



The Institute

Mass Communication has emerged as a major area of interest and has immensely contributed to the development & empowerment of society. As an academic discipline, it has rapidly acquired importance and become a major attraction for students. The information technology revolution has significantly contributed to the expansion of mass media. It has also posed major challenges for students, teachers and practitioners of mass media. The rapidly evolving technology scenario is changing the very complexion of the discipline in a manner unknown to any other area of academic activity. It is a challenge which we accept as an essential part of life at IIMC.

IIMC considers communication as an imperative for development and is committed to serving society by providing world class teaching, training and research, thus preparing students to take on the challenges of a highly competitive world. IIMC training programmes have been tailored to meet the needs of developing countries and this is what makes IIMC different from other centres of mass communication training in this country and elsewhere. This also gives a different identity and character to our alumni.

IIMC enjoys pride of place in mass communication education, training and research. This is also reflected in various evaluation studies undertaken by media and professional bodies year after year.

Over the past decade, IIMC has expanded its academic activities and started a number of specialised courses to meet the manpower requirements of the rapidly expanding media and communication industry. IIMC also makes a concerted effort to constantly innovate its programmes in order to meet the challenges thrown up by developments in the industry. The syllabi are reviewed every year to make changes and suitable modifications to make them relevant to the needs of the industry

The IIMC Society, an autonomous body registered under the Societies Registration Act 1867, runs the Institute. It is funded by the Government of India through the Ministry of Information and Broadcasting, Govt. of India. The Institute has a Governing Body, the Executive Council, headed by a Chairman, with the Director General of the Institute, representatives of the faculty and eminent media persons as members.

Inaugurated on August 17, 1965, by the then Minister for Information and Broadcasting, Smt. Indira Gandhi, the Institute started with a small staff, including two consultants from UNESCO. In the first few years, the Institute organised training courses mainly for Central Information Service Officers and undertook research studies on a modest scale. Then, in 1969, a major international training programme, the Post-graduate Diploma Course in Journalism for Developing Countries, for middle level working journalists from Afro-Asian countries, was started. A number of specialised short courses of one week to three months' duration were subsequently started by the Institute to meet the training needs of communication professionals working in various media/publicity outfits of the central/state governments and public sector organisations. Over the years, IIMC has expanded and now offers regular Post-graduate Diploma Courses.

Since IIMC's training programmes and alumni have made a mark, there have been demands to open more centres of the Institute. A centre was opened at Dhenkanal, Orissa, in 1993 to cater to the demands of the eastern region. Post-graduate Diploma Courses in Journalism in English and Odia are being offered at the Dhenkanal centre. Subsequently, two more centres of the Institute, in the western and north-eastern regions were opened at Amravati in Maharashtra and at Aizawl in Mizoram from the academic year 2011-12. Two further centres have been added at Jammu in



J&K and at Kottayam in Kerala from the academic year 2012-13. To begin with, these new regional centres offer PG Diploma Courses in Journalism (English).

Faculty and Research Staff

The faculty and research staff of IIMC consists of academicians, researchers and practising media professionals who have contributed significantly in their field of specialisation.

A three-tier faculty system operates for teaching and training, which includes the core faculty, practitioners from the industry and senior professionals, who are invited from time to time to share their experiences and enlighten the trainees/students about the industry.

In addition, visiting faculty is invited from the industry, leading newspapers and other media organisations.

Seminars and Conferences

Seminars and Conferences on various themes and topical media issues are organised 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 thought and expression, besides helping in developing sound concepts, communication processes and reference material for researchers and scholars.

Equipment and Facilities

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

The facilities for TV and video production consist of a dozen digital ENG cameras, a six camera studio setup,

along with camera control units with synch and special effects generators, editing consoles, etc. The TV studio has cool light facility. The Institute has digital sound editing and non-linear digital video editing facilities. The video editing facility includes server-based networking and Final Cut Pro machines.

There is a fully equipped photo lab with different types of cameras to enable students to handle various photographic assignments. The Institute also has a range of overhead projectors & LCD projectors. Its graphics wing has very good facilities for graphic design and silk screen-printing.

In order to keep pace with developments in the field of communication, especially in areas of computer-based editing and publishing, the Institute has acquired Personal Computers, Multimedia Systems, Video Editing Equipment, Clip Video Camera, Voice Recorders, etc. to provide facilities to students in electronic editing and computer-based graphic layout designing and publication.

Training is imparted to students on software packages such as MS Office, Adobe PageMaker, Quark Express, Adobe Photoshop, Corel Draw, Macromedia Director, Cool Edit Pro, etc. to keep them abreast with the latest in software technology in their field. Special classes are held at the beginning of the course, outside the regular teaching hours, for students who do not possess prior knowledge of computers. IIMC has WiFi facilities within the campus.

Research and Publications

Over the years, the Institute has conducted several research studies for government, non-government, corporate and international organisations.

The Institute brings out two publications, viz. 'Communicator' in English and 'Sanchar Madhyam' in Hindi.



The enabling environment at the Institute aims at engaging students on topical issues of concern, especially relating to media sociology, media functioning, content and ethics. To this effect, various seminars and workshops are organized, both at classroom and at the Institute's level. This helps the students in respecting plurality of views and in building an appropriate attitude in a world sans boundaries.

The Institute has built a strong industry interface over nearly five decades of its existence. IIMC alumni hold leadership positions in the media industry and in the corporate world today.

DIPLOMA COURSE IN JOURNALISM (URDU)

Common objectives of the course is:

- ◆ To provide a wider perspective on communication in India.
- ◆ To emphasize the role of journalists in promoting involvement and participation through effective communication.
- ◆ To familiarize and equip them with a range of communication skills.
- ◆ To develop proper communication strategies in priority areas.
- ◆ To define opportunities for journalists/communicators in view of emerging technologies.
- ◆ To give exposure to new/evolving techniques of reporting/editing/production/distribution.
- ◆ To spell out the role of government media organisations and of private initiatives.

Diploma Course in Journalism (Urdu) Academic Calendar

Date of commencement of Course	3 November 2014
Examinations	Third week of March 2015
Internship (for 4 weeks)	April 2015

Eligibility

Essential: Bachelor's degree in any discipline. Good Knowledge of Urdu and Current affairs.

Date of birth: For general category candidates: 1.8.1984 or later. For SC/ST/Physically Handicapped candidates, the date is 1.8.1979 or later. For OBCs it is 1.8.1981 or later.

Reservation of seats: As per Govt. of India Order for SC/ST/OBC/PH Candidates.

Number of Seats- 25

Selection of Candidates

Eligible candidates will be called at their own expense for a written entrance examination on 24 August 2014 at IIMC New Delhi.

Candidates who appear in the written examination will be ranked on the basis of the marks. The short-listed candidates will be called for an interview during the IInd week of September 2014 in New Delhi at the candidates' own expense.

The list of candidates to be admitted to the course will be prepared on the basis of the combined marks obtained by the candidates in the written examination and in the interview. The weightage for the written examination and the interview will be 85% and 15% respectively.



The list of selected candidates will be displayed on the IIMC website.

The Institute will not be responsible for postal delays and / or loss in transit. Any dispute in regard to any matter shall be subject to the jurisdiction of Delhi Courts only.

Fees

Course	Tuition Fee
Diploma Course in Journalism (Urdu)	Rs. 15000/-

In addition, at the time of admission, Rs. 3000/- is to be deposited by all students towards the Student's Welfare Fund.

After payment of the fees, in case a candidate fails to join classes by 10.11.2014 without any intimation to the Institute, his / her admission is liable to be cancelled forthwith and the seat thus vacated shall be offered to the next candidate in the merit list & **the fees paid will stand forfeited.**

Refund of fees

The fees would be refunded after a deduction of Rs. 1000/- as processing fee in the event of a candidate withdrawing before the course starts. In case a candidate withdraws from the course after its commencement, tuition fees will not be refunded.

Hostel

No hostel facility is available. If, however, any outstation female student requests for hostel accommodation, the same shall be considered by the competent authority for allotment, subject to availability.

Library Facilities

The Library is open from 9.00 a.m. to 7.00 p.m., Monday through Saturday & closed on holidays. Every student has to make a library security deposit of Rs. 5,000 which will be refunded at the end of the course, provided the student does not owe anything to the library. Each student is allowed to borrow two books at a time for one week. If a student loses a library book, he or she must replace it or pay its price. Students are required to obtain a No Dues Certificate from the library for the refund of the library security deposit. In case the refund is not claimed within three years from the completion of the course, the security deposit will be forfeited.

Identity Card

Identity cards are issued to students soon after enrolment. The card must be returned at the end of the course. On loss or mutilation, a duplicate identity card is issued on payment of Rs. 50.

Attendance

A minimum of 75% attendance is necessary for a student to be eligible to sit in the examination for each semester. Students falling short of the required attendance will not be permitted to sit for the Exams.

The Director General, if satisfied that the shortfall was due to reasons beyond the control of the student, may condone the shortfall to the extent of 5%.

Re-checking

For the examinations, no answer paper will be re-evaluated. However, a re-checking of totalling 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.



Supplementary Examination

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, 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 allowed a maximum of two chances to appear in Supplementary Examination. Students who fail in any paper in their first chance, and wish to avail a second chance may represent for the same, along with sufficient reasons. The second chance, if agreed to, will be given along with the respective scheduled semester examinations, i.e. first or second semester, during the next academic session.

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

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 satisfactory completion of the programme of studies. The Institute reserves the right to rusticate a student from the course if his/her performance or conduct is found unsatisfactory.

The Diploma Course is full-time course 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.

Eligibility for Diploma

To be eligible for the award of a diploma certificate, every student will have to appear in the examinations and secure a minimum of 40% marks in each subject.

Hours of Work

The Institute functions from 0930 hours to 1800 hours on weekdays (Monday to Friday), and observes all public holidays in Delhi declared by the Government of India.

Important Dates

Sale of application forms begins from	10 th July 2014
Sale of application forms closes	8 th August 2014
Last date of receipt of filled-in Application Forms on or before	8 th August 2014
Entrance Examination on	24 th August 2014
Announcement of Entrance Examination results	I st week of September 2014
Interview dates	II nd week of September 2014
Announcement of final selection	1 st week of October 2014
Last date to deposit of fee	15 October 2014

Important: The Institute will sell and receive forms on the notified dates. In the eventuality of these dates being declared public holidays, the next working day will be the last day.

Admission Procedure

1. The selection for admission is based on a written examination followed by a personal interview.
2. The proportionate weightage between the written entrance examination and the personal interview is 85% and 15% respectively.
3. There is no standardised pattern for the written examination. However, candidates will be judged on the following parameters:



- i) General Awareness, including understanding of social dynamics; interest in social history; awareness of public debates on matters of polity and economy; awareness about international developments influencing power equations in the world and their impact on India.
 - ii) Aptitude & mental make-up
 - iii) Language capability
 - iv) Analytical & comprehension skills
4. All the candidates who qualify in the written entrance examination will be called for an interview in the 1st week of November in New Delhi at their own expense.
 5. A list of candidates to be provisionally admitted in this course will be prepared on the basis of the combined marks obtained by candidates in the written examination and interview.

HOW TO FILL UP THE APPLICATION FORM

1. The applicant should fill the form in his / her own handwriting.
2. Please start filling up the application form only after reading and fully understanding the instructions.
3. Do not use a pencil for filling the form. Use Black Ink only.
4. Please paste your recent passport size photograph, duly attested, on the Application Form.
5. Do not use dashes (-) or dots (. . .). If any item in the application form is not applicable to you, please write 'NA' (not applicable); or 'No', 'Nil', and, if applicable, indicate it with a tick (✓) mark.
6. Applicants born on or after August 1, 1984 only are eligible for admission.
7. Only Indian Nationals are eligible for this courses.
8. The applicant is required to put his / her specimen signature in the space provided in the Specimen Signature Box. The candidate will be allowed to enter the examination hall only on production of the Admittance Card issued by the Institute.
9. Apply only very little gum at the edge of the flap for sealing the application forms in the envelope, so as to avoid damage to the form while opening the envelope.
10. It is very important that the application form be filled as per the instructions carefully and correctly. It is the personal responsibility of the applicant to ensure correctness in filling up the form. Any deliberate misrepresentation of information discovered even after the provisional admission would result in cancellation of admission to the course.
11. The applicant is required to fill all the columns carefully. A form not filled completely, is liable to be rejected.
12. The Institute will not be responsible for postal delays or loss in transit. However, if the candidate does not receive any intimation, he/she may contact the Registrar.
13. **For downloading Applications:**
The candidate shall be guided on the website itself regarding the application downloading process.
Candidates filling the application form downloaded at www.iimc.gov.in must also send a Demand Draft of Rs. 500/- drawn in favour of "Registrar, IIMC, New Delhi" as Entrance Examination fee on or before 8th August, 2014 by post or in person.



It is most important that the name of the applicant be written on the back of the Demand Draft. Downloaded application forms will be accepted subject to receipt of Demand Draft for Entrance Examination fee by the due date, otherwise the application will be rejected.

14. Completed applications should reach (in person/

by post) the Registrar, Indian Institute of Mass Communication, Aruna Asaf Ali Marg, New Delhi-110067 on or before **8th August, 2014.**

15. The information given in this brochure can be amended without any intimation. Any dispute in regard to any matter shall be subject to the jurisdiction of Delhi Courts only.



भारतीय दूर सूचना प्रसारण संस्थान
Indian Institute of Mass Communication,
New Delhi

दूर सूचना प्रसारण संस्थान

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Web site : www.iimc.gov.in

दूर सूचना प्रसारण संस्थान 110067

Address : Aruna Asaf Ali Marg, New Delhi-110067

Price : Prospectus and Application Form
purchased in person/Post :

Demand Draft Rs. 500/-.

Prospectus :
Prospectus and Application Form are
available on IIMC website :

Rs. 100/- (without application from)

www.iimc.gov.in

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