



BHARATH INSTITUTE OF MANAGEMENT

(Approved by AICTE, New Delhi)

(Affiliated to Bharathidasan University, Tiruchirappalli-24)

Sponsored by K. Nadimuthu Memorial Educational Trust

Bharath Avenue, Near New Bus Stand, Thanjavur - 613 005. Tamil Nadu, South India.

Off : 04362 - 227937, 228081 Fax : 0091 - 4362 - 227185,

E-Mail : bharathmbainstitute@gmail.com - Website : bharathmbainstitute.org

Date : 06/03/2024

MEDIA CELL

Media Cell is an integral part of a successful institution. Its sole purpose is to ensure that the college remains in focus of news media and other media. Media Cell serves as a bridge between media houses. The team works towards publishing and distributing information on the various activities, achievements and successes of the institute through various print, electronic, digital and social media channels.

The members of the BIM's Media cell committee carry out functions that are relevant within the scope of the committee. The members BIM's Media cell present content for periodic updating of the Institution website.

OBJECTIVES & FUNCTIONS

Media Cell works to keep the college website up-to-date and ensures that all the important information is easily accessible to the right audience. Programmes, seminars, events, achievement records, alumni profiles, faculty connect and latest newsletters/newspapers

Media Cell is responsible for managing events and updates on social media accounts like Facebook, YouTube, Instagram, LinkedIn, Twitter etc.

Media Cell is responsible for public relations of the college. It is engaged in disseminating information to the press, television and radio channels through news releases and interviews.

Media cell also undertake promotional activities about the college such as printing of pamphlets/brochures, producing videos/documentaries and erecting banners/hoardings in attractive way for the benefit.

Committee Members

| S.NO | Name of the Staff | Position |
|------|-------------------|----------|
| 1. | Dr.M.Saminathan | Chairman |
| 2. | Dr.T.M.Premnath | Member |
| 3. | Dr.R.Vanathi | Member |
| 4. | Ms.M.Sangeetha | Member |


PRINCIPAL
Bharath College of Science & Management
Bharath Avenue, (Near New Bus Stand)
THANJAVUR - 613 005

