



AAYOJAN SCHOOL OF ARCHITECTURE

MEDIA CELL

Media Cell will be a student run outreach and communication committee of Aayojan School of Architecture dedicated to form a bridge within the student community within and outside the school. It will be an interface between the students and all forms of external media such as social or print. It will also be the channel for campus journalism, reporting events held on campus and capturing glimpses of student life. The media cell will showcase the achievements of ASA, its students and faculty. It will cater to the three major domains of the institute including Public Relations, Website and Social Media Management and Official Newspaper/Newsletter of the institute. The two main heads under the media cell are:

Public relations – It will manage the media (social, digital, and print) relations of the institute and will keep the media updated with the happenings at the institute. This primarily involves covering various events of the college, writing press releases, taking photographs, and ensuring that each event of the college gets due media coverage.

Newsletter– The cell will design and compile the official newsletter of the institute which will contain all the events and happenings of the campus, articles or interviews, student achievements and exemplary performances, research papers published, and national and international conferences conducted/attended by the faculty members.

Objectives

- To facilitate more student writers, opinions, and perspectives and to empower the students to take responsibilities pertaining to the cell and its activities.
- To work in coordination with all student bodies ensuring a holistic representation of ASA.
- To engage with students and alumni and create engaging content all year round.

Responsibilities

- Publicity of all upcoming events/activities of college on all relevant platforms (social, print, digital)
- Reporting of events/activities/achievements of the college and its members, relevant news and articles, stories of interest on all relevant platforms (social, print, digital).
- Publishing the college newsletter.
- Point of contact to the Alumni.
- Resource bank for the college - Lecture videos, Alumni contact.
- Creating content, graphics, publicity, and reporting for all college level events/activities (national and international conferences and seminars, convocation, events involving more than two batches), social initiatives undertaken by the college.



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Composition

Media Cell is constituted under the Dean of the institution which comprises of the Faculty Coordinator and Student Team.

1. Head of the Cell - Dean – NSR
2. Faculty Coordinator – ANJ
3. Chief Editor (Student from 5th year)
4. Assistant Editor (Student from 3rd or 4th year)
5. Student Team

Student Team Composition

1. Outreach and Reach-out and Publishing - Public Relations

Their job would be to ensure our media content is publicized and shared. Also, wherever and whenever possible ensure publishing in newspapers etc.

They would define structure to the content design and branding divisions of the institute by strategizing, conceptualizing, developing the branding and content for all the events and promotional activities of the institute. They would edit the content and approve the images before publishing. The team should connect with the alumni of the institute to connect them to their alma mater and to ensure a continuous dialogue between them and the school. Social initiatives and awareness campaigns may be undertaken by the cell.

Team (5):

1. Editor in Chief
2. Assistant Editor
3. Editorial Board (2)
4. Outreach Manager (Print Media)

Roles and Responsibilities:

- To spread the school's Vision-20-25 through various mediums.
- Handling the school's social media. Including account management - set passwords and permissions.
- Administrate the creation and publishing of relevant news and articles.
- Create a regular publishing schedule and promote content across all social media platforms (Facebook, Twitter, Instagram, Quora, LinkedIn, etc.)
- Implement a content editorial calendar to manage content and plan specific, timely news feeds and articles.
- Monitor online reviews and messages and respond to each review timely and with care.



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- Become an advocate for the school in social media spaces, engaging in dialogues and answering questions where appropriate.
- Event Listing.
- Cover live events - create events on social media, live videos/stories/tweets, promote #hashtags.
- Assigning articles
- Editing and publishing articles/posts
- Connecting with Alumni - publishing their achievements, updating their details every year
- Getting posts/articles approved/ proof checked from faculty in-charge.
- Deciding agenda for weekly meetings
- Inviting content from students, faculty, alumni, and well-wishers of the college.
- Social initiatives may be undertaken.

2. Content Creation

The cell will create and curate content on a regular basis with blogs, upcoming event posts, social media coverage of everything that goes around in the campus, and photo albums for the reminiscence of everyone who's a part of ASA. The content may include event news, achievement, day to day activities, publicity of various events and competitions. It will be their responsibility to collect content for the school newsletter.

Team (5):

1. Team Lead
2. Content writers (4)

Roles and Responsibilities:

- Create, curate, and manage all published content across all media platforms.
- Creating content - Short and effective headline writing, engaging introductions, Structuring text for easy reading.
- Sourcing content from various sources.
- Covering events of the school on and off campus.
- Publishing profiles of interest and articles of interest.
- Publicizing school's/student's/faculty/alumni achievements.

3. Creatives/Branding - Graphic design

The Creative Cell will be wholly responsible for designing communications to represent the student community, faculty, and alumni of ASA, on online and offline platforms. They are responsible for acquiring and processing content in the form of photos, posters, and videos. They need to edit and prepare graphics for the required media + graphic design.

work at the school (posters, certificates etc-only for institution level events, not intra school activities).

Their job would be to design the layout and graphics of the school's newsletter.

Roles and Responsibilities:

- Oversee design (i.e.: Social media graphics for Facebook cover, profile pic, thumbnails, ads, landing pages, Twitter profile, Blog, etc.).
- Design posters and graphics for school's core events. The members of this cell will not be involved with designing graphics for any other teams.

Team (4)

1. Photographers'/Videographers/ Editors - 2
2. Graphic Designers – 2

The Role of Coordinator:

Faculty In-charge -

- Outline a code of conduct.
- Establish a review and approval process.
- Assigning articles
- Approving Design and Layout of Social media feeds
- Approving content of social media feeds
- Chair of weekly meetings
- Point person for media cell.
- Sole point person between Admin/Faculty and media cell in- charge.

Total No of Posters created

1. International Yoga Day
2. Placement Drive
3. Campus Tour orientation
4. Portfolio test
5. International Day of Family
6. Admission Posters 14th may
7. Dainik Bhaskar
8. World Intellectual Property Day
9. Mahaveer Jayanti
10. World Heritage Day
11. Student Council Anti Ragging
12. Admission Poster 09th April
13. Blood Donation Camp

Posters Posted by Media Cell

1. Rabindranath Tagore Jayanti
2. ISHRAE
3. Faculty recruitment

Picture Posts Posted

1. Visit to JCCA
2. 1 st year student models

MEDIA CELL POSTERS 2024 Tenure

1. Student Council Heads
2. Students Council Representatives
3. Nasa Council
4. World Tourism Day
5. Inktober
6. World architecture day
7. The art of living
8. World disaster risk reduction day
9. Cultural Theme Day1
10. Aayojan Loud by Anubhav Mittal sir
11. World Cities Day
12. COA Zonal Winner Batch 23



AAYOJAN

13. NATA 2024
14. Thesis jury award bhuvan goyal
15. 75th Republic Day
16. Thesis jury award Abhishek Sharma
17. Remembering Sarojini Naidu
18. The art of AI in Architecture online webinar
19. Documenting Water System Udaipur
20. End the stigma stop the shame (Periods)
21. Earthing screening in college (Didi Contractor)
22. Self Defence workshop
23. Institution Partner with IIID Jaipur for Young Designers fest
24. Faculty Recruitment
25. Happy Holi 26. Nata 2024
27. Admission Open Picture

Posters by Media Cell

1. 1 st Yr. orientation
2. RAF Award
3. Academic collaboration IIID
4. Knowledge sharing by Er. Dipen Gada
5. Aayojan loud
6. Just a minute debate on world cities day
7. Career fair at Maheshwari school
8. HVAC seminar in collaboration ISHRAE
9. 3 rd year Batch Educational Trip
10. Jai shree ram
11. Vishvakarma Divas
12. Waste un-waste design competition
13. Pink fest
14. Self Defence Workshop Rotary Club
15. Rotary Club student council
16. Lime Workshop
17. Documenting

Udaipur Video/Reels

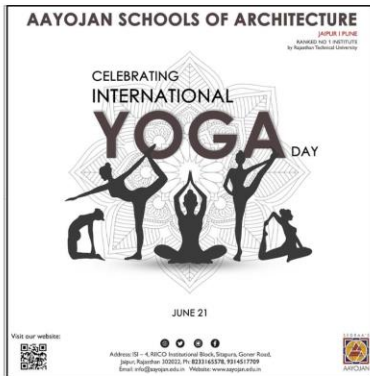
1. Cultural Announcement
2. Ongoing cultural reel



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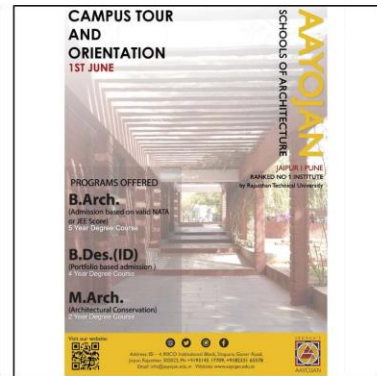
3. D.J. Desk Cultural Timelapse video
4. Educational Site visit Ahmedabad
5. Educational site visit to Kishan Bagh
6. Times of INDIA talent hunt
7. Kashmir Education batch trip



01. INTERNATIONAL YOGA DAY



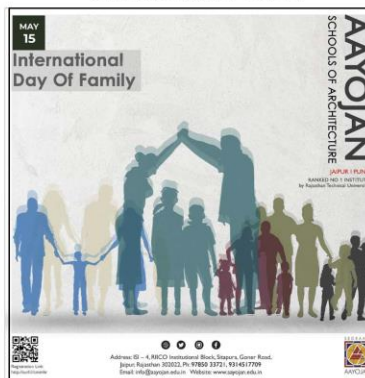
02. PLACEMENT DRIVE



03. CAMPUS TOUR ORIENTATION



04. PORTFOLIO TEST



05. INTERNATIONAL DAY OF FAMILY



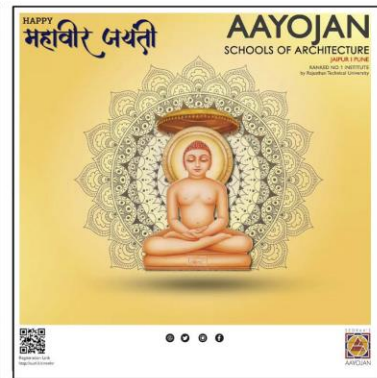
06. ADMISSION POSTERS 14TH MAY



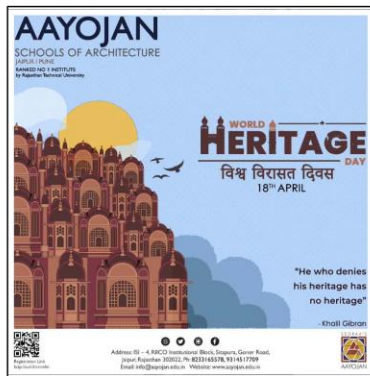
07. DAINIK BHASKAR



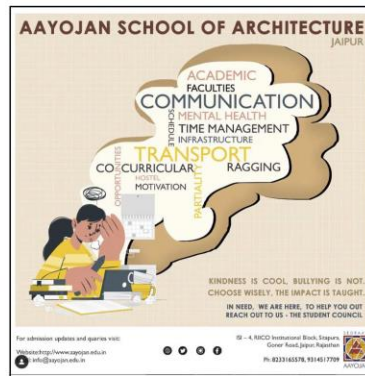
08. WORLD INTELLECTUAL PROPERTY DAY



09. MAHAVEER JAYANTI




10. WORLD HERITAGE DAY



11. STUDENT COUNCIL ANTI RAGGING



12. ADMISSION POSTER 9TH APRIL



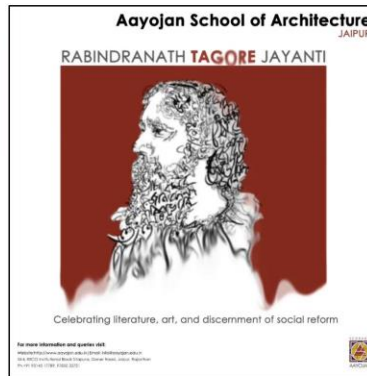
AAYOJAN SCHOOL OF ARCHITECTURE
 JAIPUR
 & Rotary Club, Jaipur

ORGANISING
BLOOD DONATION CAMP
 LET'S SHARE BLOOD FOR LIFE

Date: 04 April, 2024 Venue: ASA, Jaipur. Time: 09 Am - 01 Pm


For admission updates and queries visit
 Website: www.aayojan.edu.in
 Email: info@aayojan.edu.in

13. BLOOD DONATION CAMP



Aayojan School of Architecture
 JAIPUR

RABINDRANATH TAGORE JAYANTI



Celebrating literature, art, and discernment of social reform

For more information and queries visit
 Website: www.aayojan.edu.in
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01. RABINDRANATH TAGORE JAYANTI



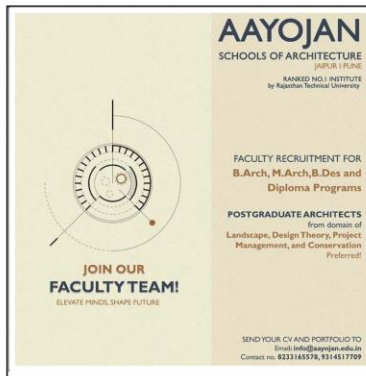
ISHRAE
 Member Chapter
 COOL

Cordially invite you for the
 Technical Presentation "All about VRF Air Conditioning System"
 &
 ISHRAE Student Chapter Installation Ceremony
 (Aayojan Schools of Architecture)

Chief Guest
 Distinguished Guests
 Speaker

For Annual Partnership, Call: N. Ram | +91 982922832 | 1414 | +91 9829472847

02. ISHRAE



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 by Rajasthan Technical University

FACULTY RECRUITMENT FOR
 B.Arch, M.Arch, B.Des and
 Diploma Programs

POSTGRADUATE ARCHITECTS
 from domain of
 Landscape, Design Theory, Project
 Management, and Conservation
 Preferred!

JOIN OUR
FACULTY TEAM!
 ELEVATE MINDS, SHAPE FUTURE

SEND YOUR CV AND PORTFOLIO TO
 Email: info@aayojan.edu.in
 Contact No. 8233485578, 9314517789

03. FACULTY RECRUITMENT



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PRESIDENT
 VISHNU KHANDEL
 8 YEAR

SPORTS PRESIDENT
 ASHUTOSH SAHU
 8 YEAR

CULTURAL PRESIDENT
 TUSHK AGARWAL
 8 YEAR

Address: IS - 4, RIICO Institutional Block, Sitapura, Goner Road,
 Jaipur, Rajasthan 302022. Ph: 8233485578, 9314517789
 Email: info@aayojan.edu.in Website: www.aayojan.edu.in

01. STUDENT COUNCIL HEADS (4)



AAYOJAN
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CHIEF EDITOR
 SANDAL KAPOORE
 8 YEAR

ASSOCIATE EDITOR
 LAKSHAN SHARMA
 8 YEAR

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02. STUDENTS COUNCIL REPRESENTATIVES (8)



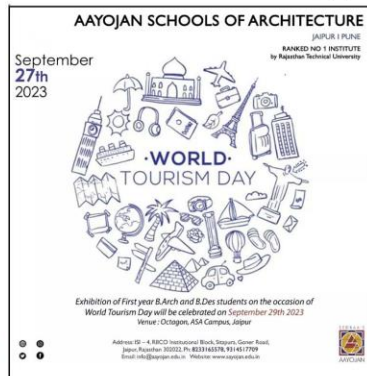
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NASA UNIT SECRETARY
 CHANCHAL GUPTA
 8 YEAR

NASA UNIT DESIGNEE
 PRAGUN JAIN
 8 YEAR

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03. NASA COUNCIL



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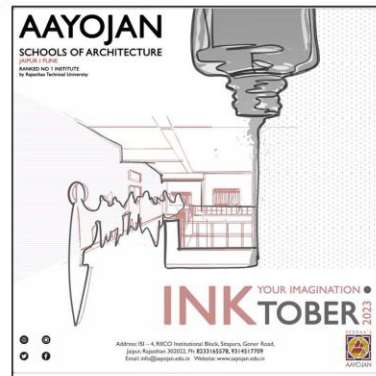
September
 27th
 2023

WORLD
 TOURISM DAY

Exhibition of First year B.Arch and B.Des students on the occasion of
 World Tourism Day will be celebrated on September 29th 2023
 Venue: Octagon, ASA Campus, Jaipur

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04. WORLD TOURISM DAY

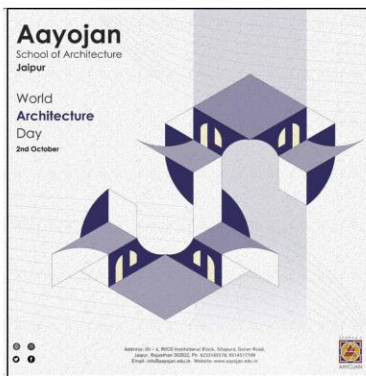


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INKTOBER
 YOUR IMAGINATION
 2023

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05. INKTOBER

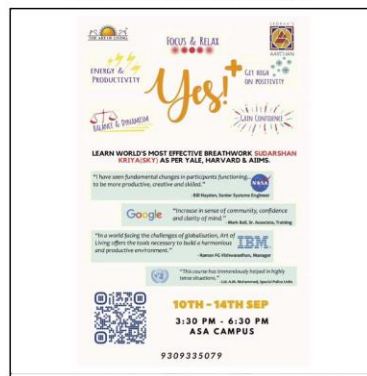


Aayojan
 School of Architecture
 Jaipur

World
 Architecture
 Day
 2nd October

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 Email: info@aayojan.edu.in Website: www.aayojan.edu.in

06. WORLD ARCHITECTURE DAY



FOCUS & RELAX
 ENERGY & PRODUCTIVITY
 YES! LET'S BEGIN ON POSITIVITY

LEARN WORLD'S MOST EFFECTIVE BREATHWORK SUDARSHAN
 KRITYA (SRY) AS PER YALE, HARVARD & AIMS

"I have seen fundamental changes in participants functioning
 to be more productive, creative and relaxed"

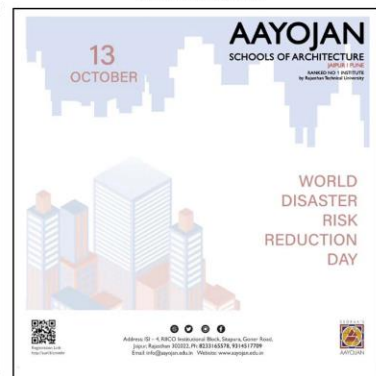
"Increase in sense of community, confidence
 and quality of mind." - Anshu Jain, Business Partner

"This course has comprehensively helped in highly
 stress reduction." - Anshu Jain, Business Partner

10TH - 14TH SEP
 3:30 PM - 6:30 PM
 ASA CAMPUS

9309335079

07. THE ART OF LIVING



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13
 OCTOBER

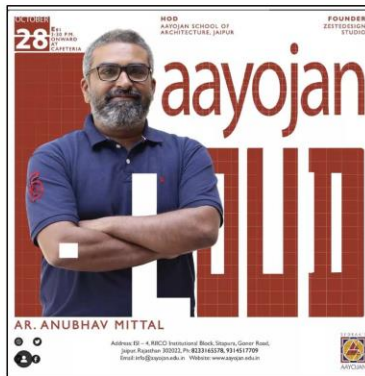
WORLD
 DISASTER
 RISK
 REDUCTION
 DAY

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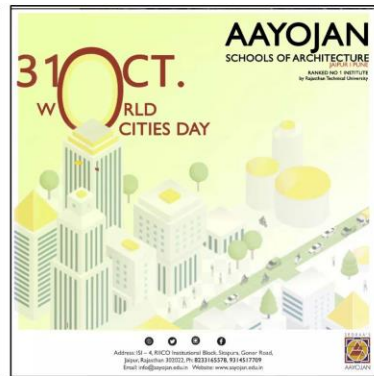
08. WORLD DISASTER RISK REDUCTION DAY



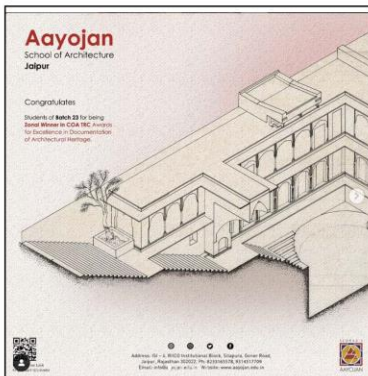
09. CULTURAL THEME DAY1



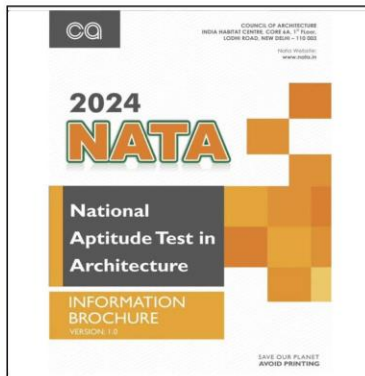
10. AAYOJAN LOUD



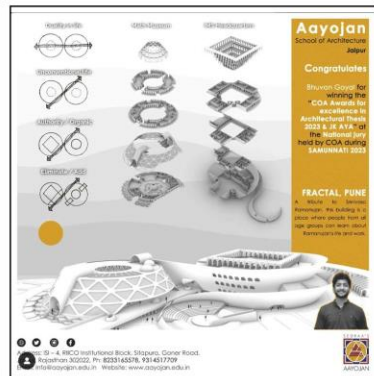
11. WORLD CITIES DAY



12. COA ZONAL WINNER BATCH 23 (7)



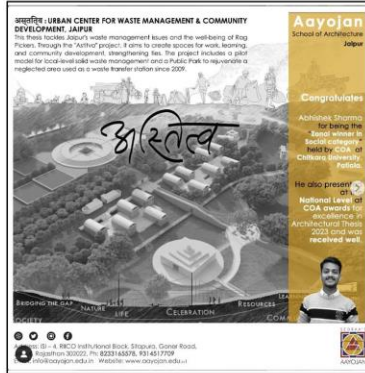
13. NATA 2024



14. THESIS JURY AWARD BHUVAN GOYAL



15. 75TH REPUBLIC DAY



16. THESIS JURY AWARD ABHISHEK (3)



17. REMEMBERING SAROJINI NAIDU(2)



18. THE ART OF AI IN ARCHITECTURE



19. DOCUMENTING WATER SYSTEM



20. END THE STIGMA STOP THE SHAME



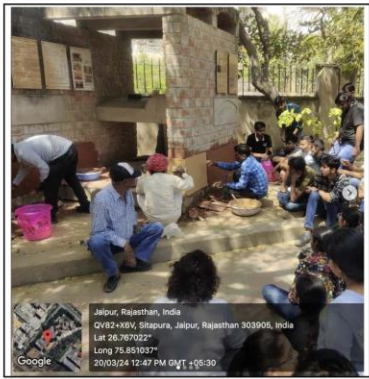
13. PINK FEST(4)



14. SELF DEFENCE WORKSHOP(8)



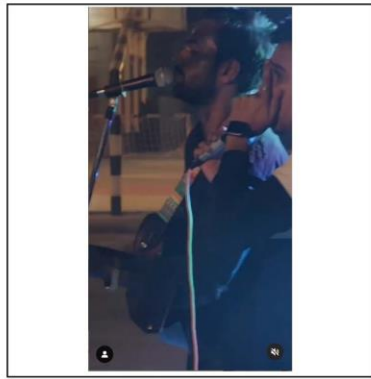
15. ROTARY CLUB COUNCIL(4)



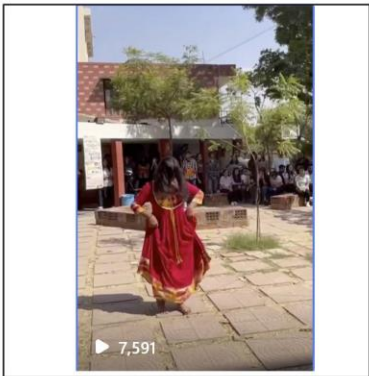
16. LIME WORKSHOP(4)



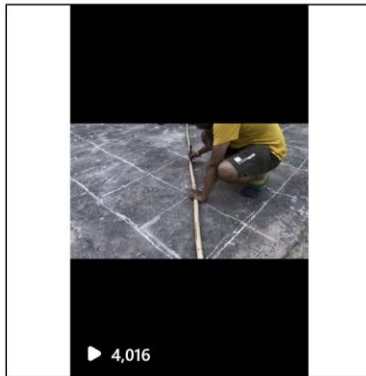
17. DOCUMENTING (5)



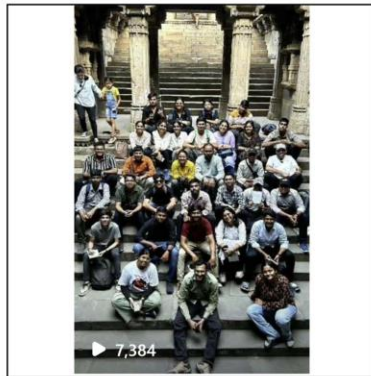
1. CULTURAL ANNOUNCEMENT



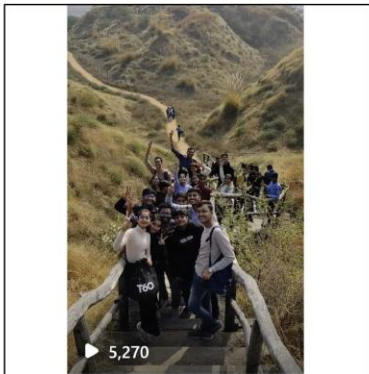
02. ONGOING CULTURAL REEL



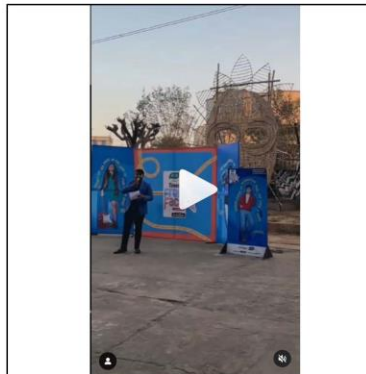
03. D.J. DESK CULTURAL TIMELAPSE



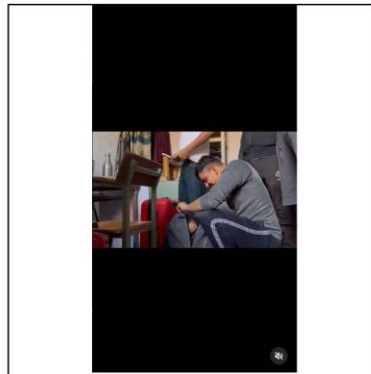
04. EDUCATION SITE VISIT - AHMEDABAD



05. EDUCATIONAL SITE VISIT TO KISHAN BAGH



06. TIMES OF INDIA - TALENT HUNT



07. KASHMIR EDUCATIONAL BATCH TRIP



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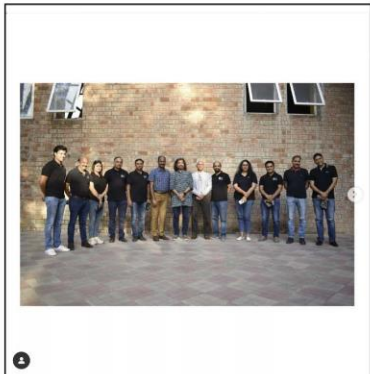
01. 1ST YR ORIENTATION (5)



02. RAF AWARD(3)



03. ACADEMIC COLLABORATION IIID (5)



04. KNOWLEDGE SHARING ER. DIPEN (6)



05. AAYOJAN LOUD(5)



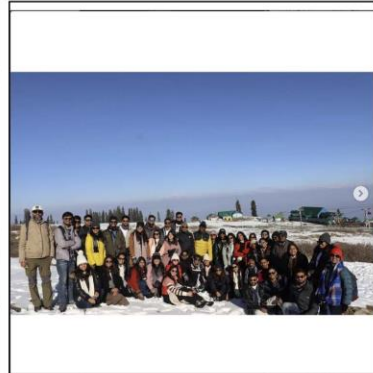
06. JUST A MINUTE DEBATE (4)



07. CAREER FAIR (4)



08. HVAC SEMINAR - ISHRAE(6)



09. 3RD YR BATCH TRIP(5)



10. JAI SHREE RAM(4)



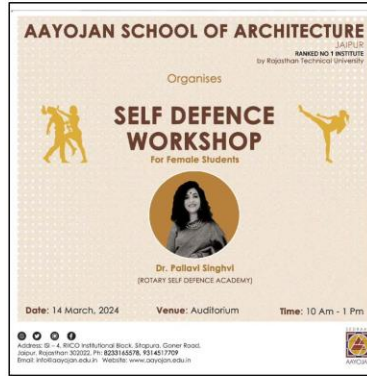
11. VISHVAKARMA DIVAS(5)



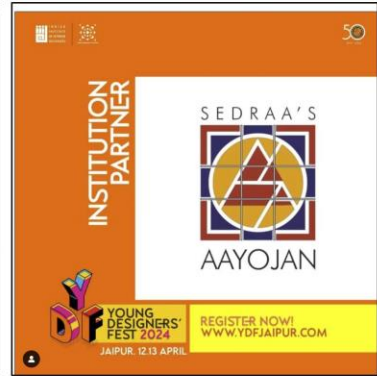
12. WASTE UN-WASTE DESIGN(8)



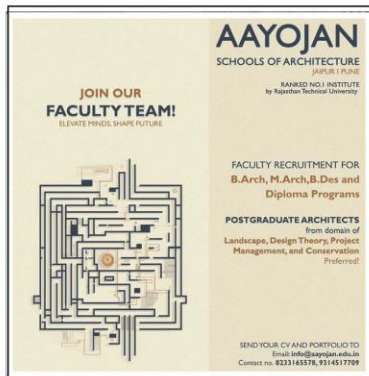
21. EARTHING SCREENING IN COLLEGE



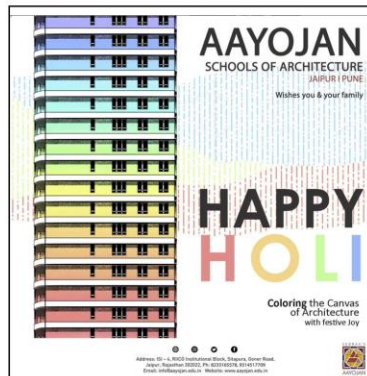
22. SELF DEFENCE WORKSHOP



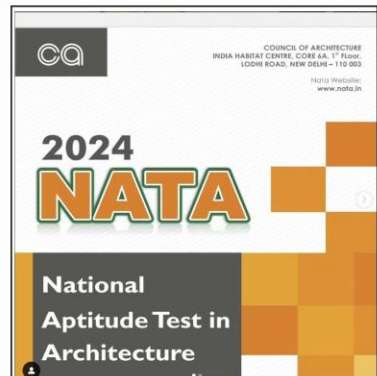
23. INSTITUTION PARTNER



24. FACULTY RECRUITMENT



25. HAPPY HOLI



26. NATA 2024 (2)



27. ADMISSION OPEN PICTURE