

RFD Report of Indian Institute of Mass Communication For 2014-2015

Section 1 : Vision Mission and Function

Vision

Set 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

To create a dynamic learning and working environment which nurtures new ideas, creativity, research and scholarship and develops leaders and innovators in the domain of media and mass communication.

Functions

Sl.No	Functions
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1	Conduct Post-graduate Diploma Courses:
2	Conduct short-term Courses, Workshops, Seminars & Conferences
3	Undertake Research and Evaluation
4	Conduct Course in Development Journalism for foreign journalists/media persons
5	Function as the Central Training Institute for Indian Information Service officers

Objectives

Sl.No	Objectives
1	To build capacity of IIMC and individuals and institutions in the domain of media and mass communication through imparting of multi-disciplinary education
2	To undertake basic and applied research in areas of media and mass communication including media policy and its transmission for the benefit of the users
3	To undertake research projects, programme development and evaluation on media and communication related issues in association/partnership with central / state governments/ associations/ corporate houses/individuals
4	To offer customized manpower development programmes for media and mass communication professionals for enhancing their capacity for performing functions relevant to their profession
5	Promotion of ethical values and standards in media and mass communication activities amongst media professionals through advocacy and networking
6	Progressive use of IT applications
*	Efficient Functioning of the RFD System
*	Administrative Reforms
*	Improving Internal Improving Internal Efficiency /responsiveness / service delivery of Ministry / Department

Section 2 : Inter se Priorities among Key Objectives, Success indicators and Targets

Sl. No.	Objective	Weight	Actions	Success Indicator	Unit	Weight	Target/Criteria Value				
							Excellent	Very Good	Good	Fair	Poor
							100%	90%	80%	70%	60%
1	To build capacity of IIMC and individuals and institutions in the domain of media and mass communication through imparting of multi-disciplinary education	14.83	[1.1] Conduct of PG Diploma Programme	[1.1.1] Number of Candidates applying for admission to PG Diploma Courses	number	2.97	3500	3400	3300	3200	3100
				[1.1.2] Number of Candidates admitted to PG Diploma Courses	number	2.97	320	310	300	290	280
				[1.1.3] Number of Students Placed on Campus	number	1.47	190	180	170	160	150
			[1.2] Diploma Course in Development Journalism: Programme 1	[1.2.1] Number of Candidates applied.	number	0.89	30	29	28	27	26
				[1.2.2] Number of Candidates admitted.	number	0.89	25	24	23	22	21
			[1.3] Diploma Course in Development Journalism: Programme 2	[1.3.1] Number of Candidates applied.	number	0.89	30	29	28	27	26
				[1.3.2] Number of Candidates admitted.	number	0.89	25	24	23	22	21

			[1.4] Diploma Course in Urdu Journalism	[1.4.1] Number of Candidates applied.	number	15	14	13	12	11	
				[1.4.2] Number of Candidates admitted.	number	10	9	8	7	6	
			[1.5] Construction of additional buildings at Delhi Campus	[1.5.1] Approval of the Building Plan by DDA and DUAC	Date	1.04	31/12/2014	15/01/2015	31/01/2015	15/02/2015	28/02/2015
			[1.6] Construction of Permanent campus at Aizawl (Mizoram)	[1.6.1] Selection of Agency for construction work	Date	0.35	31/05/2014	30/06/2014	31/07/2014	31/08/2014	30/09/2014
				[1.6.2] Award of contract to selected Agency	Date	0.35	31/08/2014	30/09/2014	31/10/2014	30/11/2014	31/12/2014
				[1.6.3] Commencem ent of construction activities for permanent campus of IIMC's regional centre at Aizawl (Mizoram)	Date	0.34	30/11/2014	31/12/2014	31/01/2015	28/02/2015	31/03/2015

			[1.7] Construction of permanent campus at Jammu and Kottayam	[1.7.1] Commencement of pre-investment activities for permanent campus at Jammu & Kottayam	Date	1.04	30/11/2014	31/12/2014	31/01/2015	28/02/2015	31/03/2015
			[1.8] To Fill up vacant faculty posts	[1.8.1] Selection of Faculty	Date	0.74	31/10/2014	30/11/2014	31/12/2014	31/01/2015	28/02/2015
2	To undertake basic and applied research in areas of media and mass communication including media policy and its transmission for the benefit of the users	14.83	[2.1] Publication of papers in academic journals (ISSN and ISBN numbered journals) by faculty	[2.1.1] Papers published	number	7.56	10	9	8	7	6
			[2.2] Presentation of papers by faculty in conferences/seminars	[2.2.1] Papers presented	number	7.27	5	4	3	2	1
3	To undertake research projects, programme development and evaluation on media and communication related issues in association/partnership with central / state governments/ associations/ corporate houses/individuals	14.83	[3.1] Undertaking of projects/studies for Government and others	[3.1.1] Studies completed in time	number	14.83	5	4	3	2	1

4	To offer customized manpower development programmes for media and mass communication professionals for enhancing their capacity for performing functions relevant to their profession	14.83	[4.1] Customised manpower development programmes conducted	[4.1.1] Persons trained	number	5.93	230	220	210	200	190
				[4.1.2] Programmes conducted	number	8.90	12	11	10	9	8
5	Promotion of ethical values and standards in media and mass communication activities amongst media professionals through advocacy and networking	14.83	[5.1] Organising workshop, seminars, lectures, etc.	[5.1.1] 1 Number of workshops, seminars, special lectures organised	number	14.83	18	17	16	15	14
6	Progressive use of IT applications	14.83	[6.1] Operationalisation of the new Website of IIMC	[6.1.1] date by which operational	Date	14.83	30/06/2014	31/07/2014	31/08/2014	30/09/2014	31/10/2014
*	Efficient Functioning of the RFD System	3	Timely submission of Draft RFD (2015-16) for approval	On-time submission	Date	2.00	05/03/2015	06/03/2015	07/03/2015	10/03/2015	11/03/2015
			Timely submission of Results for RFD (2013-14)	On-time submission	Date	1.00	01/05/2014	02/05/2014	05/05/2014	06/05/2014	07/05/2014

*	Administrative Reforms	4	Implement ISO 9001 as per the approved action plan.	% Implementation	%	2.00	100	95	90	85	80
			Prepare an action plan for Innovation	On time submission	Date	2.00	30/07/2014	10/08/2014	20/08/2014	30/08/2014	10/09/2014
*	Improving Internal Efficiency /responsiveness / service delivery of Ministry / Department	4	Implementation of Sevottam	Independent Audit of Implementation of Citizen's Charter	%	2.00	100	95	90	85	80
				Independent Audit of implementation of public grievance redressal system	%	2.00	100	95	90	85	80

Section 3 : Trend Values of the Success Indicators

Sl.No	Objective	Weight	Actions	Success Indicators	Unit	Actual Value for FY 2012 - 2013	Actual Value for FY 2013- 2014	Projected Values for FY 2014- 2015	Projected Values for FY 2015- 2016	Projected Values for FY 2016- 2017
1	To build capacity of IIMC and individuals and institutions in the domain of media and mass communication through imparting of multi-disciplinary education	14.83	[1.1] Conduct of PG Diploma Programme	[1.1.1] Number of Candidates applying for admission to PG Diploma Courses	number	3512	3933	3500	3500	3500
				[1.1.2] Number of Candidates admitted to PG Diploma Courses	number	322	337	330	330	330
				[1.1.3] Number of Students Placed on Campus	number	180	180	190	190	190
			[1.2] Diploma Course in Development Journalism: Programme 1	[1.2.1] Number of Candidates applied.	number	35	30	30	30	30
				[1.2.2] Number of Candidates admitted.	number	28	24	25	25	25
			[1.3] Diploma Course in Development Journalism: Programme 2	[1.3.1] Number of Candidates applied.	number	28	30	30	30	30
				[1.3.2] Number of Candidates admitted.	number	23	25	25	25	25

			[1.4] Diploma Course in Urdu Journalism	[1.4.1] Number of Candidates applied.	number	Nil	18	20	20	20
				[1.4.2] Number of Candidates admitted.	number	Nil	9	10	10	10
			[1.5] Construction of additional buildings at Delhi Campus	[1.5.1] Approval of the Building Plan by DDA and DUAC	Date			30/11/2014		
			[1.6] Construction of Permanent campus at Aizawl(Mizoram)	[1.6.1] Commencement of construction activities for permanent campus of IIMC's regional centre at Aizawl (Mizoram)	Date			30/11/2014		
			[1.7] To Fill up vacant faculty posts	[1.7.1] Selection of Faculty	Date			30/11/2014		
2	To undertake basic and applied research in areas of media and mass communication including media policy and its transmission for the benefit of the users	14.83	[2.1] Publication of papers in academic journals (ISSN and ISBN numbered journals) by faculty	[2.1.1] Papers published	number	00	10	10	10	10
			[2.2] Presentation of papers by faculty in conferences/seminars	[2.2.1] Papers presented	number	00	5	5	5	5

3	To undertake research projects, programme development and evaluation on media and communication related issues in association/partnership with central / state governments/ associations/ corporate houses/individuals	14.83	[3.1] Undertaking of projects/studies for Government and others	[3.1.1] Studies completed in time	number	00	6	5	5	5
4	To offer customized manpower development programmes for media and mass communication professionals for enhancing their capacity for performing functions relevant to their profession	14.83	[4.1] Customised manpower development programmes conducted	[4.1.1] Persons trained	number	234	330	200	200	200
				[4.1.2] Programmes conducted	number	17	12	15	15	15
5	Promotion of ethical values and standards in media and mass communication activities amongst media professionals through advocacy and networking	14.83	[5.1] Organising workshop, seminars, lectures, etc.	[5.1.1] 1 Number of workshops, seminars, special lectures organised	number	18	19	20	20	20
6	Progressive use of IT applications	14.83	[6.1] Operationalisation of the new Website of IIMC	[6.1.1] date by which operational	Date			30/06/2014		
*	Efficient Functioning of the RFD System	3	Timely submission of Draft RFD (2015-16) for approval	On-time submission	Date			06/03/2015		
			Timely submission of Results for RFD (2012-13)	On-time submission	Date			02/05/2014		

*	Administrative Reforms	4	Implement ISO 9001 as per the approved action plan.	% Implementation	%		95		
			Prepare an action plan for Innovation	On time submission	Date		10/08/2014		
*	Improving Internal Efficiency /responsiveness / service delivery of Ministry / Department	4	Implementation of Sevottam	Independent Audit of Implementation of Citizen's Charter	%		95		
				Independent Audit of implementation of public grievance redressal system	%		95		

Section 4 : Acronyms

S.No	Acronym	Description
1	[1.1.1] Number of Candidates applying for admission to PG Diploma Courses	Number of Candidates can be measured in terms of number only. Hence the Unit for SI is Number.
2	[1.1.2] Number of Candidates admitted to PG Diploma Courses	Number of Candidates can be measured in terms of number only. Hence the Unit for SI is Number
3	[1.1.3] Number of Students Placed on Campus	Number of Students can be measured in terms of number only. Hence the Unit for SI is Number
4	[1.2.1] Number of Candidates applied.	Number of Candidates can be measured in terms of number only. Hence the Unit for SI is Number
5	[1.2.2] Number of Candidates admitted	Number of Candidates can be measured in terms of number only. Hence the Unit for SI is Number
6	[1.3.1] Number of Candidates applied	Number of Candidates can be measured in terms of number only. Hence the Unit for SI is Number
7	[1.3.2] Number of Candidates admitted	Number of Candidates can be measured in terms of number only. Hence the Unit for SI is Number
8	[1.4.1] Approval of the Building Plan by DDA and DUAC	Construction of additional buildings at Delhi is time bound. Hence unit for SI is date.
9	[1.5.1] Completion of Construction at Dhenkanal.	The Construction is scheduled to be completed by a specific date Hence, the SI is date
10	[1.6.1] Completion of pre-investment activities for permanent campus of IIMC's regional centre at Aizawl (Mizoram)	The Construction is scheduled to be completed by a specific date Hence the SI is date
11	1.7.1] Holding Interviews of shortlisted candidates	Processing of shortlisted candidates for interview
12	[2.1.1] Papers published	Number of Papers published can be measured in terms of number only. Hence the Unit for SI is Number
13	[2.2.1] Papers presented	Number of Papers presented can only be measured in terms of number only. Hence the Unit for SI is Number

14	[3.1.1] Studies completed in time	Number of studies completed can only be measured in terms of number only. Hence the Unit for SI is Number
15	4.1.1] Persons trained	<ul style="list-style-type: none"> Number of Persons trained can only be measured in terms of number only. Hence the Unit for SI is Number
16	[4.1.2] Programmes conducted	Number of programmes conducted can only be measured in terms of number only. Hence the Unit for SI is Number
17	[5.1.1] 1 Number of workshops, seminars, special lectures organised	Number of workshops etc. can only be measured in terms of number only. Hence the Unit for SI is Number
18	6.1] Operationalisation of the new Website of IIMC	Operationalisation of the Website can be measured with reference to specific day , hence SI is ;date;.

Section 4 : Description and Definition of Success Indicators and Proposed Measurement

Methodology

Sl. No.	Success indicator	Description	Definition	Measurement	General Comments
1	[1.1.1] Number of Candidates applying for admission to PG Diploma Courses	Number of Candidates can only be measured in terms of 'number' only. Hence the Unit for SI is 'Number'	Number of applications received for admission in P G Diploma Courses	number	
2	[1.2.2] Number of Candidates admitted.	Number of Candidates can only be measured in terms of 'number' only. Hence the Unit for SI is 'Number'	Number of candidates admitted to the D J Diploma Courses	Number	
3	[1.1.2] Number of Candidates admitted to PG Diploma Courses	Number of Candidates can only be measured in terms of 'number' only. Hence the Unit for SI is 'Number'	Number of candidates selected and admitted to P G Diploma Courses	number	
4	[1.4.1] Approval of the Building Plan by DDA and DUAC	Construction of additional buildings at Delhi is time bound. Hence unit for SI is date	Date by which approval of DDA and DAUC is obtained before start of construction	Date	
5	[1.2.1] Number of Candidates applied.	Number of candidates can only be measured in terms of 'number' only. Hence the Unit for SI is 'Number'	Number of candidates forwarded by Min. of External Affairs	Number	
6	[1.3.2] Number of Candidates admitted.	Number of Candidates can only be measured in terms of 'number' only. Hence the Unit for SI is 'Number'	Number of candidates admitted to the D J Diploma Courses	Number	
7	[1.5.1] Completion of Construction at Dhenkanal.	The Construction is scheduled to complete by a schedule date Hence, the SI is 'date'	The date by which construction is to be completed	Date	
8	[1.6.1] Completion of pre-investment activities for permanent campus of IIMC's regional centre at Aizawl (Mizoram)	The Construction is scheduled to complete by a schedule date Hence, the SI is 'date'	The date by which construction is to be completed	Date	

9	[2.1.1] Papers published	Number of Papers published can only be measured in terms of 'number' only. Hence the Unit for SI is 'Number'	It is number of papers published in ISSN and ISBN Journals	Number	
10	[1.1.3] Number of Students Placed on Campus	Number of Students can only be measured in terms of 'number' only. Hence the Unit for SI is 'Number'	Number of students placed on Campus	Number	
11	[1.3.1] Number of Candidates applied.	Number of Candidates can only be measured in terms of 'number' only. Hence the Unit for SI is 'Number'	Number of candidates forwarded by Min. of External Affairs	Number	
12	[1.7.1] Selection of Faculty	Processing of shortlisted candidates for interview	Holding of interviews and selection of Faculty	Number	
13	[2.2.1] Papers presented	Number of Papers presented can only be measured in terms of 'number' only. Hence the Unit for SI is 'Number'	Presentation of papers in Workshops/Seminars	Number	
14	[3.1.1] Studies completed in time	Number of studies completed can only be measured in terms of 'number' only. Hence the Unit for SI is 'Number'	Number of Studies completed in time	Number	
15	[5.1.1] 1 Number of workshops, seminars, special lectures organised	Number of workshops etc. can only be measured in terms of 'number' only. Hence the Unit for SI is 'Number'	Number of Workshops and Seminars organized	Number	
16	[4.1.1] Persons trained	Number of Persons trained can only be measured in terms of 'number' only. Hence the Unit for SI is 'Number'	Number of Persons trained	Number	
17	[4.1.2] Programmes conducted	Number of programmes conducted can only be measured in terms of 'number' only. Hence the Unit for SI is 'Number'	Number of Programme conducted	Number	
18	[6.1.1] date by which operational	The operationalisation of website is with reference to to a day, hence SI is 'date'.	Dae by which the wensote will be operational	date	

Section 5 : Specific Performance Requirements from other Departments

Location Type	State	Organisation Type	Organisation Name	Relevant Success Indicator	What is your requirement from this organisation	Justification for this requirement	Please quantify your requirement from this Organisation	What happens if your requirement is not met.
	Indian Institute of Mass Communication (IIMC)	[1.4.1] Approval of the Building Plan by DDA and DUAC	Plans of additional buildings to be constructed at Delhi Campus have been submitted to DDA for approval.	To create the necessary infrastructure for starting two year courses	Construction of Hostels, Guesthouse, Classrooms, Studios etc.	If this is not done there will be insufficient infrastructure for upgradation of IIMC and starting of two year programmes		

Section 6 : Outcome / Impact of activities of department ministry

S.No	Outcome/Impact of Department/Ministry	Jointly responsible for influencing this outcome / impact with the following department (s) / ministry(ies)	Success Indicator	Unit	2012-2013	2013-2014	2014-2015	2015-2016	2016-2017
1	Making available facilities for training and research to make the information and publicity needs of the public and private industry in India and abroad in the field of mass communication	Ministry of Information and Broadcasting, Ministry of External Affairs, Ministry of Defence and State Governments	Admission of students in Post-graduate Diploma Courses	Number	322	337	330	330	330
			Number of short term courses for Government/State Governments/semi-government organizations	number	17	22	23	24	24
			Training of mid-level Foreign Journalists in Post-Graduate Diploma in Development Communication under ITEC/SCAAP programme of Ministry of External Affairs	number	51	49	50	50	50