

**PAAVAI ENGINEERING COLLEGE**

**(Autonomous)**

**Pachal, Namakkal – 637 018**

**Date: 30.03.2023**

**CIRCULAR**

All members of the Marketing Committee are requested to attend a meeting scheduled on 03.04.2023 at 11.30 AM in the Principal's cabin to discuss matters related to Marketing for the academic year 2023–2024.

  
**PRINCIPAL**

**Copy to:**

**The Director-Admissions**

**The Director-Admin**

**Marketing Committee members**

**Marketing File**

## PAAVAI ENGINEERING COLLEGE

(Autonomous)



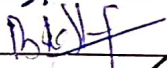
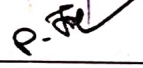
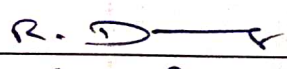
### Marketing Committee Minutes of Meeting

The Marketing Committee meeting was conducted on 03.04.2023 for the Academic year 2023-2024 at 11.30 am.

#### Points Discussed:

- Featured alumni success stories to build credibility and inspire prospective students.
- Strengthened the college's digital presence by improving SEO and ensuring website responsiveness.
- Launched community engagement initiatives to build relationships and promote local involvement.
- Established partnerships with industries and other educational institutions for collaborative programs.
- Developed a crisis communication plan to maintain transparency and effective communication during emergencies.
- Promoted sustainability efforts and green initiatives to appeal to environmentally-conscious students.

#### Members Present

S.No	Name of the Member	Position	Sign
1	Dr.M.Premkumar, Principal	Chairperson	
2	Prof.M.Mohan	Member Secretary	
3	Dr.B.Kishok Kumar	Member	
4	Dr P Jayakumar	Member	
5	R Dhanachezian	Member	
6	G.Manimekalai	Member	