



भारतीय जन संचार संस्थान
Indian Institute of Mass Communication

New Delhi

3rd July, 2020

PROSPECTUS 2020-21 – PART I

Admissions for PG Diploma Programmes in Regional Languages

Malayalam	Marathi	Odia	Urdu
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The Indian Institute of Mass Communication (IIMC), established under the Ministry of Information and Broadcasting, Government of India in 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 many short-term courses on media management and public relations for officials of various departments of Government of India and the Armed Forces. It also runs an international programme – biannual Diploma Course in Development Journalism for midcareer journalists and media officials from across the developing countries. Overall, IIMC has been at the forefront of preparing trained communication professionals in the country.

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 both *India Today* and *The Week-Hansa* annual ranking of educational institutions in 2018 and 2019.

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. The Regional Campuses have been envisaged to promote national integration by creating a bridge between the regional and the national perspectives in the field of media and mass communication. Admissions for all other courses except the four regional language courses are made on the basis of an All-India Entrance Examination followed by an Interview.

2. PG Diploma Courses in Regional Languages 2020-21

Following are the One Year Post Graduate Diploma Courses in Language Journalism being offered at present in various Campuses of IIMC.

No	Course name	No. of Seats	Campus
1	PG Diploma in Malayalam Journalism	17	IIMC Kottayam
2	PG Diploma in Marathi Journalism	17	IIMC Amravati
3	PG Diploma in Odia Journalism	25	IIMC Dhenkanal
4	PG Diploma in Urdu Journalism	17	IIMC New Delhi

2.1 Objectives for Regional Language Journalism Courses

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 field 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.

3.Topics covered

3.1 Post Graduate Diploma in Malayalam Journalism

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

3.2 Post Graduate Diploma in Marathi Journalism

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

3.3 Post Graduate Diploma in Odia Journalism

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

3.4 Post Graduate Diploma in Urdu Journalism

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

4. Selection Process, Methodology and Terms & Conditions

4.1 Admission Process

All admissions except for the Language Journalism programmes will be through a National Level Entrance Test which will be announced later. The Entrance to the Post Graduate Diploma Courses in Regional Language Journalism is through a Written Test in the respective language, which will be held on **4th August 2020**. For the Regional Language Journalism Courses in Malayalam, Odia, and Marathi, the Entrance Test will be conducted by the Regional Campuses directly, this year, as a special case, on account of the prevailing situation.

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 Semester Bachelor's Degree examination are also eligible to apply. If selected, their admission will be subject to their producing at least a Provisional Certificate in original from their college / university latest by 31st October 2020. On completion of the course, the Diploma will be awarded only if they produce the Original Degree Certificate for verification at IIMC's office.

Date of Birth: General Category candidates should be born on 1.8.1995 later (maximum 25 years as on 1st August, 2020). For SC/ST/Differently abled candidates, the date of birth should be 1.8.1990 or later (maximum 30 years as on 1st August, 2020). For OBC category, date of birth should be 1.8.1992 or later (28 years as on 1st August, 2020).

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 are not required to

appear for the written examination. They can directly participate in the Interview by depositing an entry fee of US \$ 50

4.2 How to Apply

*Application Form for Language Journalism Course 2020-21 is given at **Annexure I**.*

The Application Form along with the Prospectus can be downloaded from the official website of the IIMC (www.iimc.gov.in). It can either be filled online which may be submitted by email (as an attachment in MS word file) or by filling it after taking print out and sending as scanned email attachment to the Regional Campus concerned (For details, please see **Annexure II**).

A recent passport size photograph of the candidate should be attached in the email in addition to the one pasted in the Application Form. The email with subject line: "APPLICATION FOR ----- (respective language) JOURNALISM" should be sent along with the Net Banking Transaction Details /Transaction ID regarding payment of Application Fee to the Regional Campus concerned. No queries regarding admissions will be entertained in any other email address other than the prescribed one.

Candidates should read all the instructions given in the Application Form carefully before filling up and submitting their forms. The last date for submitting the Application online is 27th July 2020 till 5 pm. For any clarification, the students can contact the Regional Campuses concerned the details of which are given at **Annexure II**.

On successful submission of Application, the candidates will receive an acknowledgement from IIMC Regional Campus concerned with a Unique Registration Number (URN) which should be quoted in all future admission related communications.

4.3 Fees for Entrance Examination

The fees for Entrance Examination are Rs 1,000 for General Category and Rs 750 for OBC/SC/ST/Differently Abled/EWS category. Online payment of the entrance application fee may be done through Net banking, to individual Campuses concerned as per bank details given at **Annexure II**.

4.4 Selection Procedure

The selection of non-NRI quota candidates will be based on essential qualification and merit, based on the Entrance Test followed by an Interview. The Entrance Test will be for 75 marks. Candidates will be judged on the following parameters:

- General Awareness, including an understanding of the current trends in social-political dynamics, social-cultural history, legal and Constitutional provisions, Rights of Citizens, Developmental issues – health, education, ecology and economy, Global developments and their impact on India.
- Aptitude and mental make up
- Language skills: written and oral
- Analytical and comprehension skills
- Ethics and values
- Social Consciousness
- Lateral thinking capabilities
- Creativity, Brand awareness and recall

4.5 Written Entrance Test – Date and Venue

Date & Time	Venue
Tuesday, 4 th August 2020 11.00 am – 2.00 pm	
Malayalam Journalism	<ul style="list-style-type: none"> • IIMC, Southern Regional Campus, 8th Mile, Pampady, Kottayam, Kerala - 686501
Marathi Journalism	<ul style="list-style-type: none"> • IIMC, Western Regional Campus Dr. Shrikant Jichkar Bhavan, Sant Gadge Baba Amravati University Campus, Amravati, Maharashtra • Institute of Science, Nagpur, Maharashtra
Odia Journalism	<ul style="list-style-type: none"> • IIMC, Eastern Regional Campus Sanchar Marg, Dhenkanal Odisha - 759001
Urdu Journalism	<ul style="list-style-type: none"> • IIMC, Aruna Asaf Ali Marg, New Delhi – 110 067 • IIMC, Amravati Dr. Shrikant Jichkar Bhavan, Sant Gadge Baba Amravati University Campus, Amravati, Maharashtra • IIMC, Jammu 3rd Floor, Vikas Bhavan, Railhead Complex, Jammu Tawi, Jammu

4.6 Interview

The results of the Entrance Examination will be intimated by **14th August 2020**. Amidst the Covid-19 Pandemic, this year, IIMC has decided not to conduct Group Discussion and all those who are qualified in the written test will be called for Interview through appropriate online platforms that will be informed along with the call letter. Alternatively, face to face interview may be conducted following Covid protocol as per the prevailing social situation. Tentatively, Interviews will be held on 20th and 21st of August 2020, while details in this regard will be intimated to all those qualified, in due course.

Those who cannot attend online interview due to connectivity problems if any, shall be permitted to appear for interview at IIMC on the second day of the interview at the allotted time by strictly keeping the physical distancing norms.

4.7 Announcement of Results

A list of candidates to be provisionally admitted to each campus will be prepared based on the combined marks obtained in the Written Entrance Test and Interview that will be published on the IIMC website (www.iimc.gov.in) on 30th August 2020. The selected candidates will be intimated by email also.

After the first round of admissions, if any seats remain vacant, the same shall be offered to candidates next in the rank list. So also, if a selected candidate fails to remit the first installment of the prescribed course fee by 14th September 2020, her/his claim for the seat will be forfeited and the seat will be offered to the next eligible candidate from the rank list.

Reservation of seats will be as per Government of India orders for SC, ST, OBC and Differently abled and EWS.

4.8 Course Fee and Payment Schedule

Following is the Course Fee for PG Diploma Courses (In Rs)

Course	Semester I Payable in September 2020	Semester II Payable in February 2021
Malayalam Journalism	32,000	23,500
Marathi Journalism	32,000	23,500
Odia Journalism	32,000	23,500
Urdu Journalism	32,000	23,500

The **Semester I** fees include:

- Course fee
- Contribution to Students' Welfare Fund (Rs 3,500)
- A refundable Library Deposit of Rs 5,000.

The last date for the payment of first instalment of the course fee is 14th September 2020.

The second instalment of tuition fees is to be paid by 15th February 2021. Late fee will be charged with fine @ Rs. 20 per day after 15th February 2021. The names of the defaulters will be struck off the rolls on 3rd March 2021 for failing to remit the fee along with late fee. Re-admission fee of Rs. 500 will be charged on re-admission before 15th March 2021. The right of re-admission is reserved with the Institute. The paid-up instalment(s) of fees are not refunded if a student discontinues the studies.

4.9 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.

5. Financial Assistance

5.1 Freeship

There is provision for financial assistance to deserving students as per the decision of the Executive Council, the highest decision making body of IIMC, taken from time to time. Detailed information in this regard will be made available by the office.

5.2 Scholarships

Over and above, there are a few scholarships available for meritorious students, in each of the Regional Campuses, details of which are available in Part II of the Prospectus dealing with details of Regional Campuses.

6. Academic Calendar

In the light of the unprecedented situation prevailing in the country, with restrictions in assembly, gathering and movement of people and norms of social distancing in every sphere, including in academic environment, a detailed academic calendar with various options including blended course with 60:40 ratio of on-line/off-line classes, are being prepared, which will be announced/published as soon as the same is finalized.

6.1 Important Dates to be remembered

Date of Issue of Notification	3 rd July 2020
Last date for Submission of Application	27 th July 2020 till 5 pm
Date of Entrance Examination	4 th August 2020
Entrance Exam Result	14 th August 2020
Dates of Online Interview	20 th & 21 st August 2020
Last date for Remitting Fees	14 th September 2020
Second Round Admissions	18 th September 2020

NB: In the wake of Covid-19 Pandemic restrictions, IIMC reserves the right to amend/reschedule/modify the mode and process of selection/dates of examination, depending on the prevailing situation/govt. restrictions/public health concerns.

Annexure I

भारतीय जन संचार संस्थान
Indian Institute of Mass Communication

Application for Language Journalism Course 2020-21

For Office Use Only: (to be filled by office) Unique Registration No:				Affix a recent photograph of the candidate			
Malayalam	Marathi	Odia	Urdu				
*Please tick mark the selected column and strike off the rest							
Name of the Candidate in Capital Letters							
Age (as on 1 st Aug. 2020)	Date of Birth (DD/MM/YY)	Gender			Nationality		
		Male	Female	Others			
Category		General	SC	ST	OBC	EWS	Differently abled
Address for Correspondence							
State							
PIN Code							

Mobile Phone No:					
Email ID					
Scanned signature of the Candidate					
Areas of Interest					
Name of Father/Guardian					
Relationship with Guardian					
Father/Guardian's occupation					
Father/Guardian's Mobile No.					
Father/Guardian's Email ID					
Name of Mother					
Mother's occupation					
Mother's Mobile No.					
Mother's Email ID					
Annual Family Income					
Educational Qualifications*					
Name of Degree Course attended					
Board/University Exams	10 th	11 th	12 th	Bachelor's Degree	Any other
Percentage					
Year of Pass					
Name of University along with name of college					
Work Experience (if any)*	Organization	Designation		Period	

Course Details for which the candidate is applying for		
Name of Course applied for		
Centre for Entrance Examination.		
Fee Details		
Rs 1000/-	Rs 750/-	Name of Bank: Transaction ID: Date of Transaction:
<p>Declaration</p> <p>I do hereby declare that all the information provided above are true, complete and correct to the best of my knowledge and belief and in the event of any statement/information being found false/ incorrect/incomplete or on ineligibility before recruitment or admission, my candidature/admission will stand automatically cancelled.</p>		
Date	Signature of the Candidate	

**Photocopies of Educational qualifications/proof of work experience to be provided along with application form and the original to be shown at the time of interview/admission.*

Annexure II**Contact Information**

IIMC Kottayam	Regional Director & Academic Head Indian Institute of Mass Communication, Southern Regional Campus, 8th Mile, Velloor P.O., Pampady, Kottayam – 686 501. Phone: 0481-2502520. Mob: +91 9496989923, +91 8547482443 Email: iimckottayam2012@gmail.com
Details for payment of fees: <i>(for both admission and course fee, in the event of being selected)</i> Bank Name: Central Bank of India Branch: Kottayam Account No: 3182284764 IFSC Code: CBIN 0280955	
IIMC Dhenkanal	Regional Director & Academic Head Indian Institute of Mass Communication P B No 21, Sanchar Marg, Dhenkanal, Odisha - 759001 Tel: +91 6762226194, 226196 Fax: +91 6762226195 Mobile: 9337709000 Email: iimcdkl@yahoo.co.in
Details for payment of fees: <i>(for both admission and course fee, in the event of being selected)</i> Bank Name: Central Bank of India Branch: Dhenkanal Account No: 3033644720 IFSC Code: CBIN 0283437	

**IIMC
Amravati**

Regional Director & Academic Head
Indian Institute of Mass Communication
Dr. Shrikant Jichkar Memorial Centre,
Sant Gadge Baba Amravati University,
Amravati, Maharashtra - 444602
Tel: +91-89-56462200

Email: iimcamt.entrance@gmail.com

Details for payment of fees:

(for both admission and course fee, in the event of being selected)

Bank Name: **Central Bank of India**
Account No: **3115193842**
IFSC Code: **CBIN 0283671**
Branch: **Chaprasipura**

**IIMC
New Delhi**

Professor & Course Director
Dept. of Urdu Journalism
Indian Institute of Mass Communication
Aruna Asaf Ali Marg, New Delhi
Phone: 011-26741960/011-26742505/011-26741352
**Email: hj.iimc19@gmail.com and
urdujournalismiimc@gmail.com**

Details for payment of fees:

(for both admission and course fee, in the event of being selected)

Bank Name: **Central Bank of India**
Branch: **IIMC, New Delhi**
Account No: **3586258939**
IFSC Code: **CBIN 0283535**

Part II

1. IIMC Amravati – An Overview

The Western Regional Campus of the IIMC was established in 2011 at Amravati—the land of legends, surrounded by the Satpura range forests, 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, the prestigious Marathi Journalism Programme was launched at the IIMC Amravati Regional Centre, with specific thrust to promote quality training in the language on a national scale.

2. Facilities in IIMC Amravati

Library: IIMC Amravati has a fully furnished, specialized mass communication library with a collection of many titles of Marathi and English books on different aspects of mass communication and allied fields. The library also provides online access through computer terminals. It also provides Reference and Research Section for students and faculty members.

Every student has to make a library security deposit of Rs. 5,000 which will be refunded at the end of the course after the student produces a No-Due Certificate issued by the Librarian. Every student can borrow two books at a time for one week. If a library book is lost, it has to be replaced or its price, paid.

In case the Library refund is not claimed within three years from the completion of the course, the security deposit shall be forfeited.

Publications: IIMC, New Delhi, has a separate Department of Publications. It publishes two quarterly Research Journals – *Communicator* in English and *Sanchar Madhyam* in Hindi. The Journals contain scholarly Research Papers and Book Reviews on recent developments and trends in the field of media and communication.

Conference Hall: IIMC Amravati has a spacious Conference hall with smart board and interactive video wall projection system.

Smart Class Room: All the classrooms are digitally enabled with electronic projectors and internet connectivity.

Radio/TV Lab: Most of the necessary equipment such as Computers, Digital Video Cameras with Three Pods, DSLR Cameras, Sound Recorders, Tele Prompter, Edit Suites and other facilities are already available. With the equipment, the students can get hands-on training in Radio and TV production in the campus. The institute arranges visits to various TV and Radio Studios also. A Community Radio Station is also in the pipeline.

Hostel: There are fully furnished hostels for Boys and Girls in the Amravati Regional campus. The Hostel can accommodate a limited number of students. However, there is no guarantee that all the students securing admissions could get accommodated in the hostels. Candidates those who cannot secure admission in the Campus hostels may get accommodations in nearby private hostels within a distance of two kilometers. Admitted students should pay a rent of Rs 1,750 per month towards hostel fees excluding mess charges. The Hostel mess is managed by the inmates.

3. Life on the Campus

IIMC's Amravati Regional Campus offers a one-year Post Graduate Programme aimed at providing education and honing of skills for a challenging job in the field of mass media and communication.

Besides the classroom lessons, 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.

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 and academia, specializing in the respective fields.

Seminars and Workshops: Seminars and Workshops 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. Job-oriented training workshops are also conducted by eminent experts from various fields including movie/video editing, cinematography/videography, Television Production, Radio Production, Pagemaking, Page Layout, DTP, Digital Fact-checking, Online Journalism, and Data Journalism during the semesters. The workshops are led by academicians as well as professionals and industry experts.

Placements & Internship: Marathi Journalism students of IIMC Amravati are working in diverse national and regional news organizations. Towards the end of the academic session, IIMC Amravati organizes a placement/internship drive, thereby facilitating an

interaction between the industry and students. However, it is not obligatory on the part of the IIMC to provide placements to all the candidates.

It is mandatory to all the candidates to complete a four-week internship in any media organization of their choice immediately after the final semester exams. Candidates must manage themselves to arrange their internship as per their choice, for which the institute extends all possible assistance by means of authorization/request letter etc. Diploma certificates will be issued only after producing the Internship certificate from a reputed media organization for the prescribed duration.

4. Other important information: Conduct Rules and Guidelines

Attendance: A minimum of 75% attendance is necessary for a student to be eligible to appear in the examination for each semester. Students falling short of the required attendance will not be permitted to sit for the Semester Exams. 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 first and second semester examinations and secure a minimum of 40% marks in each subject (including theory and practical both).

Re-checking of Exam Papers: 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.

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.

For any doubt/further clarifications, if any, the students can contact the Regional Campus at the following address:

Indian Institute of Mass Communication,
Western Regional Campus,
Dr. Shrikant Jichkar Bhavan,
Sant Gadge Baba Amravati University campus,
Amravati, Maharashtra – 444 602
Phone: 0721-2668180
Email: iimcamt.entrance@gmail.com