



# अखिल भारतीय आयुर्विज्ञान संस्थान, भोपाल

(स्वास्थ्य एवं परिवार कल्याण मंत्रालय, भारत सरकार के अधीन राष्ट्रीय महत्व का संस्थान)  
साकेत नगर, भोपाल-462 020, मध्य प्रदेश, दूरभाष : 0755-2982607/2985569

## All India Institute of Medical Sciences, Bhopal

(An Institute of National Importance under the Ministry of Health & Family Welfare, Govt. of India)

Saket Nagar, Bhopal - 462020, Madhya Pradesh, Tel. : 0755-2982607/2985569

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No. DIR/AIIMS-BPL/OO/2021/321

Dated – 19/07/2021

### OFFICE ORDER

#### Sub: Reconstitution of the Public Relation Cell of AIIMS, BHOPAL.

With the aim to position and popularize the daily activities and achievements of AIIMS, Bhopal on a variety of platforms (digital and print), the undersigned is pleased to reconstitute the Public Relation (PR) Cell of the institute, in supersession to the office order issued vide No. DIR/AIIMS-BPL/OO/2020/226 dated 08.04.2020 with following faculty members :-

1.	Prof. Arneet Arora, Head, Department of FMT	In-Charge PRO
2.	Dr. Jyoti Nath Modi, Associate Professor, OBGY	Member
3.	Dr. Ayush Gupta, Assistant Professor, Microbiology	Member
4.	Dr. Samendra Karkhur, Assistant Professor, Ophthalmology	Member Secretary


Shri Aman Kumar Mehta, Sr. Hindi Officer will be providing assistance to the committee and will manage the records of the PR-Cell in addition to his routine duties.

#### Terms of references:

- The PR-Cell will be the mouthpiece of institute. It will be solely responsible for all external communication from the institute.
- The PR-Cell will be responsible for extensive coverage of all prominent events and achievements of faculty members and the institute.
- The In-Charge PRO will send the press releases to print and digital media after the approval of the Competent Authority.
- The draft of the press releases to be submitted for approval of the Competent Authority at the earliest but latest by 06:00 PM every day.
- The PR-Cell should ensure that posts and updates on social media about all campus activities (lectures of eminent speakers, CMEs, conferences, trainings, blood donation camps, CSR activities, visits of delegates, students achievements and institute performance. etc are posted on the official social media handles of the institute.
- The PR-Cell should also release success stories, biography/ video bytes of the senior faculty members and officers for the media to impart their journey at AIIMS, Bhopal.

#### Copy for information:

1. The Dean (Academics) AIIMS, Bhopal
2. The Dean (Research) AIIMS, Bhopal
3. The MS/DDA/SE AIIMS, Bhopal
4. All the Members of the PR-Cell, AIIMS, Bhopal
5. All HOD's and Acting HODs AIIMS, Bhopal
6. All Faculty Members AIIMS, Bhopal
7. The PPS to Director, AIIMS, Bhopal
8. The F&CAO/Administrative Officer/AAO AIIMS, Bhopal
9. The Prof. In-charge IT Cell for circulating through info mail and for uploading on website.
10. The In-Charge Security Officer, AIIMS, Bhopal
11. File

  
19/7/21  
DIRECTOR  
AIIMS, BHOPAL