Ref. No IIHMR-B/DIR/CIRCULAR/174
Date: 16th December, 2025

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Internal Circular

From : Dr. Usha Manjunath, Director, IIHMR Bangalore
To : Mr. Shamsuzzaman Ansari, Associate Professor
Term : December 2025 to December 2027 (2 years)
Sub. : Formation of Social Media Cell

Social Media Cell

Aim: To effectively leverage social media channels to build brand awareness, engage with target audiences, and drive business results.

Objective:

- Creating and sharing high-quality content that resonates with target audiences
- Actively engaging with followers and responding to their questions and comments
- Running targeted social media ads to reach new audiences
- Analysing and optimizing social media performance to identify areas for improvement
- Increase social media followers

Committee Work:

This Committee shall meet at least once in a quarter or case-specific for discussion and review. The MoM and ATR of the meeting shall be shared with the Director's office within 10 days of the meeting.

Members:

- Mr. Shamsuzzaman Ansari - Chairperson
- Ms. Poonam Parhar – Member Secretary
- Dr. Deepashree M R – Member
- Mr. Arun Kumar - Member
- Mr. Padma Kumar – Member
- Ms. Sakshi Shimpi (Batch 2025-27, 1st year) – Student Representative
- Dr. Shweta Kataram (Batch 2025-27, 1st year) – Student Representative

Regards,

For Institute of Health Management Research, Bangalore

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Dr. Usha Manjunath
Director

USHA MANJUNATH
Digitally signed by USHA MANJUNATH
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