



Communication Policy Ver-1.0

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Release Control

Release Date	Version No:	Details	Released by:	Approved by:
October 18, 2021	V 0.1	Pre-release, the purpose of pre-release is to inform all stake holders about the issuance of this policy and also to give advance intimation to the assured departments to get prepared.	Mr. Joyjit Roy Ghatak Choudhury, Consultant (IT) - DSEU Mr. Prasun Kumar Assistant Registrar(IT) - DSEU	
November 17, 2021	V 1.0	First release	Mr. Ashwani Kansal, Registrar- DSEU	Dr. Neharika Vohra, Vice Chancellor- DSEU

Policy Owner

Department:	Represented by:	Date
Registrar-DSEU	Mr. Ashwani Kansal	November 17, 2021

Policy assured by:

Department:	Represented by:	Applicable to	Date
Information Technology	Assistant Registrar-IT, DSEU	All users	November 17, 2021

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1. OBJECTIVE

Delhi Skill & Entrepreneurship University (DSEU) considers the means of communication through Email, Website and Social Media for sending official information with respect to academic, research and administrative purposes only. The intention of this policy is to ensure that the services always remain plausible, consistent as well as appropriate. DSEU has both a legal and ethical responsibility to prevent unauthorized or immoral content exchanged through the communication platforms.

2. SCOPE

This policy is applicable to all users including Employees, Visiting faculty, Students, Alumni and consultants hired by DSEU through the mode of communication they perform in terms of written documents, Website, Social media platforms, E-mail, softcopies used for mail attachments, and the information that is shared in relation to the purpose either academic / research / business for which they communicate to internal and external community including any statutory bodies.

3. USER RIGHTS AND RESPONSIBILITIES

DSEU has a responsibility to ensure that all the communications done by the members of the DSEU community is appropriate and factual. The communication to be sent only to the intended recipient(s).

An individual user has the responsibility to ensure that:

- i. Any communication made through DSEU's official Email / Website Publications / Social Media Posts pertaining to DSEU's academic / administrative activities should not contain inappropriate content that affects the brand identity of the Institution.
- ii. They comply with the conditions of use with respect to the communication policy

Each user must take responsibility for the mode of communication they choose in accordance with the terms mentioned in the policy.

Registrar/ Respective Campus Directorate are the authority to monitor the communications.

4. POLICY DETAILS

- Employee should exercise caution when using the DSEU letterhead. If writing in the capacity of an individual rather than on behalf of the DSEU, institution's letterhead must not be used.
- All employee must display appropriate email etiquette and best practice when writing emails. This is important to prevent privacy breaches or reputational issues for the organization.
- External communications is managed through the Registrar office and they should be contacted when there is a need to release such communications.

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- Any communication with statutory bodies should be made only after approval from Registrar's office, unless otherwise prior approved by Registrar's Office.
- For expressing any grievances, members should choose redressal handling procedures formulated by Registrar for Appropriate Action, instead of any inappropriate means of communication through e-mail, mass-mail, social media posts.
- Any request for access to electronic information from DSEU in support of legal actions must be immediately forwarded to Registrar office. Registrar's Office will guide on further actions and steps to be taken.

4.1 E-MAIL

- Any communication done with respect to DSEU's scholastic / co-scholastic / administrative activities should be carried over through DSEU's official Email Id's only.
- No user should use the official email id assigned to him/her at DSEU for any purpose that is not part of DSEU's scholastic / co-scholastic / administrative purpose. The user is responsible for any such violation.
- Users should not do any mass email communication in DSEU network for sharing any personal, commercial, Solicitations for contributions, fund raising, charities, not related or sponsored by DSEU.
- Reply all should be reserved for special cases only. It should only be used if you need to send the same message to every single recipient in the group. You should use Reply All with caution to avoid any productivity losses & unsolicited mails to unintended recipients.
- Users should always look at the recipient list to ensure that only the people who need to be copied on a message receive your reply. Even in the case of "Reply All" and remove unnecessary recipients when you need to answer a subset of the original recipients.

4.1.1 Service Provider - DSEU e-mail services are provided through free e-mail services from Google Workspace for Education.

4.1.2 E-mail ID distribution - E-mail id will be provided to all Employee, Visiting Faculty, Consultants and Students.

4.1.3 E-mail id Naming Convention – the following e-mail id convention will be used for respective users

(i) **For Employee / Visiting Faculty / Consultants**

- If the name contains only Firstname(F) & Lastname(L) : DSEU mail-id will be F.L@dseu.ac.in
- If the name contains all Firstname(F), Midname(M) & Lastname(L) : DSEU mail-id will be F.first letter of M.L@dseu.ac.in

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In case employee / Visiting Faculty / Consultants e-mail id matches with existing e-mail id, the new e-mail id will be appended with a running numeric digit. (eg. F.L1@dseu.ac.in)

(ii) **For Students**

- If the name contains only Firstname(F) & Lastname(L) : DSEU mail-id will be [<first letter of F><first letter of L><4-digit random number> @dseu.ac.in](mailto:<first letter of F><first letter of L><4-digit random number>@dseu.ac.in)
- If the name contains all Firstname(F), Midname(M) & Lastname(L) : DSEU mail-id will be [<first letter of F><first letter of L><4-digit random number> @dseu.ac.in](mailto:<first letter of F><first letter of L><4-digit random number>@dseu.ac.in)

Any event / campaign based e-mail id need to be approved by Registrar.

4.1.4 E-mail ID Management –

- E-mail id will be created based on input received from the Registrar's Office on recruitment of Employees & admission of Students.
- E-mail id for Staff/ Consultants/ Visiting faculty/ faculty with less than 10 years service duration and don't superannuate from DSEU will be deleted on Last Working Day, end of office hour.
- E-mail id for Students after completion of course and Faculties with more than 10 years service duration or Faculties who superannuate from DSEU, will be retained for lifetime. However their campus network access will be withdrawn.
- E-mail id for drop-out students will be deleted.

All such actions will be taken by IT Department on receiving Joining/Separation/ Alumni/Dropout information from Registrar's office.

Any ad-hoc or special e-mail id requirement for any events, campaigns etc need to be approved by the Registrar-DSEU. The owner of this e-mail id has to be identified to prevent misuse of this e-mail id. The owner would also be responsible for removal of this e-mail id after the event / campaign is over.

4.1.5 E-mail group creation

E-mail group will be created by IT Department on receipt of any such request duly approved by Registrar.

All these requests should be forwarded to the IT Helpdesk at it-helpdesk@dseu.ac.in . The request should include group member names, designation, e-mail id & access restriction details. Proper discussion is required with the IT Team prior to form any such group.

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4.2 WEBSITE

- Communications made through DSEU's official websites and microsites should support the vision, mission, goals, and traditional academic values of DSEU.
- Content communicated via website should emphasize the value and positive impact of its member institutions – the colleges, universities and extension networks that serve DSEU's Employee / Students / Prospective clients / Partners.
- Content used for communicative purpose will be reviewed by the competent authority for breach and inappropriate messages before publishing on website.
- Content must carry a unified and consistent image of DSEU and adhere to guidelines approved by the Registrar-DSEU.
- Any upload needs to be verified and approved by the Registrar before publishing on the website.

4.3 SOCIAL MEDIA

- The social media account administrators are responsible for the day-to-day post of information in DSEU's official social media pages.
- Any content to be posted in the social media platforms should be ensured that they meet brand guidelines of DSEU. Required approval need to be taken from Registrar.
- Photographs / Videos / Infographics used for the purpose of communicating through social media should display a positive image of DSEU's brand / employees / students / statutory bodies.
- Any links posted should adhere to the purpose of appropriate communication only.

4.4. ADHERENCE WITH CENTRAL, STATE, LOCAL, CYBER AND APPLICABLE INTERNATIONAL LAWS

As a member of the DSEU community, you are expected to uphold local acts/ordinances and central, state, cyber and applicable international laws. DSEU's guidelines related to use of technologies derived from this concern, including laws regarding license, copyright and the protection of intellectual property.

As an user of DSEU you must:

- Abide by all Central, State, Local, Cyber and applicable International Laws.
- Abide by all applicable copyright laws and data protection and privacy.

4.5. ENFORCEMENT AND COMPLAINE

- Any member who is believed to have used official sources of communication for inappropriate purpose with breach of content and which is also found to disrupt DSEU's brand identity, strict action will be taken.

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- If any user identifies such breach of communication and should communicate to the Registrar-DSEU about the breach & the Registrar should take strict action to remove such information from the source identified.
- Non-compliance with the policy can bring about significant risk and liability for DSEU which puts the institution at significant risk of legal action and substantial penalty, hence, violation of this policy may result in disciplinary action which may include termination of staff, depending upon the circumstances of the violation(s) of copyrights.
- Registrar DSEU reserves the right to direct IT Team to inspect a faculty or staff member's computer system for related audit logs of email, social media platforms, website etc related to identify violations of this policy.
- Any illicit copies of documentation used for communication will be removed by such audit team and reported to the Registrar DSEU, who may initiate disciplinary proceedings.

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