



गुजरात केन्द्रीय विश्वविद्यालय
(भारत की संसद के अधिनियम सं. 25, 2009 के तहत स्थापित)
CENTRAL UNIVERSITY OF GUJARAT
(Established by an Act of Parliament of India, No 25 of 2009)

F. No. 55-76/2019-A&A/1202

27.03.2023

Circular No. 45/AA-2022-23

- Ref :** (1) UGC (Minimum Qualifications for Appointment of Teachers and other Academic Staff in Universities and Colleges and other Measures for the Maintenance of Standards in Higher Education) Regulations, 2018
(2) Approval of the Hon'ble Vice Chancellor dated 27.03.2023

Of late, it has been observed that a few teachers in the university have resorted to unethical social media behaviour in detriment to the reputation of the university. Hardly does it require a reiteration that sharing confidential/official documents/unwarranted news related to the university on various social media platforms by a teacher of the university does not only breach the Code of Professional Ethics but it also reflects poorly on the individual from whom the community at large expects a responsible pattern of conduct and demeanour. While social media channels have revolutionized the modes of knowledge production and knowledge sharing, using them for scoring points over one's colleague, students or administration and spreading negative news about the university amounts to intentional maligning, personal vendetta and base mentality. Such irresponsible behaviour cannot be tolerated under any circumstances. It is made very clear to all that only Public Relation Officer is the official spokesperson of the university to share university related news with media agencies and on social media platforms.

The university administration has taken a serious note of such unruly behaviour of a few faculty members and it will ensure that erring individuals will be brought to the book if they don't mend their ways soon. This advisory is aimed at asking university teachers to manage their public and private affairs in a manner consistent with the dignity of the profession and refrain from any behaviour in contravention of the codes of professional ethics prescribed by regulatory authorities and Government of India from time to time.

This is issued with the approval of competent authority.

Registrar (Offg.)

सेक्टर-29, गांधीनगर-382030, फोन नं - 07923977407, फेक्स-07923260076

Sector-29, Gandhinagar, Phone No. 07923977407, Fax-07923260076

Email: registrar@cug.ac.in, website: www.cug.ac.in



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For the Attention of (By Email):

1. All Deans
2. Director, IQAC
3. All Faculty Members
4. Deputy Registrar (Academic & Admin)
5. Assistant Registrars (Academic, Admin & Finance)
6. PRO, CUG
7. Academic and Authorities Section
8. ICT Dept. - **For uploading on university website.**
9. VC Secretariat
10. Circular File
11. Guard File

Note: The Hindi Version will follow.