



गौतम बुद्ध विश्वविद्यालय

ग्रेटर नोएडा, गौतम बुद्ध नगर- 201312

दिनांक: 07 जनवरी, 2026

:: सूचना ::

सक्षम स्तर से प्राप्त अनुमोदन के अनुपालन में Public Relations Policy and Media Interaction Guidelines बनाए जाने हेतु कार्यालय आदेश संख्या GBU-029/Admn./Estt.Cell/44/2025-2496 दिनांक 23 सितम्बर, 2025 के माध्यम से गठित समिति के द्वारा विश्वविद्यालय के लिए Public Relations Policy and Media Interaction Guidelines तैयार करते हुए अपनी विस्तृत आख्या एवं संस्तुतियों की गयी है। जिसे सक्षम स्तर द्वारा दिनांक 03 नवम्बर, 2025 को अनुमोदन प्रदान किया गया है। सक्षम स्तर द्वारा दिये गये अनुमोदन के अनुपालन में Public Relations Policy and Media Interaction Guidelines का विश्वविद्यालय के समस्त कार्मिकों द्वारा अनुपालन किया जाना अपेक्षित है।

उपर्युक्त के क्रम में गौतम बुद्ध विश्वविद्यालय के लिए Public Relations Policy and Media Interaction Guidelines इस सूचना के साथ अनुपालनार्थ संलग्न है।

(प्रो० चन्दर कुमार सिंह)
प्रभारी, कुलसचिव

प्रतिलिपि:-

1. मा० कुलपति महोदय के स्टाफ को महोदय के सूचनार्थ।
2. समस्त अधिष्ठातागण/प्रभारी अधिष्ठातागणों/विभागाध्यक्षों को सूचनार्थ।
3. वित्त अधिकारी को सूचनार्थ।
4. उपकुलसचिव को सूचनार्थ।
5. सिस्टम मैनेजर को इस आशय से प्रेषित कि उक्त सूचना को विश्वविद्यालय के समस्त संकाय सदस्यों को ईमेल के माध्यम से प्रेषित किये जाने हेतु।
6. संकाय के कर्मचारियों को सूचनार्थ एवं अनुपालनार्थ।
7. सम्बन्धित पत्रावली।

CRS/01/01/26
प्रभारी, कुलसचिव



Gautam Buddha University

Public Relations Policy and Media Interaction Guidelines

1. About PR Policy

Public Relations (PR) holds a central role in shaping and safeguarding the image, reputation, and credibility of Gautam Buddha University (GBU). As a premier institution of higher education, research, and innovation, the University is committed to transparent, professional, and proactive communication with the media, stakeholders, and the wider community.

These guidelines establish a framework for all communications and media interactions, ensuring accuracy, consistency, and alignment with the University's core values and long-term vision.

The Public Relations Office (PRO) functions as the official channel of communication between Gautam Buddha University and its internal as well as external stakeholders. Its mandate is to enhance, promote, and uphold the University's reputation through the clear, accurate, and timely dissemination of information.

2. Objectives of the PR Policy

- ◆ To project GBU as a centre of academic excellence, innovation, and social responsibility.
- ◆ To establish a consistent and unified communication strategy across all departments and faculties.
- ◆ To maintain positive relationships with media organizations and ensure factually accurate reporting.
- ◆ To respond promptly and responsibly to media queries, ensuring transparency and accountability.
- ◆ To protect the University's reputation and brand image.

Rajeev Vashney

Prashant

Prashant

3. Scope

This policy applies to:

- ♦ All faculty members, researchers, administrative staff, and students representing GBU.
- ♦ All official press releases, media statements, interviews, and publications mentioning the University.
- ♦ All forms of media including print, broadcast (Radio & TV), digital, and social media platforms.

4. Public Relations Framework

4.1 Spokesperson Policy

- ♦ The Vice Chancellor is the chief spokesperson of the University.
- ♦ PRO (Public Relations Officer) / Registrar will be the official point of contact for all routine media queries.
- ♦ Deans, heads of departments, or faculty may speak to the media on specific academic or research topics with prior information to the PRO office.

4.2 Media Engagement

- ♦ All official press releases shall be issued only through the PR Office .
- ♦ Media representatives visiting the campus must be coordinated through the PRO Office.
- ♦ The PR Office shall organize regular press conferences, media briefings, and dissemination of news related to academic achievements, research outcomes, student activities, and collaborations.

4.3 Branding and Image Management

- ♦ All official communications must use the approved University logo, name, and tagline.

Rajeev Vanshrey

Krishna

Praveen

- ♦ Any promotional material will be commended by PRO with the approval of the VC Office before release.

5. Media Interaction Guidelines

5.1 For Faculty and Staff

- ♦ Do not engage with media representatives directly without informing the PRO Office.
- ♦ Share accurate and verified information only. Avoid speculation, unverified data, or personal opinions when representing the University.
- ♦ Maintain professionalism and neutrality: avoid political, religious, or controversial statements.
- ♦ For sensitive issues, refer all media queries directly to the PRO Office.

5.3 For Media Representatives

- ♦ Media professionals are welcome on campus with prior information from the PRO on the availability of the person of concern.
- ♦ Requests for interviews, video shoots, or coverage should be submitted in advance for prior approval.

6. Event and Announcement Coverage

- ♦ Details of campus events, seminars, and other activities should be sent to the PRO for review and dissemination to the media.
- ♦ Each School should identify PR coordinator to keep informed about newsworthy activities.
- ♦ Any event-related information will come through the PR coordinator only in concertation with the respective dean.

Rajeev Vashistha

K. S. D. S. S.

Chen

7. Crisis Communication Protocol

In case of emergencies, accidents, or controversies:

- ◆ Only the Vice Chancellor or the designated spokesperson may issue official statements.
- ◆ The PRO office will prepare a fact-based press note to avoid misinformation.
- ◆ All Faculty members must refrain from providing unauthorized statements.
- ◆ The Social Media monitoring committee should inform PRO about false and misleading information to counter with approval of the competent authority.

8. Social Media Guidelines

- ◆ The University's official social media accounts shall be managed by the PRO Office.
- ◆ Departments may run official pages with prior approval, but must follow brand identity guidelines.
- ◆ Faculty and staff are encouraged to promote academic and cultural activities responsibly.
- ◆ Content must be professional, non-political, and aligned with University values.

8. Approval and Compliance

- ◆ All press releases, official statements, and external communication must be routed through the PRO office.
- ◆ Any violation of this policy may result in disciplinary action as per University rules.
- ◆ The PRO will conduct periodic workshops for faculty and staff to sensitize them on media interaction and communication best practices.

Rajeev Vashney

Kishore

Chen

9. Review and Updates

This policy shall be reviewed in 2 years by the PRO in consultation with the Vice Chancellor and senior administration to adapt to emerging media trends and communication needs.

10. Communication Channels

Email ID : pro@gbu.ac.in

WhatsApp Group : GBU_News

Mobile no : GBU official Number

Rajaw Vashrey Pro Chancellor Chancellor