

2024 in Review: Some Milestones of IIMC to Cherish

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The year 2024 started on a high note for IIMC, as the institute held its 55th Convocation for the batches 2021-22 and 2022-23 at Bharat Mandapam, New Delhi on January 10, 2024. It was the first convocation to be held in physical format after the Covid pandemic. It was among the biggest and grandest convocations held by the institute with over 700 students getting their diplomas. What made it special was the presence of Shri Ram Nath Kovind, former President of India, as the Chief Guest.

The same month brought another big cheer as IIMC was notified by the Ministry of Education on January 31, 2024 as a Deemed to be University under “distinct category”. This was a culmination of a dream, of tremendous efforts by all concerned. IIMC, which hitherto, only offered diploma programs could finally offer degree and PhD programs.

The Notification had given IIMC six years to launch at least 05 MA programs in distinct areas on knowledge, but backed strongly by the Ministry of Information and Broadcasting, Team IIMC decided not to wait that longer. Hectic efforts went into designing curriculum and meeting numerous other requirements, as IIMC announced on April 30, 2024, the launch of its first ever MA programs from academic year 2024-25 itself. These programs were the MA in Media Business Studies and MA in Strategic Communication, and they commenced from August 2024 at IIMC’s New Delhi campus, with an intake of 80 students. This was a significant milestone achieved within just few months of gaining the Deemed to be University status. As required for these new courses, IIMC was able to add new state of the art classrooms, labs and meeting rooms to its existing infrastructure within a few months. In 2024, IIMC offered these two new MA programs in addition to all its PG Diploma programs.

The year 2024 also saw IIMC launching Mizoram’s first Community Radio Station (CRS) at its Aizawl campus. Apna Radio 90.0, which was also the country’s 500th CRS was inaugurated by Shri Ashwini Vaishnaw, Minister for Information and Broadcasting on July 25, 2025. IIMC also announced that Community Radio Stations would be set up at all its campuses. Work on this was initiated in 2024.

The year also marked a remarkable focus on modernising and upgrading the institution’s infrastructure. The big push came in the form of Ministry of Information and Broadcasting approving proposals of almost Rs. 200 crores for constructing IIMC’s own campus at Amravati, Maharashtra and expansion of the institute’s campus at Delhi. These projects would come to fruition in the next two years to further boost media education in the country. Infrastructure upgradation was carried out in 2024, almost as a mission. For instance, the audio-visual equipment at all six campuses was upgraded, while MoJo studios were also set up at all campuses. Libraries across campuses were enriched with procurement of latest books and computer labs were provided the latest high-end PCs with the required software. A long pending demand of faculty to provide an anti-plagiarism software was also addressed, while

the mini-auditorium at New Delhi campus was modernised in record time. Several other works were initiated across the six campuses.

The year 2024 also saw IIMC taking its first concrete steps towards spreading the entrepreneurial culture on campus. The institution's first-ever incubation centre was inaugurated at New Delhi on August 29, 2024, and this was followed by establishment of an Incubation Centre at IIMC Kottayam campus. Meanwhile, on December 24, 2024, IIMC announced IDEATHON, the first event of its kind at IIMC. It seeks to promote entrepreneurial ideas and startups by students. The best projects will be mentored by industry experts. The year also witnessed the institute organising an event, IIMC-Industry Connect 2024. In this first of a kind event, industry leaders interacted with students on the state of the media and communications industry and the present and future job opportunities.

Another milestone during the year pertained to the area of training. Known to a few, IIMC, apart from being an educational institute is also the training academy for the Indian Information Service (IIS). During 2024, IIMC focussed on conducting refresher training programs for in-service IIS officers. While no refresher programs had been organised in recent past, IIMC conducted five such programs in 2024. Newer subjects such as those related to Artificial Intelligence and Emotional Intelligence were introduced in different executive training programs held during the year.

These were some of the significant milestones for IIMC during 2024. It would be impossible to mention in any writeup, all initiatives during the year or reflect on what more could have been achieved. Indeed, there is long way to go and a lot yet to be achieved. There are challenges and many goals still unfulfilled. Bidding adieu to 2024, IIMC looks forward to 2025 with a renewed sense of purpose, and a promise to keep striving for excellence.
