



Sher-e-Kashmir
University of Agricultural Sciences & Technology of Kashmir
Main Campus Shalimar Srinagar - 190025

NOTICE

It has been observed that advertisements, notices, events, programmes related information pertaining to various University activities are often received by the office of the Coordinator, IQAC, Shalimar at the eleventh hour for publication in newspapers, thereby causing inconvenience in ensuring timely and effective dissemination of information.

Accordingly, with a view to ensuring wider publicity and timely dissemination of information relating to University activities, all Heads of Divisions/Faculties/Colleges/Research Stations/Institutes/Units/Centres/KVKs of SKUAST-K are advised to maintain proper coordination and furnish advance intimation to the Media Cell regarding the programmes/events being organized in their respective establishments. In this regard, the following instructions are hereby issued for strict compliance by all:

- All advertisements/notices intended for publication in newspapers shall be submitted to the office of the Media Cell by or before 4:00 PM on the working day preceding the proposed date of publication to facilitate timely processing and release.
- The concerned Directorates/Faculties/Units shall facilitate the functioning of the Media Cell by nominating one Media In-charge from their respective establishments. The nominated officer shall maintain regular liaison with the Media Cell and ensure smooth and effective dissemination of information through continuous coordination in both digital and physical modes.

Further, in order to maintain uniformity and standardization in official communication, a standard template for preparation of Press Releases is enclosed herewith as **Annexure-I** for guidance and strict compliance.


By order.

Sd/
(Prof. Azmat Alam Khan)
REGISTRAR

No.Au/Adm/Misc/MC-769/23/5601-65
Dated:16.06.2026

Copy to:

- All Officers of the University.
- All HoD's/Regional Research Stations/Faculties/Colleges/Institutes/Units/Centers/ KVK, SKUAST-K.
- Coördinator, IQAC, Directorate of Planning & Monitoring, Shalimar.
- ✓ Incharge ARIS, Shalimar for uploading on SKUAST-K Website.
- Secretary to Vice-Chancellor, SKUAST-K, Shalimar
- Circular file w.3.s.c.


(Javid Ahmad Bhat)
Assistant Registrar (T)



Sher-e-Kashmir
University of Agricultural Sciences & Technology of Kashmir
Directorate of Planning & Monitoring
INTERNAL QUALITY ASSURANCE CELL
Shalimar, Srinagar-190025, E-mail: iqac@skuastkashmir.ac.in



No: AU/DPM/IQAC/2026-27/F-1/

Dated:0/06/2026

Annexure – I
STANDARDIZED PRESS RELEASE FORMAT
SKUAST Media Cell

Date: [DD/MM/YYYY]

Location:

HEADLINE

[Strong, concise headline highlighting the key outcome, initiative, or achievement]

[LOCATION] - Sher-e-Kashmir University of Agricultural Sciences and Technology (SKUAST-K) organized a [Name of Event/Workshop/Seminar/Conference/Programme] at [Venue/Campus], focusing on [core theme, issue, innovation, or objective].

The programme was conducted under the guidance and patronage of the Hon'ble Vice-Chancellor, SKUAST, Prof. [Name], who emphasized that:

“[Concise and impactful quote highlighting the relevance or expected impact of the programme]”

The event was attended by distinguished dignitaries including [Name & Designation of Chief Guest], [Name & Designation of Guest(s) of Honour], senior university officers, faculty members, scientists, students, farmers, entrepreneurs, and other stakeholders.

During the programme, [Name & Designation of Speaker/Expert] delivered a presentation/session on [topic], highlighting [major findings, recommendations, innovations, or key discussions].

Earlier, the welcome address was presented by [Name & Designation]. The proceedings of the programme were conducted by [Name & Designation], while the formal vote of thanks was delivered by [Name & Designation].

The event concluded with [outcome/pledge/recommendation/interaction/session/exhibition if applicable].