



INDIAN INSTITUTE OF MASS COMMUNICATION
Deemed to be University
Prospectus 2024-25

Post-Graduate Degree Programmes

- **MA in Media Business Studies**
- **MA in Strategic Communication**

Post-Graduate Diploma Programmes

- **Journalism (English)**
- **Journalism (Hindi)**
- **Radio & Television Journalism**
- **Advertising & Public Relations**
- **Digital Media**
- **Journalism (Malayalam)**
- **Journalism (Marathi)**
- **Journalism (Odia)**
- **Journalism (Urdu)**

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ABOUT IIMC

The Indian Institute of Mass Communication (IIMC), established under the Ministry of Information and Broadcasting, Government of India, on August 17, 1965, is currently one of the premier institutions of its kind in the country providing quality training in journalism and undertaking meaningful research in the field of Media and Mass Communication.

The Ministry of Education, on the recommendation of the University Grants Commission (UGC), granted the Deemed to be University status to the IIMC under the 'Distinct' category on January 31, 2024.

IIMC is Asia's first media training Institute to have a dedicated Communication Research Department, which conducts research, analysis and impact assessment studies for various Ministries and Government Departments. The Research focuses primarily on government campaigns, impact analyses, feedback etc., providing quality inputs for strategizing government campaigns and communication programmes for their effective and wider reach.

IIMC is also the Training Academy of Indian Information Service (IIS) Officers. In addition, the Institute successfully conducts a number of Post-graduate Diploma Programmes in English, Hindi, Radio & TV, Urdu, Odia, Marathi, Malayalam, Advertising & Public Relations and Digital Media, which enjoy high industry acceptance. As IIMC is now a Deemed to be University, from this year, IIMC shall also offer two MA Programmes.

IIMC also runs many short-term courses on media relations & engagement and public relations for officials of various departments of Government of India, State Governments, PSUs and the Armed Forces. It also conducts an international programme – biannual Diploma Course in Development Journalism for mid-career journalists and media professionals from across the developing countries. Overall, IIMC has been at the forefront of preparing trained communication professionals in India for many years.

Offering industry-oriented courses in Mass Media, IIMC enjoys an excellent placement record for its students. It has been ranked No. 1 Media Institute in the country by *India Today*, *Outlook* and *The Week-Hansa* annual ranking of educational institutions in 2018, 2019, 2020, 2021 and 2022.

Headquartered at the full-fledged campus in New Delhi, IIMC has its Regional Campuses at Dhenkanal, Odisha (established in 1993); Aizawl, Mizoram (established in 2011); Amravati, Maharashtra (established in 2011); Jammu, J&K (established in 2012); and Kottayam, Kerala (established in 1995) to provide quality media education in the respective regional languages, in addition to various courses offered at the national level.

POST GRADUATE DEGREE PROGRAMMES 2024-25

Sl. No	Programmes	No. of Seats	Campus
1	MA in Media Business Studies	40	IIMC New Delhi
2	MA in Strategic Communication	40	IIMC New Delhi
	Total Seats	80	

POST GRADUATE DIPLOMA PROGRAMMES 2024-25

Following are the One Year Post Graduate Diploma Programmes being offered at IIMC, New Delhi and Regional Campuses.

Sl. No	Programmes	No. of Seats	Campus
1	PG Diploma in Journalism (English)	68 68 30 30 30 30	IIMC New Delhi IIMC Dhenkanal IIMC Aizawl IIMC Amravati IIMC Kottayam IIMC Jammu
2	PG Diploma in Journalism (Hindi)	68 30 30	IIMC New Delhi IIMC Jammu IIMC Amravati
3	PG Diploma in Radio & TV Journalism (Bilingual – English & Hindi)	51	IIMC New Delhi
4	PG Diploma in Advertising & Public Relations (Bilingual – English & Hindi)	77	IIMC New Delhi
5	PG Diploma in Digital Media	30 30 30 30	IIMC New Delhi IIMC Aizawl IIMC Jammu IIMC Kottayam
6	PG Diploma in Journalism (Odia)	30	IIMC Dhenkanal

7	PG Diploma in Journalism (Marathi)	30	IIMC Amravati
8	PG Diploma in Journalism (Malayalam)	30	IIMC Kottayam
9	PG Diploma in Journalism (Urdu)	30	IIMC New Delhi
	Total seats	752	

POST GRADUATE DEGREE PROGRAMMES 2024-25

1. MA in Media Business Studies

Programme Overview:

The Master of Arts in Media Business Studies (MAMBS) aims to cultivate a new generation of visionary media industry managers and leaders equipped with the knowledge, skills, and innovative mindset to navigate the rapidly evolving landscape of media business who excel in strategic thinking and ethical decision-making. Through rigorous academic inquiry, hands-on learning experiences, and industry partnerships, the MBS programme aims to empower students to drive positive change, foster creative excellence, and shape the future of media enterprises worldwide. The Programme provides a comprehensive and interdisciplinary education in media business studies, blending theoretical knowledge with practical skills and real-world experience to empower individuals to drive innovation, shape industry trends, and contribute positively to the global media landscape.

Objectives of the Programme

- To equip the learners with a comprehensive understanding of media industry dynamics including its systems, structure, and challenges.
- To help the learners identify strategies for adapting to dynamic market trends and technological advancements.
- The learners will develop effective communication and teamwork skills crucial for successful business operations.
- To explore various business functions such as marketing, finance, operations, and human resources.
- To equip the learners with strategic thinking and analytical abilities necessary for making informed decisions in media business contexts.
- To examine ethical considerations, social responsibilities, and regulatory frameworks in business decision-making.

- g) To foster critical thinking, strategic analysis, and problem-solving abilities among the learners to address challenges unique to the media sector.
- h) To foster creativity, innovation, and entrepreneurial mindset among learners to drive growth and sustainability in media enterprises.
- i) To analyze real-world case studies media business dynamics and decision-making skills.

Both the MA programmes are 88-credit programmes spread over four semesters. A learner has to select five papers of 22 credits in each semester. These courses are divided with different nomenclature i.e. Discipline Based Core Courses (DBCC), Discipline Based Core Elective Courses (DBCE), Open Elective Interdisciplinary Courses (OEIC) and Mandatory Non-Credit Elective Courses (MNEC) and will be offered in each semester at New Delhi campus. Learners have to pursue mandatory internship during the summer break between 2nd semester (End of 1st year) and 3rd semester (beginning of 2nd year).

2. MA in Strategic Communication

Programme Overview: The Master of Arts in Strategic Communication (MASC) programme has been designed to offer an in-depth understanding of the global strategic communication domain, its role and relevance to nations, polity, people, culture, economy, corporations, diplomacy and defence, while exploring and examining the emerging information technology tools with focus on information warfare, crisis communication, perception and brand management and geopolitical issues in the fast-changing communication scenario. The programme explores the dynamics of global strategic communication with sharp focus on the emerging strategic challenges and opportunities in the Asian region. It stresses on interdisciplinary and multi-disciplinary approaches with an aim to connect the media and global communication with different developmental issues.

Vision: To prepare world-class professionals who understand & analyze global strategic communication domain and design result-oriented communication strategies in a variety of areas ranging from defence to diplomacy, development, business, polity, governance, etc. using cutting edge technology

Objectives of the Programme

- a) To develop an in-depth understanding of the global strategic communication domain and the strategic challenges that India faces today, and enable the learners to appreciate the potential and limitations of global strategic communication
- b) To develop an understanding of the digital technology and strategies used during global information warfare c) To impart the required skills to design & execute effective crisis communication strategies using advanced communication and digital tools

- c) To encourage the learners to participate in strategic communication researches applying their learnings to a real-life communication problem and demonstrate mastery of the strategic communication
- d) To introduce the learners to various career opportunities available in strategic communication at national and international level.

POST GRADUATE DIPLOMA PROGRAMMES 2024-25

1. Post Graduate Diploma in Journalism (English)

Course objectives: Over a period of two semesters, the students would be provided with a broad perspective of the communication field. The emphasis will be on imparting ethics and values needed to promote a free, fair, and objective media. Students will be exposed to new and evolving techniques of reporting, editing, production and distribution through a combination of theory and practical sessions. Over the period of their course, students shall report, edit and produce Lab Journals and other publications.

Topics covered: Communication: Concepts, Processes and Theories, History of Journalism and role of the Press, Media Laws and Ethics, Reporting and Editing, Radio & TV Journalism, Development Journalism, Media Management, Advertising & PR and Digital Journalism.

2. Post Graduate Diploma in Journalism (Hindi)

(Course objectives are same as for PGD in Journalism (English))

Topics covered: Communication: Concepts, Processes and Theories, History of Journalism and role of the Press, Media Laws and Ethics, Editing and Reporting New Media and Digital Journalism, Radio & TV Journalism, Development Journalism, Media Industry and its Management Structure, Advertising & Public Relations etc.

3. Post Graduate Diploma in Radio & TV Journalism

Course objectives: The primary objective of this course is to develop a high level of competence in communication through the spoken word and visuals. Students will be given exposure to reporting for radio and television, camera handling, video editing, sound recording and use of contemporary AV software's.

Topics covered: Communication - Concepts, Processes and Theories, Introduction to journalism with special emphasis on Radio and TV Journalism, Radio and TV Journalism - Concepts and Processes, Radio News - Reporting, Editing and Bulletin Production, TV News - Reporting, Editing and Bulletin Presentation and Production, Broadcast Media Management, New Media and Digital Journalism, Print Media, Development Communication and Advertising & Public Relations.

4. Post Graduate Diploma in Advertising & Public Relations

Course Objectives: The primary objective of this course is to provide a deep understanding of the principles and concepts of communication, marketing, advertising, public relations, and corporate communication. The emphasis will be on familiarizing students with the latest tools of communication to help them build synergy between technology and creativity. Students will be encouraged to work in groups to prepare and present 360-degree campaigns on contemporary subjects.

Topics covered: Communication - Concepts, Processes and Theories, Marketing Communication, Advertising: Principles, Concepts and Management, Campaign Planning and Management, Media Planning, Government and Public Service Communication, Public Relations and Corporate Communication, New Media - Concepts and application, Communication and Marketing Research.

5. Post Graduate Diploma Programmes in Regional Languages

Course Objectives: To provide quality training in the field of journalism in regional languages with special focus on regional aspects of mass communication such as regional language, culture, and practices. It aims at creating professionally qualified and trained journalists who are well-versed in the nuances of regional language media and are empowered with a national perspective.

Over a period of two semesters, the students would be provided with a broad perspective of communication in general and that of the state/language concerned. The emphasis will be on imparting ethics and values needed to promote a free, fair, and objective media. Students will be exposed to new and evolving techniques of reporting, editing, production and distribution through a combination of theory and practical sessions. Over the period of their course, students shall report, edit, and produce Lab Journals and other publications in their respective languages. They will also be trained in TV, Radio and Digital media.

5.1 Post Graduate Diploma in Journalism (Malayalam)

Topics covered

Communication: Concepts, Processes and Theories.

History of Malayalam Journalism.

Media Laws and Ethics

Editing and Reporting

New Media and Web Journalism, Data Journalism and Mobile Journalism.

Radio & TV Journalism, Video Editing, Videography and Radio Production.

Development Journalism with emphasis on socio-economic and cultural issues concerning Kerala.

Media Management, Advertising & Public Relations, Corporate Communication

5.2 Post Graduate Diploma in Journalism (Marathi)

Topics covered

Communication: Concepts, Processes and Theories.

History of Marathi Journalism

Media Laws and Ethics

Editing and Reporting

New Media and Web Journalism

Radio & TV Journalism

Development Journalism with emphasis on socio-economic and cultural issues concerning Maharashtra.

Media Management, Advertising & Public Relations

5.3 Post Graduate Diploma in Journalism (Odia)

Topics covered

Communication: Concepts, Processes and Theories.

History of Odia Journalism.

Media Laws and Ethics

Editing and Reporting

New Media and Web Journalism

Radio & TV Journalism

Development Journalism with emphasis on socio-economic and cultural issues concerning Odisha and Eastern India.

Media Management, Advertising & Public Relations

5.4 Post Graduate Diploma in Journalism (Urdu)

Topics covered

Communication: Concepts, Processes and Theories.

History of Urdu Journalism,

Media Laws and Ethics

Editing and Reporting

New Media and Digital Journalism

Radio & TV Journalism

Development Journalism, Advertising & PR, Newspaper Management and Entrepreneurial Journalism

6. Post Graduate Diploma in Digital Media

Course objectives: The primary objective of this course is to introduce students to the new and emerging technologies and their application in the fields of Journalism, Public Relations, Advertising, Corporate Communication, and Development Communication. Students will be given exposure to create media messages in a wide variety of forms using a variety of digital tools.

Topics Covered- Understanding New Media, New Media & Society, Internet as a Medium, Media and IT Laws, Online Research, Online Journalism, Social Media, Digital Marketing, Digital PR and Corporate Communication, Big Data, Data Journalism, New Media and Development, E-Governance, Fact-checking, Verification and Media Entrepreneurship

(All the courses at IIMC are taught by the in-house faculty of the Institute, supplemented by guest lectures by experts from the industry/profession, specializing in their respective fields.)

ADMISSIONS TO PROGRAMMES

Selection Procedure:

Category 1- MA Programmes:

- Admissions will be done on the basis of the Common University Entrance Test (CUET-PG) in “Mass Communication and Journalism (COQP17)” subject, conducted by the National Testing Agency (NTA) and an interview. The merit list will be prepared on the basis of CUET-PG score (85% weightage) and score in interview (15% weightage).
- For candidates from Defence Services, Industry and government institutions, with at least 10 years of working experience, there will only be an interview and they will be selected against supernumerary seats (over and above the sanctioned seats).

Category 2 - PG Diploma Programmes Through CUET-PG:

- Admissions to the PG Diploma Courses in Journalism in English, Hindi, Radio & TV, Digital Media, and Advertising & Public Relations will be done on the basis of CUET-PG in “Mass Communication and Journalism (COQP17)” and a subsequent counseling process.

Category 3 - PG Diploma Programmes (Odia, Marathi, Malayalam, Urdu):

- Admission to PG Diploma Courses in Odia, Marathi, Malayalam and Urdu Journalism will be done on the basis of an entrance examination conducted by the IIMC. The notification for the same is on the IIMC website: www.iimc.gov.in

Note for Category 2 and Category 3 PG Diploma Programmes: The final category-wise and course-wise Rank List and admission will be decided on the basis of the candidates’ overall score out of 100 marks. If two or more candidates secure equal marks, the candidate senior in age will be given preference in the rank list.

Eligibility:

Category 1 - MA Programmes: Indian nationals possessing a Bachelor's Degree awarded by a recognized university in any discipline with at least 55% marks are eligible to apply for the MA Programmes.

Category 2 and Category 3 - PG Diploma Programmes: Graduates in any discipline are eligible to apply.

Note: For all Programmes and Courses, students who have appeared / are appearing for Final year/semester examination of their Bachelor's Degree are also eligible to apply. If selected, their admission will be subject to their producing at least a Provisional marks sheet/Certificate in original from their college / university latest by September 30, 2024, (extendable in genuine cases after ascertaining the reasons). On completion of the Programme, the Degree/ Diploma will be awarded only if the Original Degree Certificate is produced for verification at IIMC's office.

Date of Birth:

Category 1 - MA Programmes: There is no age limit for the MA programmes.

Category 2 and Category 3 - PG Diploma Programmes: General Category candidates should be born on 1.8.1999 or later (maximum 25 years as on August 1, 2024). For SC/ST/Persons with Disability (PwD) candidates, the date of birth should be 1.8.1994 or later (maximum 30 years as on August 1, 2024). For OBC category candidates, date of birth should be 1.8.1996 or later (28 years as on August 1, 2024).

Reservations:

IIMC shall follow reservation in admission as mandated under the Central Educational Institutions (Reservation of Seats) Act 2006, as amended from time to time.

The IIMC shall also follow reservation in admission in all Programmes of Study in accordance with the Persons with Disabilities (Equal Opportunities, Protection of Rights and Full Participation) Act, 1995, and The Rights of Persons with Disabilities Act, 2016.

Accordingly, the IIMC shall reserve seats in all Programmes of Study for admission as under for the students belonging to:

Scheduled Castes (SC) Category	15%
Scheduled Tribes (ST) Category	7.5%
Other Backward Classes (OBC) Category - Non-Creamy Layer (NCL) (as per the Central List)	27%
Economically Weaker Sections (EWS) Category	10%

Each category will have 5% reservations for the candidates with 40% or more disability as defined by sections 2(v) and (zc) of persons with disabilities (PwD) act 2016. Persons suffering from not less than forty per cent (40%) of any disability as certified by a competent medical authority would be considered for admission under PwD category.

The candidates applying under the reserved categories shall need to submit the category Certificates (SC/ST/OBC Non-Creamy Layer Certificate/ EWS/PWD issued by the competent authority in the prescribed format at the time of submission of Application Form and produce the same in original for verification at the time of admission/registration. Non-Creamy Layer certificate should not have been issued earlier than six (6) months from the date of registration.

If a candidate in the reserved category qualifies for admission in the general category, he/she shall be treated as a general category candidate. If sufficient number of candidates are not available to fill up the seats reserved for Scheduled Tribes, these may be filled up by suitable candidates from Scheduled Castes and vice-versa. If sufficient number of candidates are not available to fill up the seats reserved for OBCs, these may be filled up by suitable candidates from General Category.

Supernumerary Seats (over & above the sanctioned seats given in Table on page 4)

Category 1 - MA Programmes: Eight (08) seats will be reserved in each programme for the following:

- Wards of Kashmiri Migrants and Kashmiri Pandits/Kashmiri Hindu Families (Non-Migrant) living in Kashmir Valley;
- Windows/Ward of the Defence personnel killed/disable in action or during peace times;
- Defence service personnel (with an experience of at least 10 years)
- Industry professionals (with an experience of at least 10 years)
- Other state and central government institutions (with an experience of at least 10 years)
- International applicants

Category 2 and Category 3 - PG Diploma Programmes:

Five (05) additional seats are available in each Programme for NRI / NRI-sponsored candidates. The eligibility criteria and age limits for NRI quota candidates are same as above. However, the applicants under NRI / NRI-sponsored quota can directly appear for an Online Interview after applying/writing directly to the IIMC (NOT through NTA) by depositing an entry fee of US \$ 50. **Fees for NRI quota is as indicated later and the same will have to be paid in one go.**

Details of Admission Process (Category 2 and Category 3 PG Diploma)

Once the result is announced by NTA, IIMC will issue the merit list and the students will have to fill a counselling form showing the preference of programme and the centre. A list of candidates to be provisionally admitted to each course and at each campus will be

prepared on the basis of the category-wise merit list, as per course/seat allocation criteria will be published on IIMC website, www.iimc.gov.in The allocation of the Campus (applicable to English, Hindi Journalism and Digital Media) will be on the basis of Merit-cum-Preference. Candidates are advised to rank all the Regional Campuses in the order of their preference at the time of counselling. In the event of a candidate leaving the choice of campus blank, IIMC will allocate the campus to the candidate on the basis of an alphabetical roster. Successful candidates are given maximum seven days' time to secure their admission by depositing the prescribed fees online along with necessary documents. Candidates claiming reservation under the Economically Weaker Section scheme should produce the Income & Asset Certificate issued by a designated authority in the prescribed format.

After the provisional admission, there will a **centralized registration process** at IIMC in which documents will be verified. For this round, students will have to bring **a printout of the NIC form filled during counselling with ink signature of their parents**. After verification of documents, an admission slip shall be issued to students. Depending upon the number of admissions secured, further rounds of results would be announced. If any seats remain vacant in any of the campuses, the same shall be offered to any of the interested candidates as per category-wise merit list. Reservation of seats will be as per Government of India orders/rules for SC, ST, Persons with Disability and EWS.

FEE STRUCTURE

Category 1 - MA Programmes				
Name of the Programme	Tuition Fee (Rs)	Library Fee (refundable) (Rs)	Students Welfare Fund (Rs)	Grand Total (Rs)
M.A in Strategic Communication	2,40,000	5,000	3,500	2,48,500
M.A in Media Business Studies	2,40,000	5,000	3,500	2,48,500

Semester I fee: 25% of tuition fee+ Library Fee + Students' Welfare Fund

Semester II fee: 25% of tuition fee

Semester III fee: 25% of tuition fee

Semester IV fee: 25% of tuition fee

Category 2 and Category 3 - PG Diploma Courses				
Name of the Programme	Tuition Fee (Rs)	Library Fee (refundable) (Rs)	Students Welfare Fund (Rs)	Grand Total (Rs)
PGD in Journalism (English)	87,000	5,000	3,500	95,500
PGD in Journalism (Hindi)	87,000	5,000	3,500	95,500
PGD in Radio & TV Journalism	1,60,000	5,000	3,500	1,68,500
PGD in Advertising & PR	1,23,000	5,000	3,500	1,31,500
PGD in Digital Media	2,00,000	5,000	3,500	2,08,500
PGD in Journalism (Malayalam)	47,000	5,000	3,500	55,500
PGD in Journalism (Marathi)	47,000	5,000	3,500	55,500
PGD in Journalism (Odia)	47,000	5,000	3,500	55,500
PGD in Journalism (Urdu)	47,000	5,000	3,500	55,500

Semester I fees: 50% of tuition fee+ Library Fee + Students' Welfare Fund

Semester II fees: 50% of tuition fee

The Students' Welfare fund is utilized for meeting miscellaneous expenditure, student welfare activities, services of wellness centre etc.

***Fees indicated above will be in effect for the entire duration of Programme and NO request/demand will be considered for any revision in Programme fees, once admission has been granted to the student, which will also be seen as his/her readiness to abide by all rules of the Institution, including the willingness to pay prescribed Programme fee, in full, with or without eligible free ship, wherever applicable.**

The first installment of the Programme fee must be deposited by the prescribed date, prior to commencement of the programme. The second installment of tuition fees is to be paid by the date prescribed by IIMC. For MA Programmes, the third and fourth semester fee is to be paid by dates as prescribed by IIMC.

Late fee will be charged with fine at the rate of Rs. 20 per day after the due date. Names of the defaulters will be struck off the rolls on 1st March 2026 (for MA Programmes) and 1st March 2025 (for PG Diploma Programmes) for failing to remit the fee along with late fee. Re-admission fee of Rs. 500 will be charged on re-admission after 1st March 2026 (for MA Programmes) and 1st March 2025 (for PG Diploma Programmes). The right of re-admission is reserved with the Institute.

FEE STRUCTURE – INTERNATIONAL STUDENTS AND NRI/NRI SPONSORED

Category 1 - MA Programmes (International Students)	
Name of the Programme	Fees (US Dollars)
M.A in Media Business Studies	16,000*
M.A in Strategic Communication	16,000*

*Fee to be paid in two instalments of \$8,000 each before the start of Year 1 and Year 2 respectively, by the dates as prescribed by IIMC.

Category 2 and Category 3 - PG Diploma Programmes (NRI/NRI Sponsored Quota)	
Name of the Programme	Fees (US Dollars)
PGD in Journalism (English)	8,000#
PGD in Journalism (Hindi)	8,000#
PGD in Radio & TV Journalism	12,000#
PGD in Advertising & PR	12,000#
PGD in Digital Media	14,000#
PGD in Journalism (Malayalam, Marathi, Odia, Urdu)	4600#

Fee to be paid at one go prior to commencement of programme as per date prescribed by IIMC

Fee Refund Policy

IIMC will follow the guidelines of UGC in this regard issued from time to time.

Cancellation of admission

If ineligibility of a candidate is detected at any stage, due to any reason including wrong/ forged/ incomplete documents, before or after examination/declaration of result or during any state of the Programmes, his/her candidature/admission will be cancelled without any notice, disciplinary action will be taken against him/her and entire fee, including library fee and students' welfare fund, will also be forfeited.

Director General may cancel the admission of any student for specific reasons at any stage.

Financial Assistance

Freeship: There is a provision for financial support to economically deprived students. Half/quarter free ships are available for each PG Diploma Programme on merit-cum-means basis at Delhi and at all Regional Campuses. Every year, a committee is constituted to select the deserving candidates from among the applicants for freeships available for students. For the purpose of applying for freeships, the Annual Household Income reflected in the application forms should be supported and income certificate issued by Revenue Officer not below the rank of Tehsildar or Sub-Divisional Magistrate (SDM). Any other declaration pertaining to household income at variance with the declaration submitted along with application form shall not be entertained for the purpose of scholarship/freeship. **Freeship shall not be provided to students admitted on supernumerary seats.**

Scholarships for Categories 2 & 3:

1.	The ' Rati Aggarwal Scholarship ' will be awarded to a meritorious female student of the Hindi Journalism Programme, based on her performance in the Entrance Exam.
2.	The ' Star TV Scholarship ' will be awarded to a meritorious student of Radio &TV Journalism, based on his/ her performance in the Entrance Exam.
3.	The ' Achin Ganguly Scholarship ' will be awarded to two meritorious students of Advertising & Public Relations, based on their performance in the Entrance Exam & final result after completion of the Programme.
4.	The ' Jaswinder Singh Memorial Scholarship ' will be awarded to two meritorious students, one each from Hindi Journalism and Radio & TV Journalism, based on their performance.

Academic Calendar

A detailed academic calendar/syllabus of Programmes will be announced/published as soon as the same is finalized.

FACILITIES ON THE CAMPUS

Library: IIMC, New Delhi, has one of the largest specialized mass communication libraries in the country. It has a collection of over 40,000 titles of books and Journals on different aspects of mass communication and allied fields. The library also subscribes to various reputed international journals in the field of communication.

The library is fully computerized and On-line Public Access Catalogue (OPAC) and Online Journals are available for students and faculty members. Library has also developed a state-

of-the-art Multimedia, Reference and Research Section for students, faculty and research scholars. The library is open from 9.00 a.m. to 7.00 p.m., Monday to Saturday.

Every student has to make a library security deposit of Rs. 5,000. Every student is allowed to borrow two books at a time for one week. If a student loses a library book, he/she must replace it or pay its price. The Library Fee shall be refunded at the end of the Programme after the student produces a No-Due Certificate issued by the Librarian. In case the refund is not claimed within one year from the completion of the Programme, the security deposit shall be forfeited.

Library Code of Conduct (**Annexure B**) may be seen for more details.

Publications: IIMC publishes two quarterly research journals – ‘Communicator’ in English and ‘Sanchar Madhyam’ in Hindi. The journals contain scholarly Research Papers & book reviews on various developments in the field of communication. The who’s who of the mass communication industry and academia contribute to these journals. IIMC also publishes two quarterly magazines Sanchar Srijan, a bi-lingual magazine on mass communication and Rajabhasha Vimarsh, a magazine devoted to Official Language. A monthly newsletter is also published on the happenings in the Institute. Books in English and Hindi, apart from research compilations, edited volumes are also brought out time to time.

Equipment and IT infrastructure: The Institute has adequate facilities for practical training in various branches of communication. It has two hi-tech computer labs with latest software and high-configuration systems. It also has well-equipped sound & TV studios and other audio-visual facilities. The facilities for TV and video production consist of digital ENG cameras, a multi-camera studio set-up, along with camera control units with sync and SFX generators, editing consoles, etc. The Institute has digital sound recording / editing and non-linear digital video editing facilities. The video editing facility includes server-based networking and FinalCutPro machines. IIMC has extensive facilities of over two dozen DSLR cameras to enable students to handle various photographic assignments. All the classrooms are air-conditioned and equipped with projectors and other teaching aids.

Institute has facilities of computer labs, Multimedia Systems, Video Editing Equipment, Clip Video Cameras, Voice Recorders, etc. to facilitate electronic editing and computer-based graphic layout designing and publication. Training is imparted to students on software packages such as Adobe InDesign, Quark Express, Adobe Photoshop, Corel Draw, Macromedia Director, Cool Edit Pro, Newswrap, etc.

Auditorium: IIMC, New Delhi, has a 400 plus seating capacity auditorium named as ‘Mahatma Gandhi Manch’, a 100-seating capacity smaller auditorium named as ‘Lokmanya Bal Gangadhar Tilak Mini Auditorium’ and an open theatre named as ‘Meghdoot Amphitheatre’. It has several seminar halls and conference rooms. In addition, the Institute has parks and lawns. The Park around Swami Vivekanand Memorial Rock has been specially developed for students to study in leisure hours.

Sports & Games: At IIMC New Delhi campus, facilities are available for playing Table Tennis, Badminton and Volleyball. At Dhenkanal Campus, badminton and Table Tennis facilities are made available. At Kottayam Campus, a gymnasium along with facilities for badminton and indoor games such as Chess, Caroms, etc are being provided.

Wellness Centre and Yoga: A Wellness Centre is functional at IIMC New Delhi where general physicians visit from Monday to Saturday. Consultation is free for students. Services of Psychologist are also available once a week. In addition, to promote general health and well-being, training sessions on Yoga are regularly organized at the Institute.

Bank and ATM: ATM of State Bank of India.

Hostel Facilities

Delhi Campus

Limited hostel facilities are available in all IIMC New Delhi campus for both girls and boys. Hostel rooms will be allotted on merit-cum-means and sharing basis. Preference, in allotment of hostel rooms/beds, will be given to outstation students as also to those belonging to economically/socially weaker sections.

Regional Campuses

Limited hostel facilities are available in regional campuses of IIMC for both girls and boys.

Dhenkanal:	Double occupancy rooms for boys and girls.
Aizawl:	Single occupancy rooms for boys and girls.
Kottayam:	Double occupancy rooms for girls, with a couple of seats reserved for boys on a temporary basis.
Jammu:	Double occupancy rooms for boys and girls.
Amravati:	Double occupancy rooms for boys and girls.

Getting hostel in any of the campuses is not a matter of right.

LIFE ON THE CAMPUS

IIMC's flagship Campus in New Delhi and the Regional Campuses at Dhenkanal and Kottayam offer a stimulating one year Post Graduate Diploma Programmes aimed at providing well-rounded education and honing of skills for a challenging job in the field of mass media and communication. Similar atmosphere will be created in other Regional Campuses as and when they shift to their permanent campuses.

Besides the classroom lessons, a variety of special lectures, lecture-demonstrations, hands-on-the job experiments, institutional visits, national / international seminars, video-link interactions are organized for the students throughout the academic year.

Seminars and conferences: Seminars and Conferences on various themes and topical media issues are organized from time to time. Leading media houses and eminent practitioners are invited to deliberate and discuss issues of importance. Over the years, this has helped in creating a forum for exchange of thoughts and ideas, besides helping in developing sound concepts, communication processes and reference materials for researchers and scholars. It is mandatory for all students to attend these events. Attendance of students will be marked during these events.

Celebrations in the Campus: Apart from celebrations on Republic Day and Independence Day, IIMC organizes programmes on the National Youth Day (January 12), International Women's Day (March 8), IIMC Foundation Day (17 August), Teachers' Day (September 5) and the National Press Day (November 16).

REGIONAL CAMPUSES

IIMC Dhenkanal: The Eastern Indian campus of the IIMC was set up in 1993 in the central Odisha district of Dhenkanal. This was the first centre to be set up outside New Delhi to meet the growing needs for learning, training and research in journalism and mass communication in the Eastern part of the country. Located about 80 kilometres south-west of Bhubaneswar, the capital city of Odisha, Dhenkanal is nestled in the rural and tribal hinterland of the state, connected by both rail and road (NH55).

IIMC, Dhenkanal, which began its operation in rented accommodation, shifted to its own campus on the lap of Paniohala (meaning 'hanging water' in Odia) hills in May 2000, away from the hustle-bustle of the town. The 7.5-acre new campus commands a majestic view surrounded by deep forest, a habitat of a variety of plants, animals and insects.

Since 1993, the Dhenkanal Campus has produced more than 1600 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 also working in public relations and advertising domain. Some of them have started media units of their own; some have joined academics.

IIMC Kottayam: Indian Institute of Mass Communication's Regional Centre in South India was founded at Kottayam – the land of letters, latex and lakes – in 1995. It was established to impart quality training to working journalists, Public Relations professionals and State Information Officers.

In 2012, for the first time, IIMC Kottayam opened its doors to graduate students with the introduction of Postgraduate Programme in English Journalism. Since then, IIMC Kottayam has been consistently nurturing journalism talents with commitment, quality and industry-readiness. In the year 2017, Postgraduate Programme in Malayalam Journalism was launched in the Regional Campus with a view to set new quality standards in journalism training in the regional milieu. Post Graduate Diploma in Digital Media has also been introduced in Kottayam campus from the academic session 2024-25.

In 2019, the new and permanent Southern Regional Campus of IIMC was made functional in the 10-acre lush green, scenic locale at Pampady, around 12 km away from Kottayam. It is a residential campus with an Academic Cum Administrative Block, Students' Hostel, Guest Suites, Staff Quarters and other facilities.

With the new campus, IIMC Kottayam envisions to enhance its stature by initiating a bunch of new short-term Programmes for communication professionals from public and private sector. In the coming years, IIMC Kottayam aspires to be the main hub of mass communication and media training, in South India.

IIMC Amravati: The Western Regional Campus of the IIMC was established in 2011 at Amravati—the land of legends, surrounded by the Satpura range forests, and opened its doors to graduate students with the Postgraduate Journalism Diploma Programme in English. Students from this Centre have earned extremely high academic credentials with excellent track record. Ever since, this course has earned good reputation with its students pursuing careers in major media organizations in the country.

In the year 2017, Marathi Journalism Programme was launched with specific thrust to promote quality training in the language media on a national scale. From (2022-23) PG Diploma in Hindi Journalism has been introduced at Amravati.

IIMC Aizawl: The Aizawl Campus of IIMC was inaugurated on August 8, 2011. Despite proliferation of newspapers and television channels in the North East Region of the country, there was hardly any centre for media training facilities in the region. The IIMC's Aizawl Campus aims to bridge this gap by training media professionals who could contribute to this ever-burgeoning sector.

Initially, the Institute started functioning from a temporary premises provided by the Mizoram University and introduced Post-Graduate Diploma Programme in English Journalism. PG Diploma in Digital Media was introduced from the academic session 2022-23. The full-fledged permanent residential campus of IIMC has come up on 8 acres lush green locale in November 2022.

IIMC Jammu: While extending its coverage at all-India level, IIMC set up its Regional Campus at Jammu also during 2012-13. The Government of Jammu & Kashmir has provided rent-free accommodation to IIMC for academic facilities, as well as for the students' hostel and guest house for visiting faculty. The campus shifted to its permanent campus, spread across 15 acres, in December 2022. The campus runs Post Graduate Diploma Programme in English Journalism, Hindi Journalism and Digital Media from (2022-23).

Placements / Internship

The constantly updated and industry linked curriculum of IIMC prepares its PG Diploma students to take up challenging assignments in the fields of journalism, advertising, public relations and creative writing etc.

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

Traditionally, IIMC has enjoyed a good placement track record, with several well-known companies recruiting our students with attractive pay packages. Following is an indicative list of prominent companies that have participated in IIMC Placement Programmes in recent years.

Placement Participating Firms

1.	Prasar Bharati	36.	Dainik Jagran
2.	Hindustan Times	37.	Krishi Jagran
3.	Edelman	38.	Economic Times Energy World
4.	Zee Media	39.	Economic Times HR World
5.	Business Standard	40.	The Times Group
6.	Inshorts	41.	ABP News
7.	Ruder Finn	42.	News 18
8.	Network 18	43.	Jagran New Media
9.	India TV	44.	Delhi Times
10.	ANI	45.	Bombay Shaving Company
11.	Election Commission of India	46.	Cafe Mutual
12.	Zee Salaam	47.	Moolah Geeks
13.	Jansatta	48.	ETV Bharat
14.	Hill + Knowlton Strategies	49.	The Pebble
15.	Fever FM	50.	Metro Rail News
16.	Select Hub	51.	Footprint Global Communication
17.	Informist	52.	Sports Rush
18.	Accenture	53.	Talking Point Communications
19.	Air Black	54.	Red Comet Films
20.	MSL India	55.	Zeno
21.	Fitpage	56.	NEM Digital
22.	Savills	57.	Mind Piper
23.	The Practice	58.	India Ahead News

24.	NEWJ	59.	Magnon Sancus
25.	High Hopes Communication	60.	Ants Digital
26.	Story Tailors	61.	My Mobile
27.	First Partners	62.	Axis Communication
28.	Brand-Comm PR	63.	Skyways Group
29.	Business World	64.	Tech Mahindra
30.	Kaizzen	65.	EFE
31.	NDTV	66.	Torque Communications
32.	Exchange4Media	67.	FCB Ulka
33.	ESS Sewa Bharat	68.	ValidateMe
34.	Pixstory	69.	Argumentative Indians
35.	The New Indian	70.	White Marque Solutions
36.	NMDC	71.	NTPC

OTHER IMPORTANT INFORMATION: CONDUCT RULES & GUIDELINES

Multiple Entry and Exit: The MA Programmes have designed as per the NEP-2020. The students seeking admission in M.A.-1st year can exit after successfully completing the first year of the programme. He/she will be awarded P.G. Diploma in the said programme. IIMC has also kept the provision of lateral entry/ multiple entry in the third semester/ second year of the programme on the recommendation of the Equivalence Committee.

Academic Bank of Credits: IIMC will register itself to Academic Bank of Credits for all the students of IIMC as per the guidelines of UGC. The Credits acquired by the students will be deposited in the Bank.

Attendance: A minimum of 75% attendance is necessary for a student to be eligible to sit in the semester examinations. Students falling short of the required attendance will not be allowed to appear in examination(s). Director General, IIMC, if satisfied that the shortfall was due to reasons beyond the control of the student, may condone the shortfall to the extent of 5%. Attendance until one week before the beginning of the semester examination will be considered for determining eligibility to sit in examination on the basis of attendance.

Absence on medical grounds: In case a student is unable to attend classes for a week on medical grounds, a medical certificate from a government doctor needs to be produced. For absence from classes for more than 15 days, medical certificate by a medical board in a government hospital, or by the Chief Medical and Health Officer of the concerned district needs to be produced. In case of absence from classes for more than a month, when the student resumes classes, a fitness certificate by a medical board in a government hospital, or by the Chief Medical and Health Officer of the concerned district will also be required to be submitted.

Qualifying marks: To be eligible for the award of a degree/ diploma certificate, every student will have to appear in the continuous examinations, submit their assignments on time for evaluation, participate in seminar/presentations, attend all events organized by the institute and secure a minimum of 40% marks in each subject (separately in theory and practical).

Final Examinations: Admit cards will not be issued to students who do not pay fees and other dues within the prescribed timelines. Students will also have to produce 'no dues certificate' to become eligible to sit in the final exam.

Supplementary Examinations: A student can appear in supplementary examination for a maximum of two papers. A minimum of 50% attendance (until one week before the start of the exam) is necessary for a student to be eligible to sit in the supplementary examination. Students with less than 50% attendance will not be allowed to appear in the supplementary exams and their name will be struck off the rolls/ Programme.

In case a student does not appear for one or more papers in an examination or fails to secure the minimum prescribed marks in one or more papers or is held back due to short attendance, a request for a supplementary examination will be considered on merits of the case after the completion of the academic session. A supplementary examination fee of Rs. 500 per paper will be levied and, if passed, Diploma will be awarded. The supplementary examination would be subject to the student fulfilling the overall attendance criteria as mentioned above.

Students shall be given only one chance to appear in the Supplementary Examination **within three years** on completion of the Programme which will be held along with those of the next academic sessions. If the student does not appear for supplementary examination during the three years following completion of his/her Programme, his/her request for the same will not be considered in any circumstances.

The mark sheet with results of supplementary examinations will be marked as "Supplementary". No separate cumulative mark sheet would be issued.

Re-checking of Semester Exam Papers: No answer paper will be re-evaluated. However, a re-checking of totaling and / or a scrutiny whether any answer was omitted from evaluation will be made upon a written request to that effect and payment of a fee of Rs. 250 per paper. The request for re-checking can be made up to 15 days after the announcement of results.

Improvement: Students can also opt for improvement to improve their performance in one or more papers. The improvement examination for the first and second semester be held with the first and second semester examination of the subsequent session, respectively. Mark sheets of such students will reflect the marks obtained in the improvement examination. An improvement examination fee of Rs. 750 per paper will be levied.

Identity cards: Identity cards are issued to students soon after enrolment. On loss or mutilation, a duplicate identity card can be issued on payment of Rs. 100/-.

Code of Conduct: IIMC has a “Code of Conduct for IIMC Students” which is displayed on the website of IIMC and also contained in the prospectus as **Annexure A**. Students are advised to carefully go through the Code of Conduct which includes a policy on use of Social Media, Institute’s expectations from the students, grounds for disciplinary proceedings and disciplinary procedure. A student at the time of admission will have to give a signed undertaking to abide by the Code of Conduct. The Institute also reserves the right to rusticate a student from the Programme if his/her conduct is found unsatisfactory.

Students’ Grievances: IIMC has a zero-tolerance policy with regard to sexual harassment cases and atrocities against SCs/STs. An Internal Complaints Committee and an SC/ST Cell are in place to take stringent action against any violations.

Anti Ragging Committee: IIMC strictly follows the UGC Guidelines on Ragging. There is an Anti Ragging Committee in IIMC which addresses all issues of related to Ragging

Discipline: Students are required to strictly observe the rules and regulations that the Institute may frame from time to time regarding evaluation system, minimum standards of academic performance, discipline, attendance, etc. required for the satisfactory completion of the programme of studies.

Pursuing other Programmes: IIMC’s PG Diploma Programmes are full-time Programmes and students are not allowed to pursue any other full-time or part-time job or studies. Further, they are not permitted to undertake any full-time or part time employment during the period. If any such violation is noticed, the Institute reserves the right to take suitable disciplinary action, including expulsion from the Programme.

IIMC MANAGEMENT & FACULTY

Dr. Anupama Bhatnagar, IIS	Director General
Dr. Nimish Rustagi, IIS	Addl. Director General (Admn.) Head of Administration and Senior Officer of the Indian Information Service - 2001 batch
Prof. (Dr.) Govind Singh	Dean (Academic Affairs)
Prof. (Dr.) Pramod Kumar	Dean (Students’ Welfare) Professor & Course Director – MA in Strategic Communication & Urdu Journalism, Head, Outreach Activities
Prof. (Dr.) Rakesh Kumar Goswami	Controller of Examination, In-charge Admission In-charge Placement Cell Course Director – Development Journalism

Prof (Dr.) Anand Pradhan	Professor & Course Director Hindi Journalism
Prof (Dr.) Surbhi Dahiya	Professor & Course Director MA in Media Business Studies English Journalism
Prof (Dr.) Anubhuti Yadav	Professor & Course Director Adverting and Public Relations Digital Media
Prof. (Dr.) Sangeeta Pranvendra	Professor & Course Director Radio & TV Journalism and Head, Community Radio and IT
Prof. (Dr.) Virender Kumar Bharti	Professor Head, IIMC Publications Department
Prof. (Dr.) Shashwati Goswami	Professor & Head, Department of Communication Research
Prof. (Dr.) Sunetra Sen Narayan	Professor, IIMC
Dr. Rinku Pegu	Associate Professor Training Department, Indian Information Service
Dr Rachna Sharma	Associate Professor In-charge Social Media
Dr Meeta Ujjain	Associate Professor
Dr Rakesh Upadhyay	Associate Professor
Dr Pawan Koundal	Associate Professor
Prof. (Dr.) Mrinal Chatterjee	Professor Regional Director & Academic Head IIMC Dhenkanal Campus
Dr Rajesh Singh Kushwaha	Associate Professor Regional Director & Academic Head IIMC Amravati
Prof. (Dr.) Anil Soumitra	Professor Regional Director & Academic Head IIMC Jammu Campus
Prof. (Dr.) Nongmaithem Sushil Kumar Singh	Professor Regional Director & Academic Head IIMC Aizawl Campus
Prof. (Dr.) S. Anil Kumar	Professor Regional Director & Academic Head IIMC Kottayam Campus

Dr Dilip Kumar	Associate Professor In-charge of English Journalism, IIMC Jammu
Dr. Vinit Kumar Jha Utpal	Assistant Professor In-charge of Digital Media, IIMC Jammu
Dr. Jisha K	Assistant Professor, IIMC Kottayam

19. Contact Information

For any doubt/further clarifications, if any, the students can contact the following officials in weekdays between 11 am to 4 pm:

- Prof. (Dr.) Rakesh Goswami, Admission In-charge (7014551410)
- Sh. Subhash Kumar Prajapati, Academic Coordinator (7838055429)

 <p>IIMC New Delhi</p>	<p>Indian Institute of Mass Communication Aruna Asaf Ali Road, New Delhi - 110067 Tel: +91-11-26741352 Fax: +91-11-26742462 Email: academiciimc1965@gmail.com</p>	  
 <p>IIMC Dhenkanal</p>	<p>Indian Institute of Mass Communication P B No 21, Sanchar Marg, Dhenkanal, Odisha- 759001 Tel: +91-6762-226194, 226196 Fax: +91-6762-226195 Mobile: 9337709000 Email: iimcdkl@yahoo.co.in</p>	
 <p>IIMC Kottayam</p>	<p>Indian Institute of Mass Communication Southern Regional Campus 8th Mile, Velloor, KK Road, Pampady, Kottayam, KERALA- 686501 +91-481-2502520 Mob: +91 9496989923, +91 8547482443 Email: iimckottayam2012@gmail.com</p>	   
 <p>IIMC Aizawl</p>	<p>Indian Institute of Mass Communication Mizoram University Campus, Tanhril, Aizawl, Mizoram - 796004 Tel: +91-389-2300871, 2322813 Email: iimcnercampus@gmail.com</p>	

 IIMC Amravati	<p>Indian Institute of Mass Communication Dr. Shrikant Jichkar Memorial Centre Sant Gadge Baba Amravati University, Amravati, Maharashtra - 444602 Tel: 0721-2668180 Email: iimcamt.entrance@gmail.com</p>	  
 IIMC Jammu	<p>Indian Institute of Mass Communication Northern Regional Centre Village Pattian BSNL Exchange Road, Bantalab, JAMMU - 181123 Phone Number: 9419750600 Email: jammuiimc@gmail.com</p>	

CAMPUS CODE OF CONDUCT

Introduction:

Institute has formulated Code of Conduct to improve overall development of students by creating effective teaching–learning atmosphere. It promotes the professional behaviour and academic integrity. The reputation of institute depends on the academic performance as well as on behaviour of the students. Our Motto is “Self Discipline Is The Best Discipline” The purpose of this code of conduct is to make the students familiar about the rules and regulations of the Institute and to progress towards the achievement of the mission and vision of the Institute.

All students are expected to observe rules and regulations to enable the smooth working of the Institute and keep Harmony, Silence and Educational Atmosphere in the Institutional premises. Therefore, all students of are being introduced the following code of conduct which must be followed by every student of the Institute.

1. The classes start from 10a.m. daily except on public holiday/ vacations notified by IIMC HQs. New Delhi.
2. Students are required to maintain a high standard of discipline.
3. Any student who has been found guilty of indiscipline will automatically lose his/her claim for the campus placement apart from any other disciplinary action deemed fit by the administrative authorities.
4. Students are required to be regular in the classes. Students not joining class in time will be treated as absent and his /her absence beyond permissible limits i.e. 75% will be liable for action as notified by IIMC HQs., New Delhi, besides debarring the student to appear in the exams.
5. Parents/Guardians are expected to make frequent inquiries about the attendance of their wards. It is not incumbent on the Institute to inform the parents/students about the shortage of attendance.
- 6.No student shall leave the premises before the Institute timing without the prior permission of HOD/ Course Director.
4. Attendance in seminars, special lectures and functions organized by the Institute is compulsory. Any student who violates this shall be debarred from the Institutional activities and placements.
5. Every student must adhere to the schedule of submission of class assignments, projects etc.

6. The Institute would maintain details of the contributions made by a student for credit entry in his/her Institute leaving certificate. Similarly, the student will invite negative marks in the same certificate for any misconduct/indiscipline.

7. Students are required to carry identity card all the time on the Campus.

8. Only urgent/important notice shall be read out in classroom. Students should see the notice board daily and keep themselves well informed about the various notices that may be put up there from time to time.

9. No phone calls/ eatable /smoking are allowed in the Institution especially in classrooms.

8. Ragging is an offence. Ragging is strictly prohibited in the campus/premises. Any student/students involved in such activities will be immediately expelled from the institute.

9. Students will abide by code of conduct as laid down under UGC notification 2016 (Prevention, Prohibition and Redressal of Sexual harassment of women employees and students in higher educational institutions) Regulations 2015. Any case of sexual harassment shall be dealt with as per rules of the UGC.

10. Every student help to keep college premises/campus/Classroom & desk- chairs clean and neat, everyone must use dust bin for garbage.

11. Campus premises and classrooms are under CCTV surveillance. Everyone must follow the disciplinary manners in campus premises /classroom.

12. During the conduct of lectures, students should not loiter in and around the Institutional premises.

13. Use of mobile phones in the classrooms, Library, area etc. is strictly prohibited.

14. No friends/ guests/ visitors/any outsider shall be allowed with the students in the Institute premises/campus as well as in the classrooms.

15. Students should make use of Institute Library and must not loiter in the college premises whenever they have a free period.

16. Any student who damages the reputation of the Institute in any way is liable to be expelled. Offenders shall be liable to face legal action.

17. For any kind of misbehavior with Professors/ administrative staff or creating disturbances in the Institute premises/ in classroom by a student or group of students, a full range of disciplinary action will be taken against him/her/them.

18. Furniture in the classrooms should not be moved or displaced.

19. Students must take proper care of all the Institute property. Any damage done to the property of the Institute by disfiguring walls, doors, windows, fittings, furniture and such other things is breach of discipline of the Institute and will be considered a punishable offence.

20. Writing on walls/ pillars/ bath rooms/ furniture/ white boards is strictly prohibited.

21. Any type of malpractice is strictly prohibited in semester/final Examinations.

22. No function/programme/ birth day can be held in the Institute campus/ classroom without prior permission of the HoD/ Competent Authority.

23. In case of any kind of problem or need of medical emergency in the Institute, student should report to the HOD/concerning authority, which will help them solve their problem.

23. Students are prohibited from doing anything inside or outside the Institute that with interfere with its orderly administration or affect its public image. No outside influence, political or any other should be brought in to the Institute premises directly or indirectly.

24. Absence from Institute due to medical reasons should be followed by a medical certificate from a government hospital (if absence is more than a week) and from the medical board of a government hospital (if absence is more than 15 days) and a fitness certificate from the medical board of a government hospital immediately at the time of joining (in case the absence is more than 15 days).

25. Students are required to provide correct and authentic information to the administrative authorities of the Institute as and when required. Any change in particulars given at the time of admission should be intimated as and when they occur.

26. Students are not allowed to do unauthorized recording (audio/video) in classrooms.

27. Students shall refrain from

- a) Smoking, drinking, gambling and drug taking in any form; the Institute is a SMOKE FREE ZONE.
- b) Causing damage to Institute building, furniture, fixtures, garden or to any other property. Tampering with official records of Institute.
- c) Bunking off classes, either individually or in group.
- d) Making noise in corridors while teaching is in progress in other classrooms.
- e) Demeaning the status, dignity, esteem & honor of students and staff.
- f) Indulging in verbal or digital abuse, aggression, indecent gestures and obscene behavior or any kind of violence.

- g) Carrying arms and ammunition.
- h) Any conduct which acts as a threat to safety and security of the college fraternity.
- i) Any acts of indiscipline, immorality, an illegal nature, harassment, bad behaviour both inside and outside the Institute campus
- j) Any activity which negatively affects the reputation of the Institute.

LIBRARY CODE OF CONDUCT

LIBRARY HOURS: 9.30 AM to 6.30 PM Monday to Friday

Reading Room: 9.00 AM to 8.00 PM Monday to Friday

Issue of Books: 10.00 AM to 5.00 PM.

The library will remain closed on all public holidays notified by the Government of India. All users must prepare to leave the library ten minutes before the closing time and to be out of the building by the closing time.

GENERAL LENDING RULES: Loan privileges and its conditions

1. Members must produce their valid library membership card when borrowing books. Members must confirm that all library materials in their possession have been properly checked out to them before leaving the library.
2. Members are held responsible for all materials charged to their cards.
3. Misbehavior in the library/in study room will lead to cancellation of admission/Membership and serious disciplinary action will be taken against the concerning student/s.
4. All students should sign the entry register of the library, before entering.
5. Students must handle the book/s very carefully.
6. All students should note that, Library Cards are not transferable.
7. Students are not allowed to carry any eatable items in library.
8. Members will be held responsible for any mutilation (including defacement) found in library materials when returned. They must check and report any mutilation found at the time of issuing the book.
9. Members must report the loss of library materials immediately to the Circulation Section of the Library and they must compensate the loss as per Library rules. (Table A)
10. Any book not returned in response to a final overdue notice would be considered as lost and the member would be asked to pay compensation for the lost book.

11. Fines will be calculated, according to the Rates of Fines, from the due date and the amount should be paid at the library.
12. Members must ensure that the books issued to them are returned or renewed on or before the due date. Notices sent by the library serve only as a reminder and non-receipt of the notices does not absolve any member from paying fines or other penalties as stated in these Rules.
13. Each borrowing member will be issued library tickets as per their entitlement.
14. In case the members (*Students*) fail to return the borrowed documents on or within the due date, they shall be liable to pay overdue charges at the rate of Rs.2.00 per day on the spot. The privileges given to the student members shall be suspended if overdue materials are not returned. If there is a delay of two months from the due date for the return of books the membership of student member will become invalid and the renewal of membership would be possible with a deposit of fee of Rs. 200.
15. The borrowing member who repeatedly fails to return documents on due date consecutively on five occasions may lose the privilege of the membership of the library. They will also not be allowed to borrow books.
16. The documents on loan with the members can be recalled by the library at any time.
17. If the refundable library deposit of Rs 5,000 is not claimed within one year of the termination of the Programme, the same shall be forfeited.

Filled in application in prescribed form duly forwarded by the head of the respective unit (in case of staff) along with two recent photographs (passport size) shall be submitted to the library. Membership is granted on the express understanding that member legally bind themselves to return all documents issued to them on their own and obtain a 'No-Dues Certificate' at the time of Retirement, Resigning/termination. Borrower's card issued to the members shall be maintained in the library. The member has to fill the entry on every transaction.

TYPES OF RESOURCES AND THE CONDITIONS FOR USE

1. **Reference Books:** only for consultation within the library.
2. **General books** available in general section, area studies can be borrowed.
3. **Serials (Journals/Magazines/News Papers):** only for consultation within the library.
4. **Official Publications:** only for consultation within the library.
5. **Rare books:** consultation with the permission of competent Authority.
6. **Non-Print documents:** only for consultation within the library.

DOCUMENT ISSUE:

Privileges of members in respect of borrowing documents are given below:

Borrowers	No. Of Documents Entitled	Loan Period	Overdue charges
Academic staff	Twelve (12)	Maximum 90 days	Reminders
Non-Academic Staff	Two (2)	Maximum 30 days	Reminders
Students	Two (2)	Maximum 7 days	2 Rs. per day

LOST OR DAMAGED BOOKS:

The borrower is obliged to compensate lost or damaged items either by substituting the material by its latest edition available in the market or paying for it as per the table “A”.

Fines will be calculated, according to the Rates of Fines, from the date due to the date when the material was reported lost.

In the case of Ex. Employees/ special members the amount due for the lost book will be intimated in writing and in case the same is not paid then it will be recovered from the security deposit made by the user. The membership will also be forfeited.

Table A

S. No.	Year of Publication	Cost Plus Surcharge to be recovered
1	Prior to 1940	Current publishers Price plus 200% as surcharge.
2	1940-1950	Current Publishers Price Plus 175% as surcharge.
3	1950-1960	Current Publishers price plus 150% as surcharge.
4	1960-1970	Current publishers price plus 140% as surcharge
5	1970-1980	Current publishers price plus 125% as surcharge

UNDERTAKING
(In Duplicate)

I, _____ S/o/D/o _____

R/o _____

have read and understood the 'Campus Code of Conduct & Library Code of Conduct' given above. I, hereby, undertake that I will comply with each and every clause of the Campus Code of Conduct & Library Code of conduct. I understand that in the event of noncompliance on my part the Administrative Authorities of the Institute will be free to take any action against me as per the given Campus Code of Conduct.

Counter Signed

(Signature of Student)

(Signature of Parent /Guardian)

Name: _____

Name: _____

Programme: _____

Relationship _____

Date: _____

Date: _____

HOSTEL RULES AND REGULATIONS

Room Allotment

- No student can claim admission as a right. All rights of admission to hostel are reserved with the Director General.
- Rooms will be allotted by the Warden according to the plan prepared by the Warden (s) in the beginning of the session.
- Vacant accommodation shall be assigned to the students in order of their admission to the Institute.
- Allotment of hostel seats will be for the full academic year. In case the resident wants to leave the hostel in the middle of the academic year, he/ she shall pay the hostel charges for the full academic year.
- Admission shall be sought afresh in every academic session. A student may be refused admission without conveying any reason.
- Institute reserves the right to move any hostel resident from one room to another if the need arises.
- A dormitory will not be allotted to a single person even on full payment.

Behaviour and Discipline

- The administration will view any activity of the inmates observed to be seriously prejudicial and detrimental to the smooth and peaceful functioning of the Institute's hostel, disciplinary action will be taken against those found guilty.
- Hostel residents are prohibited from climbing over the fencing and boundary walls to get in or out of the Hostel/Institute campus.
- Hostel residents are not allowed to change rooms and transfer any furniture from one room to another room and add any furniture without the prior permission of hostel warden.
- Any damage to hostel /institute property must be reported immediately to hostel warden.
- Students are required to keep their room clean and tidy at all times. Warden will carry out periodic inspection of the rooms.
- Do not plaster walls with posters or scribble anything on the walls of the room in the hostel. Penalty would be deducted from security deposit for the same.

- Residents will be charged for all damages due to negligence on their part.
- Smoking, consumption of alcoholic drinks, drugs and any other intoxicating substances are strictly prohibited. Any resident found indulging in such practices shall be fined heavily and will be asked to vacate the hostel without any notice.
- The residents shall vacate the hostel rooms within 15 days of termination of the final examination, or as directed by the authorities. A fine of Rs 100/- per day will be charged for overstaying for the next seven days. In case the room is still not vacated, it will be locked by the hostel authorities till the possession of the room is handed over / taken over and a fine of Rs 200/- per day shall be charged.
- Acts of indiscipline, misbehavior, gambling or possession of weapons in the hostel premises including rooms shall be severely dealt with. A resident guilty of any of these violations shall be liable to expulsion or any other punishment deemed fit by the Institute.
- Before leaving the hostel, every resident shall obtain clearance from the Warden and personally hand over the charge of the room and hostel property to the concerned authority.
- Residents shall keep the identity cards with them and will present these on demand by the authorities.
- Any form of ragging is strictly prohibited. Any violation may lead to expulsion or any other punishment deemed fit by the Institute.

Mess

- All residents shall have meals in the hostel's dining hall. They are not allowed to take food or mess utensils to their rooms.
- Residents are not allowed to enter the kitchen.
- Cooking in the hostel rooms is strictly prohibited.
- Complaints, if any, against the conduct of the contractors / servants may be made by the residents to the Wardens. No complaint about mess / canteen, etc. shall be entertained if the complainant himself is a defaulter.

Attendance and Leave

- It is obligatory on the part of the resident to be present in the hostel on all days except when they go home with the permission of the Warden.
- Attendance of boys as well as girls in their respective hostels shall be taken every day at the time fixed by the respective wardens. Any resident not present at the time of attendance shall be liable to be marked absent for that day for which he / she should have prior permission or sufficient explanation.

- All residents shall, under all circumstances, fill night-out slips and seek permission of the concerned warden about their absence from the hostel whenever they go home. They must also report to the warden and record their departure/arrival in the movement register.

Visitors and Guests

- No visitors (even day scholars or family members) are allowed in the rooms of the students. All visitors are to be entertained during the visiting hours from 10 AM to 8 PM in the area earmarked for the purpose.

Rent and Mess Charges

- Hostel rent, including mess charges, is to be paid in two installments at the beginning of each semester. Delay in payment may lead to penalty and eviction from the hostel.
- Mess payment has to be made to the mess vendor in advance.
- Residents getting admission to hostel at any time during the month will be charged full fee for the month.
- The securities will stand lapsed after one year of leaving the hostel.
- In case of non-payment of dues in time or violation of any hostel rule by a resident, the Warden may get his / her room locked or opened for possession without any liability whatsoever. The belongings shall be transferred to the store. If the dues are not cleared within one month of the taking of possession of the room, he/she shall have no claim, whatsoever, for his/ her belongings.

Maintenance

- Complaints, if any, either related to electricity or civil or maintenance should be lodged in a register placed at the hostel reception. Every effort will be made to attend to your complaints on priority.

Time Schedule

- All the students should be in the Hostel as per time schedule as below:
 - i) From 1st April to 30th September each year by 11.00 pm;
 - ii) From 1st October to 31st March each year by 10.00 pm.

Students have to obtain prior permission of the warden if they have to leave the hostel before 6 a.m. or arrive after 11.00 p.m./ 10 p.m. as the case may be. No students shall be permitted to stay out of the hostel at night without prior permission of the warden.

General Rules

- For the proper democratic functioning of the hostels, hostel committee dealing with several issues related to hotel will be formed in each hostel. The committee will work closely and in full cooperation & coordination with the Warden to enhance the image of each hostel. This committee will also make new suggestions to the administration for further improvement in the hostels and ensure proper discipline & decorum.
- Signed consent by parents/ local guardians of students shall be mandatory before students leave hostel. Consent on phone and email will not be valid for this purpose.
- The hostel will not be responsible for any loss/damage of private property such as cash/mobile phone/ scooter / motorcycle/car and other valuables. The residents are advised to get their vehicles insured against loss, theft and fire.
- Residents shall see the Wardens in the office during the fixed hours. In case of emergency, security guards on duty should be sent to the Wardens' residence.
- Living in a hostel pre-supposes a high degree of integrity and consciousness as a member of the community. It entails a moral responsibility upon a resident to:
 1. See that no damage is done to hostel property.
 2. Make every effort for peaceful co-existence.
 3. Observe all hostel rules meticulously in letter and spirit.
- Any violation of rules and regulations will be subject to strict disciplinary action and parents of the ward will be informed accordingly. Disciplinary action may take the form of any or all of the following penalties in accordance with the nature and seriousness of the offence:
 1. Payment for the repair or replacement of the article(s) damaged.
 2. Suspension from the hostel for a specified period of time.
 3. Expulsion from the hostel.
 4. Order/ decisions notified from time to time by the IIMC Administration/ Warden will be binding on the residents.
- Ragging of any kind is strictly prohibited. Students are expected to maintain cordial relations with other hostel mates.
- IIMC follows Zero Tolerance policy with regards to sexual harassment. Strict disciplinary action would be taken for any violation in this regard.
- Students should be properly dressed while visiting the dining hall, lounge, reception and hostel premises.
- Do not bring any expensive jewellery nor keep large sums of money in your room. Hostel authorities will not be responsible for any loss.

**UNDERTAKING BY CANDIDATES ADMITTED TO VARIOUS
PROGRAMMES**

(Batch 20_____)

I, _____ aged _____ years son / daughter of
_____ now residing at

seeking admission to _____ programme &
branch at IIMC.....and admitted to the IIMC, I shall agree to obey the
following conditions diligently.

I am aware that admission is subject to my discipline and conduct. I shall abide by the rules and regulations of IIMC in force, during my education at IIMC. I shall cease to be a student of the Institute if at any time I go on strike or absent myself from the classes during the period of strike or violate any rules and regulations prescribed by the Institution.

I am aware that I shall be summarily expelled if I am found at any time, in possession or in custody of including but not limited to any object or sexually explicit item, or arms or rods, chains, swords, knives, sticks etc., or in possession or custody of drugs, alcohol or psychotropic substances or found to have consumed any of the above within the premises or in the precincts of the Institute or Hostel.

I shall subject myself & undergo medical test /check-up /breathe tests/drugs screening/ blood sample collection etc., by a medical or para-medical professional as may be required by the Institution, at any point of time while I am the student of this Institute. I consent to permit the treating doctor to collect and store blood/urine samples and also to disclose the results IIMC if necessary. I also consent and permit the Institute to access health records from Institute Health Centre. I undertake to keep the institution informed at all times if I am afflicted with any communicable disease.

I am fully aware that ragging in any form is prohibited and an illegal activity and I have full knowledge of the relevant provision of the Indian Penal Code and UGC regulations on curbing the menace of ragging in Higher Education Institution, 2009. Ragging as defined by the Ragging Act also includes physical or mental harm including teasing, abusing, playing practical jokes etc. If I indulge in ragging, I am liable for IMPRISONMENT FOR TWO YEARS with a fine up to INR Rs. 10,000/- (Rupees Ten Thousand). I am also aware that I am liable to be expelled from the Institute and Hostel, at the discretion of the Institution authorities, if I indulge in

ragging, eve teasing and other acts of violence or abet with persons indulging in such activities.

I am fully aware that, while the Institute encourages healthy interaction between boys and girls, it prohibits eve teasing/sexual harassment, any indecent behaviour or any physical contact or public display of affection (PDA) among students and other such conducts prohibited under the Sexual Harassment of Women in workplace (Prevention, Prohibition & Redressal) Act and the relevant UGC Regulations. Those involved in such activities will be summarily expelled from the Institute and may also be liable for criminal action.

I am fully aware that possession of cell phone / any electronic devices inside the examination hall is strictly prohibited and if violated, liable to be confiscated and punished as per the examination rules of the Institution. I am also aware that impersonation in any form will lead to expulsion from the Institute.

I am fully aware that if I engage in any unbecoming act, that shall damage the reputation of IIMC in any manner whatsoever, I shall be expelled from the Institute and Hostel. I shall also disclose and assist the authorities if I am aware of any such violation committed by any person.

If I am expelled from the Institute for any reason whatsoever, I am aware that I shall forthwith be expelled from the Hostel also. I am aware that my re-admission to the Institution shall be entirely at the discretion of the Institute authorities and if I am permitted to rejoin the Institute, I shall be liable to remit readmission fees prescribed by the Institute.

I have read “Campus code of conduct for the students and Code of Conduct of IIMC Library for the students of the Institute” and understood the codes. I shall abide all the codes of conduct. I have signed undertaking for all these codes of conduct.

Signature of the Parent/Guardian

Name:

Date:

Mobile No.:

Signature of the Applicant

Name:

Date:

Mobile No.:

UNDERTAKING BY HOSTEL RESIDENTS

I, _____
_____ with Registration No. _____ enrolled for the
_____ Programme in the
Department of _____ do hereby undertake that as a hosteller at IIMC
New Delhi, I hereby solemnly promise that:

1. I shall obey, in word and spirit, the rules and regulations of hostel and any amendments thereof.
2. I shall always maintain discipline and decorum of hostel.
3. I shall preserve, tend, and safeguard the property of hostel, and shall not, knowingly or otherwise, destroy, damage or deface hostel property.
4. I shall always keep my room and the common grounds of hostel clean and unsoiled and will make it available for inspection as and when required.
5. I understand that ragging is strictly prohibited and is an offence, and that any involvement will lead to my summary termination from the Institute.
6. I understand that use of any addictive substance like tobacco, alcohol, narcotic or habit-forming drugs, etc., is strictly prohibited in hostel / Institute. I will be liable for any disciplinary action for indulgence in such activity, viz., smoking, consumption of alcoholic drinks or any other intoxicating substance in hostel and Institute premises and if found under its influence at any point of time / place in the Institute.
7. I will maintain my valuables in my own custody. The management is not responsible for any loss or damage.
8. I agree that no entry or exit will be made by me from 11 PM/ 10 PM (as the case may be) to 6 AM in the Institute, unless specific permission is taken.
9. I understand that prior permission must be obtained from the competent authority to visit outside campus for bonafide purpose; I will be solely responsible for my safety and protection during the time I am out of the institute. In case I leave the Institute /hostel without prior permission, Institute can initiate the disciplinary action against me and Institute authorities are not responsible for my safety.

10. In the event, when I take a leave (with permission) to visit hometown or other places, I will be solely responsible for my safety and protection during my departure and return to the Institute.

11. In the event of visit by my parents / guardians or relatives, I will inform the Warden in advance and access / contact with them, meeting in hostel or going out for local visit will be with the consent of the Warden (Written permission).

12. I understand that no friends or outsiders are allowed in the hostel premises. Also, men cannot go to the women's hostel or vice versa if not otherwise stipulated, and any such visit will be seen as a serious misconduct, inviting penalty.

13. I will play a proactive role as a student and suggestions / feedback for improvement or any concerns about aspects of hostel life will be brought to the notice of hostel in-charge (warden??) immediately.

14. I will strive to play a proactive role in keeping gender amity and maintain cordial & harmonious relations with all, group, individual and authorities on the campus. I understand that the Institute observes a non-negotiable stand with regard to issues of caste, creed and communal harmony.

15. I understand that my involvement in any unacceptable behaviour under the code of conduct and above and any violation of hostel rules will lead to my immediate expulsion from the hostel / Institute.

16. I will not change my allotted room without permission from the authority. As an IIMC hosteller, I will be responsible for the care of the hostel property. I will not remove any furniture from the room and add any furniture without permission of the Warden.

17. I will not cook any type of food item in my room, and will not carry kitchen utensils, tea or milk to my room or any place other than the dining hall.

18. I will not bring any expensive jewellery nor keep large sums of money in my room. Hostel authorities will not be responsible for loss of any jewellery/ money.

19. I shall ensure that all dues, including fines or penalties that may have been imposed against me, are paid on time.

20. I shall strictly observe and abide by the code of conduct of hostel.

21. **Hostel Staff:** Students shall always treat the staff and housekeeping staff of hostel with courtesy. Service of the housekeeping staff shall NOT be utilized for private or personal work. No tips in cash or kind will be given to the staff of hostel.

22. **Hostel Rent:** Hostel rent has to be paid in two installments. Delay in payment may lead to penalty and eviction.

23. Celebration of Birthdays: (1) It shall be with prior written permission of the Warden. (2) It shall be held in a common place for one to two hours between 8.00 pm and 10.00 pm. (3) There shall not be any kind of physical discomfort to other hostellers. (4) No outside guest will be allowed. (5) Violation of the rule shall be penalized.

Student's Signature: _____

Name of the Student: _____

Contact No.: _____

ACKNOWLEDGEMENT

I, _____, father/ mother/ guardian of _____

have read the terms of above undertaking and understand that the above rules are for my ward's benefit and improvement. I also understand that if he/she fails to comply with these terms, he/she will be liable for suitable action as per Institute rules and law. I undertake that he/she will strictly follow the above terms and conditions.

Parent's/Guardian's Signature: _____

Name of the Parent/Guardian: _____

(If Guardian mentions the relationship with student) Address for Correspondence :

Contact No. : _____ E-Mail ID: _____

CHARACTER CERTIFICATE

Certified that I have known Mr./Ms./Mrs. _____

S/o/D/o Shri _____ for the last
_____ years _____ months and that to the best of my knowledge and belief
he/she bears reputable character and has no antecedents which render him/her
unsuitable for admission in any institute.

That Shri/Ms./Mrs. _____ is not related to me.

Place: _____

Signature: _____

Date: _____

Designation: _____

Stamp: _____

***(to be signed by anyone of the following)**

1. Gazetted Officers of Central or State Government.

2. Sub Divisional Magistrate / Officers.

3. Principal/Headmaster of the recognised School / College / Institution where the candidate studied last.

INDEMNITY BOND BY PARENTS

**(On Rs.100/-Non-Judicial Stamp Paper
Duly Notarized)**

I,.....S/o.....

R/o

father of Mr./Ms.....,

hereby affirm that my ward has taken admission in

Programme of(Name of Institution)

Indian Institute of Mass Communication, New Delhi (hereinafter referred as IIMC)

in Academic Year 20....., bearing Enrolment number

I hereby declare that no criminal case is pending or contemplated against my ward in any Court of Law and I declare that if anything contrary is found, I and my ward shall be solely responsible for the consequences arising therefrom including cancellation of my ward's admission/expulsion from IIMC NEW DELHI.

Further, I have understood that my son/daughter shall be required to participate in all activities beyond classrooms which the Institute shall arrange, requiring travels, industrial visits, educational tours, field work, seminars, conferences, workshops, quiz/technical competition, cultural programs, sports, training programs, to present research papers and such other curricular, co-curricular and extra-curricular activities.

I hereby affirm that I have gone through the rules, regulations and guidelines with regard to academics, examination, hostel, discipline, tours and all other activities, as notified by the IIMC NEW DELHI. I fully understand that all these notifications and such other guidelines and norms, as may be notified by IIMC NEW DELHI from time to time are to be followed by my ward in true spirit, during entire tenure of my ward with the Institute.

I further affirm that I shall keep the IIMC NEW DELHI indemnified and shall hold IIMC and its parent body, the Foundation, and their employees/officials harmless, from every type of mishaps, unfortunate incident/accident, loss or damage(s) or any kind of medical issues/ financial expenses in medical treatment of my ward or other things which may arise out of any of such activities aforesaid stated.

Further I shall indemnify IIMC and its parent body, the Foundation, and their

employees/officials against any loss and/or damages caused due to any undesirable action on the part of my son/daughter and any admissible claims arising out of such actions.

Signature of the Indemnifier_____

1.Signature of Witness:_____

Name:_____

Address:_____

Date:_____

2.Signature of Witness:_____

Name:_____

Address:_____

Date_____