

IIMC Incubation Centre

Introduction

The rapid evolution of digital media technologies and the increasing importance of innovative content creation necessitate a strategic approach to education in mass communication. The media and communication landscape are constantly evolving, demanding innovative and entrepreneurial approaches from future professionals. IIMC (deemed to be university) has the opportunity to lead in this domain by establishing an Incubation Centre dedicated to fostering media innovations, entrepreneurial initiatives, and professional development. The centre will provide a nurturing environment for students to develop their creative ideas into viable media ventures.

Objectives

- ! To foster an entrepreneurial spirit among mass communication students.
- ! To equip students with the necessary skills to launch and manage media and communications startups.
- ! To provide resources and mentorship to student-led media ventures.
- ! To bridge the gap between academics and the professional media industry.
- ! To contribute to the growth of the media ecosystem by nurturing new ventures.

Vision:

To inspire and equip the next generation of media innovators, content creators, and entrepreneurs to shape the future of mass communication in the country.

Mission:

Nurturing innovative ideas and entrepreneurial talent in the mass communication field through support, collaboration and industry engagements.

IDEATHON 1.0

IIMC Incubation Centre is organizing Ideathon 1.0 to encourage IIMC Students to propose innovative ideas and creative solutions to address challenges and problems in media and communication Industry.

Format: A multi-day event where participants present unique startup concepts in the media and communication field.

Who Can Participate in Ideathon?

- ! All IIMC Students in collaboration with the students from other higher educational Institutions.
- ! Minimum 5 and Maximum 10 Participants per team.
- ! Each team can have up to two participants from any of the higher education Institutions like Management schools, business schools, Engineering schools, IITs other Universities and colleges.

Themes (not restricted to)

- ! Digital Storytelling
- ! Digital Marketing
- ! Content in Regional Languages
- ! Audience Engagement

- ! Social Media literacy
- ! Emerging Technologies in Media
- ! Community Media
- ! Fact checking and Verification
- ! Artificial Intelligence

How to Apply

Students need to register through google form:

Executive Summary

- ! To present a snapshot of the startup ideas and its potential impact.
- ! *Structure:*
- ! Problem Statement: Define the issue or gap in the current media landscape.
- ! Proposed Solution: Outline the innovative idea and its application.
- ! Target Audience: Identify who will benefit from the solution.
- ! Presentations and assessment of startup ideas
- ! Expected Outcome: Summarize the measurable impact or value.

Industry Overview

Participants should understand:

- ! Current trends in mass communication and media.
- ! Challenges faced by the media industry, such as fake news, declining print readership, or audience fragmentation.
- ! Opportunities created by emerging platforms and technologies.

Market Analysis and Competition

Focus Areas:

- ! Assessment of the target market for the proposed idea.
- ! Identification of existing solutions and competitors.
- ! Highlighting unique value propositions that distinguish the idea

Important Dates

- ! Registration Open: Dec 24th, 2024
- ! Idea Submission Deadline: Jan 24th, 2025
- ! Shortlist Announcement: Jan 30th, 2025
- ! Mentor Allocation: Jan 30th, 2025
- ! Final Presentations & Awards Ceremony: March 05th, 2025

Note:

- ! Registration can only be done through the **Google Form**.
(<https://forms.gle/McjGFzYSgvtXKeU69>)
- ! All registered teams will share their idea in the PDF format (maximum 20 pages) as per the format mentioned above. The email address for submitting the plan: incubationcentreiimc@gmail.com.