

Norms & Regulations

**JAGRAN INSTITUTE OF MANAGEMENT AND MASS
COMMUNICATION, KANPUR**

&

**CHANDRA SHEHKAR AZAD UNIVERSITY OF
AGRICULTURE & TECHNOLOGY, KANPUR, U.P.- 208002**

for

***Enact Post Graduate Diploma in Agri- Journalism and Science
Communication***

2023

POST GRADUATE DIPLOMA IN AGRI- JOURNALISM & SCIENCE COMMUNICATION (PGDAJSC)

C.S. Azad University of Agriculture and Technology, Kanpur, U.P.

&

Jagran Institute of Management & Mass Communication, Kanpur

REGULATIONS:

Enact Post Graduate Diploma in Agri- Journalism and Science Communication(PGDAJSC)

The committee constitute for the purpose of framing regulation to enact in an institution deemed to be Chandra Shekhar Azad University of Agriculture and Technology, Kanpur, U.P established under state act which are imparting higher education, research and technology dissemination therein by means of conducting regular classes and Jagran Institute of Management & Mass communication, Kanpur.

The Post Graduate Diploma in Agri- Journalism and Science Communication(PGDAJSC) –

Jointly offered by Chandra Shekhar Azad University of Agriculture and Technology, Kanpur, U.P. and Jagran Institute of Management & Mass communication, Kanpur— aims to help shape the emerging profession of journalism by delivering a cutting edge inter disciplinary educational experience to graduate applicants with an aspiration of building a career in this field.

The following regulation under realm of University Grant Commission Notification, New Delhi, **GUIDELINES FOR INTRODUCTION OF CAREER ORIENTED COURSES IN UNIVERSITIES/INSTITUTIONS AND COLLEGES DURING XI PLAN(2007-2012)** [Website: www.ugc.ac.in] for regular education system that result in grant of Certificate Diploma, in various Courses on agriculture or applied subjects or journalism and mass communication. (UGC New Delhi, the 4th July, 2018,)

- (a). **Diploma'** means an award, not being a Degree, granted by a Higher Educational Institution, certifying that the recipient has successfully completed an Offline Course or Programme of study of minimum **Two year i.e. four semester** duration;

Joint Diploma: A joint diploma is a single academic diploma jointly conferred by two or more accredited institutions, or two or more schools/colleges, within a single accredited institution. Both institutions, and schools/colleges, would participate in the joint degree program.

- (b). **'Credit'** means the Unit award, gained as learning outcome, by a learner by study efforts required to acquire the prescribed level of learning in respect of that Unit; *Explanation.* -It is hereby clarified that a study effort for one credit means time required by a learner to understand the contents equivalent to 18 hours classroom teaching.

- (c). **Examination centre'** means a place, where examinations are conducted for the Offline mode learners, having the requisite infrastructure including security features for smooth conduct of such examinations;

- (d) **Diploma Course** or Programme will be of 70 credits (Each credit will have 18 hours of workload). Out of this, 10 credits should necessarily be assigned to field work/project work/ training. The proof of this should be submitted during the examination. This diploma Course 'Enact Post Graduate Diploma in Agri- Journalism and Science Communication' will be "jointly offered Diploma Course Programme of Two year (four semesters) by Chandra Shekhar Azad University of Agriculture and Technology, Kanpur, U.P. and Jagran Institute of Management & Mass communication, Kanpur. First and Third semester based on journalism will be run at Jagran Institute of Management & Mass Communication,

Kanpur and second and fourth semester based on Agriculture run at C.S. Azad University of Agriculture and Technology, Kanpur. Student's orientation programme of 10 days will be common.

- (e) **Student Authentication** - integrated with AADHAAR or other government recognised identity for Indian students and Passport for foreign students;
- (f) **Each award of Certificate** shall be assigned a unique identification number and shall have AADHAR number or other government recognized identifier or Passport number, as applicable, along with other details of the student and the Course or Programme
- (g) **Eligibility:** The candidate seeking admission to Diploma Programs must be pursuing B.Sc. Ag. Horticulture, Forestry, Community Science, B.Sc. Biology, B.Sc. Fisheries, Bio Technology, Microbiology, B.Tech (Agriculture Engg., Food Tech, Dairy Tech.), B.Sc. BJMC, BAJMC or graduation other than above mentioned discipline having two years' experience in active journalism.
- (h) **Intake & Reservations:** The intake to diploma Programs shall be 40. Reservation policy must be followed as per government guidelines in admission. 30.00 Percent seats will be reserved for rural background students and 5.0 Percent seats for students who did UG from CSAUA&T and JIMMC, Kanpur. Four seats will be nominated by the Heads of both party (two each) on special conditions.
- (i). **Program Fee:** Jointly offered Diploma Course Programme of Two year (four semesters) by Chandra Shekhar Azad University of Agriculture and Technology, Kanpur, U.P. and Jagran Institute of Management & Mass communication, Kanpur shall be run by self finance mode. The admission fee will be decided by competent authority of both institutions.

(j) COURSE STRUCTURE AND SCHEME OF EXAMINATION OF PROGRAMS:

Candidates for the one-year Programs Examination shall be examined in the following subjects in accordance with the syllabi or course. Content and the designing and development of courses or Programme shall have to be developed by the concerned committee constituted by competent authority time to time. The Courses or Programmes shall be designed for conventional students/learners, as well as working professionals and other individuals aspiring to acquire knowledge and associated academic credentials.

Course Structure for

Post Graduate Diploma in Agri-Journalism and Science Communication

Two-year (four semesters) programme

FIRST SEMESTER

S. N.	SUBJECT CODE	SUBJECT NAME	CREDITS
1.	AJC 101	Basics of Journalism & Mass Communication (Role & Importance of Communication in Agriculture)	3(2+1)
2.	AJC 102	Introduction to Agriculture Journalism	3(1+2)
3.	AJC 103	Introduction to TV and radio Journalism	3(1+2)
4.	AJC 104	Computer Application & Skills	3(1+2)
5.	AJC 105	Video Camera & Editing : Principles & Practice	3(1+2)
6.	AJC 106	Basics of New Media	3(1+2)
7.	AJC 107	Master Seminar& documentary preparation	2(1+1)
	Total		20

SECOND SEMESTER

1.	AJC 201	Fundamentals of Agriculture	3(2+1)
2.	AJC 202	Rural Planning and Development	3(2+1)
3.	AJC 203	Agricultural and Food Marketing Management	2(2+0)
4.	AJC 204	Agri Supply Chain Management	3(2+1)
5.	AJC 205	International trade in Agricultural Products	2(2+0)
6.	AJC 206	Dairy Business Management	3(2+1)
7.	AJC 207	Advertising and Brand Management	1(1+0)
8.	AJC 208	Technical Writing and Communications Skills	2(1+1)
9.	AJC 209	Master Seminar	1(0+1)
	Total		20

THIRD SEMESTER

1.	AJC 301	Science Journalism (Science and Communication, Role of regional languages in the field of agriculture journalism)	2(1+1)
2.	AJC 302	Agricultural Event Management	2(0 +2)
3.	AJC 303	Reporting & Editing for Digital Journalism	3(1+2)
4.	AJC 304	Specialized reporting for sustainable and livelihood	3(1+2)
5.	AJC 305	Project work	5(0 +5)
	Total		15

FOURTH SEMESTER

1.	AJC 401	Rural Entrepreneurship and Micro Enterprises	3(2 +1)
2.	AJC 402	Creativity and Innovation	2(1 +1)
3.	AJC 403	Microfinance Management	3(2 +1)
4.	AJC 404	Regional dialect for journalism	2(1 +1)
5.	AJC 405	Project work	5(0 +5)
	Total		15

- (k). **Examination System:** As per University existing system for MBA Agri business Management with common consent of both institutions.

- (l) Minimum 80 Per cent of total receipt will be spent on guest faculty honorarium, teaching material preparation, extra mural lectures, operational expenditures and contingency on office and other expenditures by both body i.e.C.S. Azad University of Agriculture and Technology, Kanpur, U.P. and Jagran Institute of Management & Mass Communication.
- (m) Guest faculty will be selected as per UGC/ICAR norms and guidelines.
- (n) Maximum duration to completion of Diploma course programme:4.0 years
- (o) If candidates repeat in any course, he/she has to register on the next semesters with giving Rs. 5000/- as repeat registration fee.
- (p) Head of Course programme, Registrar, Hon'ble Vice Chancellor of C.S. Azad University of Agriculture and Technology, Kanpur, U.P. and Managing Director/ Chairman of Jagran Institute of Management & Mass Communications shall be considered as joint signatory for awarding Diploma Course certificate after successful completion of all the formality by the candidate.

General Provisions

1. The program of study leading to Career Oriented Diploma / Certificate Programs of 'Enact Post Graduate Diploma in Agri- Journalism and Science Communication' will be of *"jointly offered Diploma Course Programme of Two year (four semesters) by Chandra Shekhar Azad University of Agriculture and Technology, Kanpur, U.P. and Jagran Institute of Management & Mass communication, Kanpur.* First and third semester based on journalism will be run at Jagran Institute of Management & Mass Communication, Kanpur and second and fourth semester based on Agriculture run at C.S. Azad University of Agriculture and Technology, Kanpur. Student's orientation programme of 10 days will be common.
2. The intake to the Diploma and Certificate Courses shall be 40, which may be increased to 60 (Two Batches) in due course of time by a resolution of the University. The reservation in admission shall be as per rules.
3. The Diploma/Certificate Programs shall be conducted at Jagran Institute of Management & Mass Communication, Kanpur (First and Third semester) and C.S. Azad University of Agriculture and Technology, Kanpur (Second and Fourth semester).
4. The candidate seeking admission will have to apply on a prescribed format available from the University/ JIMMC payment of prescribed fee of Rs. 500/-.
5. The candidate may be required to pay the processing fee Rs.1000/ or as directed by Academic council of CSAUA&T, /JIMMC, Kanpur time to time. No Application Form shall be considered for admission unless it is complete in all respects including attested copies of the photographs of the candidates containing his/her signature thereon and all necessary documents are attached thereto, such as:

Attested copies of mark-sheets of all the examinations passed and ID proofs.
- b. Certificate from an appropriate authority certifying that the candidate belongs to Scheduled Caste/Scheduled Tribe/OBC or that the candidate is Physically Challenged.
6. The provisional admission to the Program shall be made in order of merit based on the candidate's performance in TEST/GD/PI, and academic record.
7. Provisional admission cannot be claimed by any applicant as a matter of right. The Provisional admission or readmission of an applicant shall be entirely at the discretion of the Admission Committee, which may refuse to admit any candidate without assigning any reason thereof.

8. Provisional admission will be made strictly on combined merit and availability of seats on the date of admission and the mere fact that call letter has been issued shall not entitle a candidate to claim admission.
9. The candidate granted provisional admission shall deposit fee within the period prescribed by the Admission Committee failing which, the admission shall stand cancelled.
10. Provisional admission of a candidate is liable to be cancelled at any time:
 - i) If it is detected that, there is something against the candidate which would have prevented him/her from being admitted to the Program.
 - ii) If the candidate is found at a later stage to have provided any false information, and /or
 - iii) If he/she has been punished for an act of gross misconduct, indiscipline or an act involving moral turpitude.
11. There shall be an Admission Committee for Diploma Programs admission, constituted under the provisions of university/JIMMC.