



The Institute

Mass Communication has emerged as a major area of interest and has immensely contributed to the development & empowerment of society. As an academic discipline, it has rapidly acquired importance and become a major attraction for students. The information technology revolution has significantly contributed to the expansion of mass media. It has also posed major challenges for students, teachers and practitioners of mass media. The rapidly evolving technology scenario is changing the very complexion of the discipline in a manner unknown to any other area of academic activity. It is a challenge which we accept as an essential part of life at IIMC.

IIMC considers communication as an imperative for development and is committed to serving society by providing world class teaching, training and research, thus preparing students to take on the challenges of a highly competitive world. IIMC academic and training programmes have been tailored to meet the needs of developing countries and this is what makes IIMC different from other centres of mass communication education and training in this country and elsewhere. This also gives a special identity and character to our alumni.

IIMC enjoys pride of place in mass communication education, training and research. This is also reflected in various evaluation studies undertaken by media and professional bodies year after year.

IIMC also makes a concerted effort to constantly innovate its programmes in order to meet the challenges thrown up by developments in the industry. The syllabi are reviewed every year to make changes and suitable modifications in order to make them relevant to the needs of the industry.

The IIMC Society, an autonomous body registered under the Societies Registration Act 1867, runs the Institute. It is funded by the Government of India through the Ministry of Information and Broadcasting, Government of India. The Institute has

a Governing Body, the Executive Council, headed by a Chairman, with the Director General of the Institute, representatives of the faculty and eminent media persons as members.

Inaugurated on August 17, 1965, by the then Minister for Information and Broadcasting, Smt. Indira Gandhi, the Institute started with a small staff, including two consultants from UNESCO. In the first few years, the Institute organised training courses mainly for Central Information Service Officers, Information and Publicity Officers of states, as well as foreign trainees from developing countries. It undertook research studies on a modest scale. Then, in 1969, a major international training programme, the Post-graduate Diploma Course in Journalism for Developing Countries, for middle level working journalists from Afro-Asian countries, was started. A number of specialised short courses of one week to three months' duration were subsequently started by the Institute to meet the training needs of communication professionals working in various media/publicity outfits of the central/state governments and public sector organisations. Over the years, IIMC has expanded and now offers regular Post-graduate Diploma Courses as well.

Since IIMC's training programmes and alumni have made a mark, there have been demands to open more centres of the Institute. A centre was opened at Dhenkanal, Odisha, in 1993 to cater to the demands of the eastern region. Post-graduate Diploma Courses in Journalism in English and Odia are being offered at the Dhenkanal centre. Subsequently, two more centres of the Institute, in the western and north-eastern regions were opened at Amravati in Maharashtra and at Aizawl in Mizoram from the academic year 2011-12. Two further centres have been added at Jammu in J&K and at Kottayam in Kerala from the academic year 2012-13. To begin with, these new regional centres offer PG Diploma Courses in Journalism (English).



Teaching and Training Programmes

The academic and training activities of the Institute can broadly be divided into five programmes:

I Post-graduate Diploma programmes:

(Comprising four programmes in Journalism and one in Advertising and Public Relations.)

Medium of Instruction
& Examination

1. Post-graduate Diploma Course in Journalism
English
2. Post-graduate Diploma Course in Journalism
Hindi
3. Post-graduate Diploma Course in Radio & TV
Journalism English & Hindi
4. Post-graduate Diploma Course in Advertising
and Public Relations
English & Hindi
5. Post-graduate Diploma Course in Journalism
Odia

II Diploma Course in Urdu Journalism

The duration of this course is five months from December to April every year. A separate Prospectus would be issued for this Course.

III Programmes for officers of the Indian Information Service:

1. Orientation Course in Communication for officers of the Indian Information Service Group 'A'
2. Orientation Course for officers of the Indian Information Service Group 'B'.
3. In-service training of IIS officers.

IV Programme for candidates from developing countries:

Diploma Course in Development Journalism (four months' duration).

This Diploma Course is highly sought after by middle level working journalists in African, Asian, Latin America and East European countries. The average intake of participants is 25 per batch. The Institute organises two such courses each year. So far, 1,438 journalists from 123 countries have benefited from this training programme. A separate Prospectus would be issued for this Course.

V Short courses for media persons and others belonging to government and non-government sectors:

These comprise:

1. Media orientation courses for officers of the Armed Forces and other Central and State Organisations such as the Police and paramilitary forces.
2. Courses for media officers of government departments and PSUs.

Faculty and Research Staff

The faculty and research staff of IIMC consist of academicians, researchers and practising media professionals who have contributed significantly in their field of specialisation.

A three-tier faculty system operates for teaching and training, which includes the core faculty, practitioners from the industry and senior professionals, who are invited from time to time to share their experiences and enlighten the trainees/students about the industry.

Visiting faculty is invited from the industry, leading newspapers and other media organisations.

Seminars and Conferences

Seminars and Conferences on various themes and topical media issues are organised from time to time. Leading media houses and eminent practitioners are invited to deliberate and discuss issues of importance.



Over the years, this has helped in creating a forum for exchange of thought and expression, besides helping in developing sound concepts, communication processes and reference material for researchers and scholars.

Equipment and Facilities

The Institute has adequate facilities for practical training in various branches of communication. The Institute has well-equipped sound & TV studios and other audio-visual facilities.

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

The Institute has extensive facilities of over two dozen DSLR cameras to enable students to handle various photographic assignments. The Institute also has a range of overhead projectors & LCD projectors. Its graphics wing has good facilities for graphic design and silk screen-printing.

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

Training is imparted to students on software packages such as MS Office, Adobe PageMaker, Quark Express,

Adobe Photoshop, Corel Draw, Macromedia Director, Cool Edit Pro, Newswrap, Adobe InDesign, etc. to keep them abreast with the latest in software technology in their field.

IIMC has WiFi facilities within the campus.

Research and Publications

Over the years, the Institute has conducted several research studies for government, non-government, corporate and international organisations.

The Institute brings out two publications, viz. 'Communicator' in English and 'Sanchar Madhyam' in Hindi.

The enabling environment at the Institute aims at engaging students on topical issues of concern, especially relating to media sociology, media functioning, content and ethics. To this effect, various seminars and workshops are organized, both at the classroom and at the Institute's level. This helps the students in respecting plurality of views and in building an appropriate attitude in a world sans boundaries.

The Institute has built a strong industry interface over nearly five decades of its existence. IIMC alumni hold leadership positions in the media industry and in the corporate world today.

POST-GRADUATE DIPLOMA COURSE IN JOURNALISM (HINDI) & (ENGLISH)

Common objectives of both the courses are:

- ◆ To provide a wider perspective on communication in India.
- ◆ To emphasize the role of journalists in



promoting involvement and participation through effective communication.

- ◆ To familiarize and equip them with a range of communication skills.
- ◆ To develop proper communication strategies in priority areas for the country.
- ◆ To define opportunities for journalists/communicators in view of emerging technologies.
- ◆ To give exposure to new/evolving techniques of reporting/editing/production/distribution.
- ◆ To spell out the role of government media organisations and of private initiatives.

The two-semester course comprises the following papers:

Journalism (Hindi)

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

Journalism (English)

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

9. Development Journalism
10. New Media and Cyber Journalism

POST-GRADUATE DIPLOMA COURSE IN RADIO AND TV JOURNALISM

Objectives of the Course:

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

The two-semester course comprises the following papers:

1. Communication: Concepts & Process
2. Media Law and Ethics
3. Print Journalism
4. Radio Journalism: Concepts and Process
5. TV Journalism: Concepts & Process
6. Television Production & Management
7. Television News: Reporting and Editing
8. Radio News: Reporting & Editing
9. New Media/Cyber Journalism
10. Advertising/PR and Corporate Communication



POST-GRADUATE DIPLOMA COURSE IN ADVERTISING AND PUBLIC RELATIONS

Objectives of the Course:

- ◆ To introduce principles and concepts of communication, marketing, advertising and public relations / corporate communication in order to provide young scholars with a solid base about the discipline *per se*.
- ◆ To help build an understanding of the role and potential of communication in a broader sense, to initiate change in the perceptions of various target publics.
- ◆ To instil in them an ability to integrate various communications tools for achieving organisational goals and strategies.
- ◆ To introduce the latest tools of communication, especially technical software, internet and IT to help them build synergy between the art and science of communication.
- ◆ To make them good team leaders / decision-makers in managing communication

The two-semester course comprises the following papers :

1. Communication Theory & Research
2. Marketing
3. Advertising: Principles, Concepts and Management
4. Media Planning
5. Creativity and Campaign planning
6. Public Relations and Corporate Communication
7. Digital Public Relations and Corporate Communication
8. Oral and Visual Communication
9. Production Techniques and Methods
10. Advertising, Marketing and Public Relations Research

POST-GRADUATE DIPLOMA COURSE IN JOURNALISM (ODIA)

Objectives of the Course:

- ◆ Same as those for the Post-graduate Diploma Courses Journalism (English) & (Hindi), as well as to familiarise students with the special demands and intricacies of Regional Language Journalism.

The two-semester course comprises the following papers :

1. Communication: Concepts & Process
2. History of Press, Laws and Ethics
3. Reporting I: Concepts & Process
4. Editing II: Concepts, Process & Translation
5. IT & Computers
6. Reporting II: Practical
7. Editing II: Practical
8. Electronic Journalism, Layout, Design & Production
9. Advertising, Public Relations, Government Information Network, Lab Journal
10. Project Work & Internships

Post Graduate Diploma Courses

Academic Calendar

Ist Semester - August to December

IInd Semester - January to May

Date of commencement of Semester I	late July/early August 2015
Mid-semester break for IIMC Dhenkanal	for Durga Puja festival
For IIMC, New Delhi, Aizawl, Amravati, Jammu & Kottayam	for Diwali festival
Semester I examinations	Third week of Dec. 2015
Winter vacation	Fourth week of Dec. 2015
Date of commencement of Semester II	4 th January 2016
Semester II examinations	Fourth week of April 2016
Internship (for 4 weeks)	May 2016
Announcement of Results and Closing of the Academic Session	Last week of May or 1st week of June, 2016



Eligibility

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

Essential: Bachelor's degree in any discipline. Those who have appeared / are appearing for a degree examination are also eligible to apply. If selected, their admission will be subject to their producing at least a provisional certificate in original from their college / university before 31 August 2015, failing which the provisional admission will stand cancelled.

Date of birth: For general category candidates: 1.8.1990 or later. For SC/ST/Physically Handicapped candidates, the date is 1.8.1985 or later. For OBCs it is 1.8.1987 or later.

Number of Seats

Course	New Delhi	Dhenkanal	Amravati	Aizawl	Jammu	Kottayam
1. Journalism (Hindi)	62	—	—	—	—	—
2. Journalism (English)	62	62	15	15	15	15
3. Radio & TV Journalism	46	—	—	—	—	—
4. Advertising & PR	70	—	—	—	—	—
5. Journalism (Odia)	—	23	—	—	—	—

Reservation of Seats

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

Selection of Candidates

Eligible candidates will be called at their own expense for a written entrance examination on **31 May 2015** at New Delhi/Ahmedabad/Aizawl/Bangalore/Bhopal/Bhubaneswar/Chennai/Guwahati/Jammu/Hyderabad/Kolkata/Kochi/Lucknow/Mumbai/Nagpur/Patna/Ranchi/Raipur/Srinagar. The Institute reserves the right to call any candidate for entrance examination at any centre (other than his/her choice) for administrative reasons. The entrance examination for the course in Odia Journalism will be held on **1 June 2015** at Bhubaneswar only.

Candidates who appear in the written examination will be ranked on the basis of the marks obtained by them for the course they appear for. A shortlist will be prepared for each of the courses (including a separate shortlist for the reserved seats in each course). The short-listed candidates will be called for an interview/group discussion during the last week of June/first week of July 2015 in New Delhi at the candidates' own expense. The short-listed candidates for the course in Odia Journalism will be called for interview/group discussion during the last week of June/first week of July 2015 in Dhenkanal at the candidates' own expense.

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

Important

It is important for the candidates for the P.G. Diploma in Journalism (English) to indicate their preference for the New Delhi, Dhenkanal (Odisha), Aizawl (Mizoram), Amaravati (Maharashtra), Jammu (J&K) or Kottayam (Kerala) Centres clearly in the boxes given for this purpose. Centres will be allocated on a merit-cum-choice basis, based on performance in the



entrance examination. In case no preference is indicated by the candidate, the Institute will allocate the candidate to any of the Centres at its own discretion. No representation with regard to change of Centres will be entertained once the selection is finalised.

The Institute will not be responsible for postal delays and / or loss in transit. Any dispute in regard to any matter shall be subject to the jurisdiction of Delhi Courts only.

Fee

Course	Tuition Fee	Tuition for NRI Category
Journalism (Hindi); Journalism (English)	Rs. 60,000	US \$ 8,000
Radio & TV Journalism	Rs. 1,10,000	US \$ 12,000
Advertising and PR	Rs. 85,000	US \$ 12,000
Journalism (Odia)	Rs. 33,000	

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

Students will have to pay their fees in two instalments:- the first instalment shall be payable in July 2015, on a date to be specified in due course. After payment of the 1st instalment of fees, in case a candidate fails to join classes by 10.8.2015 without any intimation to the Institute, his / her admission is liable to be cancelled forthwith and the seat thus vacated may be offered to the next candidate in the merit list & **the fees paid will stand forfeited.**

The second instalment of tuition fees is to be paid by 15 December 2015.

Late fee will be charged with respect to payment of the second instalment of fees @ Rs. 20 per day after 15 December 2015. The names of the defaulters will be struck off the rolls on 31st December 2015 for failing to remit the fee along with late fee. Re-admission fee of Rs. 500 will be charged on re-admission before 15

January 2016. The right of re-admission is reserved with the Institute. **The paid-up instalment(s) of fees are not refunded if a student discontinues studies.**

Refund of Fees

The fees would be refunded after a deduction of Rs. 1000/- as processing fee in the event of a candidate withdrawing before the course starts.

Students' Welfare Fund

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

Hostel

Limited hostel facility is available in Delhi (only for female students). At Dhenkanal, Aizawl, Amravati, Jammu and Kottayam hostel facility for both male and female students is available or can be arranged by IIMC.

Financial Support and Awards

There is provision for financial support to needy students. Half freeships are available for each P.G. Diploma Course on merit-cum-means basis at Delhi and at all Regional Centres. The details are as under:

S. No.	Centre Names	Course Name	Number of Half-freeships
1.	Delhi	Hindi Journalism	7
		English Journalism	7
		AD&PR	7
		RTV Journalism	7
2.	Dhenkanal	English Journalism	7
		Odia Journalism	3
3.	Aizawl	English Journalism	2
4.	Amravati	English Journalism	2
5.	Jammu	English Journalism	2
6.	Kottayam	English Journalism	2



Every year, a committee comprising senior faculty members is constituted to select deserving candidates from among the applicants for half freeships available for students. The half freeship / scholarship may be withdrawn on poor academic performance, short attendance or indiscipline.

For the purpose of applying for Half-freeships, the Annual Household Income reflected in the application forms should be supported by income certificate from requisite authorities. Personal affidavits will not be considered under any circumstances.

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

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

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

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

Library Facilities

The Library is open from 9.00 a.m. to 7.00 p.m., Monday through Saturday & closed on holidays. Every student has to make a library security deposit of Rs. 5,000 which will be refunded at the end of the course, provided the student does not owe anything to the library. Each student is allowed to borrow two books at a time for one week. If a student loses a library book, he or she must replace it or pay its price. Students are required to obtain a No Dues Certificate from the library for the refund of the library security

deposit. In case the refund is not claimed within three years from the completion of the course, the security deposit will be forfeited.

Identity Card

Identity cards are issued to students soon after enrolment. The card must be returned at the end of the course. On loss or mutilation, a duplicate identity card is issued on payment of Rs. 50.

Rail and Air Journey Concessions

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

Attendance

A minimum of 75% attendance is necessary for a student to be eligible to sit in the examination for each semester. Students falling short of the required attendance will not be permitted to sit for the First Semester Exams.

Those students who do not fulfil the attendance criterion i.e. 75% attendance for both Semesters combined will not be eligible for the award of a PG Diploma.

The Director General, if satisfied that the shortfall was due to reasons beyond the control of the student, may condone the shortfall to the extent of 5%.

Re-checking

For the Semester-end examinations, no answer paper will be re-evaluated. However, a re-checking of totalling and / or a scrutiny whether any answer was omitted from evaluation will be made upon a written request to that effect and payment of a fee of Rs. 100 per paper.

Supplementary Examination

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 allowed a maximum of two chances to appear in Supplementary Examinations. Students who fail in any paper in their first chance, and wish to avail a second chance may represent for the same, along with sufficient reasons. The second chance, if agreed to, will be given along with the respective scheduled semester examinations, i.e. first or second semesters, during the next academic session.

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

Discipline

Students are required to strictly observe the rules and regulations that the Institute may frame from time to time regarding evaluation system, minimum standards of academic performance, discipline, attendance, etc. required for satisfactory completion of the programme of studies. The Institute reserves the right to rusticate a student from the course if his/her performance or conduct is found unsatisfactory.

The Diploma Courses are full-time courses and students are not allowed to pursue any other full-time or part-time job or studies. Further, they are not permitted to undertake any full-time or part-time employment during the period. If any such violation is noticed, the Institute reserves the right to take suitable disciplinary action, including expulsion from the course.

Eligibility for Diploma

To be eligible for the award of a diploma certificate,

every student will have to appear in the first and second semester examinations and secure a minimum of 40% marks in each subject.

Hours of Work

The Institute functions from 0930 hours to 1800 hours on weekdays (Monday to Friday), and observes all public holidays in Delhi declared by the Government of India. Regional Centres, as a rule, follow the Delhi calendar, although there may be some variations as may be decided by the respective Centres in consultation with Delhi Headquarters.

Important Dates

Sale of application forms begins	10 March, 2015
Sale of application forms closes	8 th May, 2015
Last date of receipt of filled-in Application Forms	8 th May, 2015
Entrance Examination for all Course except Journalism (Odia)	31 May, 2015
Entrance Examination for Journalism (Odia)	1 June, 2015
Announcement of Entrance Examination results	IInd/IIIrd week of June 2015
Interview dates	Last week of June/ Ist week of July 2015
Announcement of final selection	IInd/IIIrd week of July 2015
Last date to deposit first instalment of fee	IIIrd week of July, 2015
*Last date to submit Graduation Marksheet/Degree, failing which the Provisional Admission will be cancelled	August 31, 2015
Academic Session begins	Last week of July or Ist week of August, 2015

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

Important: The Institute will sell and receive forms on the notified dates. In the eventuality of these dates being declared public holidays, the next working day will be the last day.

Admission Procedure

1. The selection for admission to all courses is based on a written examination followed by a personal interview / group discussion. There will be a



- common entrance examination and question paper for Journalism (Hindi) and Journalism (English). Candidates may apply for and write the examination for either Journalism (Hindi) or Journalism (English) in the respective languages. There will be separate entrance examinations and question papers for Radio & TV Journalism Advertising & Public Relations and for Journalism (Odia).
2. The proportionate weightage between the written entrance examination and the personal interview/group discussion is 85:15.
 3. There is no standardised pattern for the written examination. However, candidates will be judged on the following parameters:
 - a) For Journalism Courses:**
 - i) General Awareness, including understanding of social dynamics; interest in social history; awareness of public debates on matters of polity and economy; awareness about international developments influencing power equations in the world and their impact on India.
 - ii) Aptitude & mental make-up
 - iii) Language capability
 - iv) Analytical & comprehension skills
 - b) For Advertising & Public Relations:**
 - i) General awareness
 - ii) Aptitude & mental make-up
 - iii) Language capability
 - iv) Analytical & Comprehension skills
 - v) Brand awareness & recall
 - vi) Social Consciousness
 - vii) Lateral thinking capabilities
 4. The written entrance examination will be held on an all-India basis at New Delhi, Ahmedabad (Gujrat), Aizawl (Mizoram), Bhubaneswar (Odisha), Bangalore (Karnataka), Bhopal (MP), Chennai (TN), Guwahati (Assam), Jammu and Srinagar (J&K), Hyderabad (AP & Telangana), Kolkata (W.B.), Kochi (Kerala) Lucknow (U.P.), Mumbai, Nagpur (Maharashtra) and Patna (Bihar), Ranchi (Jharkhand), Raipur (Chattisgarh).
 5. Although a preference for examination centre is obtained from the candidate, the Institute reserves the right to call any applicant for the written entrance examination at any centre at his/her own expense.
 6. A centre for written entrance examination, once allotted, will not be changed under any circumstances.
 7. All the candidates who qualify in the written entrance examination will be called for an interview / group discussion in the last week of June / first week of July, 2014 in New Delhi at their own expense. For the Odia Journalism course, the interview / group discussion will be held at Dhenkanal (Odisha).
 8. Students coming for interview/ group discussion are encouraged to bring their portfolios/work done in the past, although this is not mandatory.
 9. A list of candidates to be provisionally admitted to each course will be prepared on the basis of the combined marks obtained by candidates in the written examination and interview/group discussion.
- HOW TO FILL UP THE APPLICATION FORM**
1. The applicant should fill the form in his / her own handwriting.
 2. Candidates may submit an Application Form for either Journalism (Hindi) or Journalism (English), as the entrance examination and question paper for both will be common.
 3. For each course, a separate form is required to be submitted for the: i) Journalism Course in



- English; ii) Journalism Course in Hindi; iii) Journalism Course in Odia; iv) Radio & TV Journalism; and v) Advertising & Public Relations.
4. Please start filling up the application form only after reading and fully understanding the instructions.
 5. Do not use a pencil for filling the form. Use Black Ink only.
 6. Please paste your recent passport size photograph, duly attested, on the Application Form.
 7. Do not use dashes (-) or dots (. . .). If any item in the application form is not applicable to you, please write 'NA' (not applicable); or 'No', 'Nil', and, if applicable, indicate it with a tick (✓) mark.
 8. Applicants born on or after August 1, 1990 only are eligible for admission. However, relaxation in age of 5 years is given to SC, ST, and Physically Handicapped candidates and relaxation in age of 3 years to OBC candidates.
 9. Please clearly indicate the category to which the applicant belongs, i.e. General/SC/ST/OBC
Physically Handicapped.
 10. Only Indian Nationals are eligible for these courses.
 11. The applicant is required to put his / her specimen signature in the space provided in the Specimen Signature Box. The candidate will be allowed to enter the examination hall only on production of the Admittance Card issued by the Institute.
 12. Apply only very little gum at the edge of the flap for sealing the application forms in the envelope, so as to avoid damage to the form while opening the envelope.
 13. It is very important that the application form be filled as per the instructions carefully and correctly.
- It is the personal responsibility of the applicant to ensure correctness in filling up the form. Any deliberate misrepresentation of information discovered even after the admission would result in cancellation of admission to the course.
14. The applicant is required to fill all the columns carefully. A form not filled completely, is liable to be rejected.
 15. The Institute will not be responsible for postal delays or loss in transit. However, if the candidate does not receive any intimation, he/she may contact the Registrar.
- 16. For downloading Applications:**
The candidate shall be guided on the website itself regarding the application downloading process.
- Candidates filling the application form downloaded at www.iimc.gov.in must also send a Demand Draft of Rs. 1,200/- for General & Rs. 1,100/-for SC/ST/OBC/Physically Handicapped category candidates drawn in favour of "Registrar, IIMC, New Delhi" as Entrance Examination fee on or before 8th May, 2015 by post or in person.**
- It is most important that the name of the applicant be written on the back of the Demand Draft. Downloaded application forms will be accepted subject to receipt of Demand Draft for Entrance Examination fee by the due date, otherwise the application will be rejected.**
17. Completed applications should reach (in person/ by post) **The Registrar, Indian Institute of Mass Communication, Aruna Asaf Ali Marg, New Delhi-110067** on or before **8th May 2015**.
 18. The information given in this brochure can be amended without any intimation. Any dispute in regard to any matter shall be subject to the jurisdiction of Delhi Courts only.



<p>भारतीय जन संचार संस्थान, नई दिल्ली Indian Institute of Mass Communication, New Delhi</p> <p>दूरभाष: Telephones 26741073, 26741987, 26741352 26742920, 26742940, 26742960</p> <p>तार: जनसंचार Gram: MASSMEDIA फैक्स/FAX 26742462, 26741268 Website: www.iimc.gov.in पता: अरुणा आसफ अली मार्ग, नई दिल्ली-110067 Address : Aruna Asaf Ali Marg, New Delhi 110067</p>	<p>भारतीय जन संचार संस्थान, डेंकानाल, उड़ीसा Indian Institute of Mass Communication Dhenkanal, Orissa</p> <p>दूरभाष: Telephones 06762-226194, 226196</p> <p>तार: जनसंचार, डेंकानाल Gram: MASSMEDIA Dhenkanal फैक्स/FAX 06762-226195, 226197 e-mail: iimcdkl@dte.vsnl.net.in पता: पोस्ट बाक्स 21, संचार मार्ग, डेंकानाल, उड़ीसा 759001 Address : Post Box No. 21, Sanchar Marg, Dhenkanal, Orissa 759001</p>	<p>भारतीय जन संचार संस्थान, आईजोल, मिजोरम Indian Institute of Mass Communication Aizawl, Mizoram</p> <p>Mizoram University Campus, Tanhril Post Box No. 190, Aizawl, Mizoram Telephone: 0389-2300871, 2322813 MZU Campus: 8794717731</p>
<p>भारतीय जन संचार संस्थान, कोट्टायम, केरल Indian Institute of Mass Communication, Kottayam, Kerala</p> <p>Ground Floor, Classroom Cluster, Mahatma Gandhi University Priyadarshini Hill PO Kottayam- 686560 Mobile: 09995822904</p>	<p>भारतीय जन संचार संस्थान, अमरावती, महाराष्ट्र Indian Institute of Mass Communication, Amravati, Maharashtra</p> <p>IIMC Campus, Dr. Shrikant Jickhar Memorial Research Centre for Central Indian History & Culture Sant Gadge Baba Amravati University, Amravati (Maharashtra) 444602 Telephone 089-56462200</p>	<p>भारतीय जन संचार संस्थान, जम्मू, जम्मू और कश्मीर Indian Institute of Mass Communication, Jammu, J&K</p> <p>3rd Floor, Vikas Bhawan, Rail Head Complex Jammu Tawi Mobile: 09419146030, 1912479523</p>

मुल्य: व्यक्तिगत/डाक द्वारा प्राप्त किए जाने वाले

आवेदन-पत्र/विवरणिका

Price : Prospectus and Application Form
purchased in person/Post :

Prospectus :
Prospectus and Application Form are also
available on the IIMC website : www.iimc.gov.in

सामान्य श्रेणी हेतु डिमांड ड्राफ्ट- 1200 रु
Demand Draft Rs. 1200/- for General category.

अ.जा./अ.ज.जा/अ.पि.व/शारीरिक अक्षम के लिए

डिमांड ड्राफ्ट- 1100 रु

Demand Draft Rs. 1100/- for SC/ST/OBC/
Physical Handicapped category.

Rs. 200/- (without application form)

Email: iimc1965@gmail.com

Typeset and Printed at IIMC Press, Aruna Asaf Ali Marg, New Delhi-110067