



ICAR-INDIAN VETERINARY RESEARCH INSTITUTE
(Deemed University)
IZATNAGAR-243 122 (UP) INDIA

Website : www.ivri.nic.in



No. F. 23-2/2019 (SMC)- Acad.

Dated the 10th July, 2019

OFFICE ORDER

The Director, IVRI has been please to nominate Dr. Mahesh Chander, Act. JD (EE) & HD/EXT as a 'Social Media Champion (SMC)' of this Institute to look after the following functions pertaining to the IVRI, Deemed University.

- A) The SMC will communicate to all other Higher Education Institutions and the MHRD, the good work done by the institute and their students from time to time.
- B) Open (if not there) and operate the Twitter/Facebook/Instagram accounts of the institutions.
- C) The SMC will communicate to all other HEIs and the MHRD, the good work done by the institute and their students from time to time.
- D) Connect them to the Twitter/Facebook/Instagram accounts of other HEIs and that of the MHRD.
- E) Connect all the students' Twitter/Facebook/Instagram accounts with the HEI's Twittter/Facebook/Instagram accounts, as well as the MHRD's Twitter/Facebook/Instagram accounts.
- F) Publicise at least one positive story/event by their institution (by the institution/teachers/students) every week using the social media.
- G) Retweet the positive stories by other HRIs so that their students and stakeholders can learn from the success stories of other institutions.


Registrar

Copy to:

1. Dr. Mahesh Chander, JD (EE) & HD/EXT, IVRI, Izatnagar.
2. The Direcoter, IVRI, Izatnagar for information.
3. All the JDs/HDs/SICs, IVRI, Izatnagar/Mukteshwar/Palampur,Bengaluru/Kolkata/Pune.
4. The Registrar, IVRI, Izatnagar for information.
5. The COE/Acad. Co-Ordinator/UG Co-ordinator, IVRI, Izatnagar for Izatnagar.
6. I/C, ARIS Cell with the request to please upload this office order on the website.