



Indian Institute of Mass Communication
(Deemed to be University)
New Delhi -110067
Admission and e-Counselling Services for PG Diploma Programmes
(Session 2025-26)
Process Flow for Online Admissions

1. Eligibility Rules

Following eligibility criteria are required to participate in admission process.

1.1. Qualifying Exam

1.2. Academic Requirements

Indian national candidates, possessing a Bachelor's degree are eligible for admissions. Candidates, who have appeared / are appearing for Final year/semester examination of their Bachelor's Degree, are also eligible to apply.

1.3. Age Criteria

The following age criteria is required to apply for admission.

Category/PwD Status	Fee Amount (Rs.)
General	Candidates should be born on 01.08.2000 or later (maximum 25 years as on 1 st August 2025).
SC/ST/PwD	Candidates should be born on 01.08.1995 or later (maximum 30 years as on 1 st August, 2025).
OBC-NCL	Candidates should be born on 1.8.1997 or later (28 years as on 1 st August, 2025).

2. Process Overview

The following online support services are required to be accomplished in different phases.

2.1. Online Registration Process

All the CUET PG qualified and eligible candidates are required to register online on IIMC portal <https://iimc.admissions.nic.in> from any place convenient to them. **Online**

Registration by all the eligible candidates will be allowed only in round 1 and spot round of counselling. Candidates can register themselves within a defined time frame.

2.1.1. Candidates Registration

Candidates are required to enter CUET PG Roll Number, CUET PG Application Number, Candidate Name, Father's Name, Date of Birth and Gender in the Registration Form. These parameters will be authenticated with the CUET PG Result Data. After successful authentication, candidate needs to choose a password to complete the remaining steps for registration. After successful registration, candidate will use the CUET PG Roll Number and chosen password for subsequent logins.

2.1.2. Multistep Application Form Submission

After submission of registration form successfully, candidate will login to complete the remaining activities by filling the multiple application forms like qualification details, contact details etc. In application form, Candidate can modify his/her date of birth only.

2.1.3. Registration Fee Payment

All the successful registered candidates are required to pay the registration fee. Registration Fee amount will be as follows.

Category/PwD Status	Fee Amount (Rs.)
General	Rs. 1500/-
Gen-EWS/OBC-NCL/SC/ST	Rs. 1000/-

2.2. Choice Filling Process

- Candidates who have successfully registered and paid the Registration Fee, are required to submit their choices of Institute/campus and programs/courses in order of their preference.
- System will show only valid choices based on the application form details submitted by the candidate.
- Candidates can fill in as many numbers of choices in the order of preference as they wish to from the list of available choices.
- Candidates are permitted, if they so desire, to change or re-order their choices, delete earlier choices and add new choices any number of times until they lock their final choices.

2.3. Choice Locking

- 'Lock Choice' button will be enabled as per counselling schedule.
- Candidates should lock their choices only after they will have finalized them. This includes, re-entering the password, confirming the locking etc. Candidate should follow all the steps carefully to complete the locking procedure.

- After the choices are locked, candidates will not be able to change their choices. A printable version of the choices along with the terms and conditions agreed by the candidate at the time of registration is displayed once the choices are locked.
- If a candidate fails to lock his/her choices before a pre-announced deadline, his/her choices will be locked automatically by the system after deadline.

2.4. Seat Allotment

Seat allocation process will be carried out as per the business rule. Candidates, who have filled the choices, will be eligible for seat allocation. The choices finally submitted and locked by the candidates or auto locked by system, will be processed in order of Rank and candidate's preferences as per approved Seat Allotment Algorithm and seats are allotted in the order of merit as per All India Rank (AIR) and also on the basis of applicable reservation criteria.

2.4.1. Seat Allotment Result Publishing After Seat Allotment

In each round, seat allotment results will be published on the website. Candidate will login and see the result. Candidate need to download "Provisional Allotment Letter". Opening and closing rank will also be published in the public portal. Candidates who are allotted seats will have to complete the following activities, failing which their allotted seat shall stand cancelled and also candidate will not be considered in further rounds of seat allotment except spot round.

2.4.1.1. View Seat Allotment Result and Download Provisional Allotment Letter

During this step, candidates who have been allotted a seat will view the Seat allotment Result and Download the Provisional Allotment Letter.

2.4.1.2. Willingness Submission

During this step, candidates will submit the willingness from the following options.

- **Float (Yes- Upgradation):** Yes, I want to upgrade my choices in subsequent rounds of counselling.
- **Freeze (No - Upgradation):** No, I am satisfied with the allotted seat and I don't want upgradation in subsequent rounds of counselling.

2.4.1.3. Upload Required Document

Candidates will upload the essential documents after getting allocation. The list of documents is as follows.

- Age Proof: Class 10 certificate or any other valid certificate will be Mandatory.
- Graduate or equivalent mark sheet or Undertaking: Mandatory
- CUET (PG) Admit Card: Mandatory
- CUET (PG) Score Card: Mandatory

- Category Certificate: Mandatory for SC/ST/GEN-EWS/OBC-NCL.
- PwD Certificate: Mandatory of PwD Candidates.

2.4.1.4. Online Payment of Seat Acceptance Fee

During this step, candidate will be required to pay an amount of Rs. 20,000/- as Seat Acceptance Fee to confirm his/her allotted seat. In case, candidate doesn't pay the required fee within the time frame, and then his/her allotted seat will be cancelled.

2.5. Document Verification Process

After successfully payment of Seat Acceptance Fee, uploaded documents will be verified by the Reporting Centre. During document verification, document verifying officials may raise queries in the uploaded documents. A SMS and Email will be sent to the candidate's registered mobile no and email id to inform it. After that candidate will login and remove the discrepancies in the document(s) by uploading the respective new documents. Online document verification will be carried out as per predefined schedule. If candidate does not respond to the query within specified time-schedule, his/her allotted seat will be cancelled automatically.

2.6. Admission Fee

After document verification, if allotted seat gets confirmed and candidate has given the willingness as FREEZE, then candidate will pay required Admission Fee otherwise allotted seat will be cancelled. Admission fee is the first semester fee as follows:

Program/Course	Admission Fee Amount (Rs.)
PG Diploma Course in Journalism (English)	Rs. 64,000/-
PG Diploma Course in Journalism (Hindi)	Rs. 64,000/-
PG Diploma Course in Advertising and Public Relations	Rs. 79,000/-
PG Diploma Course in Radio & TV Journalism	Rs. 94,000/-
PG Diploma Course in Corporate Communication & Brand Management	Rs. 79,000/-

2.7. Withdrawal Process

Only those candidates, whose seat is confirmed, are eligible for withdrawal. Withdrawal process will be carried out as per schedule. The fee shall be refunded through online by IIMC, New Delhi within a specified period as per the refund policy.

2.8. Willingness Change Process

A candidate, who takes provisional admission and wants to change his/her "willingness"

status from “Float” to “Freeze”, can do so directly from web portal during the specified period. Candidate has to login using their login credential and initiate online willingness change request. They have to agree with online declaration that after willingness change, new seat will be allotted as per change willingness. Change willingness from “Freeze” to “Float” will not be allowed.

2.9. 2nd Round of Seat Allotment

No fresh registrations & choice filling will be allowed in the 2nd round of counselling.

2.9.1. Eligibility for 2nd round of Seat Allotment

There are three groups of eligible candidates.

- **Group-I (Fresh Candidates):** Those candidates, who registered and filled the choices in Round 1 but not allotted any seat in the first round, will be considered as Fresh Candidates.
- **Group-II (Seat Confirmed and Float candidates):** These types of candidates will be allowed for 2nd round seat allocation. Allotted choice and choices, which have better preferences than allotted choice will be processed. For this type of candidate, a new seat may be allotted out of the choices preferences given above previously allotted seat. In case, no new seat is allotted then their earlier allotted seat would be retained; however, their allotted category may be upgraded as per business rules.
- **Group-III (Seat Confirmed and Freeze Candidates):** The earlier allotted seat of these candidates will be retained; however, their allotted category may be upgraded as per business rules.

2.9.2. Non-Eligibility for 2nd round of Seat Allotment

- Those candidates, who will have not paid the Seat Acceptance Fee after seat allotment in the first round.
- Those candidates, who will have submit the willingness as FREEZE and not paid the Admission Fee after seat confirmation during document verification in the first round.
- Those candidates whose allotted seat cancelled due to non-fulfillment of documents & other criteria of admission and become permanently ineligible for the entire rounds of counselling.

2.10. 3rd Round of Seat Allotment

No fresh registrations & choice filling will be allowed in the 3rd round of counselling.

2.10.1. Eligibility for 2nd round of Seat Allotment

There are three groups of eligible candidates.

- **Group-I (Fresh Candidates):** Those candidates, who registered and filled the choices in Round 1 but not allotted any seat in round 1 & 2, will be considered as Fresh Candidates.

- **Group-II (Seat Confirmed and Float candidates):** These types of candidates will be allowed for 2nd round seat allocation. Allotted choice and choices, which have better preferences than allotted choice will be processed. For this type of candidate, a new seat may be allotted out of the choices preferences given above previously allotted seat. In case, no new seat is allotted then their earlier allotted seat would be retained; however, their allotted category may be upgraded as per business rules.
- **Group-III (Seat Confirmed and Freeze Candidates):** The earlier allotted seat of these candidates will be retained; however, their allotted category may be upgraded as per business rules.

2.10.2. Non-Eligibility for 3rd round of Seat Allotment

- Those candidates, who will have not paid the Seat Acceptance Fee after seat allotment in the round 1 or 2.
- Those candidates, who will have submitted the willingness as FREEZE and not paid the Admission Fee after seat confirmation during document verification in the round 1 or 2.
- Those candidates whose allotted seat cancelled due to non-fulfillment of documents & other criteria of admission and become permanently ineligible for the entire rounds of counselling.
- Those candidates will have withdrawn their allotted seat in round 2.

2.11. Spot Round Counselling

- All the eligible candidates will be allowed to participate in Spot Round of counselling.
- All the features supporting to Registration Process will be same as main counselling Registration process.
- Only those candidates, who have paid the registration fee, participation fee/seat acceptance fee, can fill the choices.
- All the choices will be shown to the candidate irrespective whether seat is available or not because during processing few virtual vacancies may arise.
- For all provisionally admitted candidates, who will have paid the admission fee, if they desired to participate in the Spot Round then during choice filling, the provisionally admitted institute & program where he/she has already completed admission will not be appeared in the list of available choices. After locking, the admitted choice will automatically be added in the last position of filled choices.
- **'Lock Choice'** button will be enabled as per counselling schedule.
- If candidates fail to explicitly lock their choices by last date & time, their last saved choices will be automatically locked by system after this deadline.
- All the features supporting to choose filling will be same as main counselling choice

filling process.

2.12. Seat Allotment Process for Spot Round Counselling

- Choices of all such candidates, who have completed all the steps will be processed as per business rules.
- Last allotted choice of all admitted candidates of round 1, 2 and round 3 who will not participate in the Spot Round of counselling will also be processed for category upgradation only.
- Conversion of Seat will be applicable in the Spot Round of seat allotment as per the following conversion rules.
 - First Seat Allotment will be process to all eligible candidates as per merit.
 - Then conversion of PwD seats into respective parent category i.e.
 - Open (PwD) --> Open
 - EWS(PwD) --> EWS
 - OBC (PwD) --> OBC
 - SC(PwD) --> SC
 - ST(PwD) --> ST and re-allotment
 - Then conversion of EWS=>Open, OBC => Open, ST=>SC, SC=>ST and re-allotment
 - After doing the all types of conversions (as above said), If there is any vacant seats available in Open (PwD), EWS(PwD), OBC(PwD), SC(PwD), ST(PwD), EWS and OBC categories then conversion rule will followed again. And this process will be followed until the seats in Open (PW), EWS(PwD), OBC(PwD), SC(PwD), ST(PwD), EWS and OBC categories become '0'.
 - If sufficient number of candidates are not available to fill up the seats reserved for Scheduled Tribes, these may be filled up by suitable candidates from Scheduled Castes and vice-versa. If sufficient number of candidates are not available to fill up the seats reserved for OBCs, these may be filled up by suitable candidates from General Category.
 - Finally, vacancy may exist only in Open, SC and ST category.

2.13. Physical Reporting at the Finally Allotted Institute

All the eligible candidates, who will have paid the admission fee after seat confirmation of seat during document verifications, will be required to report at the finally allotted institute in-person to complete the admission process.

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