SRMAP/QAR/SDG-Cell/02/2024-25 **14-07-2025**

Minutes of the SDG Cell Meeting

Minutes of the QAR, SDG Cell and Communications team Meeting held on 14/07/2025 at 11:00 AM to 12:00 PM in Office of the Dean- QAR, Homi J Bhabha Block, SRM University-AP.

Agenda

1. Use of SDG logos in event-related banners and promotional materials.
2. Planning the 5-Day Online FDP on "Embedding SDGs in Higher Education Curriculum through Outcome-Based Course Design".
3. Website Integration - Adding SDG section and daily updates on homepage.

Members Present

S. No.	Name of the Faculty	Designation	Department	Role
1	Dr. Prateek Gupta	Assistant Professor	Biological Sciences	Chairperson
2	Dr. Karthik Rajendran	Associate Dean	Office of the Dean-Quality Assurance and Rankings	Member
3	Dr. Arundhati Ghanwar	Associate Director Communications	Communications Team	Member

Discussion Points

The meeting began with a discussion on how Sustainable Development Goal (SDG) logos can be integrated into university events and their related banners or digital creatives. One of the key points raised was about the process of identifying and using the appropriate SDG logo for a given event. Dr Arundhati Ghanwar clarified that the Communications team will share the event details —whether the event is a conference, sports activity, external program, or any other campus event —to the SDG cell, who will verify which SDGs are relevant to the event. Dr Prateek Gupta then asked Dr Arundhati Ghanwar about the expected timeline for providing the appropriate SDG details after receiving the event details. Dr Arundhati Ghanwar responded that it would depend on the nature and urgency of the event, ideally, the SDG identification and logo confirmation should be done within a day, so their design team can begin preparing the corresponding creatives and manage communication handles on time.

Dr Karthik Rajendran then gave the overview of the upcoming 5-Day Online Faculty Development Program (FDP) on "Embedding SDGs in Higher Education Curriculum through Outcome-Based Course Design" from August 18th 2025 to August 22nd 2025, each day from 3:00 PM to 4:30 PM. The event is intended for internal faculty (with free registration) and external participants (with a ₹500 registration fee). Dr Prateek Gupta has shared that a tentative list of speakers has been prepared, but the invitation mails are yet to be sent. Further planning is underway to finalize the FDP schedule and coordinate with the communications team for promotional content and registration rollout.

Dr Arundhati Ghanwar mentioned that if any payment mechanism is involved, especially for external attendees, the registration/payment link must be obtained in coordination with the ITKM (Information Technology and Knowledge Management) department. This is to ensure that payment tracking and data collection are streamlined.

It was also discussed that the FDP event should be conducted and completed within one month, and that the communications-related tasks such as banners, posts, and internal emails should be initiated soon, while broader social media promotion can begin after three months for similar SDG-related events.

The final part of the meeting focused on integrating SDG content into the university website. All members agreed that a dedicated SDG section or tab on the homepage is essential for institutional visibility and stakeholder awareness. This section can highlight the university's initiatives, projects, upcoming events, and daily or periodic updates related to the UN Sustainable Development Goals.

The meeting concluded at 12:00 PM, with an agreement on streamlining the use of SDG visuals across college events, ensuring timely coordination for FDP communication and payment processes, and enhancing SDG visibility on the college website for wider awareness.

Prateek
15/07/25

Chairperson- SDG Cell