



We decode your passion



INDIRA SCHOOL OF COMMUNICATION
Prospectus 2012 -13



6th CONVOCATION CEREMONY

Chief Guest: Jackie Shroff

Special Attraction - Staging of play Chanakya by Manoj Joshi

ISC hosted its sixth convocation ceremony for the pass outs of its post graduate programme on January 18, 2012. The Chief Guest at the function was popular film actor Jackie Shroff, who handed over the Degrees. Presiding at the function was Dr. Tarita Shankar, Chairperson and Group Director, Prof. Chetan Wakalkar of the IGI. Famous Hindi play Chanakya, based on the life and work of Chanakya, the ancient Indian strategist was presented by actor Manoj Joshi and his troupe.

Jackie Shroff regaled the audience with his impromptu speech. Established as a lead actor and with a kitty of 170 films to his credit, Jackie went on to explain that DevAnand was instrumental in casting him in his film career ages ago, when he started off. Dressed in a formal black jacket, Jackie also wore the Convocation gown looking dapper. He exhorted the students to work hard and to care for their families as they grow up.

Speaking on the occasion, Dr. Tarita Shankar said, "The students at ISC are a creative lot and make justice to their work with their creative inputs". She commended the students for their short films and other endeavours. Students were awarded degree certificates and awards and honours for various achievements.

Manoj Joshi, film and theatre actor, Director of the play Chanakya, spoke about the relevance of Chanakya's political and economic strategies in today's modern times. The play Chanakya that followed the degree awarding ceremony gripped the audience with its ancient Hindi and superlative performances. Chanakya came alive amongst the audience with Joshi's apt portrayal, riveting audiences to the lively script. The crew of the play, especially lead actor and director, Manoj Joshi was offered a standing ovation.

Student awardees at the function:

Best student:

● **Communication Studies: Devangini Kulkarni**

Journalism: Vaidehi Rajee

Radio Television Films: Shakti Lathar

● **Best Dissertation: Abhijit Joshi**

● **Best Film: Mandar Pataskar**

● **Best Student Editor: Pranav Ghugre**

● **All-rounder of the year: Pallavi Sahani**



ABOUT ISC

ISC, established in 2004, is a part of Shree Chanakya Education Society's Indira Group of Institutes. (established 1994)

VISION

ISC is the instrument to create a vision, a platform of excellence that will help constantly progress the standards in the professions of news, radio/television software, advertising, public relations, and media management.

MISSION

ISC promotes innovative and independent thinking among trainees through a forward-looking academic system that provides theoretical, research and practical input.

GOALS

ISC aims at all-round growth of its trainees through various academic and managerial Concepts. Continuous evaluation, de-emphasized examinations, social development projects, fitness activities (gym, yoga, aerobics), and plenty of practical and “real-world” exposure.

FACULTY

Our teachers are coveted professionals and academicians. All the faculty members have ongoing industry exposure, helping them to relate back and forth between industry and academia, and also obtain relevant projects and assignments for trainees.

INFRASTRUCTURE

ISC boasts of its state of the art infrastructure enabling students to hone their creative abilities. It strives to keep abreast of the latest technology of the media world.



PROGRAMMES OFFERED

ISC offers you a Post Graduate Programme (PGP) in the following specializations:

1. Communication Studies (Advertising, Public Relations and Media Management)

If you're a manager by thinking but would like to be in a communication-related area, this is the field for you. With a width of options to choose from, you will be trained in concepts of marketing, advertising, public relations, corporate communications, events, etc. ISC trains you to be an all round promotions specialist of the future through an integrated approach.

Career options: Media sales and marketing, advertising account management, account planning, media and consumer research, copywriting, public relations, event management, or publishing.

2. Mass Communication (Radio-TV-Films)

By specializing in Radio-TV-Film, you learn both studio and outdoor production in both radio and television. The latest professional cameras, our two non-linear edit suites and our exquisite 920 sq. ft. studio floor ensure that you are in a producer's Mecca. You will script and produce a number of films by the time you graduate.



Career options: Production of television shows either in fiction or non-fiction formats; producing ad films for ad agencies; corporate videos; producing for radio; films; still photography.

3. Journalism (Print and Broadcast)

While both Print and Broadcast specializations are covered, it is our belief that a journalist is one by thinking, and therefore it is important for each trainee to learn both tools and techniques. You will regularly learn and practice in class and on field.

Career options: Reporting for newspaper, television, Web or news agency; news writing; news production; producing socially relevant videos (documentaries); photojournalism; publishing.



PROGRAMME STRUCTURE

The approach at ISC is to guide the trainee into this relatively new field through a “funnel approach”, beginning with a broad understanding and moving progressively toward more independent and intensive learning in a specialized path. At the end of the tenure, each trainee demonstrates an extensive comprehension of communication, and in-depth training in the specialization of choice. The PGP is divided into Level A (9 months) & Level B (9months)

Level A (9 months)

Candidates can opt for only Level A and on successful completion of the same, can apply for Level B. It is advisable to enroll for Level B for advanced knowledge about the specialization. Level A of the course comprises of 13 modules intending to lay a foundation for a preliminary understanding of the processes and patterns of communication. Trainees begin with training in teamwork, strategy, communication skills, and functional cohesion. Classroom input covers a broad spectrum of subjects in Journalism (Print and Broadcast), Mass Communication dealing in (Radio Television and Film Studies) and Communication Studies (Advertising, Public Relations and Media Management). Practicum is in still photography, news mapping and monitoring, specialized software, event management, and some video production. Several projects also form a part of the curriculum. All modules are mandatory. Towards the end of Level A, you would be equipped to choose your specialization, and defend it to the Academic Committee through a presentation done with some intensive industry research.



After choosing a specialization, a trainee takes two kinds of input: a) a set of mandatory modules, common to all specializations, b) a set of specialization modules, common to one of the three broad specializations. Practical input is mainly in the form of specialized software and audiovisual tools, plus independent projects or assignments in specialized modules. On completion of Level A, the candidates are eligible to move on to Level B.

Level B (9 months)

During Level B of the course, a trainee a) learns to interact in a professional environment, b) learns from and contributes to the organization, c) makes useful contacts with industry professionals. The trainee, both mandatory modules and specialization modules get a deeper understanding of the same. The trainees are required to take up independent project-based work which is mandatory. This research and project-based work begins by choosing a topic, doing the necessary research and finally making a presentation in defense of the Dissertation that they have done.

Level B is followed by a 60 days Internship in an organization, leading to final placements. Students opting for Level B get an additional advantage of getting an opportunity to intern with a media organization and get assistance from the Institute for internships and final placements.



THE LEARNING APPROACH

INTERACTIVE CLASSROOMS

While classroom sessions are the basic format of learning, application of concepts in various ways remains the key to being a successful trainee at ISC. Specialization classes are held in a group-discussion format, with the faculty member as the facilitator, in our specially designed graduate-seminar halls.



PRACTICUM

The first step toward accomplishing our objectives is prolific practical training and exercises, in our computer labs (for various software skills), studio and media lab (for video production and postproduction skills), still photo lab, and outdoors. Milestone films from around the world are screened several times a week and analysed. Apart from the hundreds of classics which ISC owns in the digital format, the National Film Archive of India (NFAI) and ISC are in an arrangement for regularly screening a variety of films.



SPECIALIZATIONS

Choosing a specialization can be an overwhelming and uncertain process. ISC strives to streamline this process for the trainee through a scientific method. Trainees familiarize themselves in the first semester with the various options. At the end of this term, they visit organizations in several of the communication industries. They then make a “defense” proposal on the



specialization of their choice to industry experts and faculty members. Advisors' opinion, supplemented by the evaluation of this proposal and presentation thereof, helps in the choice of best specialization.

ADVISEMENT

A careful process of academic and career selection that each trainee undertakes through his/her tenure at ISC. Advisors (senior faculty members) meet advisees (trainees) in informal environments, where they understand and address academic, career and psychological needs. Advisement sessions are crucial to a trainee's decision on a specialization.

INTERNSHIPS

ISC trainees go through a mandatory internship. The winter internship spans two months, ensuring adequate learning and experience in companies, with an active effort to obtain a final placement in that organization.

PROJECTS

A key aspect in the learning at ISC in the very first semester is independent handling of industry projects, outdoor activity, field visits and a mandatory Corporate Social Responsibility project.



PUBLICATIONS

Our journalism trainees write, edit, design and publish Offbeat, a monthly community news magazine & I-view a quarterly e-newsletter that focuses on human-interest stories in our community. ISC trainees also contribute to Tapasya, the group journal, by interviewing, writing, assisting in editing, editorial and pre-press coordination.





INFRASTRUCTURE

Audiovisual Studio. One of the largest in Pune, our 900 sq. ft. professional studio boasts of the latest equipment –

- Sony's PD series camera units, Nikon FM10 still cameras, Nikon D60 Digital SLR Cameras, Final Cut Pro, Pro 6 Liquid Edition, and Adobe Premiere edit suites.
- Digital Video Editing setups equipped with AVID COMPOSER, FINAL CUT PRO, ADOBE PREMIERE and LIQUID.
- Panasonic Vision Mixer and Audio Mixer for Online Video Production.
- Multi camera set up in the studio for shooting
- Digital Audio Recording system for Professional Audio recording
- News production TELEPROMPTER for News Broadcast production

Resources. ISC trainees can now log into more than 50,000 e-books, journals and periodicals. Our fast-growing interdisciplinary library also houses an excellent collection of reference and recommended books, journals, as well as a vast collection of videocassettes, video CDs and DVDs. Our reading rooms offer the space and ambience to trainees to study individually or in groups.



Computer lab/ students using laptops at the premise

Wired! Our growing population and campus size notwithstanding, Indira is now a fully wired campus, using server-based technology, the latest Pentium computers and on optic fiber. ISC trainees use a dedicated lab with 40 machines loaded with the latest versions of specialized software, and can also use any of the 500-odd terminals in six other labs on campus.

Residing on campus : ISC offers residential accommodation in furnished hostels on- and off-campus. Equipped with a mess serving wholesome, hygienic food, washers/dryers, and separate buildings for men and women, our hostels will also soon be wired on optic fibre and equipped with computers in the rooms. Availability is limited and on first-apply basis.

Other facilities : The campus has four indoor auditoriums, an open-air amphitheatre, a conference centre, swimming pool, gymnasium and a poolside conference hall. You may also choose to play basketball, table tennis, pool and cricket.

Apart from all that counting... Many of our trainees vouch that the best part of ISC is the atmosphere an unusual mix of hectic activity and entertainment, of a no-nonsense commitment from faculty and staff that infectiously rubs onto trainees, of stringent but open-door policy, of a systematic but personalized approach: a true blend of learning through hard work and fun. Besides, there are plenty of opportunities to display your cultural and sporting talents.

DR. KEVAL J. KUMAR

Dr. Kumar is an acclaimed academician, a Ph.D. in Mass Communication from the University of Leicester, U.K. He was the founder-director of the Resource Centre for Media Education and Research, Pune, and the reader and Dean of the Department of Journalism at the University of Pune.

PROF. SAMAR NAKHATE

The former Dean of FTII and one of the best-known teachers across India has over 20 years of teaching experience.

SUDHEER WAJE

Mr. Waje has 30 years of experience in the advertising industry. He has managed a variety of clients and has written and compiled three books on cricket, film, and advertising.

SONALI BRAMHA

Sonali holds an MBA in Marketing and has 12 years of experience in advertising, brand building and communication and has worked in mainstream advertising for major MNC and Indian brands

RAJEEV DEO

Mr. Rajeev Deo has a wide experience and exposure in the area of Sales and Channel Management. He also has experience in product launches and Sales Training.

DINIAR B. PATEL

Mr. Patel has been a journalist for the past 16 years and has worked with a number of reputed dailies.

DHARMENDRA CHAVAN

Mr. Chavan has a Masters Degree in Mass Communication, a Diploma in Animation and Special Effects as well as a Diploma in Journalism. He has 17 years of rich experience in the industry in

fields as varied as Film Direction, Editing, doing Special Effects and Animation for Film.

SURHUDA KULKARNI

An established freelance journalist and editor who works for publications of repute, ad agencies and is into independent writing contracts for the past five years. With an active media experience in journalism, Surhuda has a Post Graduate Degree in Mass Communication.

WASIMBARRY MANER

Wasimbarry Maner is an established cinematographer and film maker based at Phaltan for the past seven years. Wasim has successfully produced and directed documentary films, music videos and wildlife.

TUSHAR AJGAONKAR

Tushar produces, directs and edits films. His first film 'PashanPalvi' got a special screening and appreciation by The Prime Minister's office, New Delhi. Amongst his various stints, he has been a Strategic Planner/ Creative advisor in advertising, and Marketing Head in a Health Food FMCG.

ANOOP JAIPURKAR

He has been associated with print media for about 11 years. Also, a regular contributor of subbing, editing and news dissemination, news and analysis reports on socio-economic, sports, science, spiritualism, development, women's upliftment etc.

MILINDA NATU

She shares her knowledge on Advertising design, Creativity, Visualization and print production. She also conducts workshops on Creative thinking. Ms. Natu has been a freelance Critic for Maharashtra Herald.



ADMISSION PROCEDURE

POSTGRADUATE PROGRAMME (PGP) IN MASS COMMUNICATION/ JOURNALISM/ COMMUNICATION STUDIES

- Any bachelor's degree, or a three-year diploma in any discipline with a minimum of 45% aggregate.
- Undergraduate students who have appeared for their final year examinations may also apply. Their admission is conditional upon production of degree, mark sheets and certificates when available and completion of above eligibility criteria.

HOW TO APPLY?

BY POST

- Candidates are required to apply personally or by post. You can obtain the prospectus by cash at counter or by sending us a demand draft (bankers' cheque if within Pune) of Rs. 1,500/- in favour of "Indira School of Communication" payable at Pune. Write your name, full address, e-mail address and telephone number on the back of the demand draft.
- Send your DD along with all required documents to support your application by Courier / SpeedPost.
- Upon receipt of DD for Rs. 1,500/-, we will mail our prospectus to you. Fill out the form completely and send it to us by post/courier. This application is also your registration for ISCAT (ISC Admission Test).

OR

ONLINE REGISTRATION

- Visit www.indiraisc.edu.in, Click on "Online Application-ISC". Fill out the form completely and click "submit". (Please remember that while applying, you will be required to give details of the DD of Rs. 1,500/-).
- Print the completed application and send it to us with the DD and all required documents to support your application by Courier / Speed Post. This application is also your registration for ISCAT.

- On receipt of your application we will send you a copy of the prospectus

SELECTION PROCESS

Admission decisions are made on the basis of a mix of quantitative and qualitative evaluations, ensuring fairness and an opportunity for candidates to compensate at various levels. The Admissions Committee's decision will be final.

The decision will be based on the following:

- I Academic Qualifications and marks in Graduation
- II ISC Admission Test (ISCAT):
 - a) Applied English proficiency
 - b) General Awareness
 - c) Subjective test measuring analytical and creative writing skills.
- III Personal Interview with Admissions Committee.
- IV If you are not a resident of India, GRE (General) scores will be accepted for evaluation at the preliminary level. Indian residents who took the GRE must take ISCAT in addition.
- V International students must submit copies of passport (relevant pages) along with supporting documents.



**FEES AND EXPENSES FOR 2 YEAR POSTGRADUATE PROGRAMME IN
MASS COMMUNICATION/ JOURNALISM/ COMMUNICATION STUDIES
BATCH 2011-13**

Charges	Annual fees Year I	Annual fees Year II
Tuition Fee	1,35,000	93,700
Refundable Lab & Library deposit	1,000	-----
Other Non-refundable Deposit	14,000	10,000
Total	1,50,000	1,03,700

The admission confirmation fees : 30,000 (First installment)

Note: Expenses for projects and internships are borne by the trainee.

Refund:

The fees shall not be refunded for any reason. Exceptions based on management decision will be made in case of cancellation applications received within 30 days of payment of fees.

Refund requests are to be on the basis of signed applications, addressed to the Director. Any other form of request will not be considered. Refund requests must be accompanied by "No Dues" certificates (format available at ISC office) from librarian, computer lab manager, and studio in-charge.

No Certificate will be awarded to any trainee who withdraws at any time (or absents himself/herself beyond permitted limit) before the official end of academic terms.

HOSTEL AND MESS (OPTIONAL)

On campus Girls Hostel

Security Deposit (Refundable)	Rs 5,000/-
Administrative charges.(Non Refundable)	Rs.5000/-
Hostel fees	Rs31000/-

All fees to be paid in SCES Accounts (Tapasya Bldg) at the time of admission in full by Cash or DD in favour of Shri Chanakya Education Society Payable at Pune.

MESS IS CUMPSORY FOR ALL HOSTEL STUDENTS.

Mess fees Rs. 28, 500/- (Inclusive of all taxes) to be paid in full at the time of admission by DD in favour of M/s Geeta Caterers in Admin Dept. Tapasya Bldg.

Note: Hostel accommodation will be allotted strictly on the basis of first come first serve within the allotted quota.

DISCIPLINARY CODE

Ragging is an offence at Maharashtra prohibition of Ragging Act 1999 & any student found involving himself or herself shall be dismissed with immediate effect; such dismissed student shall further not be admitted in any other educational institution for a period of five years from the date of order of such dismissal. All disputes shall be subject to Jurisdiction of Pune courts only.

Bachelor of Arts in Journalism and Mass Communication (BAJM)

◆ **Admission Procedure for applying:**
Bachelor of Arts in Journalism and Mass Communication (BAJM)
Sikkim Manipal University.

◆ **Duration:** 3 Years

Eligibility: (10+2 or equivalent)

* Candidates are required to apply personally or by post. You can obtain the prospectus by cash at counter or by sending us a demand draft (bankers' cheque if within Pune) of Rs. 1500/- in favour of "Indira School of Communication" payable at Pune. Write your name, full address, e-mail address and telephone number on the back of the demand draft.

* Send your DD along with all required documents to support your application by Courier / Speed Post.

* Upon receipt of DD for Rs. 1500/-, we will mail our prospectus to you. Fill out the form completely and send it to us by post/courier. This application is also your registration for ISCAT (ISC Admission Test).

OR

◆ **ONLINE REGISTRATION**

" Click on "Online Application-ISC". Fill out the form completely and click "submit". (Please remember that while applying, you will be required to give details of the DD of Rs. 1500/-).

" Print the completed application and send it to us with the DD and all required documents to support your application by Courier / Speed Post. This application is also your registration for ISCAT.

" On receipt of your application we will send you a copy of the prospectus

◆ **Selection Process:**

ISC's Admission Test and Personal Interview with the Admissions Committee.

◆ **Fee Structure**

(Annual Fees Rs)

Charges	Year I
Tuition fees	30000
Laboratory and Studio fees	5000
Career Development and Special programs	14,000
Refundable deposit	1,000
Non-Refundable other deposits	5,000
Total fees	55,000



PLACEMENTS

ISC attempts relevant, high-quality placements in prestigious organizations all over India. Top media channels, production houses, ad and PR agencies, research organizations and companies have already visited our campus for recruitment. In addition, a large number of trainees had received formal or informal offers during internships.

The objective of ISC is to build the platform for quality placements through building young professionals and managers! We actively connect with the communication industry and encourage companies to recruit our trainees. Projects and other activities at ISC greatly enhance the chances of placements. ISC's Placement Cell is a clearing house of databases, and prepares and distributes brochures in the industry, and accepts and actively matches requests from the industry for candidature. Our Corporate Relations Manager heads the Placement Cell, and interfaces closely with the industry on an ongoing basis. The Placement Cell applies on behalf of the trainees for internships and jobs, and helps to train the trainees in employment communication.



However a word of caution, ISC does NOT guarantee placements. We encourage trainees to enter quality, relevant careers and our advisors at best counsel trainees on the best careers suited for them. Trainees are groomed and encouraged to also use their own skills to network with industry professionals. ISC creates plenty of opportunities for trainees to engage in such networking, and in our experience, trainees who networked well on the ISC platform found the best acceptance in the industry.

Here's where our trainees have found a career:

Communication Studies

1. Adfactors PR Pvt. Ltd., Mumbai
2. Hanmer & Partners Pvt. Ltd., Mumbai & Delhi
3. Perfect Relations, Mumbai
4. Percept Profile, Mumbai
5. Brand Comm, Mumbai
6. Overture Communications, Mumbai
7. Triton Communications, Mumbai
8. Mutual PR, Pune
9. Brodeur India, Mumbai
10. Pratisaad Communications Pvt. Ltd., Pune
11. Bates David Enterprise, Mumbai
12. Madison Communications, Mumbai
13. TNS Mode, New Delhi
14. Ogilvy & Mather, Mumbai
15. Percept Holdings, Pune
16. Concept Communications, Mumbai
17. Sampark PR, Mumbai
18. Rediffusion DYP, Mumbai
19. Spatial Access, Mumbai
20. Carat Media Services, Mumbai
21. Grey Worldwide, Mumbai
22. Sobhagya Advertising, Mumbai
23. TAM India, Mumbai & Delhi
24. Cygnus Advertising, Pune
25. DentsuMarcom, Mumbai

26. McCann Erikson, Delhi
27. Goldmine Advertising, Pune
28. Inspire Advertising, Pune
29. TBWA, Delhi
30. Corporate Voice Weber Shandwick, Mumbai
31. Euro RSCG, Mumbai
32. Tata Consultancy Services, Pune
33. Eggfirst, Mumbai
35. TACO
36. Linopinion
37. By Designer
38. Interics Designs
39. Seagull Advertising
40. Blue Lotus Communication
41. Sampark Ketchum PR, Pune

Journalism

1. BBC, Mumbai
2. The Maharashtra Herald, Pune
3. The Indian Express, Pune
4. The Hindustan Times, Mumbai
5. The Times of India, Pune
6. Times Now, Mumbai
7. Zee Business, Mumbai
8. Zee News, Mumbai
9. The Statesman, New Delhi

10. DNA, Mumbai
11. SaharaSamay, Noida
12. Jain TV, New Delhi
13. UNI, Mumbai
14. Zoom TV, Mumbai
15. I-Media Corp Ltd., Mumbai
16. Neo Sports, Mumbai
17. Star's Fresh TV
18. Pune Mirror, Pune
19. IBN 7
20. AajTak

RTF

1. Balaji Telefilms Ltd., Mumbai
2. BR Films, Mumbai
3. Cinevistaas, Mumbai
4. Contiloe Films, Mumbai
5. Miditech TV, Mumbai
6. SiddhantCinevision, Mumbai
7. Synergy Communications, Mumbai
8. Indian Magic Eye, Pune
9. Zee Telefilms, Mumbai
10. Radio Mirchi, Ahmedabad
11. United Television, Mumbai
12. Black Magic Motion Pictures, Kolkata
13. Biroba Films Pvt. Ltd.
14. Radio City, Pune



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