



INDIAN INSTITUTE OF MASS COMMUNICATION

Prospectus 2022-23

- *Journalism (English)*
- *Journalism (Hindi)*
- *Radio & Television Journalism*
- *Advertising & Public Relations*
- *Digital Media*
- *Journalism (Malayalam)*
- *Journalism (Marathi)*
- *Journalism (Odia)*
- *Journalism (Urdu)*

Admissions for PG Diploma Programmes

The Indian Institute of Mass Communication (IIMC), established under the Ministry of Information and Broadcasting, Government of India on 17 August 1965, is currently one of the premier institutions of its kind in the country providing quality training in journalism and undertaking meaningful research in the field of Media and Mass Communication.

IIMC is Asia's first Institute to have a dedicated Communication Research Department conducting research, analysis and impact assessment studies for various Ministries and Government Departments. The Research focuses primarily on government campaigns, impact analyses, feedback etc., providing quality inputs for strategizing government campaigns and communication programmes for their effective and wider reach.

IIMC is the Training Academy of Indian Information Service (IIS) Officers. In addition, the Institute successfully conducts a number of Post-graduate Diploma in Journalism Courses in English, Hindi, Radio & TV, Urdu, Odia, Marathi, Malayalam and Advertising & Public Relations, which enjoy high industry acceptance. IIMC also runs many short-term courses on media relations & engagement and public relations for officials of various departments of Government of India, State Governments, PSUs and the Armed Forces. It also conducts an international programme – biannual Diploma Course in Development Journalism for mid-career journalists and media officials from across the developing countries. Overall, IIMC has been at the forefront of preparing trained communication professionals in the country for many years.

Offering industry-oriented courses in Mass Media, IIMC enjoys an excellent placement record for its students. It has been ranked No. 1 Media Institute in the country by *India Today*, *Outlook*, *The Week-Hansa* and *The Open* annual ranking of educational institutions in 2018, 2019, 2020, 2021 and 2022.

The Ministry of Human Resources Development, on the recommendation of the University Grants Commission, has granted the Letter of Intent to IIMC for becoming a Deemed to be University under De Novo category over the three years to come. Efforts are being taken on war-footing to achieve the goal of making it to be a Deemed-to-be University.

Headquartered at the full-fledged campus in New Delhi, IIMC has its Regional Campuses at Dhenkanal, Odisha (established in 1993), Aizawl, Mizoram (established in 2011), Amravati, Maharashtra (established in 2011), Jammu, J & K (established in 2012), and Kottayam, Kerala (established in 1995) to provide quality media schooling in the respective regional languages, in addition to various courses offered at the national level.

Post Graduate Diploma Programmes 2022-23

Following are the One Year Post Graduate Diploma Programmes being offered at IIMC, New Delhi and its Regional Campuses.

Sl. No	Course	No. of Seats	Campus
1	PG Diploma in Journalism (English)	68 68 17 20 17 17	IIMC New Delhi IIMC Dhenkanal IIMC Aizawl IIMC Amravati IIMC Kottayam IIMC Jammu
2	PG Diploma in Journalism (Hindi)	68 20 20	IIMC New Delhi IIMC Jammu IIMC Amravati
3	PG Diploma in Radio & TV Journalism (Bilingual – English & Hindi)	51	IIMC New Delhi
4	PG Diploma in Advertising & Public Relations (Bilingual – English & Hindi)	77	IIMC New Delhi
5	PG Diploma in Journalism (Odia)	25	IIMC Dhenkanal
6	PG Diploma in Journalism (Marathi)	20	IIMC Amravati
7	PG Diploma in Journalism (Malayalam)	17	IIMC Kottayam
8	PG Diploma in Journalism (Urdu)	17	IIMC New Delhi
9	PG Diploma in Digital Media	20 20 20	IIMC New Delhi IIMC Aizawl IIMC Jammu
	Total	582	

The admission process for PG Diploma Course in Journalism in English, Hindi, Radio & TV, Digital Media and Advertising and Public Relations has been started through National Testing Agency (NTA) conducted Entrance Examination- CUET- and the process of which is already commenced and the last date for online application form submission is 18th June 2022. The Online application form, Information Bulletin and Syllabus for entrance examination for admissions are available on <https://cuet.nta.nic.in>

The application form for PG Diploma Course in Odia, Marathi, Malayalam and Urdu Journalism has been issued on IIMC website: www.iimc.gov.in

1. Post Graduate Diploma in Journalism (English)

Course objectives: Over a period of two semesters, the students would be provided with a broad perspective of the communication field. The emphasis will be on imparting ethics and values needed to promote a free, fair and objective media. Students will be exposed to new and evolving techniques of reporting, editing, production and distribution through a combination of theory and practical sessions. Over the period of their course, students shall report, edit and produce Lab Journals and other publications

Topics covered: Communication: Concepts, Processes and Theories, History of Journalism and role of the Press, Media Laws and Ethics, Editing and Reporting New Media and Web Journalism, Radio & TV Journalism, Development Journalism, Media Management, Advertising & PR

2. Post Graduate Diploma in Journalism (Hindi)

(Course objectives are same as for PGD in Journalism (English))

Topics covered: Communication: Concepts, Processes and Theories, History of Journalism and role of the Press, Media Laws and Ethics, Editing and Reporting New Media and Digital Journalism, Radio & TV Journalism, Development Journalism, Media Industry and its Management Structure, Advertising & Public Relations etc.

3. Post Graduate Diploma in Radio & TV Journalism

Course objectives: The primary objective of this course is to develop a high level of competence in communication through the spoken word and visuals. Students will be given exposure to reporting for radio and television, camera handling, video editing, sound recording and use of contemporary AV softwares.

Topics covered: Communication - Concepts, Processes and Theories, Introduction to journalism with special emphasis on Radio and TV Journalism, Radio and TV Journalism - Concepts and Processes, Radio News - Reporting, Editing and Bulletin Production, TV News - Reporting, Editing and Bulletin Presentation and Production, Broadcast Media Management, New Media and Digital Journalism, Print Media, Development Communication and Advertising & Public Relations.

4. Post Graduate Diploma in Advertising & PR

Course Objectives: The primary objective of this course is to provide a deep understanding of the principles and concepts of communication, marketing, advertising, public relations and corporate communication. The emphasis will be on familiarizing students with latest tools of communication to help them build synergy between technology and creativity. Students will be encouraged to work in groups to prepare and present 360 degree campaigns on contemporary subjects.

Topics covered: Communication - Concepts, Processes and Theories, Marketing Communication, Advertising: Principles, Concepts and Management, Campaign Planning and Management, Media Planning, Government and Public Service Communication, Public Relations and Corporate Communication, New Media - Concepts and application, Communication and Marketing Research.

5. Post Graduate Diploma Programmes in Regional Languages

Course Objectives: To provide quality training in the field of journalism in regional languages with special focus on regional aspects of mass communication such as regional language, culture, and practices. It aims at creating professionally qualified and trained journalists who are well-versed in the nuances of regional language media and are empowered with a national perspective.

Over a period of two semesters, the students would be provided with a broad perspective of the communication in general and that of the state/language concerned in particular. The emphasis will be on imparting ethics and values needed to promote a free, fair and objective media. Students will be exposed to new and evolving techniques of reporting, editing, production and distribution through a combination of theory and practical sessions. Over the period of their course, students shall report, edit and produce Lab Journals and other publications in their respective languages. They will also be trained in TV, Radio and Digital media.

5.1 Post Graduate Diploma in Journalism (Malayalam)

Topics covered

Communication: Concepts, Processes and Theories.
 History of Malayalam Journalism.
 Media Laws and Ethics
 Editing and Reporting
 New Media and Web Journalism, Data Journalism and Mobile Journalism.
 Radio & TV Journalism, Video Editing, Videography and Radio Production.
 Development Journalism with emphasis on socio-economic and cultural issues concerning Kerala.
 Media Management, Advertising & Public Relations, Corporate Communication

5.2 Post Graduate Diploma in Journalism(Marathi)

Topics covered

Communication: Concepts, Processes and Theories.
 History of Marathi Journalism
 Media Laws and Ethics
 Editing and Reporting
 New Media and Web Journalism
 Radio & TV Journalism
 Development Journalism with emphasis on socio-economic and cultural issues concerning Maharashtra.
 Media Management, Advertising & Public Relations

5.3 Post Graduate Diploma in Journalism (Odia)

Topics covered

Communication: Concepts, Processes and Theories.
 History of Odia Journalism.
 Media Laws and Ethics
 Editing and Reporting
 New Media and Web Journalism
 Radio & TV Journalism
 Development Journalism with emphasis on socio-economic and cultural issues concerning Odisha and Eastern India.
 Media Management, Advertising & Public Relations

5.4 Post Graduate Diploma in Journalism (Urdu)

Topics covered

Communication: Concepts, Processes and Theories.
 History of Urdu Journalism,

Media Laws and Ethics
 Editing and Reporting
 New Media and Digital Journalism
 Radio & TV Journalism
 Development Journalism, Advertising & PR, Newspaper Management and
 Entrepreneurial Journalism

(All the courses at IIMC will be taught by the in-house faculty of the Institute, supplemented by guest lectures by experts from the industry/profession, specializing in their respective fields.)

6 Post Graduate Diploma in Digital Media

Course objectives: The primary objective of this course is to introduce students to the new and emerging technologies and their application in the fields of Journalism, Public Relations, Advertising, Corporate Communication, and Development Communication. Students will be given exposure to create media messages in a wide variety of forms using a variety of digital tools.

Topics Covered- Understanding New Media, New Media & Society, Internet as a Medium, Media and IT Laws, Online Research, Online Journalism, Social Media, Digital Marketing, Digital PR and Corporate Communication, Big Data, Data Journalism, New Media and Development, E-Governance, Fact-checking, Verification and Media Entrepreneurship

How to join a PG Diploma Programme?

The admissions will be based on the candidates' performance in the Computer based Entrance Examination conducted by National Testing Agency. The detailed instructions regarding the Entrance Examination is given in Instruction Bulletin and FAQ of CUET (PG). It is expected from all the examinees that they attend the examination in a fair and self-disciplined way and are advised not to use any unfair means. Applicants are strongly advised to understand the whole process properly by attending the webinar and mock test to be organized by the National Testing Agency.

Eligibility: Indian nationals possessing a Bachelor's Degree awarded by a recognized university are eligible to apply. Students who have appeared / are appearing for Final year/semester examination of their Bachelor's Degree are also eligible to apply. If selected, their admission will be subject to their producing at least a Provisional marks-sheet/Certificate in original from their college / university latest by 30thSeptember2022, (extendable in genuine cases after ascertaining the reasons). On completion of the course,

the Diploma will be awarded only if the Original Degree Certificate is produced for verification at IIMC's office.

Date of Birth: General Category candidates should be born on 1.8.1997 or later (maximum 25 years as on 1st August 2022). For SC/ST/Differently abled candidates, the date of birth should be 1.8.1992 or later (maximum 30 years as on 1st August, 2022). For OBC category, date of birth should be 1.8.1994 or later (28 years as on 1st August, 2022).

NRI Quota: Five additional seats are available in each course for NRI / NRI-sponsored candidates. The eligibility criteria and age limits for NRI quota candidates are same as above. However, the applicants under NRI / NRI-sponsored quota can directly appear for an Online Interview applying/writing directly to the IIMC (NOT through NTA) by depositing an entry fee of US \$ 50. Fees for NRI quota is as indicated at column 9.1 and the same will have to be paid in one go.

Reservations: (i) 15% of the seats Scheduled Castes (SC) candidates
(ii) 7.5% seats for Scheduled Tribes (ST) candidates
(iii) 27% seats for Other Backward Classes (OBC) Non-Creamy Layer (NCL) candidates as per the Central List
(iv) 10% of the seats for General Economically Weaker Sections (General -EWS) candidates
(v) Reservation for Kashmiri Migrant (subject to notification from Ministry of Education for Academic Session 2022-23).

Each category mentioned above will have 5% reservations for the candidates with 40% or more disability as defined in Section 2 (r) and 2(zc) of Persons with Disabilities (RPwD) Act, 2016.

Provisions for Persons with Disability (PwD): As per Section 2(t) of the RPwD Act, "Persons with Disability (PwD)" means a person with long term physical, mental, intellectual, or sensory impairment which, in interaction with barriers, hinders his full and effective participation in society equally with others.

According to Section 2(r) of the RPwD Act, 2016, "persons with benchmark disabilities" means a person with not less than forty percent (40%) of a specified disability where specified disability has not been defined in measurable terms and includes a person with disability where specified disability has been defined in measurable terms, as certified by the certifying authority.

Selection Procedure: The selection of candidates (other than NRI quota) will be solely based on their performance in the CUET conducted by the National Testing Agency (NTA). After the merit list issued by the NTA the IIMC will organize centralized counseling sessions to guide the students so that they may get their preferred programme and Centre. There will be no Interview and Group Discussion for admissions. The final

category-wise and course-wise Rank List and admission will be decided on the basis of the candidates' overall score out of 100 marks. If two or more candidates secure equal marks, the candidate senior in age will be given preference in the rank list.

Broad Topics for Online Entrance Test

Please read carefully of NTA information bulletin and the Syllabus.

How to Apply for Admission?

The candidates are advised to read all the instructions carefully before filling up and submitting their forms. **The last date for submitting the applications online is 18th June 2022.** Candidates whose applications have been successfully submitted will receive a Unique Registration Number (URN) which can be quoted for all future admission related correspondence.

Admission Process

Once the result is announced by NTA, IIMC will issue the merit list and the students will have to fill a counseling form showing the preference of Programme and the centre. A list of candidates to be provisionally admitted to each course and at each campus will be prepared on the basis of the category-wise merit list, as per course/seat allocation criteria will be published on IIMC websites www.iimc.gov. The allocation of the Campus (applicable to English, Hindi Journalism and Digital Media) will be on the basis of Merit-cum-Preference. Candidates are advised to rank all the Regional Campuses in the order of their preference at the time of counseling. In the event of a candidate leaving the choice of campus blank, IIMC will allocate the campus to the candidate on the basis of an alphabetical roster.

Successful candidates are given maximum seven days' time to secure their admission by depositing the prescribed fees online along with necessary documents. Candidates claiming reservation under the Economically Weaker Section scheme should produce the Income & Asset Certificate issued by a designated authority in the prescribed format.

Depending upon the number of admissions secured, further rounds of results would be announced. If any seats remain vacant in any of the campuses, the same shall be offered to any of the interested candidates as per category-wise merit list. Reservation of seats will be as per Government of India orders/rules for SC, ST, Differently-abled and EWS.

Course Fee and Payment Schedule*

Name of the Course	Semester I Payable in September 2022 (INR)	Semester II Payable in February 2023 (INR)
PGD in Journalism (English)	52,000	43,500
PGD in Journalism (Hindi)	52,000	43,500
PGD in Radio & TV Journalism	88,500	80,000
PGD in Advertising & PR	70,000	61,500
PGD in Digital Media	1,08,500	1,00,000
PGD in Journalism (Malayalam)	32,000	23,500
PGD in Journalism (Marathi)	32,000	23,500
PGD in Journalism (Odia)	32,000	23,500
PGD in Journalism (Urdu)	32,000	23,500

The Semester I fees include i) course fee, ii) contribution to Students' Welfare Fund (Rs 3,500) and iii) a refundable Library Deposit of Rs. 5,000. The Students' Welfare fund is utilized for meeting miscellaneous expenditure, student welfare activities, services of wellness centre etc.

***Fees indicated above will be in effect for the entire duration of course and NO request/demand will be considered for any revision in course fees, once admission has been granted to the student, which will also be seen as his/her readiness to abide by all rules of the Institution, including the willingness to pay prescribed course fee, in full, with or without eligible free ship, wherever applicable.**

The first installment of the course fee must be deposited within the prescribed time period. The second installment of tuition fees is to be paid by 15th February 2023. Late fee will be charged with fine at the rate of Rs. 20 per day after 15th February 2023. The names of the defaulters will be struck off the rolls on 15th March 2023 for failing to remit the fee along with late fee. Re-admission fee of Rs. 500 will be charged on re-admission after 15th March 2023. The right of re-admission is reserved with the Institute. The paid-up installment(s) of fees shall not be refunded if a student discontinues the studies during the course.

Fees For students under NRI / NRI sponsored quota:

Name of the Course	Fees
PGD in Journalism (English)	\$ 8,000
PGD in Journalism (Hindi)	\$ 8,000
PGD in Radio & TV Journalism	\$ 12,000
PGD in Advertising & PR	\$ 12,000
PGD in Digital Media	\$ 12,000
PGD in Journalism (Malayalam, Marathi, Odia, Urdu)	\$ 4600

Refund: The fees would be refunded after a deduction of Rs. 1,000/- as processing fee in the event of a candidate withdrawing before the commencement of the course.

Financial Assistance

Freeship: There is a provision for financial support to needy students. Half/quarter free ships are available for each PG Diploma Course on merit-cum-means basis at Delhi and at all Regional Campuses. Every year, a committee is constituted to select the deserving candidates from among the applicants for freeships available for students. For the purpose of applying for freeships, the Annual Household Income reflected in the application forms should be supported by income certificate from competent authorities. Any other declaration pertaining to household income at variance with the declaration submitted along with application form shall not be entertained for the purpose of scholarship/freeship.

Scholarships: The ‘**Rati Aggarwal Scholarship**’ will be awarded to a meritorious female student of the Hindi Journalism Course, based on her performance in the Entrance Exam. The ‘**Star TV Scholarship**’ will be awarded to a meritorious student of Radio & TV Journalism, based on his / her performance in the Entrance Exam. The ‘**Achin Ganguly Scholarship**’ will be awarded to two meritorious students of Advertising & Public Relations, based on their performance in the Entrance Exam & final result after completion of the Course. The ‘**Jaswinder Singh Memorial Scholarship**’ will be awarded to two meritorious students, one each from Hindi Journalism and Radio & TV Journalism, based on their performance.

Academic Calendar

A detailed academic calendar/syllabus of courses with various options including blended mode of on-line/off-line classes are being prepared, which will be announced/published as soon as the same is finalized. Given the current pandemic situation and resultant uncertainties, it is expected that the first Semester will be held exclusively on Online Mode.

It is expected from all the prospective students that they must equip themselves with all the required devices and internet connectivity to actively participate/attend the online classes during the entire duration of the courses.

Important Dates to be remembered

Date of Issue of Notification	27 th May 2022
Last date for Submission of Application	18 th June 2022
Entrance Tests (CBT at centres)	To be declared by NTA
Announcement of Results	To be declared by NTA
First Semester Classes to commence from	Tentatively October 2022

In the wake of Covid-19 Pandemic restrictions, IIMC reserves the right to amend/reschedule/modify the mode and process of selection/date of Entrance Examination as well as date of commencement of various academic sessions, depending on the prevailing situation/govt. restrictions/public health concerns. Similarly, commencement and holding of classes online/offline for the entire Course duration will also depend on government regulations/prevaling situation, from time to time.

13. Facilities on the Campus

Library: IIMC, New Delhi, has the largest specialized mass communication library in the country. It has a collection of over 40,000 titles of books and Journals on different aspects of mass communication and allied fields. The library also subscribes to various reputed international journals in the field of communication.

The Library is fully computerized and On-line Public Access Catalogue (OPAC) and Online Journals are available for students and faculty members. Library has also developed a state-of-the-art Multimedia, Reference and Research Section for students, faculty and research scholars. The Library is open from 9.00 a.m. to 7.00 p.m., Monday to Saturday.

Every student has to make a library security deposit of Rs.5,000. Every student is allowed to borrow two books at a time for one week. If a student loses a library book, he/she must replace it or pay its price.

The Library Fee shall be refunded at the end of the course after the student produces a No-Due Certificate issued by the Librarian. In case the refund is not claimed within three years from the completion of the course, the security deposit shall be forfeited.

Publications: IIMC publishes two quarterly research journals – ‘Communicator’ in English and ‘Sanchar Madhyam’ in Hindi. The journals contain scholarly Research Papers & book reviews on various developments in the field of communication. The who’s who of the mass communication industry and academia contribute to these journals. IIMC also publishes two quarterly magazines Sanchar Srijan, a bi-lingual magazine on mass communication and RajabhashaVimarsh- a magazine devoted to Official Language. A monthly newsletter is also published on the happenings in the Institute. Books in English and Hindi, apart from research compilations, edited volumes are also brought out time to time.

Printing Press: IIMC Delhi has a functional printing press with offset and screen printing facility.

Equipment and IT infrastructure: The Institute has adequate facilities for practical training in various branches of communication. It has well-equipped sound & TV studios and other audio-visual facilities.

The facilities for TV and video production consist of digital ENG cameras, a multi-camera studio set-up, along with camera control units with sync and SFX generators, editing consoles, etc.

The Institute has digital sound recording / editing and non-linear digital video editing facilities. The video editing facility includes server based networking and Final Cut Pro machines.

IIMC has extensive facilities of over two dozen DSLR cameras to enable students to handle various photographic assignments.

All the classrooms are air-conditioned and equipped with projectors and other teaching aids.

Institute has facilities of computer labs, Multimedia Systems, Video Editing Equipment, Clip Video Cameras, Voice Recorders, etc. to facilitate electronic editing and computer-based graphic layout designing and publication. Training is imparted to students on software packages such as Adobe Page-Maker, Quark Express, Adobe Photoshop, Corel Draw, Macromedia Director, Cool Edit Pro, Newswrap, Adobe InDesign etc.

Auditorium: IIMC, New Delhi, has a 400 plus seating capacity auditorium named as ‘Mahatma Gandhi Manch’, a 100-seating capacity smaller auditorium named as ‘Lokmanya Bal GangadharTilak Mini Auditorium’ and an open theatre named as

‘Meghdoot Amphitheatre’. It has several seminar halls and conference rooms. In addition, the Institute has parks and lawns. The Park around Swami Vivekanand Memorial Rock has been specially developed for students to study in leisure hours.

Sports & Games: At IIMC New Delhi campus, facilities are available for playing Table Tennis, Badminton and Volleyball. At Dhenkanal Campus, badminton and Table Tennis facilities are made available. At Kottayam Campus, a gymnasium along with facilities for badminton and indoor games such as Chess, Caroms, etc are being provided. Full campuses at Jammu and Aizawl will be operational in this session.

Wellness Centre and Yoga: A Wellness Centre is functional at IIMC New Delhi where general physicians visit from Monday to Saturday. Consultation is free for students. Services of Psychologist are also available once a week. In addition, to promote general health and well-being, training sessions on Yoga are regularly organized at the Institute.

Bank and ATM: ATMs of State Bank of India.

Hostel Facilities: Limited hostel facilities are available in IIMC New Delhi campus (for both Girls - on single occupancy basis and for Boys - on shared basis). Preference, in allotment of hostel rooms/beds would be given to outstation students as also those belonging to economically/socially weaker sections.

At Dhenkanal campus, hostel facility is available for both boys and girls. The Aizawl, Jammu and Kottayam campuses have a new and furnished Hostel facility for boys and girls. At Amravati regional campus, limited hostel facility is available.

*(All In-Campus facilities are being indicated only for the information of the students and the same will be available **ONLY when/if** a decision is taken to allow students for in-campus classes/sessions)*

14. Life on the Campus

IIMC’s flagship Campus in New Delhi and the Regional Campuses at Dhenkanal and Kottayam offer a stimulating one year Post Graduate Programme aimed at providing well-rounded education and honing of skills for a challenging job in the field of mass media and communication. Similar atmosphere will be created in other Regional Campuses as and when they shift to their permanent campuses the construction of which are progressing well, at present.

Besides the classroom lessons, a variety of special lectures, lecture-demonstrations, hands-on-the job experiments, institutional visits, national / international seminars, video-link interactions are organized for the students throughout the academic year.

Seminars and conferences: Seminars and Conferences on various themes and topical media issues are organized from time to time. Leading media houses and eminent practitioners are invited to deliberate and discuss issues of importance. Over the years, this has helped in creating a forum for exchange of thoughts and ideas, besides helping in developing sound concepts, communication processes and reference materials for researchers and scholars.

Media Mahakumbh: Every year, IIMC hosts the Media Mahakumbh, a student driven festival of games, plays, music, art and culture centred on the theme of mass communication.

Celebrations in the Campus: Apart from celebrations on Republic Day and Independence Day, IIMC organizes literary and cultural programmes on the National Youth Day (January 12), International Women’s Day (March 8), IIMC Foundation Day (17 August), Teachers’ Day (September 5) and the National Press Day (November 16).

15. Regional Campuses

IIMC Dhenkanal: The Eastern Indian campus of the IIMC was set up in 1993 in the central Odisha district of Dhenkanal. This was the first centre to be set up outside New Delhi to meet the growing need for learning, training and research in journalism and mass communication in the Eastern part of the country. Located about 80 kilometres south-west of Bhubaneswar, the capital city of Odisha, Dhenkanal is nestled in the rural and tribal hinterland of the state, connected by both rail and road (NH55).

IIMC, Dhenkanal, which began its operation in rented accommodation, shifted to its own campus on the lap of Paniohala (meaning ‘hanging water’ in Odia) hills in May 2000, away from the hustle-bustle of the town. The 7.5-acre new campus commands a majestic view surrounded by deep forest, a habitat of a variety of plants, animals and insects.

Since 1993, the Dhenkanal Campus has produced more than 1600 media professionals. Most of them are working in leading mainstream national and international media organizations as well as government establishments and NGOs. Many of them are also working in public relations and advertising domain. Some of them have started media units of their own; some have joined academics

IIMC Kottayam: Indian Institute of Mass Communication’s Regional Centre in South India was founded at Kottayam – the land of letters, latex and lakes – in 1995. It was established to impart quality training to working journalists, Public Relations professionals and State Information Officers.

In 2012, for the first time, IIMC Kottayam opened its doors to graduate students with the introduction of Postgraduate Programme in English Journalism. Since then, IIMC Kottayam has been consistently nurturing journalism talents with commitment, quality and industry-readiness. In the year 2017, Postgraduate Programme in Malayalam Journalism was launched in the Regional Campus with a view to set new quality standards in journalism training in the regional milieu.

In 2019, the new and permanent Southern Regional Campus of IIMC was made functional in the 10-acre lush green, scenic locale at Pampady, around 12 km away from Kottayam. It is a residential campus with an Academic Cum Administrative Block, Students' Hostel, Guest Suites, Staff Quarters and other facilities.

With the new campus, IIMC Kottayam envisions to enhance its stature by initiating a bunch of new short-term courses for communication professionals from public and private sector. In the coming years, IIMC Kottayam aspires to be the main hub of mass communication and media training, in South India.

IIMC Amravati: The Western Regional Campus of the IIMC was established in 2011 at Amravati—the land of legends, surrounded by the Satpura range forests, and opened its doors to graduate students with the Postgraduate Journalism Diploma Programme in English. Students from this Centre have earned extremely high academic credentials with excellent track record. Ever since, this course has earned good reputation with its students pursuing careers in major media organizations in the country.

In the year 2017, Marathi Journalism Programme was launched with specific thrust to promote quality training in the language media on a national scale. From this year (2022-23) PG Diploma in Hindi Journalism is also being introduced at Amravati.

IIMC Aizawl: The Aizawl Campus of IIMC was inaugurated on August 8, 2011. Despite proliferation of newspapers and television channels in the North East Region of the country, there was hardly any centre for media training facilities in the region. The IIMC's Aizawl Campus aims to bridge this gap by training media professionals who could contribute to this ever-burgeoning sector.

At present, the Institute is housed in temporary premises provided by the Mizoram University and runs the Postgraduate Diploma Course in English Journalism. PG Diploma in Digital Media is being introduced from this year. The full-fledged permanent residential campus of IIMC is nearing completion in the 8-acre lush green locale and will be functional in this session (2022-23).

IIMC Jammu: While extending its coverage at all-India level, IIMC set up its Regional Campus at Jammu also during 2012-13. The Government of Jammu & Kashmir has

provided rent-free accommodation to IIMC for academic facilities, as well as for the students' hostel and guest house for visiting faculty.

The construction of the permanent campus have completed in the 15 acres of land earmarked for the same. The campus runs Post Graduate Diploma Course in English Journalism, Hindi Journalism and Digital Media from this session (2022-23).

16. IIMC Management & Faculty

Prof. (Dr.) Sanjay Dwivedi	Director General
Shri Ashish Goyal, IIS	Addl. Director General (Admn.) Head of Administration and Senior Officer of the Indian Information Service - 1991 batch
Prof. (Dr) Govind Singh	Professor & Course Director Radio & TV Journalism and Dean (Academic Affairs)
Prof (Dr.) Anand Pradhan	Professor, IIMC
Prof. (Dr.) Shashwati Goswami	Professor & Head , Department of Communication Research
Prof. (Dr.) Sunetra Sen Narayan	Professor, IIMC
Prof. (Dr.) Anubhuti Yadav	Professor , IIMC
Prof. (Dr.) Surbhi Dahiya	Professor, IIMC
Prof. (Dr.) Pramod Kumar	Professor & Course Director – Urdu Journalism, Head, Outreach Activities and Dean – Students' Welfare
Prof. (Dr.) Sangeeta Pranvendra	Professor & Course Director – English Journalism & Head , Community Radio and IT
Dr. Rinku Pegu	Associate Professor Training Department, Indian Information Service

Dr Rachna Sharma	Course Director, Digital Media, Associate Professor
Dr Meeta Ujjain	Course Director, ADPR, Associate Professor
Dr Rakesh Upadhyay	Course Director (Hindi Journalism) Associate Professor, Development Journalism
Dr Pawan Koundal	Associate Professor, Publications
Dr. Mrinal Chatterjee	Professor and Regional Director & Academic Head, IIMC Dhenkanal Campus
Dr. Jyoti Prakash Mahapatra	Assistant Professor, IIMC Dhenkanal

Prof. (Dr.) Virender Kumar Bharti	Professor , Regional Director & Academic Head, IIMC Amravati Campus and Head – IIMC Publications Department
Dr Rajesh Singh Kushwaha	Associate Professor, IIMC Amravati
Shri Vinay Sonule	Assistant Professor, IIMC Amravati

Prof. (Dr.) Rakesh Goswami	Professor, Regional Director & Academic Head, IIMC Jammu Campus
Prof. Anil Soumitra	Professor, IIMC Jammu Campus
Dr Dilip Kumar	Associate Professor, IIMC Jammu
Dr Vinit Kumar Jha Utpal	Assistant Professor, IIMC Jammu
Shri Sanjit Khajuria	Assistant Professor, IIMC Jammu
Dr. Anubhav Mathur	Assistant Professor, IIMC Jammu

Shri L R Sailo		Regional Director & Academic Head IIMC Aizawl Campus
Dr. C. Lalmuansangkimi	Assistant Professor, IIMC Aizawl	

Dr. S. Anil Kumar		Regional Director & Academic Head IIMC Kottayam Campus
Shri Rajith Chandran, IIS	Deputy Director, IIMC Kottayam Officer of the Indian Information Service - 2011 batch	
Shri Deepu Joy	Assistant Professor, IIMC Kottayam	
Shri A. Chandrasekhar	Assistant Professor, IIMC Kottayam	

Placements / Internship

The constantly updated and industry linked curriculum of IIMC prepares its PG Diploma students to take up challenging assignments in the fields of journalism, advertising, public relations and creative writing etc.

Towards the end of the academic session, IIMC organizes a placement/internship fortnight, thereby facilitating an interaction between the industry and students. **However, the Institute does not guarantee any placement to its students.**

Traditionally, IIMC has enjoyed a good placement track record, with several well-known companies recruiting our students with attractive pay packages. Following is an indicative list of prominent companies that have participated in IIMC Placement Programmes in recent years.

ABP News	NDTV	Discovery
Network18	Zee Media	Sony

Red FM	Radio Mirchi	AIR News
PTI	IANS	Quint
TCS	Accenture	HCL
Times of India Group	HT / Hindustan	Business Standard
Outlook Money	Exchange4 Media	Cogencis News
Tata Steel	NTPC	IFFCO
Jindal Steel	Madison Advertising	Contract Advertising
Adfactors	Delhi Press	Publication Division

Other important information: Conduct Rules and Guidelines

Attendance: A minimum of 75% attendance is necessary for a student to be eligible for successfully completing the diploma. Students falling short of the required attendance will not be eligible for the diploma. Director General, IIMC, if satisfied that the shortfall was due to reasons beyond the control of the student, may condone the shortfall to the extent of 5%.

Qualifying marks: To be eligible for the award of a diploma certificate, every student will have to appear in the continuous examinations, submit their assignments on time for evaluation, participate in seminar/presentations and secure a minimum of 40% marks in each subject (including theory and practical both).

Supplementary Examinations: A minimum 50% attendance is necessary for a student to be eligible to sit in the supplementary examination. Any student with less than 50% attendance will not be allowed to appear in the supplementary exams and the name will be struck off the rolls.

In case a student does not appear for one or more papers in an examination or fails to secure the minimum prescribed marks in one or more papers or is held back due to short attendance, a request for a supplementary examination will be considered on merits of the case after the completion of the academic session. A supplementary examination fee of Rs.

500 per paper will be levied and, if passed, Diploma will be awarded. The supplementary examination would be subject to the student fulfilling the overall attendance criteria as mentioned above.

Students shall be given only one chance to appear in the Supplementary Examination **within three years** on completion of the course which will be held along with those of the next academic sessions. If the student does not appear for supplementary examination during the three years following completion of his/her course, his/her request for the same will not be considered in any circumstances.

The mark sheet with results of supplementary examinations will be marked as “Supplementary”. No separate cumulative mark sheet would be issued.

Re-checking of Semester Exam Papers: No answer paper will be re-evaluated. However, a re-checking of total marks and / or a scrutiny whether any answer was omitted from evaluation will be made upon a written request to that effect and payment of a fee of Rs. 100 per paper.

Identity cards: Identity cards are issued to students soon after enrolment. On loss or mutilation, a duplicate identity card can be issued on payment of Rs. 100/-.

Code of Conduct: IIMC has a “Code of Conduct for IIMC Students” which is displayed on the website of IIMC. The applicant is advised to carefully go through the Code of Conduct which includes a policy on use of Social Media, Institute’s expectations from the students, grounds for disciplinary proceedings and disciplinary procedure. A student at the time of admission will have to give a signed undertaking to abide by the Code of Conduct. The Institute also reserves the right to rusticate a student from the course if his/her conduct is found unsatisfactory.

Grievances: IIMC has a zero-tolerance policy with regard to sexual harassment cases and atrocities against SCs/STs. An Internal Complaints Committee and an SC/ST Cell are in place to take stringent action against any violations.

Discipline: Students are required to strictly observe the rules and regulations that the Institute may frame from time to time regarding evaluation system, minimum standards of academic performance, discipline, attendance, etc. required for the satisfactory completion of the programme of studies.

Pursuing other courses: IIMC’s PG Diploma Courses are full-time courses and students are not allowed to pursue any other full-time or part-time job or studies. Further, they are not permitted to undertake any full-time or part time employment during the period. If any such violation is noticed, the Institute reserves the right to take suitable disciplinary action, including expulsion from the course.

19. Contact Information

For any doubt/further clarifications, if any, the students can contact the following officials in weekdays between 11 am to 4 pm:

- Sh. Raghuvinder Kumar Chawla, Academic Coordinator (9818005590)
- Sh. Gaurav Nagpal, Academic Associate (8851299898)

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 <p>IIMC Kottayam</p>	<p>Indian Institute of Mass Communication Southern Regional Campus 8th Mile, Velloor, KK Road, Pampady, Kottayam, KERALA- 686501 +91-481-2502520 Mob: +91 9496989923, +91 8547482443 Email: iimckottayam2012@gmail.com</p>	   
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	<p>Indian Institute of Mass Communication Dr. Shrikant Jichkar Memorial Centre Sant Gadge Baba Amravati University, Amravati, Maharashtra - 444602 Tel: 0721-2668180</p>	  

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