

INDIAN INSTITUTE OF MASS COMMUNICATION

ANNUAL REPORT FOR 2016-17

INTRODUCTION

The Indian Institute of Mass Communication (IIMC), registered as a Society under the Societies Registration Act, 1860 (XXI of 1860), came into existence on August 17, 1965. It was established with the basic objective of teaching, training and undertaking research in the areas of journalism, media and mass communication.

The Institute began with a modest staff strength of four Professors and one Consultant from UNESCO, besides the Director. The Institute organized training courses for the State and Central Information Service Officers, as well as some foreign trainees under the Colombo Plan and undertook research studies on a small scale. Over the last 52 years, the Institute has graduated into conducting a number of specialized courses for meeting the diverse and demanding requirements of the rapidly expanding and changing media industry in modern times, in keeping with its original mandate “to provide the information and publicity to the personnel of the Central and State Governments, to make available facilities for training and research to meet the information and publicity needs of the public and private sector industries.”

As on 31st March, 2017, apart from training officers of the Indian Information Service, the Institute was conducting a number of Post-Graduate Diploma Courses in Print Journalism (English, Hindi, Urdu, Odia), Radio & T.V. Journalism and Advertising & Public Relations. The Institute conducts a Diploma Course in Development Journalism for middle-level working journalists from Asian, African, Latin American and East European countries, sponsored by the Ministry of External Affairs, Government of India since 1969, presently under the ITEC, SCAAP and TCS of Colombo Plan Schemes. A number of specialized short-term Courses, ranging from one week to four weeks, are also organized especially for defence officers and police officers and to meet the ever-growing training needs of communication professionals working in various media, publicity and operational outfits of the Central and State Governments, as well as Public Sector Organizations. The Institute also collaborates with different national and international agencies in conducting training, seminars, workshops, etc. and in undertaking joint research projects.

In recent times, mass communication has undergone a paradigm shift and has emerged as a major area of activity greatly impacting the process of decision-making. It has rapidly acquired importance and prominence and has become a major attraction for students pursuing different academic disciplines. The Information Technology Revolution has significantly contributed to the expansion and changing contours of the mass media. It has also posed major challenges for students, teachers and practitioners of the discipline. Rapidly changing technology is transforming the very complexion of the discipline in a manner unknown to any other area of academic activity. The need of the hour undoubtedly is to respond effectively to emerging challenges for maintaining and enhancing the effectiveness of mass media, while simultaneously exploring and expanding the engagement with the new media.

Accordingly, the Institute continuously evaluates and revises its course curricula so as to effectively meet contemporary challenges thrown up by the fast-changing environment. This enables the effectiveness of the Courses being run by the Institute, even in the changed scenario.

The Institute equips young men and women who aspire to ultimately be associated with a variety of media institutions with the basic skills and techniques they require and provides insights into different dimensions of the field. An attempt is made by the Institute to help its students develop into useful members of the

society, with the dissemination of information and communication being aptly considered to be a crucial ingredient of the development process. This is what gives the Institute and its *alumni* a distinct identity and character.

The Institute continuously endeavours to contribute towards the creation and strengthening of an information structure suitable not only for Indian requirements, but also for those of other developing countries. IIMC provides its expertise and consultancy services to other institutions, organizations and bodies in response to requests received from departments and entities of the Central and State Governments, Public Sector Organizations, Universities and other Academic Institutions.

With the growing popularity of the Institute's training activities and with a view to meeting regional aspirations, the Institute opened, in 1993, a Regional Campus at Dhenkanal, Odisha. At present, the Dhenkanal Regional Campus conducts two Courses: a Post-graduate Diploma Course in Journalism (English) and a Post Graduate Diploma Course in Journalism (Odia).

The next phase of expansion of the Institute took place in the years 2011 and 2012. In 2011, two new Regional Campuses of IIMC were opened at Aizawl (Mizoram) and Amravati (Maharashtra). In 2012, two more Regional Campuses of IIMC were opened at Jammu (J&K) and Kottayam (Kerala). These four new Regional Campuses started with offering Post-graduate Diploma Courses in Journalism (English).

Thus, IIMC has changed its character from being a Delhi-based institute with one Regional Campus in Dhenkanal, Odisha, to an Institute with a nation-wide presence through its Regional Campuses located in all the five major regions of the country, North, South, East, West and North-East, in addition to its Headquarters in New Delhi.

Financial support to the Institute is made available by the Government of India through the Ministry of Information & Broadcasting. The activities of the Institute are guided by its Executive Council, whose present Chairman is the Secretary of I & B Ministry, who also is the President of the Indian Institute of Mass Communication Society. The other Members of the Executive Council include *inter-alia* senior officers of the Ministry of Information & Broadcasting and other Ministries, representatives of the Institute's Faculty and eminent personalities from the world of media. The Director General of the Institute is the Member-Secretary of the Executive Council.

Through its continuous hard work over the half century of its existence and as a result of its excellent delivery mechanisms, the Institute has consistently retained the envious reputation of a centre of excellence in the arena of communication teaching, training and research.

ACADEMIC AND TRAINING ACTIVITIES DURING 2016-17

TRAINING OF INDIAN INFORMATION SERVICE OFFICERS

In 2016, eleven IIS Group 'A' Officer Trainees (OTs) completed their 9 months Induction Training in ***Media and Communication*** from 9th February to 8th November 2016. One of the highlights of their Induction Training was a short exposure visit to Left Wing Extremism (LWE) affected areas in Chhattisgarh from 11th to 14th September 2016. Introduced for the first time, this visit was intended to acquaint the OTs with the information and communication dynamics in the LWE affected region. Also for the first time the Induction Training included a week long Defence attachment, as part of which the OTs were attached to the Assam Rifles. This also provided the OTs an opportunity to learn about the North East region in

greater detail as the attachment covered three states of Manipur, Meghalaya and Assam. The OTs also underwent attachment at FTII where they learnt nuances of TV and Film production. They also went on Bharat Darshan tour which gave them an exposure to cultural rainbow of the country.

The OTs called on the President of India who addressed them and articulated the critical role of Indian Information Service in the Governance of the country. They had the opportunity to interact with the Minister of I&B Shri M. Venkaiah Naidu and Minister of State for I&B Col. Rajyavardhan Rathore (Retd.) AVSM. Meanwhile, the 9 months Induction Training for the latest batch of fifteen OTs of IIS Group 'A' commenced from January 16, 2017.

Apart from the above, in 2016, ten IIS Senior Grade group 'B' OTs also had undergone a Foundation Course in '*Communication and Media*' from 14th December 2015 to 13th June 2016. For the first time the Foundation Course included a 10 day module on Government functioning, GFR etc. Also for the first time, a module on film appreciation and documentary production was introduced. In this module, the OTs produced two documentaries capturing the 'Life on the Streets of Delhi'. The OTs also underwent one week training at the Institute of Secretariat Training and Management (ISTM) on topics such as office procedures, finance and budgeting. The OTs also went for a 10 day study trip covering Ladakh, Kashmir and Punjab.

POST-GRADUATE DIPLOMA COURSES

Since its inception, the Institute has carved out a special niche for itself in the area of media and communication education through its continuous, relentless efforts aimed at improving the content and delivery mechanisms of its training. Today, IIMC enjoys pride of place among the galaxy of institutions engaged in imparting teaching in the field. It offers various Post-graduate Diploma Courses in Journalism – Hindi, English, Odia and Urdu, Advertising & Public Relations and Radio & TV Journalism—to aspiring professionals in these disciplines.

The courses offered by the Institute represent a meaningful blend of classroom teaching, duly supplemented by practical orientation through rigorous exercises, lab journals, projects, field visits, etc. This is intended to equip students with the skills needed for success in their careers and to afford them an opportunity to relate the teaching they receive to the ground realities of the environment in which the media and communication industry functions. The courses, besides providing a perspective, aim at defining the role of media professionals in society. The curricula of the courses are continually reviewed and revised by incorporating emerging trends and technologies in the rapidly developing field in order to maintain the relevance of the courses even in changed circumstances. While designing the courses, the diverse requirements of industry are also kept in view, so as to make the students aware of the field realities, as well as ethical considerations. The courses also aim to imbue a sense of responsibility among the students, so that they are in a position to discharge their respective roles effectively in a multi-lingual, multi-religious and multi-ethnic society.

The Institute also assists its students in securing internships that usually lead to gainful employment in Newspapers, TV Channels and Media Houses, as well as Advertising and Public Relations Agencies after completing their courses, through campus placements and otherwise.

The PG Diploma Course in Journalism (Hindi) was started to cater to the growing need for skilled and professionally trained media persons for Hindi newspapers, magazines, TV and radio. With the growth of Media in India, it adapted quickly to include New Media and other Digital platforms in its curriculum.

The primary focus of the course is to impart theoretical background and professional skills required in the processes of news gathering and its production, presentation and dissemination.

In the year 2016-17, the Journalism course in Hindi had 56 students. The initial phase of the course emphasized on the theory and concepts of communication and the history, laws and ethics of journalism. From the very first week, the trainees were imparted skills to use UNICODE on computers for Hindi to strengthen their skills in typing and software for publishing. The theoretical and practical components were equally distributed over the two semesters.

During the academic year, the Department of Hindi Journalism organized several workshops to enhance the understanding and practical abilities of the students. The Department organised special workshops on Business Journalism, Political Reporting, Photography, Editing and Translation.

A special computer lab for Hindi Journalism to produce lab newspapers was setup in 2013 by acquiring the latest integrated news editing system that is being used by the industry in a big way. The students this year produced their own lab journals on News Wrap editing system and integrated Adobe. In design publishing software, they also submitted their editing and other assignments online during the course. The Department is slowly moving towards paperless training and students are encouraged to submit their assignments on network shared by students and teachers. The students produced more than 50 lab journals, individually and in groups.

The students also went for an educational trip to the Surajkund Mela and produced special lab journals on their visit. They also reported these events for radio and television. To partially offset the impact of the growing trend of commercialization of the media, concerted efforts were made to impart training in Development Communication in accordance with the mandate of the Institute. The students took keen interest in the Institute's community radio station and produced programmes for it in groups.

After completion of the course, the students went for internships in various organisations. The placement cell facilitated the placements of the students who were placed in various newspapers and their digital editions, television channels and news agencies. The students got jobs in Dainik Bhaskar, Nav Bharat Times online, Amar Ujala Digital, India Today Digital, Jagran Josh, Hari Bhoomi and its online edition, ABP News and APN TV, while some students went for further studies.

PG Diploma Course in Journalism (Urdu):

The Diploma of Urdu Journalism was upgraded to Post graduate Diploma level after the approval of the Executive Council in 2016-17.

Nine students took admission and six students successfully completed the course.

The PG Diploma Course in Journalism (English) is a flagship programme of the Indian Institute of Mass Communication. This nine-month diploma course is an intense, rigorous and practical-oriented programme which trains young students to become professional journalists.

In the year 2016-17, 57 students were given in-house, theoretical, as well as professional and field training in the basics of journalism and mass communication, including latest developments in electronic, community and digital media. They were given first-hand experience of reporting, writing and editing across media. They were also trained in newspaper and magazine production using the latest design innovations prevailing in the industry.

Around twenty lab journals were produced by the editorial teams of the students. They also created eight news websites and blogs group-wise, that had updates on campus happenings and local news embedded with audio-visually. Beside this, community radio programmes were also produced by students which were broadcast on Apna Radio 96.9, the institute's own community radio station.

To enhance students' reporting and writing skills, they were sent for covering major events, rural reporting, and current affairs across the national capital and the NCR. The students also brought out special editions on Dharamshala and the Tibetan community.

The English Journalism Department has always encouraged ground reporting. The students brought out news reports/features on the Surajkund Crafts Mela. Their lab journals also included photographs, photo features and special articles on various contemporary issues. Further, students also attended seminars and lectures at India International Centre, India Habitat Centre, Jamia Millia Islamia and Jawaharlal Nehru University, among other academic centres. They were also encouraged to attend several thought-provoking live discussions on various TV channels.

Every year, the Department takes the students for an educational trip and this year was no exception. They were taken on a four-day study tour to Dharamshala in Himachal Pradesh where they attended a number of workshops on Sino-Indian and Indo-Tibetan issues.

Intense practical exercises and theoretical, classroom training helped the students in honing their professional and academic skills and the majority of them bagged jobs in reputed organizations in the mainstream media industry.

In terms of professional placements, students were picked up by reputed media organizations like the Press Test of India (PTI), Adfactors PR, Network 18, Times Internet Ltd., Business Standard, Aaj Tak Online, Bloomberg-Quint, Indian Express Online, Financial Express Online, Doordarshan, ABP among other eminent organisations.

PG Diploma Course in Advertising and Public Relations

The Department of Advertising and Public Relations continues to take pride in preparing the best professionals for the industry. The strong focus on the contemporary and progressive pedagogy with well deliberated course structure harmonises best of the classroom teaching with industry exposure and remains the hallmark of the PG Diploma Course in Advertising and Public Relations.

The PG Diploma Course in Advertising and Public Relations had 67 students in the year 2016-17. The students underwent rigorous teaching, training and hands-on-skill enhancement exercises in 10 papers that comprise the syllabus of the course. As in the past, some of the best faculty from the industry was drawn upon to augment teaching, along with the in-house faculty. The students worked on many live brands, tracked media and did simulations in crisis management, CSR, brand building etc.

Innovative pedagogy was introduced in the form of role-plays, case studies, review of books and quizzes etc. The students worked on an important advertising campaign. They made campaigns on Road Safety for Ministry of Road Transport and won Rs.1 lakh as prize money from the Ministry. The students presented their campaigns to the experts and the Ministry representatives and received accolades for their creative rendition, quality of production and diligence.

The year witnessed overwhelming placement in Advertising and PR not only for the Ad/PR students but students from other courses including regional campuses.

Among many public and private sector companies that came for placement, the foremost have been Power Finance Corporation Limited, TATA, Adfactors, Edelman PR, Avian Media, PR Pundit, SchoopWhoop, Wat Consult, Mixed Route Juice, The LINKS, Accenture, Acxiom, Digiqom, Letz Change Foundation etc. The highest pay package came from the TATA at Rs. 9.27 lacs per annum.

The PG Diploma Course in RTV Journalism

In the academic year 2016-17, all the 45 students of the Department of Radio & TV Journalism, successfully completed the course by undergoing exhaustive classroom teaching and rigorous practical training.

The course curricula has been updated in accordance with the evolving media industry and changing technology. It consisted of total ten papers under which the students were exposed to plentiful academic discourses and hands on skills pertaining to as diverse media subjects as Radio, TV and Print Journalism, Television and Film Production, New Media Journalism and Advertising and Public Relations. The major thrust of the syllabus was on practical exercises with strong industry linkages which provided the students a cutting edge over similar courses run by other public and private institutions.

For practical training, noted subject experts and prominent media professionals associated with top notch media organizations were invited for the classes on a regular basis in order to keep them abreast with the latest developments. This rigour in training duly got reflected in the short films and documentaries made by the RTV students on varied social issues. These students' productions were widely appreciated for their bold content, rich craft and refined technical innovations.

The Department had more than 80 percent placement this year. The students were hired for various journalistic and technical jobs by leading national media organizations.

Alongside, the Department provided all the necessary training with regard to Broadcast Media to the students of the all the other five departments.

The Department also provided practical and technical input to all the departments in the Institute on a regular basis and conducted a few short term courses in various areas of Radio and Television Journalism at regular intervals.

New Media & IT

The Department of New Media & IT was inaugurated on May 20th 2016 with the following objectives:

- To develop an understanding of New Media amongst students and enable them to appreciate potential and limitations of New Media.
- To carry out researches in New Media
- To cultivate communication professionals who have Digital Multimedia application capabilities
- To introduce new courses relevant to the Media Industry

- To develop e-content and participate in the digital initiatives launched by the Government of India

The Department anchors New Media paper in all the departments and workshops are also conducted on Data Journalism, Digital Marketing, Digital Tools mobile journalism and online journalism.

Major Activities in the year 2016-2017

- The Department has produced e-content on New Media for Consortium for Educational Communication (CEC), PG Pathshala, Swayam and the National Repository of Open Educational Courses
- The Department has taken up a research project to analyze how social media is being utilized by the various ministries for citizen engagement. The project is funded by : UGC – UPE Focus Area -II Project (Mysore University)
- The Department has collaborated with **PMGDISHA** Pradhan Mantri Gramin Digital Saksharta Abhiyan for curriculum development & evaluation.

The following training programmes were conducted in 2016-2017

- Media and Information Literacy course for the students from Kerala
- Course on New Media for the Information officers from Bhutan
- Course on New Media technologies for the Information Service Officers from Karnataka
- Faculty Development Programme (FDP) in collaboration with DECORE
- Social Media for Governance for the officials from M/o Panchayati Raj, M/o Drinking Water and Sanitation in collaboration with Department of Communication Research (DECORE) of IIMC

The Department manages the institute's website www.iimc.gov.in and its social media handles.

Activities at IIMC's Dhenkanal Campus

The Ministry of Information and Broadcasting opened the second campus of Indian Institute of Mass Communication (IIMC) in Dhenkanal, Odisha in 1993 to meet the growing need for learning, training and research in journalism and mass communication in the country. Located about 80 km. southwest of Bhubaneswar, Dhenkanal nestles in the rural and tribal hinterland of central Odisha, connected by both rail and road (NH 55).

IIMC, Dhenkanal campus started with a Post Graduate Diploma Course in Journalism (English) with 40 seats in August, 1993 from a rented private accommodation. The Institute shifted to its own campus in May 2000. The 7.5-acre new campus, situated in the valley of Paniohala (means 'hanging water' in Odia) hill commands a majestic view. In subsequent years, the number of seats was increased. Presently it has 62 seats.

Since 1993, IIMC, Dhenkanal campus has produced more than 1200 media professionals. Most of them

are working in leading mainstream national and international media organizations as well as government establishments and NGOs. Many of them are working in public relations and advertising domains as well. Some of them have started media units of their own, while others have joined academics.

PGDJ (Odia) Course: A Post Graduate Diploma Course in Odia Journalism with 15 seats was introduced in 2001-2002 Academic Year in IIMC, Dhenkanal campus to cater to the needs of Odia media. It was the first time that a language journalism course, besides Hindi was launched by IIMC. Currently, it has 23 seats in Odia Journalism course.

The regional media industry has extended full cooperation in running the course. Editors and senior media-professionals often visit the campus and interact with the students. The students of this Institution have made their presence in the leading media organizations in Odisha.

Besides regular faculty, visiting faculty members are invited from various media Organisations including AIR, Doordarshan and PIB, etc. to teach the students at the Dhenkanal Campus. Working journalists are regularly invited to address the students and provide hands on training. Eminent personalities and experts from various fields also often visit the Institute to broaden the knowledge base of the students on media related issues.

Academic Activities: The academic performance of the students of this campus has been commendable from the beginning. The emphasis is more on hands-on training including field assignments and classroom workshops than class room lectures.

During 2016-17, the students covered several major national and international events. They brought out bulletins during ANJALI International Children's Festival held in Bhubaneswar and Natya Chetana Theatre Festival in Khurda. They helped the organizers of Canfest (15th National Theatre Festival) at Paradeep in media coverage and liaisoning. Students participated and covered Odisha Vikash Conclave 2017 and Social Innovation Summit held at Bhubaneswar. First Puri Beach Carnival festival was covered by students from 20th to 26th January 2017.

Besides producing four issues of lab journals, students brought out daily newspapers in English and Odia every working day beginning mid-August till the end of the academic session. News presentation on television from the Institute's video lab was another regular exercise built into their daily academic activity. So was the audio news presentation from the audio lab of the Institute. They prepared blog and website as a weekly exercise. The purpose of these exercises was to train the students in print, video, audio, web and social media. Some of their radio productions were put on air by All India Radio, Cuttack and Radio Namaskar, Konark.

The students made presentations on current issues as part of their daily academic activity. It made them adept in research and honed their presentation skills. They had hands on experience in producing TV news capsules, Radio features and documentaries. They also wrote blogs and designed websites. They were also taught to use social media for news collection, collation and dissemination.

Seminars, Workshops: IIMC, Dhenkanal campus organized several workshops and seminars in the academic year, which included.

1. A national seminar on "Regional Language Journalism, Problems and Prospects" on 4th August 2017.

2. Seminar on “Press Council of India in the Digital Era” on the occasion of National Press Day in association with Dhenkanal Union of Journalists on 16th November 2016.
3. A Seminar on “Civil Society and Public Service” in association with Indian Institute of Public Administration (IIPA), Odisha Chapter on 22nd November, 2016.
3. A Seminar on “Eliminating Violence against Women” in association with TRUST, Bhubaneswar on 22nd January, 2017.
4. Workshop on writing for Wikipedia in association with Team of Wikipedia, Bhubaneswar on 31st January 2017.
5. Workshop on “Understanding the structure and process of State Budget and Budget an Instrument for Development” in association with CYSD Bhubaneswar on 9th February, 2017.
6. Seminar on “Role of PCI in Defence of Press freedom” in Collaboration with PCI and Odisha Journalist Union on 20th February, 2017, chaired by Justice C.K. Prasad, Chairman of PCI, New Delhi.
7. Seminar on “Theatre: A Unique Medium of Communication” in association with *Kala Parisad*, Dhenkanal on 5th March, 2017.

Training Programmes: IIMC, Dhenkanal campus organized following training programmes in 2016-17:

1. A week long training programme for Public Relations Officers of Govt. of Odisha from 28th November to 2nd December 2016.
2. One day training programme for the students of Bharatiya Vidya Bhavan, Kolkata on 13th January, 2017.
3. Specialized Media Training Programme for DJMC students of Odisha State Open University in three different batches from 20th to 24th March, 27th to 31st March and 8th to 12th May, 2017.

Extra-curricular Activities: Several extra-curricular activities were organized for the students. Debate and essay competitions and cultural programmes were organized on the occasions of Foundation Day and Hindi Divas. Students celebrated World Photography Day on 19th August. A literary festival ‘*Sabdanjali*’ was organized in association with District Writers’ Forum, Dhenkanal on January 26. Two more editions of *Sabdanjali* were organised during the academic year.

To observe the first death anniversary of Prof. K. M. Shrivastava, a special lecture was organized in his name. The first Prof. K. M. Shrivastava Memorial lecture was delivered by Prof. D. V. R. Murthy of Andhra University on 29th August 2016. The title of the lecture was “The Tradition of Indian Journalism”. Students produced one hour variety programme for AIR Cuttack, which was aired on *Yuvavani* in two episodes.

Award winning movies and documentaries were screened on regular basis followed by discussions on important issues raised and points highlighted by the movies/documentaries.

Placements: The campus placements during the 2016-17 academic session was good. Over 70 percent of English Journalism students got placement in different media organizations following the campus selection initiative in Delhi and Dhenkanal. Nine out of the seventeen students of Odia Journalism course got

placement in Odisha based newspapers and television channels including Prameya, O TV, Enadu Digital and Odisha Livelihood Mission, the Government of Odisha Project under Panchayatraj Department.

Publications: IIMC, Dhenkanal Campus produced four monographs in this academic year: History of Public Relations and Crisis Management, written by Sri Subir Ghosh. Another Monograph in Odia “*Sambad Prasanga-2*” and Media Mind-IV (Compendium of lectures delivered at IIMC, Dhenkanal) were also released by IIMC, Dhenkanal Campus.

Activities at IIMC’s Aizawl Campus

Since its inception in 2011, the Indian Institute of Mass Communication’s North- East campus at Aizawl, Mizoram has grown in significance, with students from the campus creating their own niche in prominent media houses across the country. Continuing with the trend, the 2016-2017 academic session commenced in August, 2016. Over the course of the session, several eminent guest faculty members visited the institute and addressed the students.

A highlight of the year was the visit of Director General, Shri K.G. Suresh and Additional Director General Shri Mayank Agrawal to the Aizawl campus. Taking time out from their pressing commitments at the headquarters, Shri Suresh reviewed the functioning of the campus to get a first-hand impression of the work being done there including the construction of the permanent campus, and the issues faced by the employees and students. They were accompanied by the team of engineers overseeing the construction of the permanent campus of IIMC Aizawl, which is being built on the Mizoram University campus and is scheduled to be completed by the end of 2018. In a meeting with the faculty and the students, the Director General outlined his vision for the institute and also provided valuable guidance. Shri Suresh also gave the key note address at a national media seminar organised by the Department of Mass Communication, Mizoram University, in which he raised various issues concerning the profession of journalism. The Director General was also interviewed by Doordarshan Kendra, Aizawl in which he talked about IIMC’s significance in the context of the state of Mizoram and the North-East.

Over the course of the second semester, the students attended a two-day photography workshop organised by Mr. Pranab Basu of the International Institute of Photography, Kolkata. It was a rewarding experience for the students where they learnt about basic photography concepts like lighting, framing and acquired some valuable hands-on experience. The students also covered the Anthurium festival, the annual tourism festival organised by the government of Mizoram, which resulted in comprehensive stories and beautiful photo-essays for the lab journal.

In terms of academics, the students produced ten lab journals and news bulletins for both radio and television. Two news websites, manned by two separate groups of students were also created and updated regularly. At the centralised campus recruitment process organised at the Delhi campus, three of the students from the Aizawl centre received job offers.

Activities at IIMC’s Amravati Campus

The Western Regional Campus of IIMC at Amravati conducted practical exercises along with theory classes for students of PG Diploma in English Journalism on various aspects such as reporting, editing, television, new media, radio and photography. Throughout the year media experts were called to the campus to deliver lectures on various subjects related to journalism.

During the academic year, the campus produced six monthlies and 12 weeklies exclusively based on various city reporting assignments given to students. Other than this, the campus regularly published dailies. Students brought out special issues on festivals in Amravati, National Press Day and State politics. Students learnt photography and used camera to click various events and activities in the city. They submitted their stories with their own clicks.

Students voluntarily made a documentary on the nearby village Chenushta for the competition announced by the Ministry of Panchayat Raj. They focused on the development of the village. Along with this, they also made a short film of three minutes to take part in the competition announced by one of the media institutes in Mumbai. It was made in 36 hours as required by the competition rules.

As a part of television, students produced three documentaries in groups. They covered subjects like migrants in the city, traditional pottery business and local cuisine *Mande*. Everything including research, shooting, editing, recording was done by the students. For Radio practicals, students produced bulletins.

Five of the students participated in an International conference organized by Rashtrasant Tukdoji Maharaja Nagpur University, Nagpur in March 2017. They presented their papers based on new media. As a part of development journalism, the students visited a village called Bambarda in Washim district. They interacted with farmers, members of Krishi Samiti and entrepreneurs working in the field of irrigation. Later, they published an issue based on this visit.

For New Media, students prepared small stories using their mobile phones and learnt how to run a blog and use social networking sites for news.

As every year, students visited Chikhaldara, the nearest hill station and Sevagram on Oct 2nd as an extracurricular activity.

Activities at IIMC's Jammu Campus

Along with the theory classes, the students at IIMC's Jammu Campus were taken for field visits for practical exercises. Panel discussions and interactive sessions were also organised for the benefit of students. Special classes were conducted by industry experts on news writing for Radio and Television, language journalism, reporting from conflict zones, TV News Production and Breaking News etc. Editing workshops were also conducted for practical hands on training.

In the memory of Late Prof. K.M. Shrivastava, a panel discussion was held on 'Conflict Reporting'. "Is the media biased or objective?" President of Press Club of Jammu and the Bureau Chiefs of leading news channels in Jammu i.e., Times Now, Aaj Tak, Zee News, PTI, besides PRO Defence, Assistant Professor of National Security studies / Department of Journalism, students from Central University and IIMC Jammu participated in the discussion which was moderated by Sh. Rahul Jalali, President, Press Club of India.

The students participated in a wide range of discussions with the Chief Electoral Officer of J&K, on various election related issues. The role of Election Commission of India especially towards larger participation of eligible voters in the election process and model code of conduct etc. were elaborated by the CEO.

Northern Regional Campus of IIMC, Jammu celebrated the International Yoga Day on 21st June, 2017 in collaboration with 'Morning Walkers Association' of 'Ever Green Park' Channi Himmat, Jammu. The event was organised at Panch Mandir, Channi Himmat, Jammu with full zeal and dedication

despite bad weather. The participants including women appreciated the initiative taken by IIMC in this regard. It was announced that the celebrations of International Yoga Day in association with 'Morning Walkers Association' of Ever Green Park will be a regular feature in future. The event was widely covered by the press through local newspapers.

Visit of Director General, IIMC to Jammu Campus: Director General, IIMC Sh. K.G.Suresh visited IIMC Jammu Campus in February, 2017. During his interaction with the faculty and the students, he shared his reporting experiences. He emphasized upon the field reporting after verifying the facts & interviewing the source with utmost care. He also interacted with local media and visited the site of the new permanent campus coming up at Keran Bantalab. He reviewed the progress of the work at the site.

The State Government has allotted over 15 acres of land, the possession of which has been taken over by IIMC through Higher Education Department of J&K Government. The work of construction of boundary wall measuring around 1800 metres has been taken up through Civil Construction Wing of I&B Ministry. It was desired by the Director General to frame the proposals keeping in view the aesthetic look of the state / area. Later on Sh. K.G. Suresh held a meeting with Minister of State Smt. Priya Sethi and subsequently with Commissioner / Secretary to Government, Higher Education Department, Dr. Asgar Hassan Samoon, and Divisional Commissioner, Sh. Pawan Kotwal who agreed to provide every possible support to IIMC for setting up the permanent campus.

On the occasion of the Gandhi Jayanti, a cleanliness drive was undertaken in the Institute campus as well as hostel and its surroundings. The team consisting of faculty, staff and students met the members of the surrounding areas and requested them to keep the area neat & clean. Large heaps of garbage were removed from the surrounding areas. The action taken by IIMC was well appreciated by all.

Activities at IIMC's Kottayam Campus

The year 2016-17 was a robust year for IIMC Kottayam which saw new initiatives on the academic front, speeding up of building construction and fruitions in terms of students' placements. Experts and veterans from the industry supplemented the classes conducted at the campus.

The fourth batch of English Journalism students came out with flying colours after the placement week at IIMC, New Delhi. About 46 per cent of the students were placed in PTI headquarters itself. Students were also placed in The Times of India Group, APN etc. About 86 per cent of the students (from 1st April 2016 to 31st March 2017), who participated in the campus placement drive held at Delhi, got placed.

Journalism Mentorship Initiative: The success of the Journalism programme at IIMC Kottayam, can be attributed to strong practical focus and industry interface. Journalism Mentorship Initiative (JMI), at IIMC Kottayam, makes sure that the students are prepared for industry. This is done before the placement season in Delhi. It has been found to be beneficial in boosting students' confidence. During the period of report, students are sent to *The Hindu*, Outlook Magazine and *The New Indian Express*. JMI (modeled on the Guru-Sishya tradition) is a unique opportunity for the students to get their news stories published in the mainstream national media by aligning with a mid-career working professionals.

New IIMC Campus at Pampady, Kottayam: The year 2016-17 witnessed speedy construction activities at the site of new campus at Pampady, near Kottayam. Around 55 per cent of the construction activities are over during the period of report. The IIMC Regional Campus is expected to move to the sprawling 10 acre landscaped scenic campus soon.

DIPLOMA COURSE IN DEVELOPMENT JOURNALISM

The course is organized under the Indian Technical and Economic Cooperation (ITEC) and Special Commonwealth African Assistance Plan (SCAAP) programmes of the Ministry of External Affairs, Government of India. The course, which is of four months' duration, is organized twice a year from January to April and again from August to November every year. In the academic session 2016-17, total 45 mid-career journalists and communication professionals successfully completed the training programme. So far, nearly 1524 journalists from 127 different countries have benefited from this training programme. The Diploma Course is highly sought after by middle level working journalists in Africa, Asia, Latin America and Eastern Europe. The average intake of scholars is 25. The Development Journalism programme is designed to upgrade the skills of working journalists and communication professionals and to theoretically equip them to deal with the challenges they face in communicating about developmental and economic issues.

The course is broadly designed to illuminate the linkages between development and communication. The objective is met through classroom lectures by IIMC faculty, eminent scholars and media and development professionals.

During 2016-17, 66th Diploma Course in Development Journalism was conducted from 1st August to 27th November, 2016 with 22 journalist scholars, from 14 different countries. The course was inaugurated by Shri K. G. Suresh, Director General, IIMC. He also interacted with the scholars. The valedictory function was held on 22nd November 2016 in which General (Dr) V. K. Singh (Retd), Hon'ble Minister of State for External Affairs was the Chief Guest.

67th Diploma Course in Development Journalism was conducted from 2nd January to 30th April 2017, with 23 Journalist scholars from 19 different countries (two new countries viz. Libya and Montenegro joined the training programme). The Course was inaugurated by Union Minister of Information and Broadcasting Shri M. Venkaiah Naidu on 17th January 2017 at PIB, Conference Hall, Shastri Bhavan, New Delhi.

SHORT-TERM COURSES, WORKSHOPS, SEMINARS & CONFERENCES

With a view to contributing towards better understanding of different issues pertaining to media and mass communication in the context of India and other developing countries and in order to enhance the awareness of personnel from different fields concerning emerging trends and techniques and sharpening their skills, the Institute has been organizing a variety of short-term courses, workshops, seminars and conferences on various themes related to communication.

The Institute runs regular short-term academic programmes for personnel from different Media Units of the Ministry of Information and Broadcasting. A number of specialized short-term courses are also conducted for meeting the professional training needs of Defence officials, Police officers of various states and for those working in various media and publicity organizations of the Central and State Governments, as well as in Public Sector Enterprises.

During the year 2016-17, the Institute successfully completed seven such courses, including five courses for Defence Services officials. A total of 163 officers / trainees benefited from these courses, which included Defence Services Officers of the rank of General. A list, along with details of short courses conducted during the year 2016-17, is incorporated at **Appendix 'A'**.

Since its inception, the Institute has organized a total of 688 such courses, and trained over 14,414 personnel from India and abroad.

DEPARTMENT OF COMMUNICATION RESEARCH

Research Activities during the Financial Year 2016-2017

Department of Communication Research (DECORE) focuses on systematic study of communication as an integral part of the Institute's academic pursuit. Being a premier Institute in the field of teaching and training in journalism and mass communication, research efforts are directed to analyse and understand the reach and impact of mass media and communication programmes on salient development issues. DECORE has established a benchmark of research in communication in last 50 years with more than 200 research studies on various subjects and themes ranging from health, elections, multimedia campaigns, social justice and empowerment, non conventional energy, environment, film censorship, HIV/AIDS, out-migration, empowering Panchayati Raj and more. The evaluation of media campaigns launched by media units of the Ministry of I&B is a constant feature of DECORE's research activities.

DECORE primarily works through a system of collaboration with professional communicators, academicians and researchers—who collaborate on research initiatives, educational offerings, and the establishment of standards and best practices.

1. PROJECTS AND TRAINING WORKSHOPS

A) NATIONAL RESEARCH PROJECTS

1) Devising a Communication Strategy for Empowering Panchayati Raj Institutions

(Commissioned by Ministry of Panchayati Raj, Government of India)

IIMC has developed local/region specific communication strategy for MoPR to identify areas and gaps therein with suitable changes in its communication messages, choice of media in addressing communication needs at different levels as course correction in the short-run. The overall focus of the communication strategy was to develop a comprehensive plan of promotion of KAP that is in tune with PRIs stated vision of attaining decentralised and participatory local self-government for empowering, enabling and establishing accountability for an inclusive development. In order to explore the bottlenecks and strengths of the communication system and communication ecology, fieldwork was carried out in states of Rajasthan and Chhattisgarh. Additional field-work was conducted to observe 'Gram Uday Campaign' in Pataudi Block in Haryana and Jammu and Udhampur Districts of J&K.

B) NATIONAL TRAINING PROGRAMME

1) Participatory Communication Approach & Use of New Media Tools for Effective Drinking Water and Sanitation Programme Management

(Funded by Ministry of Drinking Water and Sanitation, Government of India)

IIMC as a **Key Resource Centre for Capacity Building in Communication** for Ministry of

Drinking Water and Sanitation, GOI organised 3 days training workshop for the participants from Punjab, Haryana, Jharkhand, Odisha and Uttarakhand. The trainings focused on:

- Participatory monitoring and evaluation of DWS programme
- Interpersonal Communication Skills for improving quality of communication
- New Media/Digital Tools for community mobilization and participation

Development of Training Material for the Trainees of Drinking Water and Sanitation Programme:
It covered-

- Development of booklet on Community Radio
- Communication Needs Assessment and Situation Analysis
- Problem Tree and Solution Tree
- Participatory Research Approach Module: Techniques on Field
- Digital Media: Looking Beyond the Conventional IEC Method

C) NATIONAL PROJECTS (CURRENT)

1) Consumer Empowerment and Behavioural Change: Impact Assessment of Jago Grahak Jago Media Campaign

(Commissioned by Ministry of Consumer Affairs, Government of India)

The research study aims to assess the effectiveness of the *Jago Grahak Jago* communication campaign, launched on diverse media for generating consumer awareness, increasing motivation, and influencing behavioural practices with concomitant affect on the grievance redress system. The study will investigate the saliency of the campaign/messages, respondents' attitudes/intentions, self efficacy of the consumers, and procedural constraints.

The findings will be particularly relevant in drawing the media plan and strategy for the next phase of the campaign in both urban and rural areas, the latter of which is emerging as a new market hub in the country.

2) Drafting a National Communication Policy

DECORE is engaged in drafting a National Communication Policy paper in accordance with the demand for a comprehensive communications policy to be positioned within the mandate of the Constitution. The draft policy paper will analyse policies existing in other countries to understand the ecosystem of government and media communication, and propose customized provisions for India. Focus on communication in the rapidly transforming technological landscape will provide ample scope for a forward-looking policy.

3) **Dedicated Volume on 50 Years of Communication Research**

A Compendium of 50 years of IIMC Research Studies from 1965- 2015 is being prepared in the digitised format.

D) SPECIAL PROGRAMMES

INTERNATIONAL COLLABORATIONS AND CONFERENCES

1) IIMC partnered with **East West Centre, Hawaii, USA**, for organising the **World Media Conference** on 8-11 September, 2016 in Delhi. Director General, IIMC Sh. K.G. Suresh was a speaker in the plenary session. Professor Gita Bamezai, DECORE, IIMC was the panelist in the following sessions:

- Trends and Challenges in Journalism Education
- Language Journalism in India: Exploring New Frontiers And Emerging Challenges

During the Conference, a session was organised by IIMC on "Language Journalism in India: Exploring New Frontier and Emerging Challenges". Sh. Mayank Agrawal, ADG, Sh. Shivaji Sarkar, Associate Professor, Smt. Shashwati Goswami, Associate Professor and Ms. Rinku Pegu, Assistant Professor were the Panellists from IIMC and Dr. Anand Pradhan, Associate Professor was the Moderator of the programme. The session was very well received at the conference.

2) **Experiential workshop on “Public Health Journalism” in University of Oxford from September 19-21, 2016**

Director General, IIMC Sh. K.G. Suresh and Prof. Gita Bamezai, DECORE, IIMC attended experiential workshop on **Public Health Journalism** in University of Oxford, UK on September, 19-21, 2016 to discuss modalities of scaling CASP for students of journalism and mid-level journalists in India.

Objectives of the workshop were:

- ❖ Fine tuning the CASP Course on Public Health Journalism
- ❖ Replicate Thomson Reuters Mentorship strategy for Indian context
- ❖ Developing Online/e-courses
- ❖ Evaluation method for tracking media coverage on health
- ❖ Follow up plan to gauge impact in long-term.

PROPOSED: Post Graduate Diploma in CAS Programme (2017-19): Proposal to Scale CASP for students of Journalism and mid-level journalists in India with following major areas as the focus of the Course

1. Course on development Issues with focus on Public health

2. Critical Appraisal Skills
 3. Course on Practice-based Research
 4. Field-work and Dissertation
- 3) Prof. Gita Bamezai, IIMC participated in SWAN's (South Asian Women's Network) Eighth Annual conference in Yangon on 25-26th October, 2016
 - 4) IIMC participated in a Workshop organised by the Ministry of Environment, Forest and Climate (MoEF&CC) and Biotech Consortium India Limited (BCIL) on 15th March 2017 to implement the UNEP/GEF supported Phase II Biosafety Capacity Building Project with an objective to strengthen the bio-safety management system in India.
 - IIMC participated in the exhibition and showcased the outcome of the project "Capacity Building in Communicated Science and Bio-safety".
 - Prof. Gita Bamezai, DECORE, IIMC participated in a "Regional Conference on Strengthening the Biosafety Capacity in India and Sharing of Experiences in the Region" as part of the UNEP-GEF supported Phase-II Capacity Building Project on Biosafety being implemented by Ministry of Environment, Forest and Climate Change (MoEF&CC) from April 7-8, 2016.

E) INTERNATIONAL RESEARCH PROGRAMMES (PROPOSED)

- 1) **Regional (South Asia) Project on Women in Media in South Asian Region: UNESCO-SWAN-IIMC in collaboration with** Nepal, Bangladesh, Pakistan, Maldives, Afghanistan, Sri Lanka, Myanmar, and Bhutan

The proposed project aims to:

- Examine the portrayal of women in media, and gender issues: Whether absent, neglected or negatively projected
- Map the situation of women working in the media in terms of job opportunities, roles and working conditions
- Measure gender sensitiveness of media organisations and advertising agencies
- Assess gaps in gender sensitive policy and guidelines in media organisations
- Develop a Gender Sensitivity Barometer for implementation in the 9 participating countries

F) OTHER ACADEMIC ACTIVITIES

- 1) Preparation of skill-sets pertaining to Media and Entertainment Industry related positions/jobs and

required skill-sets for the Ministry of Information & Broadcasting and Ministry of Skill Development & Entrepreneurship.

OTHER INTERNATIONAL PARTICIPATIONS BY IIMC FACULTY:

1. Dr. Anubhuti Yadav, Head of the Department, New Media & IT participated in the panel discussion on Formal and Informal Teacher Professional Development organized by the Edmodo in August, 2016 at Sam Mateo, California.
2. Dr. Surbhi Dahiya, Associate Professor presented a paper at a conference on Safety of Indian Journalists on the World Press Freedom Day on 3rd May, 2016 at Helsinki, Finland. She also chaired a session on "Journalism Education" and presented a paper on "Ethical Issues in Journalism" at IAMCR conference held from 27th July to 31st July 2016 at Leicester, UK.

ADMISSION TO POST-GRADUATE DIPLOMA/ DIPLOMA COURSES

The process of admission to the following Post-Graduate Diploma Courses for the Academic Year 2016-17 commenced with the publication of advertisement for the same in leading newspapers in the month of March 2016, the last date prescribed for the receipt of application forms was 10th May 2016. The PG Diploma Courses are:

- 1) Post-Graduate Diploma Course in Journalism (Hindi) at Delhi
- 2) Post-Graduate Diploma Course in Journalism (English) at Delhi, Dhenkanal, Aizawl, Amravati, Jammu and Kottayam
- 3) Post-Graduate Diploma Course in Advertising and Public Relations at Delhi
- 4) Post-Graduate Diploma Course in Radio & TV Journalism at Delhi
- 5) Post-Graduate Diploma Course in Journalism (Odia) at Dhenkanal
- 6) Diploma Course in Journalism (Urdu) at Delhi (later upgraded to PG Diploma level)

A total of 4733 candidates applied for the Entrance Examinations for the above mentioned PG Diploma Courses. The course-wise breakdown of the 4733 candidates who applied for admission is: Journalism (Hindi) and (English)- 1945, Radio & TV Journalism – 1229, Advertising and Public Relations – 1496, Odia Journalism – 51 and Urdu Journalism 12.

The All India Entrance Examinations for the above courses (except for Odia Journalism) was conducted on 29th May 2016. The Entrance Examination was held across the country at the following centres: New Delhi, Ahmedabad, Lucknow, Patna, Kolkata, Guwahati, Bhubaneswar, Bangalore, Mumbai, Nagpur, Aizawl, Bhopal, Chennai, Jammu, Kochi, Raipur, Ranchi and Hyderabad. The Entrance Examination for the PG Diploma Course in Journalism (Odia) was held at Bhubaneswar and for Diploma Course in Urdu Journalism was held in New Delhi on 30th May 2016.

The Entrance Examination was followed by Interviews/ Group Discussions held in June-July, 2017. The

admission process for the academic year 2016-17 was completed successfully and the session began at New Delhi and all Regional Campuses on 1st August 2016 with the Orientation Lectures.

49th ANNUAL CONVOCATION

The 49th Annual Convocation of all PG Diploma Courses for the academic year 2015-16 was held on 15th September 2016 at the IIMC. Shri M Venkaiah Naidu, Hon'ble Union Minister for Information and Broadcasting, Urban Development, Housing and Urban Poverty Alleviation was the Chief Guest and delivered the Convocation Address.

A total of 341 students of different Post-graduate Diploma Courses were awarded their Diplomas, while students who excelled were also presented with awards.

The details of the Awards won by the students of different courses are given at **Appendix “B”**.

PLACEMENTS

IIMC organised placement fortnight from 15th February to 27th February, 2016. In all, 71 companies came for campus placements. 245 students got recruited, 19 got paid internships, 16 were offered internships and four students were offered off campus placements.

51st ANNUAL DAY CELEBRATIONS

The Institute celebrated its 51st Annual Day on August 17, 2016, which was also the 52nd Foundation Day of IIMC. The celebrations held at the New Delhi Campus of the Institute consisted of sports activities, marathon race, cricket match, musical chair etc. as well as a tree plantation drive and cultural programme organised by the students and the staff. Senior TV Journalist, Shri Rajat Sharma delivered the Foundation Day Lecture. Secretary, I&B and Chairman, IIMC Shri Ajay Mittal presided over the function.

INDEPENDENCE DAY CELEBRATIONS:

The 70th Independence Day was celebrated with great zeal and enthusiasm at IIMC's Delhi Campus on 15th August, 2016. Director General Sh. K.G. Suresh hoisted the tricolor and exhorted the students to inculcate a sense of ownership with regard to the society and the nation, as a whole. A patriotic movie - “The Legend of Bhagat Singh” was screened for students. A cultural extravaganza with students performing on patriotic songs was organized to mark the occasion.

NATIONAL YOUTH DAY CELEBRATIONS:

A special gala event was organized to commemorate the birthday of Swami Vivekananda also celebrated as the National Youth Day on 12th January, 2017. IIMC in association with SAM organized the event that featured performance from fusion band – ‘Eternal Bliss’, a ballet on the life of Swami Vivekananda and a show stopper performance by noted singer and choreographer Shraey Khanna,.

REVIVING GOLDEN JUBILEE LECTURES

Reviving Golden Jubilee Lectures at IIMC, Professor of International Communication and founder and

Co-Director of India Media Centre at the University of Westminster in London, Prof Daya Thussu, was invited to deliver a lecture on '*Communicating India's Soft Power: Buddha to Bollywood*' on 19th August 2016.

A talk on Cyber Safety: Campaign for Women and Children was held on 2nd September, 2016. The session was organized in collaboration with India Foundation for Rural Development Studies (INFORDS). Ms Parry Aftab, an American cyber lawyer, known for her work in the emerging field of Internet law addressed the students.

Renowned author and columnist, Ms. Pushpa Girimaji was invited to deliver a special lecture on 'Media & Consumer Issues' on 18th November, 2016. During her talk, she motivated students to undertake journalism in the fields of consumer rights and shared experiences from her three decades long journey in this field. As part of the Golden Jubilee Lecture Series, Shri Swapan Dasgupta, Sr Journalist and Member of Parliament (Rajya Sabha) spoke on 'The State of Indian Media' on 9th December 2016.

Dr Kalinga Seneviratne, Chulalongkorn University, Bangkok visited IIMC on 13th December 2016. He held an interactive session on 'Mindful Communication: A New Buddhist Paradigm in Journalism Education' in which officers, faculty, trainees and students of the Institute were present. Dr Seneviratne also held a half day workshop for Development Journalism Scholars on 14th March 2017.

Hazrat Syed Babar Ashraf noted Sufi Scholar delivered lecture on Sufism: The Essence of Islam in continuation of Golden Jubilee Lecture Series on 6th January 2017 at IIMC.

'Acamedia Jugalbandi': IIMC in collaboration with Dr. APJ Abdul Kalam Study Circle organized '*Acamedia Jugalbandi*' – an interactive session moderated by Sh. K G Suresh, Director General, IIMC on 10th February, 2017. Prof. Chintamani Mahapatra, Rector, JNU and Sh. Shyam Bhatia, Author & Journalist were invited to share their experiences with students as part of the session.

Ms Bhawana Somaaya, Noted Film Journalist Author and Historian interacted with student and faculty at IIMC on 17th February 2017.

A special lecture by award-winning American storyteller, journalist and writer of Indian descent, Mr. Aman Ali was organized on 1st March 2017.

On the occasion of International Women's Day on 8th March, 2017, a special lecture by Ms. Advaita Kala, award-winning author, columnist and scriptwriter of Kahaani fame was organised.

FIRST NATIONAL PRESS DAY LECTURE

IIMC organised the first ever National Press Day Lecture at its Delhi Campus. The lecture was delivered by veteran journalist and Chairman of IGNCA Shri Ram Bahadur Rai on 15th November, 2016.

OTHER SIGNIFICANT ACTIVITIES

Visit of a delegation from Bangladesh Cinema & Television Institute (BCTI): A delegation of 17 students led by Mr. M Hamid, Team Leader, BCTI, Mr. Jakir Hossain Vice-Chairman, Bangladesh Film Censor Board and Joint Secretary, Ministry of Information GoB, Ms. Ummal Khair Fatima, Assistant Director, BCTI visited IIMC Delhi Campus on 24th June, 2016.

Setting up a Photo Exhibition in collaboration with Women Feature Services: IIMC in collaboration with Women Feature Services and Girl Count organized a photo exhibition, 'Each Click Counts' at its Delhi Campus on 26th August, 2016. This visual journey on gender issues focused on the importance of girl-child in India, and aimed to generate awareness regarding the declining child sex ratio and gender based discrimination.

Teachers' Day Celebrations: A programme was organized on the occasion of Teachers Day on 5th September, 2016. One of the senior most Professors of Mass Communication, Sh. N.N. Pillai was invited by IIMC as the Chief Guest on the occasion. He shared his experiences as a teacher, with IIMC students. Students showcased their talent in a cultural programme to mark the occasion.

Photography Competition: A photography competition was organized on 30th September, 2016. 'Street Life' was chosen as the topic of the competition. The photo entries were judged by a panel of an external and internal member. The four winners were awarded cash prizes.

IIMC team wins 2nd prize at Skit Competition organized by Indian Oil: A talented team of IIMC students were sent to participate in Skit Competition organized by Indian Oil as part of the Vigilance Week celebration by Indian Oil Corporation on 25th October, 2016. The IIMC skit team brought laurels to the institute by winning the second prize in the competition. Along with the 2nd Prize trophy, the team also won Rs. 50,000 as cash prize.

Visit of students & faculty from Rutgers University, USA: Prof. Jill Capuzzo and students from Rutgers University, the State University of New Jersey, USA visited IIMC's Delhi Campus as part of their educational off-site on 14th March, 2017. The foreign students were undertaking a course based around India, titled "Inside India: Exploring the Country's History, Culture and Mass Media". They interacted with IIMC students and faculty regarding their research topics related to India.

SPIC MACAY Event: IIMC in collaboration with SPIC MACAY organized a concert by Josh Feinberg, sitar player from Maihar Gharana on 17th March, 2017.

USE OF OFFICIAL LANGUAGE

In accordance with the Government policy, all efforts aimed at progressively increasing the use of Hindi in official work were made during the year. The employees of the Institute were extended requisite training and incentives for encouraging greater use of Hindi in their functioning. Hindi workshops were arranged for the officers/employees in order to remove hesitation to work in Hindi.

Hindi Pakhwara (Hindi Fortnight) was observed at the Institute from 1st -15th September 2016 during which different activities were organized, in which the faculty, staff and students of the Institute participated. The Dhenkanal Regional Campus celebrated Hindi Saptah (Hindi Week) from 1st -7th September 2016. The Regional Campuses of IIMC at Aizawl, Amravati, Jammu and Kottayam also celebrated Hindi Diwas (Hindi Day) on 14th September, 2016.

BUILDING ON STRENGTHS: INFRASTRUCTURE, SUPPORT & SERVICES

The Institute strives continuously for the creation of adequate and suitable infrastructure support for enabling its students to face the emerging challenges in the field with confidence. Owing to the rapid changes taking place in view of the IT revolution, there is a constant need to upgrade and strengthen the infrastructure created for the purpose. The use of these different contemporary tools and facilities imparts greater effectiveness to teaching.

TEACHING AIDS/FACILITIES

In consonance with its reputation of being one of the premier national-level institutes for imparting quality education and undertaking research in the field of media, mass communication and journalism, the Institute has well-defined and adequate facilities which encompass an entire spectrum of infrastructure needed for classroom and practical orientation in communication education. Constant up-gradation of these facilities is undertaken.

Global networks are converging towards a single integrated platform for voice, video and data. To keep pace with the developments in the fast-changing technology in the field of Information and Communication and its application in different areas of education and research, the Institute has acquired the latest computers with internet facility, which facilitates round-the-year connectivity for its students and faculty. This equipment and connectivity is the backbone of the educational tools and teaching aids for training students in electronic news editing, web journalism, multimedia, designing, publishing and graphics. A combination of state-of-the-art desktop machines facilitates the training of students in the areas of multimedia, computer graphics, desktop publishing, etc.

IT TOOLS

During 2011-12, IIMC joined the National Knowledge Network (NKN), a state-of-the-art, multi-gigabit, pan-India broadband network for providing a unified high speed network backbone for all knowledge-related institutions in the country. Being part of the National Knowledge Network, IIMC receives broadband internet seamlessly at speeds of 1Gbps or higher. The purpose of such a knowledge network goes to the very core of the country's quest for building quality institutions with requisite research facilities and creating a pool of highly-trained professionals. The high speed NKN enables scientists, researchers, communicators and students from different backgrounds and diverse geographies to work closely for advancing human development in critical and emerging areas for generation and dissemination of knowledge in various fields.

The Institute also has a back-up 2Mbps broadband internet connection through the NIC, state-of-the-art computers with the latest configurations and software for imparting instruction to its students and trainees.

These facilities provide learning opportunities for the students of the Institute and *inter-alia* include three Workplaces – several Computer Labs, Multimedia and DTPs available to different groups at a time. The Website of the Institute, providing useful information about its programmes and other activities, can be accessed at www.iimc.gov.in.

TV AND VIDEO PRODUCTION

With a view to developing a high impact and good knowledge base amongst its students and trainees in the field of electronic journalism, the Institute has a modern production studio, equipped with digital cameras with synch and special effects generators. The editing consoles comprise iMac, FCP Mac-Pro digital video editing systems and on-line digital video editing.

The Institute has partially upgraded its analogue tape-based equipment to modern digital technology. This provides students with hands-on experience on digital cameras and non-linear editing that are universally employed in T.V. channels today.

For strengthening the infrastructure available with the Institute, it has acquired high-end FCP Mac Pro video edit machines for a network-based digital non-linear video editing system at New Delhi, with

stand-alone, non-linear edit systems and a high-end digital graphic support system for T.V. and print media. Digital still cameras, along with accessories, were also acquired for sufficiently strengthening the training in audio-visual and print areas. Digital video and still cameras, teleprompter machines and iMacs for non-linear editing have also been procured for Regional Campuses at Aizwal, Amravati, Jammu and Kottayam.

RADIO

For radio transmission, the Institute has separate sound recording, FM and voice-over studios, which are used for imparting training in Radio and TV technology. The Institute is equipped with the requisite facilities for radio news-gathering: professional tape and digital recorders, microphones and other accessories. The sound studio has reasonably comprehensive facilities:

- YAMAHA 03D full track console recorder.
- Sony 8 channel Audio Mixer MXP-290 for standby recording.
- A six channel On-Air console with specialization facilities.
- Portable Sony IC recorders that record directly into MP3 and WAV Sound formats.
- Shure Microphones SM 58.
- Adobe Audition Software units with Editing and Recording facilities for programme production.
- Multitrack TASCAM containing a minidisk player, CD player, cassette player for transmission
- Specialised Broadcast Equipment.

COMMUNITY RADIO STATION (APNA RADIO 96.9 FM)

Apna Radio has been running as a Community Radio of IIMC, New Delhi since 2005. Over the last four years, initiatives have been taken to re-vitalise this Community Radio Station. Apna Radio goes on air for seven hours a day.

In August 2014, it started a daily Live Show ‘Apne Aas Paas’ and gradually increased its duration to 60 minutes. This show has now become a Flagship programme of Apna Radio. In this programme, topics of the day are discussed and subject-experts are invited, either in the studio or on phone or for Phone-in Programmes in order to engage listeners and interact with them live.

Teen Talk Season - 1 in 2016 was a programme on teenagers’ issues. The success of this series inspired to go for Season - 2 in 2017. This has become a shining example of community participation and involvement.

COMMUNITY RADIO EMPOWERMENT AND RESOURCE CENTRE:

A Community Radio Empowerment and Resource Centre is functional at IIMC’s New Delhi campus since March, 2017 with the objective to impart training on establishing, operationalising and managing

community radio stations. It is a dynamic hub for diverse professional, practical and research activities on community radio. The first training programme for the volunteers from nine stations was conducted in March, 2017..

In association with South Delhi Legal Services Authority, Phone-in programmes / interviews for the benefit of domestic workers, child labourers, victims of domestic violence, senior citizens, etc. were broadcast. The participation of the urban villages and JJ clusters of the community has shown a marked increase due to the programmes such as 'Apni Chaupal' and 'Apni Basti' in which the public of these areas communicate to the authorities.

Apna Radio has been inviting to doctors of AIIMS, Max Hospital, Fortis Hospital, Batra Hospital, BLK Super Specialty Hospital and LNJP Hospital on various health issues concerning the community.

Apna Radio has elicited the participation of some NGOs of the area from time to time, such as Chetna, Society for the Promotion of Youth and Masses (SPYM), Can Support, Senior Citizens Welfare Association, (SCWA), Force, Centre for Science and Environment (CSE), Haq, Muskaan, Dastkar and Indus Action.

Similarly some Schools, Experts and RWAs of the area have also been engaged with on different social issues.

PHOTOGRAPHY

In view of the growing prominence of visual communication and for meeting requirements of the industry in this regard, the Institute has incorporated a module on Photo-journalism in all the courses being run by it. For imparting training in this field, the Institute has a fully equipped digital photo lab, besides having a wide assortment of cameras, ranging from the vintage to the most modern digital SLRs. All the studios and classrooms are also equipped with an extensive range of training aids such as LCD projectors, Overhead Projectors, T.V. Monitors, L.C.D. screens, etc.

PRINTING PRESS

An automated printing press and graphics wing at the Institute provides facilities for graphic design, offset and silk-screen printing, besides imparting training in printing techniques and desktop printing to the students of the Institute.

The printing press is also equipped with processing and binding facilities. All question papers for the All-India Entrance Examination, all the End-Semester Examination question papers and most publications of IIMC are printed at the in-house printing press.

INFORMATION RESOURCE CENTRE & PUBLICATIONS

The Institute has the largest specialized library of mass communication in the country. It has collected about 33,968 volumes of books and bound Journals on different aspects of mass communication and allied subjects such as print media, broadcasting, advertising, communication, communication research, public relations, radio and television, films, information technology and traditional media.

The library subscribes to over 82 journals/magazines and 32 leading newspapers. It has also been providing a newspapers-clipping service to its users, including complete record of news items and leading articles on Mass Communication published in various leading professional journals and periodicals.

The library is fully computerized and has automated its housekeeping and service operations through the latest version of Library software LIBSYS 7, 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 and reference section for students and faculty.

IIMC JOURNALS

The English peer-reviewed academic journal “Communicator” (ISSN: 0588-8093) was relaunched by Hon’ble Union Minister of Information and Broadcasting Shri M. Venkaiah Naidu on January 17, 2017. Volume LI(3), October-December 2016 and Volume LII(1) January to March 2017 were published.

The Hindi peer-reviewed academic journal “Sanchar Madhyam” (ISSN: 2321-2608) was also relaunched as quarterly and Volume 29, January to March 2017 issue was published.

PLAN SCHEMES

The Plan Scheme ‘Upgradation of IIMC to International Standard’ was included in the 11th Five Year Plan and approval was accorded for a total amount of Rs.62.00 crores, out of which the Government grant support is pegged at Rs.51.50 crores. The proposals of the scheme include upgradation of IIMC i.e. construction of additional floors on the existing main building and lecture block at the IIMC Campus, New Delhi, construction of new buildings on the vacant land at the IIMC Campus, New Delhi and construction of new buildings at the IIMC Campus, Dhenkanal, as well as the starting of four new Regional Campuses of IIMC in the states of Maharashtra, Mizoram, Kerala and Jammu & Kashmir.

Construction of additional floors at the New Delhi Campus was completed in 2011. Construction of new buildings at Dhenkanal has been completed in December 2014. Construction of new buildings on the vacant plot at Delhi Campus is still pending due to non-clearance of the building plans by various civic authorities. At present clearance is awaited from Ridge Management Board, Govt. of NCT Delhi.

Two new Regional Campuses at Amravati and Aizawl became operational from August, 2011 while two more Regional Campuses at Jammu and Kottayam became operational from August, 2012. All four new Regional Campuses are presently located in temporary premises provided by the respective State Governments / Universities free of cost.

The Plan Scheme ‘Opening of New Regional Campuses of IIMC’ was included in the 12th Five Year Plan and approved for an amount of Rs.94.00 crores, out of which the Government grant support is Rs.90.00 crores. Proposals under this scheme include construction of permanent campuses for the four new Regional Campuses of IIMC on land to be provided by the respective State Governments free of cost.

At Aizawl, around 8 ½ acres of land has been leased to IIMC free of cost by Mizoram Central University. IIMC had entered into MoU with CPWD for construction of buildings. CPWD has awarded the contract to M/s Tribeni Constructions Ltd at their tendered amount of Rs. 17,99,68,473/- and the work had commenced in last week of September, 2015. About 80% of the work has been completed by the end of March 2017.

At Kottayam, Government of Kerala has allotted around 10 acres of land free of cost at village Pampady, Kottayam Distt. to IIMC for setting up its Regional Campus. The Taluk Office, Kottayam has also issued a Patta transferring ownership of the land to IIMC. IIMC has entered into an MoU with CPWD for

construction of buildings at Kottayam as deposit work. CPWD has awarded the contract to M/s. N.J. Thomas & Company at their tendered amount of Rs.9,85,50,318/- and the work commenced during 2016-17. It is expected that 80% of the work will be completed by end of March 2017.

At Jammu around 15 acres of land was allotted free of cost to IIMC by State Government of J&K during 2016 at village Keran, Jammu. Pre-construction activities such as topographical survey, etc. has been done. Consultant for the project has been appointed for preparing architectural and structural designs/drawings, bill of quantities/estimates etc. The work for construction of permanent campus has been entrusted to CCW-AIR, Ministry of I&B as deposit work. At present construction of boundary wall, shifting of nallah to reclaim the plain land is almost complete. There is some delay due to litigations involving one side of the land. Construction of buildings is expected to commence by the end of fourth quarter of 2017.

At Amravati, around 15 acres of land was allotted free of cost to IIMC by State Government of Maharashtra at Badnera near Amravati. IIMC has already appointed Consultant for preparing Project Report, preparation of structural drawings, bill of quantities, etc. The enabling works, viz. topographical survey of the land, soil investigation etc. shall commence shortly.

ESTABLISHMENT OF NATIONAL CENTRE OF EXCELLENCE FOR ANIMATION, VISUAL EFFECTS, GAMING AND COMICS IN MUMBAI (NCOE-AVGC)

Animation, Visual Effects, Gaming and Comics (AVGC) are at the nascent stage of development in India. Keeping in view the growth and development and great potential for expansion and job creation in these fields which will boost the AVGC industry in India, the Government of India has decided to set up the National Centre of Excellence for Animation, Visual Effects, Gaming and Comics (NCoE-AVGC) as part of IIMC to impart world class education in UG, PG and Doctoral levels in different disciplines of AVGC sector at affordable cost. The Centre will also organize short term courses in the above disciplines.

NCoE-AVGC is proposed to be set up in Mumbai. The SFC proposal for setting up the Centre was approved on 1st November 2016. The State Government of Maharashtra has identified about 20 acres of land in Film City, Mumbai for the proposed Centre.

It is planned to operate with a student capacity of around 1480 with 60 per cent of the students in the UG Programme. It will have tie-ups with the industry and international institutes of repute for academic excellence. The total estimated cost of the project is Rs. 167.70 Crores which is to be incurred over a period of seven years. The proposed scheme envisages meeting the expenditure towards the infrastructure at an estimated cost of Rs.102.70 crores which is to be incurred over a period of four years. In addition, a corpus fund of Rs.65 crores is proposed to be provided to meet pre-operation expenses and operational expenses during initial years.

IIMC has already taken up the process of establishing the proposed NCoE-AVGC.

SWACHH BHARAT MISSION

Indian Institute of Mass Communication has been committed to keep the IIMC Campus clean and to take the Swachhta (Cleanliness) initiative forward. In 2016-17, Swachhta activities & cleanliness drives were conducted in the campuses of IIMC across the country which covered the campus and nearby areas in order to create awareness amongst local residents for keeping the roads and other infrastructure

clean. IIMC had successfully conducted a special drive for 5 days during October 2016. The activities undertaken by IIMC were as follows:

Special Radio Campaign comprising symposiums, jingles and debates on IIMC's Community Radio Station (96.9 FM) such as Clean Community Campaign, Garbage Management, Clean Rivers, issue of illegal construction waste, role of RWA's in Swachhta Abhiyan, biomedical waste management etc.

Experts and guests were invited in these programmes to disseminate the Swachhta message and other cleanliness information to the general public and nearby locals.

In the cleanliness activities led by DG, IIMC along with ADG, IIMC and all staff, faculty members and students, many dustbins were installed in various parts of campus area, tree plantation activities were carried out and pledge for Swachhta was taken by the faculty and staff of IIMC. Many old files and electronic waste were disposed off during this time. Brooming and mopping up the IIMC office premises, gardening activities in IIMC and removal of scrap items were also the part of these campaigns. .

INTERNATIONAL YOGA DAY

The Director General, IIMC Shri K. G Suresh inaugurated International Yoga day event organized in IIMC on 21st June, 2016. A Yoga Session was organized on the day and IIMC staff, officer trainees joined enthusiastically. Since then, regular Yoga sessions are organized in the institute for the benefit of staff, faculty, officers trainees and students. A part time yoga teacher has also been engaged at IIMC.

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.

RENAMING OF IIMC DELHI BUILDINGS AFTER NATIONAL ICONS

In order to inculcate spirit of nationalism and promote Indian culture and values, academic, administrative and hostel blocks have been renamed after national icons as follows:

1. Main Manch (Auditorium) : Mahatma Gandhi Manch
2. Academic Block : Chanakya Block
3. Mini Auditorium : Lokmanya Bal Gangadhar Tilak Mini Auditorium
4. Hostel-1 : Rani Gaidinliu Girls Hostel
5. Hostel-2 : Baba Saheb Dr. Bhim Rao Ambedkar Hostel
6. Officers Guest House : Dr. APJ Abdul Kalam Guest House
7. Park near Canteen : Swami Vivekanand Smarak Shila

The Amphitheatre has been renamed as Meghdoot Amphitheatre

CITIZENS' CHARTER & GRIEVANCES REDRESSAL MECHANISM

The New Citizens' Charter has been prepared as per the new guidelines and placed on the IIMC Website. As per this, Citizens' Charter, any citizen can address and seek redressal of his/her grievance pertaining to the Institute. An officer from the Institute has been nominated as Public Grievance Officer. Grievances received are examined by the Institute and redressed with the approval of the Competent Authority. The address of the Grievance Officer of the IIMC is:-

Additional Director General
Indian Institute of Mass Communication
Aruna Asaf Ali Marg, New Delhi – 110 067

Any person not satisfied with any service of IIMC, or aggrieved by any action of the Institute, may seek redressal of his/her grievances by addressing the Grievance officer. Every such person shall be entitled to be informed about the action taken on his/her grievance within a period of 30 days from the date on which the complaint is received.

If any member of the Public/Institute desires to meet the Grievance Officer in connection with his/her Grievances, he/she can do so without any prior appointment on all working days between 3 to 4 p.m. in the office.

INTERNAL COMPLAINTS COMMITTEE

A six member Internal Complaints Committee has been set up in IIMC with one non-official member, as part of the Grievances Redressal mechanism in terms of the Sexual Harassment of Women at Workplace (Prevention, Prohibition and Redressal) Act 2013.

Steps to spread awareness

- A Seminar on sexual harassment in the workplace was organized.
- A poster making competition on the issue was organized.
- Posters on 'Zero Tolerance' have been displayed at all important areas in the campus and at all campuses of IIMC.

GRIEVANCES REDRESSAL CELL

There is a Grievances Redressal Cell in IIMC to address the grievances.

RIGHT TO INFORMATION ACT, 2005

So far as Implementation of the Right to Information Act 2005 is concerned, Deputy Registrar IIMC has been nominated as CPIO, Additional Director General as the Appellate Authority and Director General as the Transparency Officer under the RTI Act.

CODE OF CONDUCT

IIMC is an institute of excellence in the field of professional media training and as such is required to ensure the highest standards of discipline and conduct to allow time bound and rigorous administration of professional courses in the field of media. Therefore, the Code of Conduct and disciplinary policies for the students of Indian Institute of Mass Communication have been formulated to provide a clear and transparent statement of the Institute's expectations from students in respect of academic matters and individual behavior. The Code of Conduct applies to all students of IIMC, New Delhi and its Regional Centres, in respect of all actions and activities relating to or impacting on the Institute or its students and employees. It is available on IIMC website.

DISCIPLINARY COMMITTEE

A disciplinary committee has been constituted at the Institute do deal with the matters pertaining to disciplinary cases involving students of IIMC.

Annexure "A"

**SHORT COURSES/ WORKSHOPS/SEMINAR CONDUCTED DURING
1st April 2016 to 31st March 2017**

| S.No. | Name of Course | Date | Course Director | No. of participants |
|--------------|---|---|------------------------|----------------------------|
| 1 | Media Communication Course for Officers & Staff Appointments/PRO/ Instructor | 6 th June to 24 th June 2016 | Prof. Vijay Parmar | 15 |
| 2 | Videography Course for JCO's and NCO's | 6 th June to 1 st July 2016 | Dr Anand Pradhan | 15 |
| 3 | Training Programme for Assistant Directors, Senior Assistant Directors for I&PR Department of Govt. of Karnatakka | 6 th June to 17 th June 2016 | Dr Anubhuti Yadav | 16 |
| 4 | Media Communication Course for Senior Officer (Brig/Col/Equiv) | 19 th to 30 th September 2016 | Prof. Vijay Parmar | 13 |
| 5 | Media Communication Course for Middle Level Officers (Maj/Lt.Col/Equiv) | 9 th -20 th January 2017 | Prof. Vijay Parmar | 16 |
| 6 | Public Relations Course for NDRF Officers | 16 th -20 th January 2017 | Dr Surbhi Dahiya | 12 |
| 7 | Media Communication Course for Officers & Staff Appts/PRO | 6 th -23 rd February 2017 | Prof. Vijay Parmar | 15 |
| 8 | Public Relations Course for NDRF Officers | 13 th -17 th February 2017 | Dr Surbhi Dahiya | 13 |
| 9 | Media Communication Workshop for Senior Officers (Major General and above) | 6 th -10 th March 2017 | Prof. Vijay Parmar | 14 |
| 10 | Students of Mass Communication/Journalism from Kanya Maha Vidyalaya, Jalandhar | 8 th -10 th March 2017 | Dr Surbhi Dahiya | 25 |
| 11 | Special Course for the Public Relations Officers of the Govt. of Assam | 20 th -24 th March 2017 | Dr Surbhi Dahiya | 9 |



INDIAN INSTITUTE OF MASS COMMUNICATION
AWARD LIST OF PG DIPLOMA COURSES 2015-16

(1) Post-graduate Diploma Course in Journalism (English), New Delhi

| Sl.No. | Name of Award | Name of Student |
|--------|---------------------|--------------------|
| 1. | IIMC Award | Ms Devika Sharma |
| 2. | The Hindu Award | Mr Mukesh Rawat |
| 3. | Deccan Herald Award | Ms Maanya Sachdeva |

Post-graduate Diploma Course in Journalism (English), Dhenkanal campus

| Sl.No. | Name of Award | Name of Student |
|--------|----------------------------------|------------------------|
| 1. | IIMC Award | Ms Aradhana Lamichhane |
| 2. | Baba Saheb Dr B R Ambedkar Award | Mr Joy Tirkey |
| 3. | NALCO Award | Mr Hrushikesh Mishra |

Post-graduate Diploma Course in Journalism (English), Aizawl campus

| Sl.No. | Name of Award | Name of Student |
|--------|---------------|--------------------|
| 1. | IIMC Award | Ms Shubhra Shalini |

Post-graduate Diploma Course in Journalism (English), Amravati campus

| Sl.No. | Name of Award | Name of Student |
|--------|---------------|------------------|
| 1. | IIMC Award | Mr Sparsh Mudgal |

Post-graduate Diploma Course in Journalism (English), Jammu campus

| Sl.No. | Name of Award | Name of Student |
|--------|---------------|------------------------|
| 1. | IIMC Award | Mr Abhishek Chaturvedi |

Post-graduate Diploma Course in Journalism (English), Kottayam campus

| Sl.No. | Name of Award | Name of Student |
|--------|---------------|--------------------------|
| 1. | IIMC Award | Ms Nivedita Kumari Singh |

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| क्रम संख्या | पुरस्कार का नाम | विद्यार्थी का नाम |
|-------------|-----------------------------------|----------------------|
| 1. | पी टी आई पुरस्कार | श्री अंकित ओझा |
| 2. | पं. बनारसी दास चतुर्वेदी पुरस्कार | सुश्री जया पाण्डेय |
| 3. | आई आई एम सी पुरस्कार | श्री अविनाश द्विवेदी |
| 4. | श्री अशोक जी पुरस्कार | श्री शंकर पंडित |

(3) Post-graduate Diploma Course in Radio & TV Journalism

| Sl. No. | Name of Award | Name of Student |
|---------|----------------------------------|-----------------------------|
| 1. | IIMC Award | Ms Arshia Dhar |
| 2. | ZEE TV Award | Ms Arya Harikumar |
| 3. | TV Today Award | Mr Paras |
| 4. | CNN Award | Ms Lipi Upadhyay |
| 5. | ZEE TV Award | Ms Anita Shahu |
| 6. | Prasar Bharati Award | Ms Sneha Dipika Nancy Barjo |
| 7. | Baba Saheb Dr B R Ambedkar Award | Ms Neha Chandra |

(4) Post-graduate Diploma Course in Advertising and Public Relations

| Sl.No. | Name of Award | Name of Student |
|--------|-----------------------------------|----------------------------|
| 1. | Shri Achin Ganguly Memorial Award | Ms Khushboo N Parmar |
| 2. | IIMC Award | Mr Ishaan Misra |
| 3. | Shri Anil Basu Memorial Award | Ms S Kavya |
| 4. | PRSI Award | Mr Shubham Saurav Singh |
| 5. | PSPRF Award | Ms Chandreyee Bhattacharya |

(5) PG Diploma Course in Odia Journalism, Dhenkanal campus (Odisha)

| Sl. No. | Name of Award | Name of Student |
|---------|--------------------------------------|------------------------|
| 1. | IIMC Award | Mr Tarun Kumar Sahu |
| 2. | Baba Saheb Dr B R Ambedkar Award | Ms Sanghamitra Mallick |
| 3. | Dr Harekrushna Mahtab Memorial Award | Mr Litun Kumar Sahu |

(6) Diploma Course in Urdu Journalism, New Delhi

| Sl.No. | Name of Award | Name of Student |
|--------|---------------|-----------------|
| 1 | IIMC Award | Md. Hussain |

THE FACULTY
New Delhi

Director General

Shri K.G.Suresh

Additional Director General

Shri Mayank Kumar Agrawal

Deputy Registrar

Shri P.V.K. Raja

Professors

| | | |
|----|---|--------------------------------|
| 1. | Dr. J Jethwaney (Retired on 31.10.2016) | Advertising & Public Relations |
| 2. | Shri Vijay Parmar | Oral and Visual Communication |
| 3. | Dr. Gita Bamezai | Communication Research |
| 4. | Dr H K Joshi | Hindi Journalism |
| 5. | Shri Mukul Sharma | Development Journalism |

Associate Professors

| | | |
|----|-------------------------|-------------------------------|
| 1. | Shri Shivaji Sarkar | English Journalism |
| 2. | Dr. Anand Pradhan | Feature Communication/Writing |
| 3. | Dr. Sunetra Sen Narayan | Publications |
| 4. | Ms. Shashwati Goswami | Radio Journalism |
| 5. | Dr Anubhuti Yadav | New Media |
| 6. | Ms Surbhi Dahiya | English Journalism |

Assistant Professor

| | | |
|----|----------------|----------------------------|
| 1. | Ms. Rinku Pegu | Indian Information Service |
|----|----------------|----------------------------|

Dhenkanal

Professor

| | | |
|----|----------------------|---------------|
| 1. | Dr Mrinal Chatterjee | Communication |
|----|----------------------|---------------|