

## Benchmarks for Institutional publicity and competitive marketing policy in connection with Internal Quality Assurance Cell (IQAC):

The Committee members discussed the matter at length and after detailed deliberations, it was resolved to recommend the following points for the wider publicity and competitive marketing of Institute's academic and research strengths to all stakeholders.

1. Publicity of academic programmes offered may be in the form of articles in special issues of newspapers or magazines. These articles should contain the details about eligibility and scope of these programmes along with strengths.
2. A poster/pamphlet containing the details of courses, eligibility and their scope should be sent to Colleges/Institutions, etc. for wider publicity.
3. Publicity of Courses offered by the institute, research publications, and research projects sanctioned by AICTE/UGC/CSIR/DST etc. should be highlighted regularly through print and electronic media.
4. The Institute should put emphasis on publicity and marketing in rural areas because of many reputed educational institutions have been established in the rural areas in these days.
5. The Head of the Departments may visit some nearby educational institutions for publicity of the courses and highlighting the strengths of the department or the students from the institutes may be invited to see the infrastructural and other facilities on the campus.
6. Institute through Corporate Relations Office should encounter the wrong news immediately.
7. A media cell should be established in the Institute.
8. Senior media persons and editors, etc. should be invited for delivering talks and interaction.
9. Hoarding having the names of the Institute should be displayed at prominent places on important roads leading to JISCE Campus, which will serve the purpose of publicity as well as it, will help the stakeholders.
10. Conferences and Alumni meet are the better source of publicity of an institution. Therefore, National Conferences/Seminars and Alumni meets should be organized regularly by the departments and the teachers of the institute should also be encouraged to participate in National/International Seminar/Conferences/Workshops etc.
11. The departmental profile containing the strengths of the department should be updated on the institute website regularly.
12. As a part of publicity, institute may adopt one adjoining village for creating awareness among the people towards social, health, environmental, economical and other issues.
13. An agency should be engaged for developing comprehensive advertisement cum publicity campaign

## Institute's website updating and information standardization process:

**General:** JIS College of Engineering, Kalyani was established on 6<sup>th</sup> June 2000. The Institute is situated at Kalyani, a rapidly growing town in the district of Nadia, West Bengal an educational hub of the state. It is about 60 km from the capital city of the state, Kolkata. The Institute is situated over a sprawling area of about 17.5 acres. The campus is laid out with picturesque landscape, various buildings. The Institute is recognized by the University Grants Commission under Section 2(f) and under section 12(B) of the UGC Act. The Institute has been accredited by National Assessment and Accreditation Council (NAAC), in 2008 as grade 'B'. The institute offers the course in the areas of engineering, technology and management.

**Website:** JIS College of Engineering home page (<http://www.jisce.org>) is the official domain name for the institute. The "official" home page structure includes the home page, the linked driven pages, and other sites integrated into the home page structure.

**Purpose of Website:** Objective of the home page is to provide a point of entry for the academic community to the institutes officially recognized information resources through links and navigational mechanisms and to provide timely content and links to news and events of general interest about JISCE. The following links are especially targeted: Students, Faculty and Staff.

There are two main sections to the site: -

- i. The front end published site, which is available to anyone in the world.
- ii. The private back-end site, which is available only to authorized members of the institute and controlled by username and password. User accounts are only created with the approval of the concerned Department/Branch Head.

**Access, Approval and Publishing:** Content on the institute website is controlled by role access. There should be 3 roles:

- Indenting Department, Approving Authority and Publishing on the website.
- Initially, all content to be uploaded on website must be reviewed by head of the department.
- It will be approved by the Competent Authority before going live.
- It will not publish materials to site unless expressly authorized by the head of the department.

**Maintenance and Editing:** JIS College of Engineering is the public entry point for many stakeholders of the institute. Authorized Web controller should continually do the upgrades, reviews and development of the Web site, realizing the possibilities of new technologies and evaluating methods of access in provide up-to-date, accurate information methodically and attractively. The web pages should regularly need to be reviewed for accuracy and updated as required. ***It must be current, accurate and consistent.*** This review should occur at least half-yearly. It is the responsibility of Head of the concerned department to ensure this happens.

- Department wishing to post announcements on the home page or other portions of the website should submit their request through official email or letter to the Web controller.
- Photographs on the main site are needed to be changed on a regular basis by the Web Controller as provided by the Departments.
- Faculty Pages are to be created in concerned department web link. They may provide their latest Bio-Data and photo for a web link. If faculty members have existing web pages hosted on any non-commercial website, these link may also be added in faculty page

**Required Style Specifications:** All pages on the main website must comply with the following requirements:

- It should be designed for best case viewing on multiple platforms, newer versions of Internet Explorer, Google Chrome, Firefox Mozilla, Opera and Netscape, etc.
- Look of the WebPages may vary slightly according to monitor's setting for color and fonts.
- Files for download must be under 20 MB in size.
- In case of audio and video, the quality must be highest. Video which is inappropriate in content, blurry, unsteady, or difficult to view should not post. Audio that is difficult to hear or inappropriate in content should not be posted. In order to be useful and convenient to the user, all files posted must be under 20 megabytes in size and 10 minutes in length.
- To enable a faster downloading time, scanned photographs should be limited to 144 dpi.
- Links to pages that are defunct or "under construction" should not be created or should be removed.

**Privacy Regulations :**

- Personal contact information of students including home and e-mail addresses, telephone numbers, and other information that could be used by unauthorized individuals, should not be published on the website.
- Video or audio files posted on the website must adhere to Website Policy. Proper written permission from those who have been audio-and / or video-recorded must be obtained by the person or persons doing the recording.
- Links to external websites should be checked thoroughly before inclusion on the website.
- All written work should be reviewed by the concerned department/branch to ensure that it is in no way defamatory.
- Written work should be checked by the concerned department/branch to ensure that no copyright or intellectual property rights are infringed.

Advertising unless approved by the Competent Authority, the advertising or direct sale of non-institute goods and services is prohibited on all sections of the Web site.

Logos and Graphics of Website Controller: website of the institute has its own logo and graphics relating to the institute that may be subject to agreements and any use of these would require prior approval of competent authority.

**Responsibility of Website Responsible Office:** The institutes Web site is need to be maintained by a designated official. At least one Senior Programmer and one other programmer, who have sufficient knowledge, maintain and edit the site, and should pass on their knowledge to a successor at the end.

**Miscellaneous Provisions of Website:** The JISCE Website is in the public domain and information uploaded on the website shall subject to official certification as per Institutional policy. For any interpretation regarding information hosted on our website, the decision of the head of the institution is final and the legal jurisdiction is limited to JIS College of Engineering, Kalyani only.

