

## Guidelines for Public Functions

**Subject:** Permission and Proposal Submission Process for Admission Promotion Events

### 1. Permission Requirement

- Any public function aimed at promoting admissions shall not be conducted without the exclusive permission of the undersigned.
- The admission team must submit a detailed proposal at least **07 days in advance** to seek permission for such events.

### 2. Details to be Included in the Proposal

S. No.	Detail	Description
1	Name of the Programme	Clearly specify the title of the event.
2	Expected Outcomes	Define the objectives and expected results of the event.
3	Outcomes from Similar Programmes	Provide a summary of previous results from similar events, if applicable.
4	Profile of the Participants	Mention the target audience or participants' profiles.
5	Total Number of Expected Participants	Provide an estimate of the number of attendees.
6	Material to be Distributed	List any brochures, leaflets, or other materials planned for distribution.
7	Proposed Dates	Specify the dates for the event.
8	Names of Coordinator and Co-coordinators	Include the names and roles of the organizers.
9	List of Proposed Dignitaries to be Invited	Detail the guest list.
10	List of Dignitaries on Stage (if applicable)	Specify names of dignitaries who will occupy the stage, if relevant.
11	Budget	Include a detailed breakdown of the budget for the event.

### 3. Post-Event Reporting

After conducting the event, an **Outcome Report** must be filed with the Vice Chancellor's office, including:

1. **Positives of the Event:** Highlight achievements and successes.
2. **Mismanagement:** Note any issues or lapses during the event for improvement.
3. **Photographs:** Attach pictures from the program.

4. **Video Links:** Provide links to three videos, each of approximately **4 minutes** in duration.

#### 4. Applicability

This policy applies to all admission-related programs organized by the university, including those conducted by the **Dean of Student Welfare (DSW)** where various schools visit ITM University, Gwalior, or other admission-related activities.

#### 5. Advance Planning and Brand Alignment

1. It has been observed that proposals often arrive late, leaving insufficient time for approval authorities to vet and add value to them.
2. All teams are requested to plan their events **well in advance**, ensuring alignment with the brand image and values of ITM University, Gwalior.