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## INSTITUTE OF HEALTH MANAGEMENT RESEARCH

# 319, Near Thimmareddy Layout  
Hulimangala Post, Electronic City  
Phase 1, Bangalore - 560 105  
Ph: 080 - 61133800  
Email: Info@iihmrbangalore.edu.in  
Website: www.iihmrbangalore.edu.in  
Toll Free No. 1800-572-2728  
GST No.: 29AAATI0517J1ZQ



### PUBLIC RELATIONS & MEDIA CELL

Public Relations and the Media is the practice of managing the spread of information about our Institution's mission, policies, and practices in a positive, consistent, and credible manner to the Public through Media Relations.

The Public Relation and Media Cell directly interact with organisation's management members regarding critical internal and external organisation events and report these events with editors, reporters, and journalists. The media can be Newspaper, Radio, Television, and social media.

The Public Relation and Media Cell members are:

1. Dean Academics and Students Affairs
2. Manager - Admin and Personnel
3. Officer Accounts
4. Digital Marketing Executive
5. PA To Director

#### The Basic Functions of the Cell is:

1. To send advertisements, news items about the functions or events organised in the institute to the dailies and get the news published.
2. To bring reporters to the Institute through invitation or by phone to provide coverage about the functions or events organised in the Institute.
3. To make promotional activities about the Institute such as printing of brochures/pamphlets in an attractive way and distribute them to the public and students as and when required.

With Best Wishes,

*Usha manjunath.*

Dr. Usha Manjunath  
Director, IIMR Bangalore