

Dean's Diary

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Perfecting Perspective and Partnerships

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Two years ago, Public & Corporate Relations was established to develop a positive perspective of the IIT Hyderabad by creating the brand "IITH" alongside keeping persisting efforts to develop a partnership with the Organizations & Institutes of International & National repute.

Since the beginning, we have kept a strong focus on a solid foundation of the Public & Corporate Relations Office (PCRO). We have studied the working philosophy of various Public Relations/ Media Relations/ Corporate Relations Office from the premier institutes in India and abroad. After identifying the existing problems, we have structured PCRO into two verticals: (i) Public Relations to look after the institute perspective and ensure only authorized information flow out and, (ii) Corporate Relations Office, house the Placement Office that has been transformed to Office of Career Services (OCS) to focus on overall career setting of the students. Besides OCS, Corporate Relations Office also ensures effective liaisoning between Institute and Corporates and facilitates the seamless transfer of knowledge between the two entities and growth prospects of the two.

During this journey, we had many momentous occasions that includes:

- Release of 1st of **KirIITH** by our BoG Chairperson Dr BVR Mohan Reddy,
- Launch of **PCR & OCS website** for easy interface to interested parties,
- **Benchmarking placement & Internships** during COVID-19
- **Self-sustain** Public Relations Office
- Successful commencement of **Semester-long internships** for BTech
- **Electronic Press Release**
- **Wider Outreach** of IITH with **4X social media audience**

PCRO is all aspired to be the window of opportunities for the IITH fraternity by providing necessary support.

Stay connected & insure trusted relation in turn...



“Every success story is a tale of constant adaption, revision & change.”
- Richard Branson

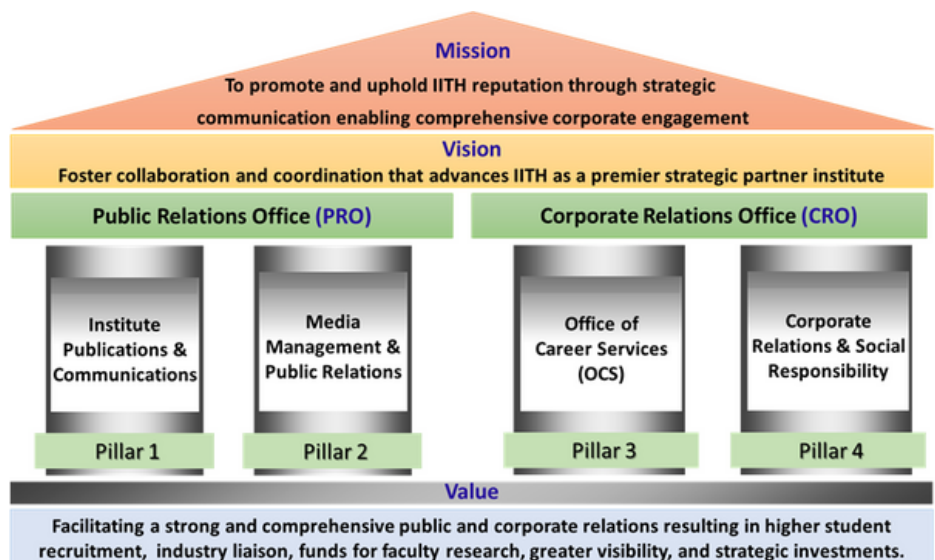


Fig. 1: Mission-Vision Model of Public & Corporate Relations Office