



Indian Institute of Mass Communication
Southern Campus, Kottayam

അഡ്മിഷൻ ആരംഭിച്ചു
Admissions Open

പി ജി ഡിപ്ലോമ ഇൻ ജേർണലിസം (മലയാളം) 2025-26



**ഇന്ത്യൻ ഇൻസ്റ്റിറ്റ്യൂട്ട് ഓഫ് മാസ് കമ്മ്യൂണിക്കേഷൻ
ദക്ഷിണ മേഖലാ ക്യാമ്പസ്
പാമ്പാടി, കോട്ടയം ഫോൺ-0481-2502520**

വിശദ വിവരങ്ങൾക്ക് അടുത്ത പേജ് കാണുക
Please see the next pages for more details



INDIAN INSTITUTE OF MASS COMMUNICATION
(Deemed to be University)

KOTTAYAM CAMPUS

Admission to PG Diploma in Malayalam Journalism

Important dates and instructions for a PG Diploma in Journalism (Malayalam) 2025-26

Availability of application from on IIMC website	08 March 2025
Last date for submission of application form	16 April 2025
Entrance examination	27 April 2025
Declaration of the result of entrance examination	05 May 2025

Entrance Examination Centres

Sl. No.	Entrance Examination Centres
1	IIMC Kottayam Campus
2	Kannur
3	Thrissur

Instructions for filling the application form

1. The students have to pay the entrance examination fee through online mode of payment i.e., UPI, BHIM app, NEFT, RTGS or bank to bank transfer etc., as per details given below:

Sl. No.	Category	Amount (Rs. in INR)
1	General	800/-
2	OBC-NCL/General-EWS	600/-
3	SC/ST/Third Gender	550/-
4	PwD	500/-

2. The Bank details of IIMC are as follows:

Name of Account Holder: **IIMC STUDENT TUITION FEE**
Account No.: **40321700691**
Name of Bank: **State Bank of India,**
Branch: **RK Puram Sector - 1**
IFSC: **SBIN0001076**

3. The hard copy of the admission form and instructions will be available at the office of the Kottayam Campus also.
4. Candidates can also submit the filled hard copies of applications at the office of the Kottayam campus directly.
5. Candidate should paste his/her recent passport photograph on the application form and sign across it.
6. Eligibility: Indian nationals possessing a Bachelor's Degree awarded by a recognized university are eligible to apply. 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 Mark Sheet/Certificate in original from their college / university latest by 30th September 2025, (extendable in genuine cases after ascertaining the reasons). On completion of the course, the Diploma will be awarded only if the Original Degree Certificate is produced for verification at IIMC's office.
7. Date of Birth: General Category candidates should be born on 01.08.2000 or later (maximum 25 years as on 01 August 2025). For SC/ST/Differently abled candidates, the date of birth should be 1.8.1995 or later (maximum 30 years as on 1 August, 2025). For OBC category, date of birth should be 1.8.1997 or later (28 years as on 1 August, 2025).
8. Candidates need to download the application form at IIMC website (www.iimc.gov.in) and the filled scanned copy should be sent by e-mail to the following address on or before 16th April 2025. Email: iimcmjadmissions@gmail.com, iimckottayam2012@gmail.com
9. For any doubt/further clarifications, the candidates may contact the following officials on weekdays between 11 am to 4 pm
Office: 04812502520, 8547482443, 8075511931, 9744838575, 8593800920 (WhatsApp)



Indian Institute of Mass Communication

New Delhi

08th March, 2025

PROSPECTUS 2025-26 – PART I

Admissions for PG Diploma Programme in Malayalam

1. About IIMC

The Indian Institute of Mass Communication (IIMC), a Deemed-to-be University established under the Ministry of Information and Broadcasting, Government of India in August 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.

IIMC is Asia's first Institute to have a dedicated Communication Research Department conducting 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 the Training Academy of Indian Information Service (IIS) Officers. In addition, the Institute successfully conducts many short-term courses on Media Management and Public Relations for officials of various departments of Government of India and the Armed Forces. It also runs an international programme – biannual Diploma Course in Development Journalism for midcareer journalists and media officials from across the developing countries. Overall, IIMC has been at the forefront of preparing trained communication professionals in the country.

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 both *India Today* and *The Week-Hansa* annual ranking of educational institutions in all the consecutive years.

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

national level. The Regional Campuses have been envisaged to promote national integration by creating a bridge between the regional and the national perspectives in the field of media and mass communication. Admissions for all other courses except the four regional language courses are made on the basis of an All-India Entrance Examination followed by an Interview.

2. Objective of PG Diploma in Malayalam Journalism

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 the communication field in general and that of the state/language concerned in particular. 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.

3. Topics covered - Post Graduate Diploma in Malayalam Journalism

- Communication & Research: 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
- AI, Virtual Reality & Augmented Reality
- Website Designing & Blog Creation
- 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

4. Selection Process, Methodology and Terms & Conditions

4.1 Admission Process

All admissions except for the Language Journalism programmes will be through a National Level Entrance Test which will be announced later. The Entrance to the Post Graduate Diploma Course in Malayalam Language Journalism is through a Written Test in the respective language, which will be held on 27th April 2025. For the Regional Language Journalism Courses in Malayalam, the Entrance Test will be

conducted by the Regional Campus with two additional centers in Kannur and Thrissur respectively. If sufficient number of applicants are not opted for a particular exam center, the authority has every right to cancel the said centre and to request the candidate to appear for the exam at the IIMC Kottayam Campus or the nearest centre if any.

Eligibility: Indian nationals possessing a Bachelor's Degree awarded by a recognized university are eligible to apply. 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 30th September 2025, (extendable in genuine cases after ascertaining the reasons). On completion of the course, the Diploma will be awarded only if the Original Degree Certificate is produced for verification at IIMC's office.

Date of Birth: General Category candidates should be born on 01.08.2000 or later (maximum 25 years as on 01 August 2025). For SC/ST/Differently abled candidates, the date of birth should be 1.8.1995 or later (maximum 30 years as on 1 August, 2025). For OBC category, date of birth should be 1.8.1997 or later (28 years as on 1 August, 2025)

4.2 How to Apply

Application Form for Malayalam Language Journalism Course 2025-26 is given in Annexure I.

The Application Form can be downloaded from the official website of the IIMC (www.iimc.gov.in). It can be downloaded from the website, filled in, scanned and send along with the details of the registration fee paid. (For details, please see **Annexure II**).

Candidates should read all the instructions given in the Application Form carefully before filling up and submitting their forms. The last date for submitting the Application online is 16th April 2025. For any clarification, the students can contact the Kottayam Campus. On successful submission of Application, the candidates will receive an acknowledgement from IIMC Regional Campus.

4.3. Seats

PROGRAMME	CAMPUS	TOTAL INTAKE	OPEN	OPEN-PwD	GEN-EWS	SC	SC-PwD	ST	ST-PwD	OBC - NCL	OBC-NCL-PwD
PG Diploma in Journalism (Malyalam)	IIMC Kottayam	30	11	1	3	5	0	2	0	8	0

*PwD = Persons with disability

*NCL = Non-creamy layer

4.4 Syllabus for Entrance Examination

1. Current affairs
2. Proficiency in Malayalam Language
3. Translation from English to Malayalam
4. Culture and heritage of Bharath
5. General Awareness of the Indian Political / Economic / Development
6. Indian History and Social Science
7. Awareness of current public issues.
8. General awareness about regional/national media
9. Information & Communication Technologies and its application in the Media Industry
10. Mass Media and Society
11. Basic instincts in journalism

4.5 Scheme of Question Paper

Time allowed: 3 Hours

Total marks: 100 Marks

- The question paper will be descriptive and objective in nature.
- There will be Long, Short and Multiple-Choice questions.
- There will not be any interview or group discussion.
- Candidates will be selected purely on the basis of written test.

4.6 Fees for Entrance Examination

Sl. No.	Category	Amount (Rs. in INR)
1	General	800/-
2	OBC-NCL/General-EWS	600/-
3	SC/ST/Third Gender	550/-
4	PwD	500/-

Online payment of the entrance application fee may be done through Net banking, to individual Campuses concerned as per bank details given at **Annexure II**.

4.7 Written Entrance Test – Date and Venue

Date & Time	Venue
Sunday, 27 April 2025 11.00 am – 2.00 pm	1. IIMC, Southern Campus, 8 th Mile, Pampady, Kottayam, Kerala – 686501 2. Kannur 3. Thrissur

4.8 Announcement of Results

A rank list together with the first list of selected candidates provisionally admitted to the campus will be published on the IIMC Website on 05th May 2025. The selected candidates will be intimated by email also.

After the first round of admissions, if any seats remain vacant, the same shall be offered to candidates next in the rank list. So also, if a selected candidate fails to remit the first installment of the prescribed course fee by 19th May 2025, his/her claim for the seat will be forfeited and the seat will be offered to the next eligible candidate from the rank list.

Reservation of seats will be as per Government of India orders for SC, ST, OBC, Differently abled and EWS.

4.9 Course Fee and Payment Schedule

Course	Semester I	Semester II
Journalism (Malayalam)	32,000	23,500

The **Semester I** fees include:

- Course fee
- Contribution to Students' Welfare Fund (Rs 3,500)
- A refundable Library Deposit of Rs 5,000.

The last date for the payment of first installment of the course fee is **19th May 2025**.

*The hostel fee will be separately collected at the time of admission.

*Mess fee will be charged by the Mess Contractor.

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SL. No	Name of Degree	Name of the Board/ University	Year of Passing	Percentage%

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Signature of Applicant

Contact Information

IIMC Kottayam	Regional Director & Academic Head Indian Institute of Mass Communication, Southern Regional Campus, 8th Mile, Velloor P.O., Pampady, Kottayam–686501. Phone: 0481-2502520. Mob: 8075511931, 8547482443, 9744838575,8593800920 (Whatsapp)
	Email: iimcmjadmissions@gmail.com , iimckottayam2012@gmail.com
Details for Payment of Application Fees: Name of Account Holder: IIMC STUDENT TUITION FEE Account No.: 40321700691 Name of Bank: State Bank of India, Branch: RK Puram Sector - 1 IFSC: SBIN0001076	

Part II

1. IIMC Kottayam – An Overview

Indian Institute of Mass Communication's Regional Campus 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 Diploma 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 Diploma Programme in Malayalam Journalism was launched in the Kottayam Campus with a view to set new quality standards in journalism training in the regional milieu. This is the first-ever post graduate diploma Journalism Course in Malayalam medium, with specific focus to impart quality training in language journalism on a national scale. The course has earned good reputation with its students pursuing careers in major media organizations within the country.

In 2019, a permanent Southern Regional Campus of IIMC was made functional in the 10-acre lush green, scenic locale at Pampady, around 12 kms 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 courses 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.

Indian Institute of Mass Communication (IIMC) was conferred the status of Deemed to be University in the year 2024.

2. Facilities at IIMC, Kottayam

Library: The campus has a fully functional mass communication library with a collection of many titles of Malayalam as well as English books on different aspects of mass communication and media. The library subscribes to various Newspapers and Magazines in English and Malayalam. To facilitate online reading and reference, internet access is also provided to students through computer terminals installed in the library.

Every student will have to make a library security deposit of Rs. 5,000 which will be refunded at the end of the course once the student produces a No-Due Certificate issued by the Librarian. If a library book is lost, it has to be replaced or its price, paid. If the Library refund is not claimed within three years from the completion of the course, the security deposit shall be forfeited. A student can borrow two books at a time and keep them for one week.

Publications: IIMC, New Delhi, has a separate Department of Publications. It publishes two quarterly Research Journals – *Communicator* in English and *Sanchar Madhyam* in Hindi. The Journals contain scholarly Research Papers and Book Reviews on recent developments and trends in the field of media and communication. IIMC, Kottayam, has published an academic text-book on Malayalam Journalism, *Marunna Madhyamangal Maratha Moolyangal*, a collection of essays on various facets of media by eminent journalists and experts. It also publishes monographs on specialized subjects. More books on Media are in the pipeline.

Seminar Hall: IIMC Kottayam has an auditorium with 100 plus seating capacity with motorized LCD projector and state of the art sound system. The hall is well furnished with air-conditioning.

Smart Class Room: All the classrooms are digitally enabled with electronic projectors, internet and other communication accessories. The Kottayam campus has a collection of state-of-the-art equipments for video shooting and audio recording including Digi Prompter, Digital Cameras, Sound Recorders, Camcorders and Edit Suites.

Live TV Studio: The campus boasts a live TV studio for hands on training for budding journalists with the most advanced digi prompter with double chrome facility to enable students with the news reading facilities.

TV Studio equipped with hi tech Video Camera Camcorder Sony PXW Z280, Canon DSLR Camera Model EOS R-8, Data Video Switcher Model HST300 which facilitates live mixing and web casting and Yamaha audio mixer console

Most of the necessary equipment such as Computers, Digital Video Cameras with Three Pods, DSLR Cameras, Sound Recorders, TelePrompter, Edit Suites and other facilities are already available. With the equipment, the students can get hands-on training in Radio and TV production in the campus. The institute arranges visits to various TV and Radio Studios also.

Podcasting & Mojo Studio: A state of the art MOJO studio with podcasting facility is another highlight of the campus. It has Shotgun Condenser Mic with windshield which expedites the smooth flow of audio and a Flexible Gorilla pod and other equipment which reflects the process of Mojo in a more professional manner.

Computer Lab: A separate computer lab with 40 plus advanced workstations and wired internet connectivity has been set up in the Academic Block with provisions for attending online classes and digital classes.

Discussion Room / Hindi Suvidha: A separate facility titled discussion room is also devoted for facilitating the preparation of radio bulletins and Hindi Suvidha.

Video Conferencing Room: A video conferencing facility having a dozen of seating capacity will facilitate the attendance of various meetings, discussions, and seminars online.

Com-museum: The Kottayam campus has initiated a media museum titled com-museum which is a rare initiative among the media schools. The com-museum is a cornucopia of tools of communication ranged from old newspapers , communication gadgets and artifacts, tools of mass communication etc.

Community Radio Station: A CRS is also being set up in the campus which is expected to be launched soon. The civil works of the station are complete and the allocation of frequency is awaited.

Hostel: A new and fully furnished Girls hostel with twin accommodation per room is available in the campus. The hostel can accommodate most of the girl students, at present and subject to availability, a few boys may also get accommodation. However, there is no guarantee that all the students securing admissions can get accommodated in the hostel. Students who cannot secure admission in the campus hostel can get accommodation in nearby private hostels. The Hostel Mess is managed by the Mess Management Committee to be formed by the students who are staying in the hostel.

Gymnasium: The campus is having an open gymnasium within the hostel premises with necessary equipments to keep the students healthy and fit besides an Indoor games room for the recreation of hostel inmates.

Free Wi-Fi: The campus provides free Wi-Fi for students both in the academic block as well as the hostel block.

3. Life in the Campus

The Kottayam campus of the Indian Institute of Mass Communication is declared as a green campus, alcohol/drug free campus, plastic free campus and a model campus with zero tolerance to any sort of harassment against womanhood. The residential campus offers 3 stimulating one-year Post Graduate Programmes aimed at providing well-rounded education and honing of skills for a challenging job in the field of mass media and communication.

Besides the classroom lessons, a variety of special lectures, lecture-demonstrations, on-the job experiments, institutional visits, national seminars, online interactions and webinars are organized for the students throughout the academic year. All the courses will be taught by the in-house faculty, supplemented by sessions of experts from the industry and academia.

Seminars and Workshops: Seminars and Workshops 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. Job-oriented training workshops are also conducted by eminent experts from various fields including movie/video editing, cinematography/videography, Television Production, Radio Production, Page making, Page Layout, DTP, Digital Fact-checking, Online Journalism, and Data Journalism during the semesters. The workshops are led by academicians as well as professionals and industry experts.

Industrial Visits: Kottayam Campus organizes industrial visits to provide students with practical exposure to media operations and governance. These visits offer firsthand insights into professional environments, bridging the gap between theory and practice. Key visits include the Kerala Legislative Assembly Media and Parliamentary Study Centre (KLAMPS) to understand legislative reporting, the Malayala Manorama Printing Unit to witness newspaper production, and the Mazhavil Manorama Studio to experience television production and newsroom dynamics.

Scholar in Campus: Kottayam Campus has been successfully conducting the *Meet the Master* interaction with students, every year. Renowned personalities and celebrities who have made a mark in their respective field are invited to the campus and students are given an opportunity to interact with and interview them.

Placements & Internship: Today, our former students of Malayalam Journalism are working in diverse national and regional media organizations. The constantly updated and industry linked curriculum of IIMC prepares its PG Diploma students to take up challenging assignments in the fields of journalism, new media, advertising, public relations etc. The Southern Regional Campus is proud that it could provide placements to more than 90% of its students since commencement of course in 2017.

Towards the end of the academic session, the Kottayam campus usually organizes a placement/internship drive, thereby facilitating an interaction between the industry and students. However, it is not obligatory on the part of IIMC to provide placements to all the candidates.

It is mandatory for all the candidates to complete a four-week internship in any media organization of their choice immediately after the final semester examination. The students must arrange the internship as per their choice, for which the institute will extend all assistance by means of authorization/request letter etc. The Diploma Certificates will be issued only after completing the Internship for the prescribed

duration in a reputed media organization and producing a valid certificate in this regard.

Annual Orations: Kottayam Campus organizes annual orations to commemorate the memory of Devji Bhimji, the founder of first comprehensive Malayalam newspaper and Chengulath Kunjirama Menon (Father of Malayalam Language Journalism)

Campus Reads: A novel program to facilitate book reading habits of the students is another highlight of campus life. This program initiates literary discussions.

Media Empowerment Session: Everyday the classes will start with a half an hour mandatory newspaper reading session which will be followed by media quiz in the evening.

IPRD Initiative : The information and public relations department of Kerala has kindly consented to provide training to all students in Government Communication.

Memorandum of understanding: As part of empowering all students digitally competent, IIMC has signed an MoU with the Indian Institute of Information Technology, Pala, Kerala.

Guruvandanam: Guruvandanam, a novel initiative to introduce the students to the world of education in tune with the culture of the land, where the doyens in the field of journalism, public life, administration and academia are invited to the campus to share their rich experiences. This initiative received lots of accolades from the parents and general public.

Clubs: The clubs like Agri/Nature, Movie Club and Yoga Club are functioning in the campus to nurture the skills of the students.

Vivekananda Manch: A dedicated space to honor the stellar contributions of Swami Vivekananda has also been set up in the campus.

4. Other important information: Conduct Rules and Guidelines

Attendance: A minimum of 75% attendance is necessary for a student to be eligible to appear in the end semester examinations. Students falling short of the required attendance will not be permitted to appear for the Semester Exams. Vice Chancellor, 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%.

Qualifying marks: 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 (including theory and practical).

Re-checking of Exam Papers: No answer papers 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. 100 per paper.

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. 200/-.

Code of Conduct: IIMC has a “Code of Conduct for IIMC Students” which is displayed on the website of IIMC. The Kottayam campus will also provide a code of conduct in accordance with the culture, tradition and climate of the area. The applicant is 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 course if his/her conduct is found unsatisfactory.

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

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 courses: IIMC’s PG 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.

For any doubt/further clarifications, if any, the students can contact the Regional Campus at the following details:

Indian Institute of Mass Communication,

Southern Regional Campus,

8th Mile, Velloor P.O., Pampady, Kottayam- 686501.

Ph: 0481-2502520, +91 8547482443, +91 8075511931, +91 9744838575,+91 8593800920 (Whatsapp)

Email: iimcmjadmissions@gmail.com, iimckottayam2012@gmail.com

Scan to know more about Kottayam campus

