

PG Diploma in Odia Journalism (PGDOJ)



Prospectus Academic Session 2025-26

**Indian Institute of Mass Communication
(IIMC)**

Dhenkanal

About IIMC

The **Indian Institute of Mass Communication (IIMC)**, a **deemed to be university under distinct category** was established in **1965** under the Ministry of Information and Broadcasting, Government of India. IIMC is one of the premier media institutes in Asia, providing quality training in journalism, mass communication, and media research. The institute has consistently set high academic standards and contributed to developing media professionals who are well-versed in the **latest technologies, ethical practices, and communication strategies**. IIMC operates from its headquarters in New Delhi and five regional campuses across India, including the **Dhenkanal campus** in Odisha, which was set up in **1993** to cater to the Eastern region's media education needs.

About IIMC: Dhenkanal Campus

IIMC: Dhenkanal is the **Eastern Regional Campus** of IIMC, situated amidst the lush green hills of Paniohala. The campus provides a serene and stimulating environment for media education. It offers two one-year Post-graduate diploma programmes in **English Journalism** and **Odia Journalism**. The campus is equipped with **necessary infrastructure, modern classrooms, audio-visual labs, a media library, computer lab and digital newsroom facilities**. Since its inception, the campus has been instrumental in producing media professionals working in top media organizations in India and abroad.

Programme Overview

The **Post Graduate Diploma in Odia Journalism (PGDOJ)** is a one-year full-time professional course designed to train students in **journalism, media writing, reporting, editing, and digital communication** with a special focus on the **Odia language**. The programme blends theoretical knowledge with practical skills, preparing students for the dynamic media industry. The curriculum is designed to cater to the needs of **print, electronic, and digital media** with an emphasis on **news reporting, news writing, translation, feature writing, research, TV and Radio script writing and media ethics**.

Total seats: 30 (Reservations for SC/ST/OBC/EWS/PwD as per the GoI norms)

Eligibility Criteria for admission

- **Educational Qualification:** Bachelor's degree in any discipline from a recognized university. Final-year students can also apply, subject to submission of final mark sheets by **30th September 2025**.
- **Age Limit (as on 1st August 2025):**
 - General Category: Born on or after **1st August 2000** (Maximum 25 years)
 - OBC: Born on or after **1st August 1997** (Maximum 28 years)
 - SC/ST/PwD: Born on or after **1st August 1995** (Maximum 30 years)

Admission Process

Admission to the PG Diploma in Odia Journalism will be based on an **Entrance Examination**. The examination will assess the candidate's:

- Language proficiency in Odia
- General knowledge and current affairs
- Writing skills
- Aptitude for journalism

Entrance Examination Centres

- Bhubaneswar
- Dhenkanal
- Berhampur
- Sambalpur
- Balasore

How to Apply

Application/Entrance Test Fees

General category: Rs500/-

ST/SC/EWS/PWD: Rs350/-

Pay the application fee by UPI, BHIM app, NEFT, RTGS or bank to bank transfer etc. as per details given below:

Account Holder: Indian Institute of Mass Communication, Dhenkanal

Account No.3033644720

Name of Bank: Central Bank of India

Branch: Dhenkanal -759001

IFSC: CBIN0283437

Applicants can obtain the application form through the following methods:

- **Download from IIMC website:** <https://iimc.gov.in/index.php/admission-2024-25>
- **Collect from IIMC: Dhenkanal Campus Office**
- **Press Information Bureau Office, Bhubaneswar** (Behind Rail Sadan, Chandrasekharpur)

- CBFC, CBFC address: **Regional Officer**
Chalachitra Bhavan, OFDC Campus, Buxi Bazar, Cuttack – 753001
Tel No. : 0671-2306507/ 6
- **Online Google Form:** <https://forms.gle/ZzU1Ftf7UCe9kFr37>
- **Hard copy of filled forms should be submitted either by post or email to:**

Regional Director

Indian Institute of Mass Communication
Sanchar Marg, Dhenkanal-759001

Email: iimcdhenkanal1993@gmail.com

Course Fees

- **Tuition Fees:** Rs. **47,000/-**
- **Student Welfare Fund:** Rs. **3500/**
- Library Deposit (Refundable): Rs. **5,000/-**
- **Total Payable:** Rs. **55,500/-**

Course Structure

The curriculum covers: Communication Theory; Reporting and Writing for Media; Editing and Translation; Digital Media and Web Journalism; Media Laws and Ethics; Development Journalism; Advertising and PR; Audio-Visual Production; Internship (1 month); Field Visits and Practical Training; Community Media Projects

Important Dates

- Availability of Application Forms: **1st March 2025**
- Last Date for Submission: **30th April 2025**
- Entrance Examination: **18th May 2025 (10:00 AM to 1:00 PM)**
- Result Declaration: **30th May 2025**
- Admission interview: **First fortnight of June 2025**

Hostel Facilities

IIMC: Dhenkanal provides **separate hostel facilities for boys and girls** on the campus. The hostel is equipped with:

- Wi-Fi connectivity; Mess facilities; Recreation Room; 24x7 Security; Medical Assistance; power backup

Conduct Rules and Guidelines

- Minimum **75% attendance** is mandatory to appear for semester examinations.
- Students must adhere to the **Code of Conduct** of IIMC.
- Consumption of alcohol, smoking, and any kind of misconduct will result in disciplinary action.
- Students are expected to maintain **academic integrity, punctuality, and professional behavior** throughout the course.

Internship

A **one-month internship** is an integral part of the course, allowing students to gain hands-on experience in media organizations. Students will be placed in **leading newspapers, TV channels, digital media platforms, and PR agencies**.

Contact Information

For more details, contact:

- **Mr. Jitendra Pati, Academic Coordinator:** +91 9437444200
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