



FROM VICE CHANCELLOR'S DESK

- Dr. Pragya Paliwal Gaur



इस अंक में

The Indian Institute of Mass Communication continues to move forward with a clear sense of purpose—strengthening media education while nurturing values that are essential for a responsible and vibrant democracy. The initiatives and achievements showcased in this edition of the IIMC Newsletter reflect the Institute's steadfast commitment to academic excellence, professional relevance and ethical leadership.

Our students' participation in prestigious national and international platforms such as the International Film Festival of India, along with specialized training programmes for officers of the Ministry of Defence and other stakeholders, highlights IIMC's growing role as a centre of excellence in media and communication training. These engagements provide invaluable exposure to evolving industry practices, global perspectives and emerging opportunities across traditional and digital media ecosystems.

Equally significant is our focus on values-driven education. Observances such as Constitution Day, Rajbhasha implementation initiatives, Vigilance Awareness Week and discussions on ethical advertising and self-regulation reflect the Institute's belief that media professionals must be grounded in integrity, inclusivity and social responsibility. Programmes on wellness, communication skills and leadership further contribute to the holistic development of our students.

The dedication of our faculty, officers and staff, combined with the enthusiasm and talent of our students across campuses, continues to shape an intellectually stimulating and future-ready learning environment. Their achievements in academics, creative pursuits and competitive platforms bring pride to the entire IIMC community.

As we advance, IIMC remains committed to nurturing critical thinking, innovation and ethical communication, preparing our students to lead with credibility, sensitivity and purpose in an ever-evolving media landscape.



► भारतीय जन संचार संस्थान में हुई नराकास, दक्षिण दिल्ली-03 की छमाही बैठक

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भारतीय जन संचार संस्थान में हुई नराकास, दक्षिण दिल्ली-03 की छमाही बैठक



नगर राजभाषा कार्यान्वयन समिति (नराकास), दक्षिण दिल्ली-03 की छमाही बैठक सोमवार को नराकास के अध्यक्ष कार्यालय, भारतीय जन संचार संस्थान (IIMC) में आयोजित की गई। इस महत्वपूर्ण बैठक में IIMC की कुलपति डॉ. प्रज्ञा पालीवाल गौर की अध्यक्षता में कुल 76 सदस्य कार्यालयों के प्रमुख एवं प्रतिनिधि उपस्थित रहे।

बैठक का उद्देश्य राजभाषा के कार्यान्वयन की समीक्षा

करना, पिछले छह महीनों में हुई प्रगति पर चर्चा करना और आने वाले कार्यक्रमों एवं नीतिगत सुधारों पर निर्णय लेना था। उपस्थित सदस्यों ने अपने-अपने विभागों में राजभाषा के उपयोग और संवर्द्धन के अनुभव साझा किए। इस अवसर पर IIMC के प्रशासनिक अधिकारी और कर्मचारियों ने भी भाग लिया, जिससे बैठक और भी प्रभावी और विचारपूर्ण बनी।





IIMC Participation at the International Film Festival of India (IFFI Goa)

Students of the Indian Institute of Mass Communication (IIMC) participated in the International Film Festival of India (IFFI Goa) under the patronage of the Vice Chancellor, Dr. Pragya Paliwal Gaur. The exposure provided students with an enriching opportunity to experience global cinema, interact with renowned industry professionals, and gain insights into contemporary trends and practices in the media and entertainment sector.

During the closing ceremony of the 56th International Film Festival of India, IIMC students had the opportunity to meet the Hon'ble Minister of State for Information and Broadcasting, Dr. L. Murugan and the Secretary,



MIB, Shri Sanjay Jaju, IAS. The Vice Chancellor, Dr. Pragya Paliwal Gaur, along with faculty members Dr. Pawan Koundal and Dr. Meeta Ujjain, were also present on the occasion.

The Hon'ble Minister interacted with the students and encouraged them to actively engage with cinema and contribute creatively to India's expanding media and entertainment ecosystem while upholding ethical standards and a sense of national responsibility. Shri Sanjay Jaju commended the students for their enthusiasm and preparedness and advised them to leverage platforms such as IFFI to benefit from masterclasses and explore emerging opportunities in film, OTT platforms, and digital media.



Media and Communication Training Programme for MoD Officers at IIMC



A one-week Media and Communication Training Course for officers of the Directorate of Public Relations (DPR), Ministry of Defence, Government of India, organized by the Centre for Executive Education (CEE), IIMC, was inaugurated at the IIMC campus. The VC IIMC, Dr. Pragya Paliwal Gaur, delivered the welcome address. Mr. L. Madhu Nag, Registrar, IIMC, also welcomed the participating officers. Mr. Vijay Kumar, ADG, DPR, addressed the officers on the occasion. The course was formally introduced by Prof. (Dr.) Sunetra Sen Narayan, Head, Centre for Executive Education, IIMC.

As part of the training programme, the officers visited Doordarshan Bhawan, where they were briefed by Mr. Sanjay Pratap Singh,

Deputy Director (News), on the functioning of the DD Newsroom and its various divisions and newsroom facilities. They also visited Akashvani Bhavan, where Mr. Rajeev Kumar Jain, Director General (News), along with senior officials, familiarized them with the operations of the Akashvani Newsroom and All India Radio. The visits provided valuable insights into television and radio broadcasting, including live newsroom operations.



The valedictory session of the one-week Media and Communication Training Course was held at IIMC Delhi. Dr. Rachna Sharma, Associate Professor, CEE-SP, presented the course report and highlighted key learning outcomes. Dr. Pragya Paliwal Gaur felicitated the Chief Guest, Shri Akshay Rout, Former Officer of the Indian Information Service, who addressed the officers during the session. In his valedictory address, Shri Akshay Rout emphasized the importance of trust-building, authenticity, speed and continuity in today's complex communication landscape. Certificates were awarded to the officers upon successful completion of the programme. The session concluded with a vote of thanks by Dr. Rachna Sharma.





Master Class on Diction

Enhances Students' Communication Skills



The Department of Outreach Activities organized an engaging Master Class on Diction led by renowned actor and dialogue coach Mr. Vikas Kumar. The session provided students with in-depth guidance on voice modulation, clarity of speech, correct pronunciation and effective delivery techniques essential for impactful communication. Through practical demonstrations and interactive discussions,



students gained a deeper understanding of the role of diction in storytelling, public speaking and on-screen performance. The programme was graced by the Vice Chancellor, Dr. Pragya Paliwal Gaur, Registrar Mr. L. Madhu Nag, and faculty members, highlighting the institute's emphasis on skill-based learning.



Wellness Session at IIMC Focuses on Mind, Breath and Sleep



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Workshop on Evolving Advertising Landscape and Self-Regulation at IIMC



IMC, in collaboration with the ASCI Academy, organized a comprehensive workshop titled "The Evolving Ad Landscape & the Role of Self-Regulation," with participation from faculty members and students across all IIMC campuses. The workshop focused on enhancing awareness about contemporary advertising practices, ethical communication and the significance of self-regulation in a rapidly changing media environment.

Mr. Sundar Hemrajani, Senior Advisor

(North), Advertising Standards Council of India (ASCI), delivered an in-depth presentation on brand advertising, marketing strategies and the concept of ambush marketing. He emphasized the importance of responsible advertising and adherence to self-regulatory norms to protect consumer interests and maintain brand credibility. Complementing this, Dr. Saheli Sinha, Director – Operations, ASCI, addressed the persuasive nature of advertising and explained the dynamics of the marketplace, relevant advertising codes, and regulatory frameworks. She also highlighted the emerging challenges faced by the advertising industry in the digital age, including influencer marketing and new media platforms.

The session provided valuable insights into the evolving advertising ecosystem and encouraged students to adopt ethical and informed approaches in their future professional roles. Registrar Shri L. Madhu Nag and Dean of Student Welfare Prof. Pramod Kumar were present on the occasion.



IIMC Marks Constitution Day with Inspiring Preamble Readings across Campuses



At IIMC New Delhi, Registrar Shri L. Madhu Nag led the faculty, staff and students in reading the Preamble, inspiring all present to uphold the values enshrined in the nation's Constitution. IIMC Dhenkanal marked the occasion with a commemorative observance led by Regional Director Prof. Dr. Anand Pradhan and Prof. Dr. Rakesh Goswami, alongside students, faculty, and staff.

In observance of Constitution Day on 26th November 2025, students, faculty members and staff across IIMC campuses participated in ceremonial readings of the Preamble of the Constitution of India, reaffirming their commitment to the principles of justice, liberty, equality and fraternity.





IIMC Southern Regional Campus organized a National Constitution Day Pledge, where participants stood together, collectively reaffirming their faith in the guiding spirit of democracy. At IIMC Aizawl, the ceremony was led by Regional Director Prof. Shaswati Goswami, while IIMC Amravati witnessed students and faculty from the Hindi, English and Marathi Journalism



programmes reading the Preamble in unison.

Meanwhile, at IIMC Jammu, students, faculty and staff from New Media Communication, English and Hindi Journalism also participated in the Preamble reading, highlighting the importance of constitutional values in everyday life. These ceremonies across all campuses emphasized unity, civic responsibility and the enduring relevance of the Indian Constitution in encouraging democratic ideals.



Activities

IIMC Vice Chancellor Dr. Pragya Paliwal Gaur Pays Courtesy Call on Governor Gen. (Dr.) Vijay Kumar Singh at Raj Bhavan



Dr. Pragya Paliwal Gaur, Vice Chancellor, Indian Institute of Mass Communication (IIMC), along with Prof. Shashwati Goswami, Regional Director, IIMC North Eastern Regional Campus, Aizawl, paid a courtesy visit to the Hon'ble Governor, Gen. (Dr) Vijay Kumar Singh, PVSM, AVSM, YSM (Retd), at Raj Bhavan. The meeting provided an opportunity for cordial interaction and discussion on matters of mutual interest, including the role of media education and institutional initiatives in the region.

IIMC Students Participate in National Press Day 2025 Celebrations on Safeguarding Press Credibility

Students of the IIMC attended the National Press Day 2025 celebrations organised by the Press Council of India. The event was graced by Union Minister for Information and Broadcasting Shri Ashwini Vaishnaw, Minister of State for Information and Broadcasting Dr. L. Murugan, Secretary, MIB, Shri Sanjay Jaju and Chairperson, Press Council of India, Smt. Justice Ranjana Prakash Desai. The keynote address was delivered by Mr. Vijay Joshi, CEO, PTI, on the theme "Safeguarding Press Credibility Amidst Rising Misinformation," highlighting contemporary challenges faced by the media.





Strategic Communications

Students of the MA Strategic Communication programme at IIMC engaged in a range of academic and professional activities. First-year students attended lectures on Strategic Campaign Planning by Mr. Shubho Sengupta and on Government Communication by Shri K. Satish Nambudiripad, Director General, Doordarshan, and also participated in a special talk by Shri N.R. Narayana Murthy as part of Republic TV's LEGENDS programme. Academic inputs were further strengthened through a lecture on behavioural analysis by Ms. Rami Niranjan Desai, workshops on statistics by Prof. (Dr.) Rajani Ranjan Singh, and an industry session on Media Advocacy by Shri Sharat Chander, Samsung India. Second-year students attended the Chanakya Defence Dialogue 2025, gaining insights from senior defence leadership, policymakers, and strategic experts, making the exposure both informative and enriching.





New Media Communications

Students of the MA New Media Communications programme actively engaged in a range of academic and professional activities during the period. They attended an Effective Writing Workshop conducted by Ms. Mona Verma, which provided valuable insights and advanced techniques to strengthen communication skills for the digital era. The students also participated in TIACON 2025, organised by the Trusted Information Alliance on 6 November 2025, where discussions focused on the impact of AI on the information ecosystem, covering themes such as health infodemics, digital marketplaces, AI-generated content, misinformation, and the need for policy regulation. The event was attended by faculty member Dr. Namit V. Singh, with student participation encouraged by Prof. (Dr.) Anubhuti Yadav, Head, Department of New Media Communications. Adding to these achievements, three students—Chanchal,



Madhavi and Subarna—from the New Media Department, IIMC New Delhi, brought laurels to the institute by securing First Prize in the Integrated Marketing Campaign category at the Symbiosis Dubai Mediathon 2025, impressing the global jury with their innovative idea, dedicated effort, and compelling storytelling. Students along with their faculty members, had an insightful and engaging visit to the Parliament. The experience offered a unique blend of learning and exploration as they toured both the newly constructed complex and the historic old Parliament building.

हिंदी एवं उर्दू पत्रकारिता विभाग

हिंदी पत्रकारिता विभाग में नवम्बर 2025 में छात्रों के लिए कई शैक्षणिक एवं व्यावहारिक कार्यक्रम आयोजित किए गए। एनडीटीवी इंडिया के वरिष्ठ पत्रकार श्री रवीश रंजन शुक्ल ने मोबाइल पत्रकारिता (मोजो) कार्यशाला में विद्यार्थियों का मार्गदर्शन किया। इसके बाद डॉ. इंद्रजीत राय, फर्स्ट फोरेंसिक जर्नलिस्ट ऑफ इंडिया, ने फोरेंसिक पत्रकारिता और ड्रोन के प्रयोग पर विशेष व्याख्यान/कार्यशाला आयोजित की और अनुभव साझा किए।

दिनांक 19 नवंबर 2025 को हिंदी एवं उर्दू पत्रकारिता विभाग के विद्यार्थियों का संसद भवन का शैक्षणिक भ्रमण कराया गया। पाठ्यक्रम निदेशक डॉ. राकेश कुमार उपाध्याय,

हिंदी विभाग के डॉ. कुमार प्रियतम और उर्दू विभाग के मोहम्मद शाकिब ने विद्यार्थियों का मार्गदर्शन किया। भ्रमण में नवनिर्मित संसद भवन, पुराने भवन और पुस्तकालय का दौरा कराया गया। अंत में लोकसभा सचिवालय के संयुक्त सचिव श्री मुकेश शर्मा और वरिष्ठ पत्रकार डॉ. रोशन गौड़ ने संसदीय व्यवस्था और मीडिया कवरेज पर विद्यार्थियों की जिज्ञासाओं का समाधान किया।



Students of the Media Business Studies (MBS) department actively participated in diverse academic and industry engagements. They attended workshops on photography by Mr. Himanshu Vyas, former Chief Photographer, Hindustan Times, and Comic Journalism by Mr. Sharad Sharma, Founder of World Comics India. MBS student Mohit Meena undertook an international travel documentary project across Uzbekistan and Tajikistan, capturing stories of culture and architecture. Students also gained



for the International Film Festival of India (IFFI), Goa, hosted by NFDC India. Rishav Gupta covered the launch of the Indrajaal Ranger



insights into sustainable and technology-driven supply chains through a workshop on Operations and Supply Chain Management by Dr. Surya Prakash Singh (FMS / IIT Delhi).

Bringing laurels to the department, Yajush Chaturvedi and Vishnu PK were selected under the “Creative Minds of Tomorrow” category

Media Business Studies

Anti-Drone Patrol Vehicle in Hyderabad. First-year MA-MBS students visited the TIMES NOW Studio for newsroom exposure, while second-year students participated in the 3rd Edition of Chanakya Defence Dialogue 2025, engaging with discussions on defence reforms and India's vision of a Sashakt, Surakshit, and Viksit Bharat.

Vigilance Awareness Week

As part of Vigilance Awareness Week 2025, Shri Naresh Bhardwaj, Joint Director, ISTM, delivered an insightful training session on Preventive Vigilance Awareness at the Indian Institute of Mass Communication (IIMC), New Delhi. The training, organized in two engaging sessions, brought together officers, faculty members, and staff of IIMC to reflect on the vital role of vigilance in promoting ethical governance. Shri Bhardwaj shared valuable insights on the importance of preventive



vigilance, transparency and integrity as key pillars of a responsible and accountable work culture.



Radio and Television Journalism Department

The Radio and TV Journalism Department of IIMC, in collaboration with CPRG, conducted an Audience Research Methodologies workshop for students. On the seventh day, sessions were led by Mr. Vipul Dixit, Prof. (Dr.) Manukonda Rabindranath and Mr. Aneesh Gupta, providing practical insights into research techniques.

The workshop concluded with a Valedictory Session, where students were awarded certificates of participation. The session was graced by Mr. L. Madhu Nag, Registrar & ADG of IIMC, Dr. Rachna Sharma, Associate Professor at IIMC and convener of the workshop, and Ms. Suchitra Tripathi, Associate Fellow at CPRG, New Delhi.



In a related highlight, VC Dr. Pragya Paliwal Gaur and Registrar Mr. L. Madhu Nag released the Special Photowalk Edition of Lab Journals created by RTV students. Prof. Sangeeta Pranvendra highlighted the tasks undertaken by students, and the VC and Registrar provided valuable feedback on their work.



Advertising and Public Relations Department

The ADPR Department, IIMC New Delhi, had an eventful November with several academic and professional engagements. Mr. Nikhill Srivastavaa, Founder & CEO of Half Circles Media, delivered a lecture on “The New Age of Political Communication,” where students also designed a mock Bihar election campaign. Students met Hon’ble Minister Smt. Savitri Thakur, discussing ‘Dimensions of Development’ and ‘Women Empowerment’.

Bhaskar Kumar won First Prize (Hindi category) in the National Essay Writing Competition 2025 by the CAG of India, receiving a ₹50,000 cash award and a Certificate of Appreciation. Students attended Lallantop Adda 2025,



immersing themselves in literature, cinema, digital media, poetry, and vibrant discussions. The department also hosted a Crisis Communication workshop with Mr. Rahul Kashyap, emphasizing strategic and transparent communication during crises. HoD Dr. Meeta Ujjain actively participated in these events, providing guidance and support.





Jammu Campus



Kottayam Campus

Students of IIMC Southern Regional Campus participated in a series of enriching sessions and workshops this November. They attended workshops on Financial Reporting (Mr. Joe A. Scaria), Interview Techniques (Shri K. Pradeep), and Election Reporting (Shri Reji Joseph), gaining practical skills in journalism and storytelling.

A 3-day workshop on AI & Digital Marketing (Mr. Sunil Prabhakar) and another on Radio Jockeying, Audio Production, Podcasting, Corporate Communication, and Crisis Management (Prof. K. Padmakumar) enhanced their digital and media skills. The campus also hosted the Annual Dev ji Bhimji Oration (Rev. Fr. Boby Alex Mannampackal) and a workshop on Legislature Reporting with Hon'ble Speaker A. N. Shamseer.

Students engaged with governance communication (Shri Ajay Joy, IIS), participated in DISHA 2025, explored human experiences at the Human Library 3rd Edition (Ms. Rathina S), and received the new Handbook for Malayalam Students (Prof. S. Anilkumar) to strengthen journalism skills in Malayalam.



Amravati Campus

Students of Hindi, English and Marathi Journalism from the IIMC Amravati Campus participated in an enriching educational field trip to the Krishi Vigyan Kendra (KVK), Durgapur, Badnera, and Sadhana Radio. The visit offered students a practical learning experience, providing insights into agricultural research, rural development initiatives and the functioning of community radio.

Eight students of IIMC Jammu— including seven from the MA in New Media Communication (NMC) programme and one from the PG Diploma in Hindi Journalism — completed a one-day hands-on workshop on AI & ML held on 16.11.2025 at the IIT Jammu campus. The workshop, organised by PHN Technology in collaboration with IIT Jammu, provided participants with practical training in Artificial Intelligence and Machine Learning.



Dhenkanal Campus

IIMC Dhenkanal, in collaboration with PRS Legislative Research, held a half-day workshop on Parliamentary Reporting for PGD students in English and Odia Journalism. Led by Mr. Chakshu Roy and Ms. Yashika Kedia from PRS, the session provided insights into law-making, parliamentary functioning, key procedures, and the role of data in democratic reporting.

The speakers highlighted the crucial role of journalists in interpreting parliamentary work for the public, stressing the need for accurate, informed, and responsible reporting. The workshop offered students a valuable opportunity to strengthen their skills in political and legislative journalism.

Vande Mataram 150

Across all IIMC campuses, officers, faculty, staff and students came together for the mass singing of #VandeMataram to mark its 150th anniversary, paying tribute to the timeless anthem adopted as India's National Song.

