



**CITIZEN'S / CLIENT'S CHARTER**  
**Indian Institute of Mass Communication**  
**An Autonomous Institution of the**  
**Ministry of Information & Broadcasting**  
**JNU New Campus, Aruna Asaf Ali Marg**  
**New Delhi-110067**  
**Website: [www.iimc.gov.in](http://www.iimc.gov.in)**  
**November 2018**

# **VISION**

**“ The Indian Institute of Mass Communication will set global standards for media education, research, extension and training, using state-of-the-art technology for building a knowledge driven information society, contributing to human development, empowerment and participatory democracy, anchored in pluralism, universal values and ethics.”**

# **MISSION**

**It is proposed to develop IIMC as a communication think tank of the country that can play an important role in charting media communication strategies of the government and non-government partners as part of policy formulation and implementation and thus help in achieving the Sustainable Development Goals (SDGs).**

# SERVICE STANDARDS

S.NO	MAIN SERVICES	STANDARDS
1	Training programmes for Group “A” and Group “B” officers of the Indian Information Services.	Foundation Course for the directly recruited Indian Information Service Officers
2	One Year Post Graduate Diploma Courses <ul style="list-style-type: none"> <li>• In Journalism (English, Hindi, Odia, Marathi and Malayalam)</li> <li>• Advertising and Public Relations</li> <li>• Radio &amp; TV Journalism</li> <li>• Advanced Certificate Programme in Sanskrit Journalism</li> </ul>	To award Post Graduate Diploma
3	4 month Diploma Course in Development Journalism under ITEC, SCAAP & Colombo Plan (Sponsored by MEA)	To award Diplomas to working Journalists from Developing Countries
4	Customized short-term mid career training programs for middle level and senior officers of different Media Units, Central and State Government organizations, PSUs, the Corporate Sector, UN Organisations, etc	To award certificate
5	Research & Consultancy	To provide research information on various aspects of important projects undertaken

# GRIEVANCE REDRESSAL MECHANISM

a. Name and Contact details of Public Grievance Officer:

- Name – Mr. Manish Desai
- Designation – ADG/ Registrar
- Office Address – Indian Institute of Mass Communication  
Aruna Asaf Ali Marg  
JNU New Campus  
New Delhi-110067
- Telephone No – 26741450,26741268
- Fax No – 26741268
- E-Mail - [adgiimc1965@gmail.com](mailto:adgiimc1965@gmail.com)

b. Helpline number/ website url to lodge grievance

- Tel No.- 26742940,26742960,26741987,26741916,26742239, 26741522,  
26741537, 26742920
- Website : [www.iimc.gov.in](http://www.iimc.gov.in)

c. Response to be expected by person lodging the grievance:- **within one month**

d. Timelines for redress:- **within three months**

# **STAKEHOLDERS/ CLIENTS**

## **Stakeholders.**

- General Body and Executive Council of the IIMC Society.
- Ministry of Information and Broadcasting.

## **Clients**

- Probationers of the Indian Information Service deputed for training
- Students enrolled for the regular Post-Graduate Diploma Courses.
- Working journalists and information officials from developing countries pursuing courses in Development Journalism and Journalistic skills.
- Personnel from different media-related organizations who come from various Institutions of Central, State and Public Sector units for pursuing short term courses.
- Invitees/ experts who participate on the invitation of the Institute, whenever seminars, conferences etc are scheduled.
- Professionals/ Advisors taken in various communication research projects, apart from the regular staff of IIMC
- Ministry of External Affairs, Ministry of Finance, other Ministries and Indian missions abroad.
- The faculty, supporting staff and administrative staff of IIMC, who are working for discharging various assigned duties for carrying out the activities of the Institute.

# **RESPONSIBILITY CENTERS**

Indian Institute of Mass Communication, Head Quarters New Delhi

Indian Institute of Mass Communication, Eastern Region Dhenkanal

Indian Institute of Mass Communication, Central Region Amravati

Indian Institute of Mass Communication, North East Region Aizawl

Indian Institute of Mass Communication, Northern Region Jammu

Indian Institute of Mass Communication, Southern Region Kottayam

## **INDICATIVE EXPECTATIONS FROM SERVICE RECIPIENTS**

- Reading admission notice for submission of application forms for entrance examinations for the PG Diploma Courses with last date to apply.
- Downloading the application form for admission to PG Diploma Courses/ sale of application forms.
- Submission of duly completed forms with requisite fees.
- Checking the roll nos. & names of Centre's from the list of the eligible candidates for appearing in the entrance examinations.
- Holding of entrance exams / interviews of selected candidates.
- Submission of requisite certificates at the time of Interview.
- Submission of original certificates of date of birth, educational qualification, etc.
- Timely declaration of results.
- Beginning of academic session/ holding of classes.
- Timely completion of courses/ holding of semester exams
- Timely holding of Convocation after declaring final results.



**MONTH AND YEAR FOR NEXT  
REVIEW OF THE CHARTER**

**“Once in a year in the month of August”**

## **INDIAN INSTITUTE OF MASS COMMUNICATION**

The Indian Institute of Mass Communication (IIMC) has been entrusted with the responsibility of teaching, training and research activities in the area of Mass Communication. The IIMC has always endeavoured to imbibe a sense of commitment and dedication to all its Faculty, Officers and Staff to perform their duties without any prejudice to anyone in a transparent manner, for which a Citizen's Charter has been specifically prepared and followed.

2. The Citizen's Charter is a commitment of IIMC services to students, staff members, officers, faculty members and any other persons having any relation with the working/activities of the Institute.

3. The Vision and Mission of IIMC have been prepared keeping in mind the expectations of stakeholders and services to be provided to clients to their satisfaction.

4. In this direction, a grievance redressal mechanism has been put in place, wherein a Public Grievance Officer, in this instance Additional Director General/ Registrar, IIMC, has been nominated, whose name and contact details have been given on our web site. Response to be expected by a person lodging a grievance is within one month and the timeline for redressal is within three months.

5. Information pertaining to admissions to various courses and recruitment to posts as well as tender documents is uploaded on the Institute's website. Users may download application forms for admission and for recruitment to posts as well as tender documents. Admit cards, letters for interviews and results for the entrance exams and the semester exams are also uploaded on the website.

6. Periodic monitoring of projects is done through a monitoring committee comprising of DG, ADG, Dy. Registrar, Consultant Engineering, Consultant Finance and Technical Advisor.

7. Periodic reports on the ongoing plan scheme are sent to the Ministry of Information and Broadcasting as well as to the CVC (CTE).

8. Fair and transparent procedure is followed for acquisition of stores and undertaking works in the Institute. The procedure outlined in GFRs is followed.

9. Tender above the value of Rs. 2 lakh are uploaded in the central procurement portal of Govt. of India.

10. Indian Institute of Mass Communication website has been made dynamic, along with a payment gateway, so that the payment options, etc. can be done online for submission of fees along with application form for admission/recruitment.

11. All efforts are made to allot sensitive jobs in the Indian Institute of Mass Communication to different persons so that there is no monopoly of any person attending to sensitive jobs.

12. There are defined powers to be used by various levels of officers and there is little scope of discretion available with them. Whenever such situation arises, the power is utilized in a judicious, transparent and reasoned manner. Such power is also subject to scrutiny by higher authorities. There is also an Executive Council and the General Body where all major decisions taken by the authorities are ratified and policy decisions are taken.

13. Periodical and surprise checks are conducted to see that activities in the Institute are performed in a fair and transparent manner.

Steps have been taken to analyze every service and information required for the public and to provide timely and useful information to citizens in a rational and simple method.

14. IIMC has also taken steps to incorporate the view points of all related citizens for its services and the website is being updated and re-designed on the basis of feedback.

15. IIMC has also created a separate department for New Media and has a very active social media tools such as Facebook, Twitter, YouTube, etc.
16. The Citizen's Charter of IIMC is revised once in a year in the month of August.
17. The Director General of IIMC has been nominated as the Transparency Officer of IIMC to ensure efficient and transparent public dealing in all aspects.