

**OFFICE OF THE REGISTRAR**

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February 12, 2025

**Notification**

**Standard Operating Procedure & Protocols for Conferences, Conclaves, and Events in Sharda University, Greater Noida**

To ensure the successful execution of University Events, all faculty, staff & students must strictly adhere to the following professional protocols, designed to uphold the Institution's reputation and cultivate a culture of excellence:

- Organizers must submit a detailed proposal at least 45 days before the event for approval.
- A comprehensive budget, including sponsorships and funding sources, should be submitted for financial approval of the Vice Chancellor.
- Before the event, a comprehensive pre-event meeting must be held with the organizing committee and other stakeholders to define objectives, assign responsibilities, and establish a clear roadmap for execution.
- Venue inspections should be conducted to ensure readiness, including cleanliness, lighting, signage, and logistical arrangements.
- Security team is required to proactively conduct reconnaissance of the venue and surrounding areas, offering suggestions for access points, route planning, and appropriate deployment of personnel. Emergency exits, fire safety equipment, and adequate lighting should be ensured. Dedicated parking zones should be allocated for VIPs, speakers, and general attendees.
- The principle of '**Atithi Devo Bhava**' must guide all interactions, ensuring external guests and participants are treated with respect and provided priority at every stage.
- Arrangements for guest pick-and-drop services should be made in advance, and accommodation for dignitaries must be secured well before the event to avoid last-minute inconveniences.
- Invitations should be dispatched promptly to all units of the Sharda Group, as well as to prominent personalities, their teaching staff, and students in relevant fields.
- Event brochures as finalized by the organiser, must be prepared and circulated early to maximize outreach, and event details must be displayed prominently on LED screens across the campus.
- Faculty and staff are required to arrive at the venue well before the scheduled time and must not leave the premises **before the event is over**, even if it extends beyond standard 4:30 pm.
- All employees must adhere to a decent dress code to present a professional image.

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- Technical checks of audio-visual systems must be conducted to ensure flawless functionality.
- Faculty and staff should actively engage with visiting dignitaries during the event to understand their best practices and explore ways these can be adapted to enhance the University's functioning.
- Movement outside the venue should be minimized, and loitering, gossiping, or using mobile phones in and around the main event area is strictly prohibited. Faculty, support staff & students should not use areas designated for VIPs.
- Food arrangements must prioritize external guests, and internal members may partake only when invited to the meal.
- Office staff, drivers, and other personnel are expected to bring their own meals as per routine practices and should not utilize event catering.
- Student movement in and around the venue should be strictly restricted once the event starts, and students must be sensitized in advance about the importance of the occasion to ensure disciplined behavior.
- After the event, the venue must be cleaned and restored to its original condition by the organising team. The Estate Department shall verify that any damage done due to misuse shall be deducted from the Organisers.
- The names, job titles, emails, and contact details of participating dignitaries must be submitted to the Director, IQAC & Director, Strategic Partnerships and Engagements for inclusion in the University's database.
- The IQAC, in collaboration with the Director, Strategic Partnerships, must document the event and ensure its inclusion in the University's monthly newsletter, which will be distributed to industry, academic, and research networks to enhance the institution's visibility.
- The media and public relations teams are responsible for ensuring comprehensive and effective coverage of the event. They should independently prepare press release content in Hindi and English, drawing inputs from sources such as the What's Happening email, the event website, event brochures, and the organizers. The information in the news article should be reviewed by Organisers beforehand. The PR team should actively support and encourage any proactive initiatives by organizers to directly invite media personnel, fostering smooth collaboration and coordination.
- To facilitate seamless arrangements, the names and contact details of invited media personnel must be shared with the organizers to help coordinate seating, food, and coverage logistics. Proper invitations should be sent by the organizers to the media representatives, ensuring their participation is formalized.

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As the University regularly engages with media houses throughout the year, decisions regarding the distribution of conference-related material should be made collaboratively by the organizers and the PR team, taking into account the event's context and significance.

- All invoices, financial statements and closing report related to the event must be submitted post-event to the Vice Chancellor within 15 days for approval. The approved documents must be then submitted to the Finance & Accounts Team.
- The social media team is tasked with managing live coverage during the event, alongside impactful pre- and post-event promotions. Their efforts should aim to generate meaningful engagement without overwhelming the audience with excessive content.
- The overarching goal is to facilitate and support the organizers, ensuring they are not overburdened with responsibilities related to publicizing the event while enabling them to highlight its significance effectively.

Any violation of these protocols, including non-adherence to proper conduct, neglect of responsibilities, or lack of decorum, will lead to serious consequences, including possible termination of employment or enrolment.

*This bears the approval of the Competent Authority.*

  
(Dr. Vivek Kumar Gupta)  
Registrar

To

- All Concerned

Copy for kind information:

- Chancellor / Pro Chancellor / CEO
- Vice-Chancellor
- Pro Vice-Chancellor
- Advisor
- All Deans
- Controller of Examinations/ Finance Officer/ Chief Proctor/ Librarian
- All Directors
- All Administrative Heads of the respective Departments and Schools
- Notification file