaching faculty and more than 40 support staff. To ensure the smooth functioning of the activities of the college, a Public Relations Policy has been constituted.

Policy:

In an effort to promote Dr.V.S.Krishna Government Degree College (A), Visakhapatnam, its Public Relations frequently disseminates information, including photographs, regarding activities on campus to the media as well as to the general public through the institutional website (<https://drvskrishnagdc.edu.in>) and various social media platforms. This information includes, but is not limited to, graduation announcements; sports and games, theatre and music involvements; general campus photos; and images from various academic, research & innovation, co-curricular-extracurricular activities conducted on campus.

The College Public Relations only release information designated as directory information by the institution. The College Relations may release directory information to the media and publish that same information on the college website without the student's prior consent. Permission is

required, however, for photos or videos of subjects who are primarily being featured in advertisements as promotions, in which a person's name, image and /or likeness are being used in the context that implies endorsement. Persons may request that information not be disclosed to the media or placed on the website by completing a request in the College Public Relations office.

All information, photographs and graphics generated by College Public Relations are the property of the institution and must be used within the guidelines in which they are released. The name, logo and symbols of the College may only be used in connection with officially —sanctioned activities, functions and events, and may not be used in any manner contrary to the institutional vision and mission and its declared objectives and privacy protocols. Any use of Dr.V.S.Krishna Government Degree College (A), or any form thereof on any social media sites must be approved by a member of the College Administration or Public Relations Office, and full editing rights must be provided to at least one of those members. Social media sites include but are not limited to Facebook, Instagram, Twitter, Youtube, etc.,

Public Relations Officer : Dr.Pola Umamaheswara Rao

Social Media Co-ordinator: Dr.D.Muralidhar



PRINCIPAL
Dr. V.S. Krishna Govt. Degree College (A)
VISAKHAPATNAM
Principal