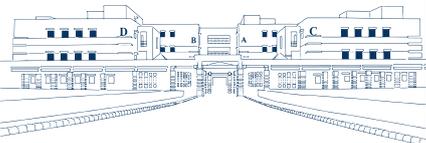




**CAPITAL UNIVERSITY
OF SCIENCE AND TECHNOLOGY**



ADMISSIONS



REGISTRATIONS



SCHOLARSHIPS



ASSESSMENTS



REGULATIONS

CUST MEDIA POLICY

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CUST Media Policy

1. Introduction

In the modern digital era, social media has emerged as a powerful tool for communication, learning, and information sharing. While these platforms offer significant benefits, the rapid spread of misinformation, inappropriate content, and unethical digital behavior poses serious risks to individuals, institutions, and society at large. Unverified or misleading content can result in misconceptions, reputational harm, institutional disruption, and legal consequences. To address these challenges and ensure the integrity of its digital presence, Capital University of Science and Technology, Islamabad has established a comprehensive Media Policy. This policy aims to regulate the ethical use of media within the university environment, promote responsible content creation and sharing, and protect the institution's values, reputation, and community standards. The objective is not to discourage media usage but to promote informed, disciplined, and constructive engagement with all media platforms, aligned with the university's academic, cultural, and legal responsibilities.

2. Short Title and Commencement

- (1) This policy shall be called the Capital University of Science and Technology (CUST) Media Policy, 2025 and shall be applicable within CUST premises.
- (2) This shall come into force with effect from the date of approval by the Executive Committee of CUST as defined in its Act 2015.
- (3) This policy shall remain in force until amended or repealed by the competent authority.

3. Applicability

- (1) This policy shall apply to:
 - (a) all enrolled students of CUST;

- (b) all full-time and part-time faculty members;
- (c) all administrative and support staff;
- (d) any individual (including ex-students), agency, or third party operating on campus with or without formal collaboration;
- (e) any media activity conducted on-campus or using CUST identifiers (name, logo, premises, infrastructure, content).

4. Definitions

- (1) The following terms, when used in this policy, shall be interpreted as defined below:
 - (a) **“Consent”** means a voluntary, informed, and unambiguous agreement by a person to allow the use of their image, voice, or any identifiable information in any form of media content.
 - (b) **“Digital Misconduct”** means any act committed through digital or electronic means that violates CUST policies, ethical standards, or the legal provisions of the PECA Act. This includes but is not limited to, harassment, unauthorized access, defamation, impersonation, and the dissemination of false or misleading content.
 - (c) **“Glorification of Offense”** means any media content that encourages, romanticizes, or trivializes acts considered misconduct, illegal, or unethical under CUST or national laws.
 - (d) **“Institutional Branding”** means all visual elements representing the identity of CUST, including its name, logo, monogram, official color schemes, taglines, banners, uniforms, and backdrop settings.
 - (e) **“Media Content”** means any visual, audio, textual, digital, or AI-generated material shared or created through print, broadcast, or digital platforms.
 - (f) **“Media Platform”** means any medium used to disseminate content, including but not limited to social media networks, blogs, websites, messaging apps, and digital forums.
 - (g) **“Official CUST Media”** means any media platform, social media account, publication, or communication tool that is directly managed, operated, or authorized by CUST.

- (h) **“Publicizing”** means the act of publishing, posting, distributing, or broadcasting any content related to CUST on digital, print, or other public platforms.
- (i) **“Unauthorized Media Activity”** means any media content or publication that has not been granted prior written/email approval.
- (j) **“CUST Premises”** includes all physical spaces such as classrooms, laboratories, offices, libraries, corridors, cafeterias, sports areas, auditoriums, and any other property managed by CUST.

5. Prohibited Media Contents

- (1) This section outlines specific categories of media content that are strictly prohibited due to their nature, intent, or potential impact on institutional integrity, public safety, or community harmony. No individual shall create, share, post, or circulate such content through any means, platform, or medium while using CUST premises, identity, or branding, that:
 - (a) contradicts or undermines the vision, mission, values, or ideological stance of CUST;
 - (b) incites students, faculty, staff, or the public to defy CUST rules, disrupt order, or threaten institutional operations;
 - (c) provokes or encourages damage to CUST property or any public/private asset;
 - (d) intimidates, coerces, or obstructs others from performing lawful CUST duties or participating in academic processes;
 - (e) promotes hate, contempt, or discrimination on religious, sectarian, ethnic, or cultural grounds likely to incite unrest or violence within the campus;
 - (f) contains or promotes obscenity, vulgarity, or sexually explicit content in violation of applicable laws and CUST values;
 - (g) is demonstrably false, misleading, fabricated, or AI-generated in a deceptive manner;
 - (h) targets, disrespects, or maligns CUST authorities, academic departments, faculty members, or administrative bodies through defamatory or baseless accusations;
 - (i) promotes extremism, violence, or any form of ideologically driven coercion or harassment towards members of CUST or its institutional structure.

- (2) The acts specified in Section 5(1) above shall constitute grave violations of institutional discipline and shall render the offender liable to disciplinary proceedings in accordance with the provisions of this Policy.

6. Prohibited Acts

- (1) This Section prescribes operational restrictions and prohibited conduct concerning media-related activities within the premises of, or on platforms associated with, CUST. The provisions herein regulate the manner, scope, and conditions under which media may be produced, disseminated, or otherwise linked to CUST.
- (2) No individual, including but not limited to employees, students, contractors, visitors, or laborers, shall:
- (a) record, film, photograph, or otherwise produce any form of media content within classrooms, laboratories, corridors, cafeterias, libraries, or any other premises of CUST without the prior authorization of the competent office.
 - (b) capture, record, or disseminate any image, video, or other visual representation of any official or student within CUST without the prior explicit consent of the individual concerned.
 - (c) publish, post, or otherwise disseminate any university-related content whether visual, audio, textual, AI-generated, or in any other form, on personal or private media platforms with the intent or effect of damaging the reputation, integrity, or legitimate interests of CUST.
 - (d) cover, document, record, or publicize any event, function, or activity of CUST on any media platform unless duly authorized or officially deputed by the competent authority.
 - (e) generate, circulate, or post AI-generated content depicting CUST infrastructure, staff, students, or academic settings with the intent to damage the academic integrity of CUST.
 - (f) modify, reproduce, or republish any content derived from CUST's official social media platforms without the prior authorization of the competent authority.
 - (g) create, disseminate, or otherwise engage in media content that glorifies, promotes, or condones any offense, whether academic or otherwise.

- (h) share, display, distribute, or otherwise disseminate any media that is contrary to the vision, mission, policies, or fundamental principles of CUST.
- (i) employ any media platform to advocate, incite, or disseminate content that is sectarian, political, religious, or otherwise divisive in nature, or that threatens the harmony, reputation, or lawful interests of CUST.
- (j) through any media, commit any act constituting harassment, defamation, unauthorized access, or infringement of data privacy rights.
- (k) refuse, delay, or otherwise fail to comply with directives issued by any member of MRC concerning the removal, modification, or clarification of unauthorized or unethical content.
- (l) use the name, logo, emblem, or any official backdrop of CUST in any commercial content or for commercial purposes without prior written authorization or a valid licensing agreement from the institution.

7. Media Regulatory Committee (MRC)

- (1) Any student, faculty member, staff, or other individual affiliated with CUST who is aggrieved by the publication, circulation, or dissemination of false, misleading, or fabricated media content relating to CUST may submit a written complaint to the MRC. Upon receipt of such a complaint, the MRC shall, within forty-eight (48) hours, assess the matter and issue appropriate directives, including, without limitation, the immediate removal, restriction, or blocking of access to the disputed content.
- (2) The MRC shall have the power to:
 - (a) monitor, evaluate, and investigate media activity related to CUST;
 - (b) enforce this policy;
 - (c) hear and decide on violations and
 - (d) recommend disciplinary actions.
- (3) The MRC shall comprise the following members:
 - (a) Director Student Affairs – Chairperson
 - (b) Director IT – Member

- (c) Chairman Department of Law – Member
 - (d) Chairman Department of CS – Member
 - (e) Director Media – Member & Secretary
- (4) Complaint Handling Procedure – Secretary MRC shall maintain an accessible, transparent, and effective procedure for handling complaints related to unethical, or offensive media contents. A clear and permanently available mechanism shall be provided through which any student, faculty, staff member, or stakeholder may submit a formal complaint to MRC. The process for lodging complaints shall be publicized on official university platforms, and the complainant shall be informed of the action taken, subject to institutional confidentiality policies.

8. Appeal Mechanism

- (1) Any person aggrieved by a decision of the Media Regulatory Committee (MRC) may file an appeal within seven (7) working days before the CUST Appeal Tribunal, which shall be constituted by the Vice Chancellor for this purpose, with the Registrar of the University serving as its Secretary. The decision of the Tribunal shall be final, conclusive, and binding on all parties.

9. Enforcement Framework

- (1) In cases where prohibited or objectionable media content is identified by the MRC or reported by any individual, violations of this policy shall be dealt with as follows:
- (a) MRC shall initiate a preliminary inquiry and seek justification from the concerned individual.
 - (b) if the violation is established then immediate removal of content shall be ordered.
 - (c) where the violation is not of a serious nature, first-time offenders may be subjected to a formal warning or a monetary fine, as deemed appropriate by the MRC.
 - (d) severe or repeated violations may result in suspension and referral of the case to the CUST Discipline Committee for further proceedings.
 - (e) in the case of external individuals or entities, legal action may be initiated in accor-

dance with applicable laws.

10. Compliance and Legal Reference

- (1) All members of CUST are obligated to comply with this Policy in both letter and spirit. Any violation thereof shall constitute misconduct and shall render the individual liable to disciplinary proceedings in accordance with institutional regulations.

CUST Anti Drug and Tobacco Policy

11. Aims and Objectives

- (1) Use of intoxicant drugs and tobacco poses serious threats to human health and the social life of the community and has significant economic and environmental costs.
- (2) Factors contributing towards drug abuse include easy access to drugs at low prices, rapidly changing social norms, existence and presence of drug dens and cartels, unemployment and economic distress, lack of awareness on drug abuse within the family and in educational institutions, mental health problems (such as anxiety, depression, anger, guilt, grief, low self-esteem, frustration, rejection etc.), curiosity/urge to experiment, influence of media portrayals, peer pressure, lack of support by parents, family and community.
- (3) With respect to smoking, the World Health Organization documents that more than 8 million people die in the world each year from tobacco use with 1.2 million of these deaths are from passive smoking alone and many others facing tobacco-related health complications.
- (4) CUST will join hands with all stakeholders including psychologists and psychiatrists and social workers to address the problem of drug and tobacco abuse.
- (5) To ensure that CUST contribute to the reduction of drug abuse and smoking, this policy has been made pursuant to the powers granted to the CUST under Act, 2015, and the same is approved by the CUST BoG in its meeting held on 30th Dec 2021.

12. Scope of the Policy

This policy covers CUST community and is applicable to students, faculty, staff and visitors including individuals associated with outsourced services on the premises of CUST which include campus, classrooms, hostels, play grounds, libraries, laboratories, cafeterias & transport, etc.

13. Anti-Drug and Tobacco Committee

- (1) **Anti-Drug and Tobacco Committee (ADTC):** CUST shall constitute an “Anti-Drug and Tobacco Committee” comprising of five members duly notified by the Vice Chancellor (VC).
- (2) **Composition of ADTC:** The committee shall be headed by the senior most committee member and include:
 - (a) Director Student Affairs or senior university officer/faculty designated as Chair of the accessibility committee
 - (b) two members from the faculty (one male and one female)
 - (c) at least one member from the student body as may be prescribed by the university
 - (d) one representative of psychological wellbeing committee/university’s medical center
 - (e) one staff member deputed as secretary to ADTC

13.1 General Provisions for work of ADTC

For smooth functioning of ADTC, the general provisions include the following:

- (1) For the purpose of meeting, three members shall constitute a quorum.
- (2) In absence of the Chair, the senior most member shall act as Chair of the meeting.
- (3) The Chair and the members shall hold office for the period of three years and shall, in no case, be eligible for re-appointment for more than one similar term.
- (4) The VC shall appoint all members of ADTC except the ex-officio members and the representative of the student body.

13.2 Roles and Responsibilities of the ADTC

The committee shall be responsible for ensuring a drug free and smoke free environment in the CUST and to take measures to safeguard the interests of students/staff in following ways:

- (1) by inquiring into, investigating and resolving any matter regarding the usage/consumption, sale and distribution of illegal drugs in CUST;

- (2) by inquiring into, investigating and resolving any matter regarding the violation of Anti-Tobacco Legislation at CUST;
- (3) by coordinating with and connecting students to rehabilitative services including counselling, medical care and helplines when needed;
- (4) by raising awareness on the prevalence, problems and persistence of drug abuse and tobacco consumption;
- (5) by providing advice to CUST administration regarding the implementation of this policy and relevant legislation;
- (6) by ensuring effective coordination with all relevant stakeholders inside and outside the CUST;
- (7) by maintaining close liaison with the hostel wardens for implementation of this policy and may relocate the reasonably suspected student for drug abuse or found addicted;
- (8) by taking any other appropriate measures including but not limited to testing of an accused from any authorized laboratory; and
- (9) By reporting to the law enforcement agencies if any individual member of the CUST community found guilty of sale/distribution of illegal drugs on campus.

13.3 Focal Person for Drug and Tobacco Use

A member of the ADTC who is from the CUST administration shall be appointed a Focal Person for matters related to drug abuse and tobacco consumption. The Focal Person will act as a liaison for the members of CUST to ADTC.

14. Efforts to Prevent Drug and Tobacco Usage

- (1) CUST must undertake efforts to prevent drug use, smoking and illicit smoking. This section lists actions that CUST should under take efforts to prevent drug abuse and on campus smoking.
- (2) Awareness regarding health issues caused by drug and tobacco consumption:
 - (a) **Drug use:** Possession, use, distribution and sale of drugs is prohibited in Pakistan. CUST should educate students, staff and faculty regarding legal and disciplinary

penalties for drug possession, distribution and sale.

- (b) **Smoking:** CUST should display labels in accordance with the prohibition of smoking under Anti- Tobacco Legislation. Additionally, all students should be made aware of the adverse affects of smoking on health.

14.1 Awareness Raising Strategies

In order to create and promote awareness and to educate students/faculty and staff about the negative effects of drug and tobacco use and its prohibition, CUST, through the ADTC, shall take the following measures:-

- (1) All newly admitted students and newly appointed faculty/staff members shall attend a mandatory hour-long orientation session, arranged by the CUST. The session shall make them aware of this policy and the hazards of drug use and smoking.
- (2) An undertaking in the form set forth as Annex-A&B shall be signed by all existing and newly recruited/admitted faculty, staff members, and students, and shall be submitted to the relevant office of the university for record.
- (3) The CUST shall distribute drug and tobacco awareness material through student handbooks and pamphlets, including in the admissions materials (for awareness of both parents and students), incorporating details about the CUST policy (as well as its web link). This may include graphical images/pictorial illustrations of the adverse effects of drug and tobacco consumption on health.
- (4) The relevant warnings under this policy as well as provisions related to punishments for violations shall be displayed on the noticeboard of each department in CUST.
- (5) Awareness raising campaigns throughout the academic year including seminars, walks, workshops, and lectures shall be arranged.
- (6) To create awareness, CUST will coordinate with HEC and other national agencies.

14.2 Activities and Programs

Students shall be encouraged to participate in a diverse array of programs as healthy engagements that may prevent any inclination toward smoking or drug use. These include but not limited to:

- (1) extra and co-curricular activities on campus such as theater, dramatics, etc.

- (2) community service including planting of trees, distribution of food amongst the disadvantaged, volunteer work at old/shelter homes;
- (3) physical fitness, exercise, sports and athletic activities;
- (4) students, faculty and administrative staff of the university who have volunteered and worked extraordinarily for implementation of this policy shall be acknowledged;
- (5) hosting and monitoring of recreational events to provide an avenue to bring together students without drug and tobacco use; and
- (6) any other program the ADTC may determine from time to time.

14.3 Engaging Student Clubs and Societies

Student societies and clubs can additionally be engaged in awareness raising activities. CUST can collaborate with various governmental/non-governmental organizations, effectively working for the cause to eradicate drug abuse and discourage tobacco consumption. Through these liaisons, the students can also be provided opportunities to volunteer and facilitate ADTC's workings.

15. Support for Drug and Tobacco Addicts

CUST may extend support to students, faculty, and staff facing drug and tobacco addiction in the following forms:

- (1) **On campus counselling:** A counsellor/psychologist or psychiatrist available at CUST shall help students, staff and faculty members by guiding them through any problems or issues such as peer pressure and demotivation which often lead to drug and tobacco consumption. Any student suffering from any mental health issues, such as anxiety, depression, or post-traumatic stress disorder may also seek assistance of the trained professional. If the student requires further assistance, the counsellor/psychologist/psychiatrist may refer the student to rehabilitative services.
- (2) **Coordination with Parents:** In case a student's parents have been notified, the CUST shall endeavor to coordinate with the parents of such students for purposes of helping the students with rehabilitation and facilitating their return to their studies in case of any gap.
- (3) **Helpline:** CUST shall establish a helpline that students, faculty and staff can call whenever they face a mental health issue or a situation in which they may have been tempted

to use drugs or tobacco.

- (4) **De-stigmatization of the affected students and university members:** Because students, faculty and staff using drugs may need significant medical and psychological assistance, all those who seek support for drug or tobacco dependence and addiction from the Focal Persons, counsellors/psychologists/psychiatrists and the helpline will receive counselling on a confidential basis. Provided that, in the event that a student requires medical attention for drug use the CUST shall promptly inform the student's parents of the matter and coordinate with them to assure the best care for the student.

16. Complaint Procedure

- (1) **Regular inspection/monitoring:** Campus security shall undertake frequent and random visits to the cafeterias, canteens, tuck shops, and other such places susceptible to the sale, usage and distribution of drugs/tobacco and stop any suspicious and illicit activity occurring in contravention of this policy and relevant legislation.
- (2) **Training programs:** Staff and faculty may receive training aimed at understanding behavior indicative of drug abuse so that they may refer such matters to the Focal Person in order to protect the health of the students.
- (3) **Complaint:** Any person associated with CUST including (but not limited to) the student, faculty member, non-teaching staff, administrative staff, or a visitor may submit a complaint in writing to the VC, stating the violation of drug and tobacco policy.
- (4) **Initial Scrutiny:** Each complaint shall be assessed based on shared information. Complaints substantive in nature and associated with sufficient supporting documents/evidence shall be considered for further investigation by ADTC.
- (5) **Investigation:** ADTC shall investigate all non-frivolous complaints before making its decision through the following process:
 - (a) Initiation of an inquiry.
 - (b) The body of facts or information (evidence) that ADTC uses could be:
 - (i) Eye witness evidence.
 - (ii) Physical evidence – individual found in possession of any illegal substance, individual caught distributing any illegal drugs or tobacco on campus.

- (iii) Video recording of the security cameras.
- (c) A personal hearing/s with the accused charged in light of evidence.
- (d) Random testing/checking of individuals by campus security on the recommendation of a committee member.
- (6) **Decision:** All complaints shall be decided by ADTC within two weeks of their receipt and ADTC recommendation shall be communicated to the concerned in writing. CUST may assign penalties as detailed in Section 7 of this policy.
- (7) **Appeal:** An appeal to the decision may be made by the aggrieved within seven working days of the receipt of the decision by the VC, who shall review the recommendations of ADTC and uphold, minimize, or revert the decision made by the committee within seven working days. The decision taken by the VC shall be final.
- (8) **False Complaint:** In the event that ADTC determines that a false allegation was made in the complaint with mala fide intent, it may send its findings to the VC and may recommend disciplinary action against the complainant.

17. Penalties

- (1) To discourage drug use and smoking, CUST may impose the penalties as detailed below.
- (2) **Drug use:** For drug-related violations, CUST may, on recommendation by ADTC, take disciplinary action against students, staff, faculty, and visitors in the following way:
 - (a) For first time offenders in case of minor infractions, ADTC may refer the offender to the in-house counsellor/psychologist/psychiatrist to undergo medical and mental health treatment. This referral must be in writing and require the completion of the counselling or rehabilitative program within a set period.
 - (b) In the event of a significant violation and/or repeated violations of this policy, ADTC may recommend that CUST issue a warning and ultimately suspend or expel the offender (and in case of students, notify the student's parents). Further, CUST would have to comply with any reporting requirements under any applicable law.
 - (c) If a student, faculty or staff member is involved in the distribution or sale of illicit drugs, CUST shall report the violation to the appropriate authorities including law enforcement agencies.

- (d) In the event a visitor is found on the premises engaging in any drug-related offense, campus security shall immediately report the violation to the appropriate authorities including law enforcement agencies.
- (3) **Smoking:** For smoking-related violations, CUST may, on recommendation by ADTC, impose the following penalties:
- (a) for a first violation, ADTC may recommend CUST issue a warning letter and a notice of displeasure;
 - (b) for a second violation, ADTC may recommend suspension of the student for one week or more from the premises of CUST with parental notification for students and disciplinary action for faculty and staff as per CUST regulations;
 - (c) for a third violation or more, ADTC may recommend a longer suspension depending on the severity of the violation and further disciplinary action for faculty and staff as per CUST regulations;
 - (d) in case any visitor is found smoking on CUST premises, the visitor shall be fined Rs. 1,000 by CUST, and any further necessary action shall be taken in accordance with the Anti Tobacco Legislation; and
 - (e) in case of any unlawful sale or distribution of tobacco on the premises of CUST, the violator shall be fined Rs.5,000 by CUST and shall be reported to the appropriate authorities including law enforcement agencies.

18. Enforcement of this Policy

- (1) **Survey/ Feedback mechanism:** An annual survey shall be conducted, asking students and staff members to respond to an anonymous close ended questionnaire related to matters covered under this policy. The office of the Focal Person shall analyze the findings and present them to ADTC for review and comment.
- (2) **Implementation of this policy:** CUST shall establish the standing ADTC and designate the Focal Person in accordance with the provisions of the policy.

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