Public Relations Committee

The Public Relations Committee has been a supporting arm for external relations and helps in creating the Brand SIMSR among the other B Schools. The major focus is to maintain relations with the student bodies of other premier institutes, communicating the happenings of SIMSR to them, and vice versa.

In the world where digital platform is getting an edge for Institutes, the Public Relations Team has taken the responsibility of maintaining the Social Media platform for the Institute.

Mission: Our roadmap consists of:

- Getting enhanced media exposure and frequent social media attention
- Maintaining close relations with other B-Schools and encouraging inter institute interactions as an interface between the institute and the outside world
- Coordinating the intra institute and inter committee events and use it for improved brand reinforcement of the institute.

Roles/Responsibilities:

- Taking the brand SIMSR to new heights in terms of exposure to print media and impressions on social media.
- Maintaining close ties with other B schools, other corporate platforms and print media
- Sustaining print media and social media exposure that will help increase Institute’s B-school ranks objectively and perceptually
- Performing other promotional and consequential tasks at hand to endorse SIMSR as one of the Top B-Schools in India

Value addition to SIMSR: The Public Relations Committee has been helping the institute build brand value to it and stand out as an entity to be reckoned with, from Somaiya Vidyavihar. We help SIMSR build goodwill among student community, management aspirants, and the alumni of the institute as well as with the corporate world. We communicate to the outside world about the values that SIMSR upholds and the heritage it holds since decades. We are here to create, maintain, and protect SIMSR’s reputation, enhance its prestige.

Value Addition to students: The Public Relations team has around 30 members in an academic year who handle various brand building and PR activities in campus. Initiating and managing various on campus activities and brand building outside the campus to develop strong managerial and networking skills among its members.

Current Leadership Team:

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<thead>
<tr>
<th>Sr. No.</th>
<th>Name</th>
<th>Contact</th>
<th>Email</th>
<th>Role</th>
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</thead>
<tbody>
<tr>
<td>1</td>
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<td>Contingency Lead</td>
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