

The Institute

Media and Communication have emerged as major areas of interest and have immensely contributed to the development and empowerment of society. The information technology revolution has significantly contributed to the expansion of the field of media and communication. It has also posed major challenges in understanding and analysing the media eco-system 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.

As India's premier information and communication think-tank, IIMC considers communication as an imperative for development and is committed to serving society by providing world class teaching, training and research, thus preparing trainees/ scholars/ students to take on the challenges of a highly competitive world. Our academic and 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 education and training in this country and elsewhere.

IIMC enjoys pride of place in media and communication education, training and research. The Institute makes a concerted effort to constantly innovate and update its training programmes to meet the growing challenges and developments in the industry.

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

Genesis

Inaugurated on August 17, 1965, 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, Information and Publicity Officers of states as well as foreign journalists from developing countries. It 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 offered 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 expanded and started offering regular Post-graduate Diploma Courses in various streams such as Journalism (English and Hindi), Advertising and Public Relations and Radio & TV.

Expansion

After Delhi, a campus was added at Dhenkanal, Odisha, in 1993 to cater to the demands of India's eastern region. Post-graduate Diploma Courses in Journalism in English and Odia are being offered at the

Dhenkanal campus. Subsequently, four more regional campuses of the Institute were opened at Amravati in Maharashtra and at Aizawl in Mizoram from the academic year 2011-12, Jammu in J&K and Kottayam in Kerala from the academic year 2012-13. To begin with, these new regional campuses offered PG Diploma Courses in Journalism (English). From the academic year 2017-18, PG Diploma Courses in Marathi and Malayalam are being introduced at Amravati and Kottayam campuses respectively. Diploma Course in Urdu Journalism offered at Delhi campus has been upgraded from five months course to PG Diploma Course of one academic year duration from the academic session 2016-17.

The Academic and Training Activities

(A) Academic Programmes:

Post-graduate Diploma programmes (2017- 2018)

1. Post-graduate Diploma in English Journalism
2. Post-graduate Diploma in Hindi Journalism
3. Post -graduate Diploma in Urdu Journalism
4. Post-graduate Diploma in Radio & TV Journalism
(Medium of Instruction: Bilingual - English & Hindi)
5. Post-graduate Diploma in Advertising and Public Relations
(Medium of Instruction: Bilingual - English & Hindi)
6. Post-graduate Diploma in Odia Journalism
7. Post-graduate Diploma in Marathi Journalism
8. Post-graduate Diploma in Malayalam Journalism

(B) Programmes for Officers of the Indian Information Service:

IIMC is the training academy for the Indian Information Service. The Institute conducts Induction/ Orientation training in Media & Communication for officers of the Indian Information Service Group 'A' & 'B'. It also conducts Refresher Courses for the Service officers.

(C) International Programme in Development Journalism:

This Diploma Course is highly sought after by middle level working journalists in African, Asian, Latin America and East European countries. The average intake of participants is 25 per batch. The Institute

organises two such programmes of four months every year. So far, 1524 journalists from 126 countries have benefited from this training programme.

(D) Short-term courses for government and non-government sectors:

IIMC conducts:

1. Media orientation courses for officers of the Armed Forces and other Central and State Organisations including police and para-military forces
2. Courses for media officers of government ministries/ departments and PSUs

(E) Community Radio Empowerment and Resource Centre:

The Centre offers short term courses in content, technology and revenue generation with the view to promote community radio in the country. It serves as the nodal point for assisting the existing and aspiring Community Radio Stations by providing guidance, research, consultancy and capacity building services. It also endeavors to create awareness about Community Radio in the remote and rural areas and among stakeholders including educational institutions, NGOs, Media Educators etc.

Community Radio Station:

The Institute has a Community Radio Station, “Apna Radio 96.9 FM ” at its Delhi Campus. The trainee officers and students are given hands on training in radio journalism at the station.

Faculty

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 include the core in-house 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.

Research

The systematic study of mass media and communication has been an integral part of IIMC's academic pursuits. The research efforts are directed to understand the reach and impact of mass media and communication strategies and programmes for awareness generation and behavioral change. The research pursuits aim to create a bridge between the theoretical and professional issues in the area of media and communication studies. Department of Communication Research works in collaboration with scholars, professional communicators, and members of the media industry on research initiatives that provide

educational offerings and establishes standards of best practices. The students & trainees at IIMC are guided on research assignments by exposing them to areas of media and communication research and also enabling them to relate research with professional practice.

More than 175 research and evaluation studies have been undertaken on various areas of development related to broadcasting and press policies, public health and behaviour and social change, elections, multimedia campaigns, social justice and empowerment, non conventional energy, out-migration, film censorship etc. The impact assessment of media campaigns and activities of various media units of Ministry of I&B is a consistent feature of the research activity as well.

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 thoughts and expression, besides helping in developing sound concepts, communication processes and reference materials for researchers and scholars. IIMC also regularly invites eminent persons from different walks of life from India and abroad for lectures and interactions with faculty, trainees and students.

POST-GRADUATE DIPLOMA COURSES IN JOURNALISM

IIMC offers PG Diploma Courses in English/Hindi/Urdu/Odia/Marathi/Malayalam Journalism

Common objectives of the courses are:

- ◆ To provide a wider perspective on communication in India.
- To give exposure to India's ancient communication traditions and history including Media's role during the country's freedom struggle and socio-political movements such as post-emergency.
- ◆ To emphasize the role of journalists in promoting involvement and participation through effective communication.
- ◆ To familiarize and equip them with a range of state of the art communication skills in content & technology.
- ◆ To develop proper communication strategies in priority areas for the country.
- ◆ To define opportunities for journalists/ communicators in view of emerging technologies.
- ◆ To give exposure to new/evolving techniques of reporting/editing/production distribution.
- To impart ethics & values with a view to promote a free, fair and objective media.
- To inculcate commitment to Society & Country to make media persons force multipliers in the development process.
- ◆ To spell out the role of government media organisations and of private initiatives.

The two-semester course broadly comprises the following papers:

PG Diploma in Hindi/ Urdu/ Odia/Marathi/ Malayalam Journalism

1.	Communication Concepts, Process & Research
2.	History of Press, Laws & Ethics
3.	Reporting: Concepts & Process
4.	Reporting: Practical
5.	Editing: Concept & Process
6.	Editing: Practical
7.	Public Relations, Advertising and Newspaper Management.
8.	Radio & TV Journalism
9.	Development Journalism
10.	New Media and Cyber Journalism

PG Diploma in English Journalism

1.	Communication Concepts and Process
2.	History of Press, Laws & Ethics
3A.	Reporting: Concepts & Process
3B.	Specialised: Reporting
4.	Editing: Concept & Process
5.	PR, Advertising and Media Management
6.	Reporting : Practicals
7.	Editing : Practicals
8.	Radio and TV

9.	Development Journalism
10.	New Media and Cyber Journalism

**POST-GRADUATE DIPLOMA COURSE IN
RADIO AND TV JOURNALISM**

Objectives of the Course:

- ◆ To develop high levels of competence in creative communications through spoken word and visuals.
- ◆ To develop Journalistic skills and understand Journalistic ethics.
- ◆ To understand technical, market and policy processes in communication.
- ◆ To create awareness of global broadcast and television technologies.
- ◆ To develop news skills of Radio/TV reporting/anchoring/ production and presentation.
- ◆ To develop competence in camera handling/ video editing/sound recording/editing in nonlinear systems and use of contemporary audio/video software.

The two-semester course broadly comprises the following papers:

1.	Communication and Media Theory
2.	Communication and Media Research
3.	Journalism: History, Ethics and Laws
4.	Print Journalism
5.	Television Journalism
6.	Radio Journalism
7.	Community Radio
8.	Development Journalism
9.	Radio and Television Journalism
10.	New Media
11.	Advertising, PR and Corporate Communication

POST-GRADUATE DIPLOMA COURSE IN ADVERTISING AND PUBLIC RELATIONS

Objectives of the Course:

- ◆ To introduce principles and concepts of communication, marketing, advertising and public relations / corporate communication in order to provide young scholars with a solid base about the discipline per se.
- ◆ To help build an understanding of the role and potential of communication in a broader sense vis-a-vis various stakeholders.
- ◆ To instil in them an ability to integrate various communications tools for achieving organisational goals and strategies.
- ◆ To introduce the latest tools of communication, especially technical software, internet and IT to help them build synergy between the art and science of communication.
- ◆ To make them good team leaders / decision-makers in managing communication
- To impart skills in using PR/Advertising skills to shape positive public opinion/behavior/attitudes on critical socio-economic issues.

The two-semester course broadly comprises the following papers:

1.	Communication Theory and Research
2.	Advertising: Principles, Concepts and Management
3.	Public Relations and Corporate Communication: Principles, Tools and Techniques
4.	Marketing
5.	Oral and Visual Communication
6.	Advertising, Marketing and PR Research Part A: Semester I (Theory) Part B: Semester II (Research Project)
7.	Production Techniques and Methods
8.	Digital Public Relations and Corporate Communication
9.	Media Planning

10.	Creativity and Campaign Planning
11.	Government Communication
12.	Public Service Advertising

POST GRADUATE DIPLOMA COURSES

Academic Calendar

Ist Semester - August to December

IInd Semester - January to May

Date of commencement of Semester I	1 August 2017
Mid-semester break for Dhenkanal Campus	For Durga Puja festival 25 to 29 Sept. 2017
Mid-semester break for New Delhi, Aizawl, Amravati, Jammu and Kottayam campuses	For Deepawali festival 16 to 20 Oct. 2017
Semester I examinations	18 to 22 Dec. 2017
Winter vacation	23 Dec. 2017 to 1 Jan. 2018
Date of commencement of Semester II	2 nd January 2018
Semester II examinations	23 th to 27 th April 2018
Internship (for 4 weeks)	May 2018
Announcement of Results and Closing of the Academic Session.	Last week of May or 1st week of June, 2018

Eligibility

Nationality: Only Indian nationals are eligible for the PG Diploma Courses. In addition, five seats are available in each course for NRIs/NRI-sponsored candidates. (NRIs/NRI sponsored candidates wishing to apply for both non-NRI and NRI categories must submit separate application forms for each category). The selection for non-NRI seats will be based on essential qualification, merit based on the Written Entrance Examination, followed by Group Discussion / Interview, or both, (who qualify in the Written Examination). The applicants for NRI / NRI-sponsored seats are not required to appear for a written examination. However, they will be required to appear for Group Discussion / Interview, or both.

Essential: Bachelor's degree in any discipline. Those who have appeared / are appearing for a 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 before 31 August 2017, failing which the provisional admission will stand cancelled.

Date of birth: For general category candidates: 1.8.1992 or later. For SC/ST/Physically Handicapped candidates, the date is 1.8.1987 or later. For OBC category, it is 1.8.1989 or later.

Number of Seats

Course	New Delhi	Dhenkanal	Amravati	Aizawl	Jammu	Kottayam
Journalism (Hindi)	62	-	-	-	-	-
Journalism (English)	62	62	15	15	15	15
Radio & TV Journalism	46	-	-	-	-	-
Advertising & PR	70	-	-	-	-	-
Journalism (Odia)	-	23	-	-	-	-
Journalism (Urdu)	15	-	-	-	-	-
Journalism (Marathi)	-	-	15	-	-	-

Journalism (Malayalam)	-	-	-	-	-	15
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Reservation of Seats

As per Government of India orders for SC/ST/PH/OBC candidates.

Selection of Candidates

Eligible candidates will be called at their own expense for a written entrance examination on 28th May 2017 at New Delhi/Ahmedabad/Aizawl/Bengaluru /Bhopal/Bhubaneswar/Chennai/Guwahati/Jammu/Hyderabad/Kolkata/Kochi/Lucknow/Mumbai/Nagpur/Patna/Ranchi/Raipur/Srinagar. The Institute reserves the right to call any candidate for entrance examination at any centre (other than his/her choice) for administrative reasons. The written entrance examination for the Journalism Course in Urdu will be held on 27th May 2017 at New Delhi/ Bhopal/ Jammu/Hyderabad/Kolkata/Lucknow/Mumbai. The written entrance examination for the course in Odia, Marathi and Malayalam Journalism will be held on 27th May 2017 at Bhubaneswar, Nagpur & Kochi respectively.

Candidates who appear in the written examination will be ranked on the basis of the marks obtained. A shortlist based on merit will be prepared for each of the courses (including a separate shortlist for the reserved seats in each course). The short-listed candidates will be called for an interview/group discussion during the last week of June/first week of July 2017 in New Delhi at the candidates' own expense. **If a sizeable number of candidates apply for admission to Regional Campuses on first preference basis, the interview may be conducted at the concerned Regional Campus or any other city in the region. The candidates will be informed about the venue before the interview.**

The list of candidates to be admitted to the courses will be prepared on the basis of the combined marks obtained by the candidates in the written examination and in the interview /group discussion. The weightage for the written examination and the interview / group discussion will be 85:15.

Important

It is important for the candidates applying for the P.G. Diploma in Journalism (English) to indicate their preference for New Delhi, Dhenkanal (Odisha), Aizawl (Mizoram), Amravati (Maharashtra), Jammu (J&K) or Kottayam (Kerala) Campuses clearly in the boxes given for this purpose. Campuses will be allocated on a merit-cum-choice basis, based on performance in the entrance examination. In case no preference is indicated by the candidate, the Institute will allocate the candidate to any of the Campuses at its own discretion. No representation with regard to change of Campus will be entertained once the selection is finalised.

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.

Course Fee

Course	Tuition Fee	Tuition Fee for NRI Category
Journalism (Hindi) Journalism (English)	Rs. 72,000	US \$ 8,000
Radio & Television Journalism	Rs. 1,32,000	US \$ 12,000
Advertising and PR	Rs. 1,02,000	US \$ 12,000
Journalism (Odia)	Rs. 39,000	
Journalism (Urdu)	Rs. 39,000	
Journalism (Marathi)	Rs. 39,000	
Journalism (Malayalam)	Rs. 39,000	

NRI Category candidates must also send a DD in favour of IIMC, New Delhi of US\$ 50 as Group Discussion and Interview fee along with the application form.

Payment Schedule

Students will have to pay their fees in two instalments: the first instalment shall be payable in July 2017, on a date to be specified in due course. After payment of the 1st instalment of fees, in case a candidate fails to join classes by 10.8.2017 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.**

The second instalment of tuition fees is to be paid by 15th January 2018.

Late fee will be charged with respect to payment of the second instalment of fees @ Rs. 20 per day after 15th January 2018. The names of the defaulters will be struck off the rolls on 31st January 2018 for failing to remit the fee along with late fee. Re-admission fee of Rs. 500 will be charged on re-admission before 15th February 2018. The right of re-admission is reserved with the Institute. **The paid-up instalment(s) of fees are not refunded if a student discontinues studies.**

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.

Students' Welfare Fund

In addition, at the time of admission, Rs. 3,000/- is to be deposited by all students towards the Students' Welfare Fund.

Financial Support and Awards

There is provision for financial support to needy students. Half/quarter freeships are available for each P.G. Diploma Course on merit-cum-means basis at Delhi and at all Regional Campuses. Merit will be on the basis of first semester exams result and attendance.

Every year, a committee is constituted to select deserving candidates from among the applicants for freeships available for students.

For the purpose of applying for freeships, the Annual Household Income reflected in the application forms should be supported by income certificate from requisite authorities. Any other declaration pertaining to household income at variance with the declaration submitted along with application form shall not be entertained for the purpose of scholarship/free ship.

Scholarships

The '**Rati Aggarwal Scholarship**' will be awarded to a meritorious female student of the Hindi Journalism Course, based on her performance in the Entrance Exam.

The '**Star TV Scholarship**' will be awarded to a meritorious student of Radio & TV Journalism, based on his / her performance in the Entrance Exam.

The '**Achin Ganguly Scholarship**' will be awarded to two meritorious students of Advertising & Public Relations, based on their performance in the Entrance Exam & final result after completion of the Course.

The '**Jaswinder Singh Memorial Scholarship**' will be awarded to two meritorious students, one each from Hindi Journalism and Radio & TV Journalism, based on their performance in the Entrance and First Semester Exams.

Student 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 Semester 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 Semester-end 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

A minimum 50% attendance is necessary for a student to be eligible to sit in the supplementary examination. Any student with less than 50% attendance will not be allowed to appear in the supplementary exams and the name will be struck off the rolls.

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 or is held back due to short attendance, 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 given only one chance to appear in the Supplementary Examination which will be held along with the first Semester Examination 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.

Eligibility for Diploma

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.

Student 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.
- IIMC has a ‘Code of Conduct for IIMC Students’ which is available on the website of IIMC. The applicant is advised to carefully go through the Code of Conduct which also 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 reserves the right to rusticate a student from the course if his/her conduct is found unsatisfactory.
- The 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. The Grievance Redressal Committee will look into the grievances of the student as and when approached and take action.**

Zero Tolerance

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.

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. 100/-.

Placement/Internship

Towards the end of the academic session, the IIMC organizes a placement/internship fortnight, thereby facilitating an interaction between the industry & students. However, the Institute does not guarantee any placement to its students.

Library

The Institute has the largest specialized library in mass communication in the country. It has a collection of about 30,000 volumes of books and bound Journals on different aspects of mass communication and allied subjects. The library is fully computerized and has automated its housekeeping and service operations. On-line public access catalogue (OPAC) and Online Journals are available for students and faculty members. Library has also developed a state of the art Multimedia, Reference and Research Section for students, faculty and research scholars.

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 is 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.

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 digital ENG cameras, a multi-camera studio set-up, along with camera control units with sync and special effects generators, editing consoles, etc. The TV studio has cool light facility. The Institute has digital sound recording / editing and non-linear digital video editing facilities. The video editing facility includes server-based networking and Final Cut Pro machines.

The Institute has extensive facilities of over two dozen DSLR cameras to enable students to handle various photographic assignments. All the classrooms are equipped with projectors and other teaching aids.

In order to keep pace with the developments in the field of communication, especially in areas of computer-based editing and publishing, the Institute has facilities of computer labs, Multimedia Systems, Video Editing Equipments, Clip Video Cameras, Voice Recorders, etc. to facilitate electronic editing and computer-based graphic layout designing and publication.

Training is imparted to students on software packages such as Adobe PageMaker, Quark Express, Adobe Photoshop, Corel Draw, Macromedia Director, Cool Edit Pro, Newswrap, Adobe InDesign.

IIMC has Wi-Fi facilities within the campus.

IIMC Publications

(a) Journals

The Institute brings out two quarterly research journals, 'Communicator' in English and 'Sanchar Madhyam' in Hindi.

(b) Books

The Institute publishes books on mass communication in English and Hindi, apart from research compilations, edited volumes and newsletters.

Press

The Institute at Delhi Campus has a Printing Press with offset and screen printing facility.

Cultural Activities

Apart from Republic Day, Independence Day, the Institute organizes literary cultural programmes on its Foundation Day, National Press Day, National Youth Day, Teachers' Day, International Women's Day etc. The Institute organizes lectures/ performances by eminent speakers/ artists from time to time.

Wellness Centre

Wellness Centre is functional at Delhi Campus where Allopathic, Ayurvedic and Homeopathic doctors visit from Monday to Saturday. A clinical psychologist also visits the Centre. The doctors also visit the Dhenkanal Campus while emergency medical facilities are made available at all campuses.

Yoga

In order to promote general health and wellbeing, training sessions on Yoga are regularly organized at the Institute.

Hostel Facilities

Limited hostel facility is available in Delhi (only for girls). At Dhenkanal hostel facility is available for both boys and girls. At Amravati, Jammu and Kottayam, limited hostel facility for both boy and girl students is available. At Aizawl, hostel accommodation may be facilitated on request.

Mess and Canteen

The hostels of the Institutes have mess facility where quality food is served at subsidized rates to the hostellers. The Institute also has a canteen at Delhi Campus where food and snacks are served on all working days at subsidized rates.

Sports Facilities

At Delhi Campus, the Institute has Lawn Tennis, Badminton and Volleyball courts. In addition Table Tennis playing facility is also available. At Dhenkanal Campus badminton and Table Tennis facilities are available.

Bank and ATM

At IIMC's Delhi Campus, bank and ATM facilities are available within the premises.

Other Facilities

The Institute at Delhi has a 400 plus seating capacity auditorium- Mahatma Gandhi Manch, a 100 seating capacity Mini Auditorium- Lokmanya BG Tilak Mini Auditorium and an amphitheatre –Meghdoot Amphitheatre. It has several seminar halls and conference rooms. In addition, the Institute has parks and

lawns. The park around Swami Vivekanand Memorial Rock has been specially developed where students can study in leisure hours.

Rail and Air Journey Concessions

Students can avail of rail and air journey concessions as per rules for visiting home town during vacations.

Industry Interface and Alumni

The Institute has built a strong industry interface over five decades of its existence. IIMC alumni today hold leadership positions in the Media, Government, Corporate and NGO sector.

Social Media Handles

IIMC has its own dedicated FB page, YouTube Channel & twitter handle to disseminate information pertaining to academic/cultural/administrative activities to faculty, staff, students, ex-students & public at large. Students are encouraged to follow/like/subscribe to the following:

FB : <https://www.facebook.com/IIMC1965>

Twitter: https://twitter.com/IIMC_India

Youtube: [https://www.youtube.com/channel/UCmA45KCykBbOLpOG4p71 AA](https://www.youtube.com/channel/UCmA45KCykBbOLpOG4p71AA)

Green IIMC, Clean IIMC

Nestled in the lap of Aravalli Ridge IIMC Delhi campus offers a green, healthy & peaceful environment. Tree plantation drives are undertaken regularly to increase the green cover. The Dhenkanal Campus is situated in the valley of Paniohala (means 'hanging water' in Odia) hill that commands a majestic view.

No Smoking Zone

The entire IIMC campus is a no smoking zone. Consumption of liquor/drugs and narcotic substances are strictly prohibited. Violations are punishable as per law.

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. Regional Campuses, as a rule, follow the Delhi calendar, although there may be some variations as decided by the respective Campuses in consultation with the Headquarters in Delhi.

Important Dates

Sale of application forms begins	3 rd April, 2017
Sale of application forms closes	5 th May, 2017
Last date of receipt of filled-in Application Forms	5 th May, 2017
Entrance Examination for all Courses (Other than Urdu, Odia, Marathi and Malayalam)	28 th May, 2017
Entrance Examination for Journalism (Urdu, Odia, Marathi and Malayalam)	27 th May, 2017
Announcement of Entrance Examination results	IInd/IIIrd week of June 2017
Interview dates	Last week of June/Ist week of July 2017
Announcement of final selection	IInd/IIIrd week of July 2017
Last date to deposit first instalment of fee	IIIrd week of July, 2017
*Last date to submit Graduation Marksheet/Degree, failing which the Provisional Admission will be cancelled	August 31, 2017
Academic Session begins	Last week of July or Ist week of August, 2017

**Applicable to those appearing in the final year graduation examination, but results not declared.*

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 to all courses is based on a written examination followed by a personal interview /group discussion. There will be a common entrance examination and common question paper for Journalism (Hindi/English). Candidates may apply for and write the examination for either

Journalism (Hindi) or Journalism (English) in the respective languages. Further the candidate may write entrance examination for one of the courses out of Journalism (Urdu), Journalism (Odia), Journalism (Marathi) and Journalism (Malayalam). There will be separate entrance examinations and question papers for Radio & TV Journalism, Advertising & Public Relations..

2. The proportionate weightage between the written entrance examination and the personal interview/ group discussion is 85:15.
3. The candidates will be judged on the following parameters:

a) For Journalism Courses:

- i) General Awareness, including understanding of social dynamics, social and cultural history, legal and constitutional provisions, rights of citizens, development issues especially health, education, ecology and economy, international developments and their impact on India,
- ii) Aptitude & mental make-up
- iii) Language capability including oral and writing skills
- iv) Analytical & comprehension skills
- v) Sensitivity to social issues
- vi) Ethics & values.

b) For Advertising & Public Relations:

- i) General awareness about development and public issues
- ii) Aptitude & mental make-up
- iii) Language capability
- iv) Analytical & Comprehension skills
- v) Brand awareness & recall
- vi) Social Consciousness
- vii) Lateral thinking capabilities

4. The written entrance examination will be held on an all-India basis at New Delhi, Ahmedabad (Gujarat), Aizawl (Mizoram), Bhubaneswar (Odisha), Bengaluru (Karnataka), Bhopal (MP), Chennai (TN), Guwahati (Assam), Jammu and Srinagar (J&K), Hyderabad (AP & Telangana), Kolkata (W.B.), Kochi (Kerala) Lucknow (U.P.), Mumbai, Nagpur (Maharashtra), Patna (Bihar), Ranchi (Jharkhand) and Raipur (Chattisgarh). Entrance Examination of Journalism (Odia) will be held at Bhubaneswar, Journalism (Marathi) at Mumbai and Nagpur; Journalism (Malayalam) at Kochi and Journalism (Urdu) at New Delhi/ Bhopal/ Jammu/Hyderabad/Kolkata/Lucknow/Mumbai.
5. Although a preference for examination centre is obtained from the candidate, the Institute reserves the right to call any applicant for the written entrance examination at any centre at his/ her own expense.
6. A centre for written entrance examination, once allotted, will not be changed under any circumstances.
7. All the candidates who qualify in the written entrance examination will be called for an interview / group discussion in the last week of June / first week of July, 2016 in New Delhi at their own expense. If sizeable number of candidates apply for admission to Regional Campuses on first preference basis, the interview may be conducted at the concerned Regional Campus or any other city nearby. The candidates will be informed about the venue before the interview.
8. Students coming for interview/ group discussion are encouraged to bring their portfolios/work done in the past, although this is not mandatory.
9. A list of candidates to be provisionally admitted to each course will be prepared on the basis of the combined marks obtained by candidates in the written examination and interview/group discussion.

HOW TO FILL UP THE APPLICATION FORM

1. You can either fill the application form online and also pay the fee online or download the application form, fill it and send by post along with the Demand Draft for application fee to the address as indicated in pt. (20).
2. The applicant should fill the form in his / her own handwriting.
3. The candidates can submit one Application Form for either Journalism (Hindi) or Journalism (English) as the written entrance examination and question paper will be common for above courses.
4. Similarly, The candidates can submit one Application Form for either Journalism (Urdu)/ Journalism (Odia)/ Journalism (Marathi)/ Journalism (Malayalam). The written entrance examination for above courses will be conducted simultaneously.

5. For each course, there is a separate form. The candidates should check before filling the form that it is for the course for which they want to apply.
6. Please start filling up the application form only after reading and fully understanding the instructions.
7. Do not use a pencil for filling the form. **Use Black Ink only.**
8. Please paste your recent passport size photograph, duly attested, on the Application Form.
9. 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.
10. Applicants born on or after August 1, 1992 only are eligible for admission. However, relaxation in age of 5 years is given to SC, ST, and Physically Handicapped candidates and relaxation in age of 3 years to OBC candidates.
11. Please clearly indicate the category to which the applicant belongs, i.e. General/SC/ST/OBC/Physically Handicapped.
12. Only Indian Nationals are eligible for these courses.
13. 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 Admit Card issued by the Institute.
14. 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.
15. 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 admission would result in cancellation of admission to the course.
16. The applicant is required to fill all the columns carefully. A form not filled completely, is liable to be rejected.
17. 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 Additional Director General (T&A).

18. If, any wrong information is given in application form, it is likely to be rejected

19. 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. 1,200/- for General & Rs. 1,100/-for SC/ST/OBC/Physically Handicapped category candidates drawn in favour of “IIMC, New Delhi” as Entrance Examination fee on or before 5th May, 2017 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.

20. Completed applications should reach (in person/ by post) **The Additional Director General (T&A), Indian Institute of Mass Communication, Aruna Asaf Ali Marg, New Delhi-110067** on or before **5th May 2017**.

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

Indian Institute of Mass Communication

Organisational Chart:

Director General:

Sh. K.G.Suresh

Additional Director General (Training & Administration):

Sh. Mayank Kumar Agrawal

Professors:

1. Sh. Vijay Parmar
2. Dr. Mrinal Chatterjee
3. Dr. Gita Bamezai
4. Dr. Hemant Joshi
5. Sh. Mukul Sharma

Associate Professors:

1. Sh. Shivaji Sarkar
2. Dr. Anand Kumar Pradhan
3. Dr. Sunetra Sen Narayan
4. Ms. Shashwati Goswami
5. Dr. Anubhuti Yadav
6. Dr. Surbhi Dahiya
7. Sh. Nimish Rustagi

Assistant Professor:

1. Ms. Rinku Pegu

Dean Students' Welfare

Dr. Surbhi Dahiya

Deputy Registrar:

Sh. P.V.K. Raja

Academic Coordinator:

Sh. Raghuvinder Chawla

Hostel In-charge :

Sh. Vinod Kumar