



Programme Guide for MA in Development Journalism (MADJ)

(Effective from January 2025 Batch Onwards)

Learners are advised to retain this Programme Guide safely until the completion of the programme, as it contains important information that may be required throughout the course of study. They are also encouraged to visit the official IGNOU website regularly for the latest updates related to the programme.

School of Journalism and New Media Studies
Indira Gandhi National Open University
Maidan Garhi, New Delhi – 110068, India

Dear Learner,

Welcome to IGNOU – The People’s University.

By enrolling in the **Master of Arts in Development Journalism (MADJ)** programme, you have taken a significant step toward becoming an active participant in the development process of the country. This programme offers you a comprehensive understanding of development, development communication, and journalism, equipping you with the knowledge, skills, attitudes, and competencies required to make a meaningful impact.

You are now part of one of the largest mega universities in the world. As you may be aware, IGNOU delivers its educational programmes through the **Open and Distance Learning (ODL)** mode. The University is committed to supporting your academic journey and ensuring your success. We are confident that this programme will provide you with a new perspective and direction in life.

This **Programme Guide** has been designed to provide you with a clear overview of how the ODL system functions and how this programme is structured and delivered. While we, as distance educators, may not be physically present, we will be with you throughout your journey—through study materials (in both print and digital formats), as well as through a range of student support services.

To get started, please read this guide carefully and keep it accessible at all times. It serves as a valuable reference whenever you need guidance in navigating the programme. Doing so will enable you to engage more effectively with the learning process and make the best use of the resources and support available to you.

As you progress, you will find that IGNOU, as an ODL institution, operates differently from conventional universities. While traditional institutions rely primarily on face-to-face teaching, IGNOU adopts a **blended learning approach**. The primary mode of instruction is **self-learning materials**, either printed or digital. These are further supported by **audio-visual content, teleconferencing, interactive radio counselling, and contact classes** organized at designated Study Centres. Additionally, **Tutor Marked Assignments (TMAs)**, which contribute 30% of the total marks in each course, are an integral part of the learning and assessment process. This multi-modal approach offers a dynamic and flexible learning environment.

The **MA in Development Journalism** is a two-year programme structured as follows:

First Year (Postgraduate Diploma in Development Communication):

- **MDC-001:** Fundamentals of Development and Communication
- **MDC-002:** Human Development and Communication
- **MDC-003:** Media in Development Communication
- **MDC-004:** Development Journalism for Social Change
- **MDC-005:** Development Information and Communication Technologies
- **MDC-006:** Media and Communication Theories
- **MDCP-006:** Internship or Development-Based Project Work

Second Year:

- **MDJ-001:** Health Journalism
- **MDJ-002:** Environmental Journalism
- **MDJ-003:** Development Through Digital Media
- **MDCE-006:** Research Methods in Development Communication
- **MRDE-203:** Communication and Extension in Rural Development
- **MGSE-010:** Gender and Entrepreneurship Development
- **Elective Project (Choose any one):**
 - **MDJP-004:** Dissertation
 - **MDJP-005:** Production Portfolio

This Programme Guide will help you plan and organize your studies in a structured and systematic manner. It contains vital information regarding the programme's objectives, structure, delivery mechanism, academic schedule, counselling sessions, assignment guidelines, and evaluation methods. We strongly recommend that you retain this guide until you complete the programme, as it will be an essential reference throughout your academic journey.

Wishing you a rewarding and enriching learning experience!

Warm regards,

Dr. Ramesh Yadav

Programme Coordinator

Faculty Journalism

SOJNMS< IGNOU

Email: madj@ignou.ac.in

M A in Development Journalism (MADJ)

CONTENTS

	Page
1. The University	5
2. Programme Mission and Objectives	6-7
2.1 Relevance of Programme with IGNOU's Mission & Goals	
2.2 Nature of prospective target group of learners	
2.3 Eligibility Criteria	
2.4 Medium of Instruction	
2.5 Programme Duration	
2.6 Programme Fee	
2.7 Admission Cycle	
2.8 Credit System	
3. Programme Structure	8-18
3.1 Course Content	
4. Instructional System	18-21
4.1 Self Instructional Printed Materials	
4.2 Audio and Video Materials	
4.3 Teleconferencing	
4.4 Gyan Darshan, Gyan Vani Programmes and Gyandhara	
4.5 Interactive Radio Counselling	
4.6 Face-to-face Counselling	
4.7 Study Centres	
5. Evaluation	21-26
5.1 Assignments	
5.2 Term-end Examination	
6. Other Useful Information	26-27

Please refer to the following web-link for some of the required proformas and forms that you may need from time to time at <http://ignou.ac.in/ignou/studentzone/forms/2>

Appendices:

Annexure I:	Whom to Contact for What	28
Annexure II:	List of Study Centers	28
Annexure III:	Application form for Obtaining Duplicate Grade Card/Marksheet	29

1.0 THE UNIVERSITY

Indira Gandhi National Open University (IGNOU)

The Indira Gandhi National Open University (IGNOU) was established in September 1985 by an Act of Parliament with the aim of democratizing education to reach large segments of the population across various vocations and professions. The University emphasizes innovation, flexibility, and cost-effectiveness, distinguishing itself as a university with a difference.

Major Objectives of the University:

- To promote the educational well-being of the community.
- To democratize higher education by providing easy access to those seeking to enhance their qualifications, skills, and competencies—bringing education to the doorsteps of learners, including those in remote areas.
- To disseminate knowledge through an innovative multi-media teaching-learning system.
- To provide high-quality education at all levels.
- To coordinate and maintain the standards of Distance Education and Open University systems across the country.

IGNOU offers a wide range of academic programmes that lead to certificates, diplomas, and degrees. It designs, develops, and delivers courses through the Open and Distance Learning (ODL) mode. In addition to teaching, the University is actively engaged in research, training, and extension activities. It also plays a vital role in coordinating the distance education system and offers academic and technical support to other ODL institutions.

Salient Features of the Distance Education System:

- Learn at your own pace and convenience.
- Study from a location of your choice.
- Flexibility in selecting courses and combinations across a broad spectrum of disciplines and subjects.
- Integration of modern and appropriate educational and communication technologies.

IGNOU strives to fulfill its mandate through diverse approaches to distance and continuing education. It works in collaboration with existing universities and institutions of higher learning, and leverages the latest scientific advancements and educational technologies to deliver high-quality education that meets contemporary needs.

School of Journalism and New Media Studies (SOJNMS)

Introduction

The **School of Journalism and New Media Studies (SOJNMS)** was established in 2007 at Indira Gandhi National Open University (IGNOU) with a mandate to offer quality academic programmes, conduct research and training, and organize seminars and workshops across various domains of media and communication.

With the advent of the communication revolution and the growing need for scientific inquiry into diverse fields of journalism and communication, the School endeavors to expand the frontiers of knowledge and deliver education and training to a diverse learner base located across the country.

Vision

The School of Journalism and New Media Studies aspires to nurture a new generation of professionals, educators, and researchers in Media, Communication, and Development Journalism. It envisions empowering learners with a holistic understanding of media as a transformative tool for national development and global engagement.

Mission

The mission of SOJNMS is to design and deliver innovative academic programmes in Development Journalism and Mass Communication, thereby setting benchmarks in media education and pedagogy at the national level. The School is committed to developing high-quality learning resources and fostering human capital equipped with knowledge, skills, and critical thinking.

SOJNMS also promotes research excellence and contributes to the growing body of scholarship in journalism and communication studies. Aligned with the broader mission and vision of IGNOU, the School offers need-based, learner-centric programmes at multiple levels and at affordable costs. It strives to provide inclusive access to quality education, skill enhancement, and training—especially for learners in remote, rural, and marginalized areas.

The School leverages IGNOU's extensive network of regional centres and study centres across the country to implement its programmes effectively. SOJNMS is dedicated to addressing the emerging demands of Journalism and Mass Communication education in India and aims to contribute to nation-building by developing skilled and informed human resources.

2.0 ABOUT THE PROGRAMME

Relevance of the Programme

India stands at a critical juncture in the 21st century, and **Development Journalism** is poised to play a pivotal role in addressing the complex issues and challenges the nation faces. Development Journalism seeks to bridge the gap between planning agencies and all stakeholders in the development process, with a focused understanding of the needs and aspirations of the masses.

The **Master of Arts in Development Journalism (MADJ)** programme is designed to equip learners with both academic knowledge and professional skills in areas such as journalistic writing, communication, planning, policy-making, and research. It fosters a comprehensive understanding of the core issues central to the development process, thereby enhancing learners' ability to explore diverse employment opportunities in local, national, and international media and development organizations.

This programme aims to enhance learners' capacity to effectively communicate key aspects of development through journalistic platforms. It will be of great value to media academics, media professionals, and development-focused national and international bodies, including NGOs and multilateral organizations.

2.1 Relevance of the Programme to IGNOU's Mission

The MADJ programme aligns with the mission and vision of IGNOU—The People's University—by providing access to quality higher education for individuals who are unable to pursue such programmes through the conventional mode. It supports IGNOU's commitment to inclusive, flexible, and learner-centric education.

2.2 Prospective Target Group of Learners

The programme is especially suited for:

- Mid-career media academics and media professionals,
- Practitioners in the government and non-government sectors,
- Professionals working with national and international development organizations such as the United Nations and its allied agencies.

2.3 Eligibility Criteria

- **Educational Qualification:** Bachelor's degree in any discipline from a recognized university.
- **Age:** No upper age limit.

2.4 Medium of Instruction

The medium of instruction for the programme is **English**.

2.5 Programme Duration

- **Minimum Duration:** 2 years
- **Maximum Duration:** 4 years (flexibility provided by the University)

2.6 Programme Fee

The programme fee is ₹20,000, payable in two installments of ₹10,000 each for the first and second years. The University may revise the fee from time to time. Learners are advised to refer to the official advertisement or visit the IGNOU website at www.ignou.ac.in for the latest updates.

Note: The University reserves the right to revise the programme fee. Learners are advised to check the official IGNOU website (www.ignou.ac.in) or official programme advertisement for the latest updates.

2.7 Admission Cycle

Admissions to the MADJ programme are offered twice a year:

- **January Cycle**
- **July Cycle**

2.8 Framework for Lateral Exit and Entry

The MADJ programme follows a modular structure, requiring the completion of 80 credits in total—40 credits in the first year and 40 credits in the second year. A provision for lateral exit is available for learners who choose not to continue after the first year; such learners will be awarded the *Post Graduate Diploma in Development Communication (PGDDC)*. Learners who have successfully completed the PGDDC with 40 credits are eligible for lateral entry into the second year of the *Master of Arts in Development Journalism (MADJ)* programme through the credit transfer system.

2.9 Programme Delivery

The programme will be delivered through multiple modes to offer flexible learning options tailored to diverse learner needs. While digital and printed Self-Learning Materials (SLMs) will serve as the primary resource, the learning package will also include a range of multimedia components such as radio, television, teleconferencing, and radio counselling.

2.10 Credit System

IGNOU follows a credit-based system for its academic programmes. One credit is equivalent to 30 hours of study, which includes engagement with reading materials, completion of assignments, participation in audio-visual sessions, and other learning activities. A 6-credit course, therefore, requires approximately 180 hours of study.

The MADJ programme carries a total of 80 credits, distributed across 12 theory courses and 2 project components—one undertaken in the first year and the other in the second year.

3.0 PROGRAMME STRUCTURE

This 80-credit programme includes 12 compulsory theory courses, one project work in the first year (MDCP-006), and one elective project in the second year, for which learners must choose either MDJP-004 or MDJP-005. The course details for the first and second years are as follows:

The learner has successfully completed the first year of the MADJ programme. The university has awarded a diploma titled *Post Graduate Diploma in Development Communication (PGDDC)*.

First Year Courses For MA in Development Journalism (MADJ) and PG Diploma in Development Communication (PGDDC)

Course Codes	Course Titles	Credits
MDC-001	Fundamentals of Development and Communication	6
MDC-002	Human Development and Communication	6
MDC-003	Media in Development Communication	6
MDC-004	Development Journalism for Social Change	6
MDC-005	Development: Information and Communication Technologies	6
MDC-006	Media and Communication Theories	6
MDCP-006	Internship or Development based Research Project	4
	Total Credits for First Year	40

Second Year Courses for M.A. (Development Journalism)

Course Codes	Course Titles	Credits
MDJ-001	Health Journalism	6
MDJ-002	Environmental Journalism	6
MDJ-003	Development Through Digital Media	6
MDCE-006	Research Methods in Development Communication	6
MRDE-203	Communication and Extension in Rural Development	6
MGSE-010	Gender and Entrepreneurship Development	4
	Elective Courses: Select any One	
MDJP-004	Dissertation	6
MDJP-005	Production Portfolio	6
	Total Credits for Second Year	40
	Total Credits for First and Second Year	80

***This programme structure is effective from January 2025 onwards.**

3.1 The structure of each course in the first year of MADJ and PGDDC is provided below.

MDC-001: FUNDAMENTALS OF DEVELOPMENT AND COMMUNICATION

Block 1: Development: An Overview

Unit 1: Development: Concept & Paradigms

Unit 2: Economic Development

Unit 3: Human Development

Unit 4: Political Development

Block 2: The Concepts of Development

Unit 5: Development and Progress: Economic and Social Dimension

Unit 6: Change, Modernisation and Development

Unit 7: Social, Human and Gender Development

Unit 8: Sustainable Development

Block 3: Basic Issues In Development

Unit 09: Population

Unit 10: Poverty

Unit 11: Inequality

Unit 12: Unemployment

Block 4: Development Communication: Models and Theories

Unit 13: Communication: Concepts and Process

Unit 14: Models of Communication

Unit 15: Theories of Mass Communication

Unit 16: Development Communication: Concepts and Theories

Unit 17: Perspective of Development Communication

Unit 18: Interpersonal Relationship and Team Building

MDC-002: HUMAN DEVELOPMENT AND COMMUNICATION

Block 1: Areas of Development Communication

Unit 1: Women and Child Development

Unit 2: Water and Human Development

Unit 3: Changing Environment and Its Impact

Unit 4: Communication Support for Rural Development

Block 2: Stakeholders of Development Planning

Unit 5: Role of Public Sector in Development

Unit 6: Role of Private Sector in Development

Unit 7: Development Agencies

Unit 8: Non Government Organization (NGO)

Unit 9: Panchayati Raj and Grass Root Democracy

Block 3: Media for Development

Unit 10: Folk and Traditional Media

Unit 11: Print

Unit 12: Radio

Unit 13: TV

Unit 14: Technological Developments in Communication

Block 4: Development Communication: Emerging Trends

Unit 15: Development Communication: Emerging Trends

Unit 16: Social & Behavioural Change Communication

Unit 17: SBCC: Case Studies

Unit 18: Alternative Media

MDC-003: MEDIA IN DEVELOPMENT COMMUNICATION**Block 1: Print Journalism: Writing Skills**

Unit 1: Skills of Media Writing

Unit 2: Writing for Different Media

Unit 3: Feature Writing

Unit 4: Opinion Writing

Block 2: Radio and TV Journalism

Unit 5: Writing for Radio

Unit 6: Writing for TV

Unit 7: Content Production for Radio & TV

Unit 8: Presentation Techniques for Radio & TV

Block 3: Online Journalism

Unit 09: Basics Elements of Online Journalism

Unit 10: Writing for Online Media

Unit 11: Online Newsroom Setup

Unit 12: Content Production: Online Media

Unit 13: Production of News Website

Block 4: Media Ethics

Unit 14: Principles of Media Ethics

Unit 15: Media Laws: Theory and Practice

Unit 16: Gender and Media

Unit 17: Media and Human Rights

Unit 18: Media and Children

MDC-004: DEVELOPMENT JOURNALISM FOR SOCIAL CHANGE

Block 1: Issues in Development Journalism-I

Unit 1: Developmental Issues

Unit 2: Governance Issues

Unit 3: Agricultural and Rural Issues

Unit 4: Science & Technology Issues

Block 2: Health and Hygiene issues in Development Journalism-II

Unit 5: Health and Sanitation

Unit 6: Education and Media

Unit 7: Media and Environment

Unit 8: Economy and Finance

Unit 9: Industrialization and Urbanisation

Block 3: Media Planning for Development

Unit 10: Planning a Development Communication Campaign

Unit 11: Development Communication Campaigns: Case Studies

Unit 12: Implementation of Development Communication Project

Unit 13: Corporate Social Responsibility for Development

Block 4: Participatory Development Communication

Unit 14: Media Literacy

Unit 15: Right to Information

Unit 16: Civic Journalism

Unit 17: Mobile Journalism

Unit 18: Community Media and Development

MDC-005: DEVELOPMENT: INFORMATION AND COMMUNICATION TECHNOLOGIES

Block 1: Understanding ICT

Unit 1: Internet as a Medium

Unit 2: Digital Media & Society

Unit 3: Issues of Access and Participation

Unit 4: Policy Frameworks and Regulations

Block 2: ICT: Conceptual Framework

Unit 5: ICTS for Development – An Overview

Unit 6: E-Governance: Policy and Framework

Unit 7: E-Governance in Rural Development

Unit 8: E-Governance in Urban Development

Block 3: ICT: Approaches and Application

Unit 9: ICT for Education

Unit 10: ICT for Health

Unit 11: ICT for Disability

Block 4: India's Tryst with Digital Age

Unit 12: Internet and Marginalized Sections

Unit 13: Participatory Online Media

Unit 14: Online Activism

Unit 15: ICT for ODL

Block 5: Knowledge Society and Digitalisation

Unit 16: Dimensions of Knowledge Society: Access and Equity Issues

Unit 17: Democracy and Digital Media

Unit 18: ICT and Knowledge Society: Challenges & Opportunities

MDC-006: MEDIA AND COMMUNICATION THEORIES

Block 1: Sociological Theories

Unit 1: Cultivation Theory

Unit 2: Agenda Setting Theory

Unit 3: Uses and Gratification Theory

Unit 4: Dependency Theory

Block 2: Psychological Theories

Unit 5: Selectivity Theories

Unit 6: Individual Difference Theory

Unit 7: Persuasion and Attitude

Unit 8: Theories of Learning

Block 3: Critical and Cultural Theories

Unit 09: Marxist Theories

Unit 10: Critical Theories

Unit 11: Cultural Studies

Unit 12: Political Economy Theory

Block 4: Media – Society Theories

Unit 13: Technological Determinism

Unit 14: Media and the Public Spere

Unit 15: Audience Theories

Unit 16: Feminist Media Theories

MDCP-006 Internship and Development-Based Research Project Work :

For comprehensive information regarding this course, (Project work) learners are advised to consult the *Internship and Development-Based Research Project Manual*. The manual for MDCP-006 is available exclusively in digital format on the official IGNOU platform, eGyanKosh. Detailed guidelines and instructions can be found within the MDCP-006 Project Work Manual.

3.2 The structure of each course in the second year of MADJ is provided below.**MDJ-001: HEALTH JOURNALISM****Block 1: Understanding Health**

Unit 1: Health: Concepts, Determinates and Dimensions

Unit 2: Public Health: Genesis and Development

Unit 3: Environmental Health: Issues and Challenges

Unit 4: Health Practices: Indigenous and Modern

Unit 5: Health and Nutrition: Behavior and Practices

Block 2: Health Care: Planning, Policy and Management

Unit 6: Health Care: Historical Perspective

Unit 07: Health Policy in India

Unit 08: Role of Technology: Health Statistics, GIS and Health Information System

<p>Unit 09: Governmental and Non Governmental Initiatives</p> <p>Unit 10: Health Infrastructure and Delivery System</p>
<p>Block 3: Public Health and Media</p> <p>Unit 11: Introduction to Human Health</p> <p>Unit 12: Global and Indian Health Laws</p> <p>Unit 13: Role of Media in Public Health Care Campaigns</p>
<p>Block 4: Health Journalism</p> <p>Unit 14: Ethics and Values in Health Journalism</p> <p>Unit 15: Roles & Responsibilities of a Health Journalist</p> <p>Unit 16: Behavioural Change Communication in Health Care</p>

MDJ-002: ENVIRONMENTAL JOURNALISM

<p>Block 1: Environment and Society</p> <p>Unit 1: Introduction to Natural Environment</p> <p>Unit 2: Introduction to Environmental Health</p> <p>Unit 3: Historical and Social Perspectives in Environmental Problems</p> <p>Unit 4: Democracy, Civil Society and Ecology</p> <p>Unit 5: Environmental Ethics</p>
<p>Block 2: Environment and Movements</p> <p>Unit 6: International Environmental Policies, Agreements and Treaties</p> <p>Unit 7: Environmental Issues</p> <p>Unit 8: Environmentalism</p> <p>Unit 9: Social and Civil Society Movements in India</p>
<p>Block 3: Understanding: Environmental issues</p> <p>Unit 10: Introduction to Climate Change</p> <p>Unit 11: Climate change at the Global Level</p> <p>Unit 12: India's Policy on Climate Change</p> <p>Unit 13: Risk Society and Risk Communication</p>
<p>Block 4: Media Coverage of Environment</p> <p>Unit 14: Mass Media Representations of Climate Change</p> <p>Unit 15: Language of Climate Change Communication</p> <p>Unit 16: Economic and Political Drivers Behind Environmental Stories</p> <p>Unit 17: Community Engagement and Green Media</p>

MDJ-003: DEVELOPMENT THROUGH DIGITAL MEDIA

Block 1: Internet of Social Scenario

Unit 1: Information Society

Unit 2: Emerging Trends- Media Internet, Globalisation

Unit 3: ICTs and Women (issues of Access and Equity)

Unit 4: Open Source Movement

Unit 5: New Media and Ethical Issues

Block 2: Regulating Internet

Unit 6: The Concept of Security in Cyberspace

Unit 7: Cyberspace and Cyber Crime

Unit 8: Cyber Law

Unit 9: Information Technology Act

Unit 10: Data Journalism

Block 3: Digital Equality

Unit 11: Issues of Digital in Equality

Unit 12: Digital Media and Environment Sustainability

Unit 13: Implementation and ICT for Development

Block 4: Development and Digital Media

Unit 14: ICT for Development in India

Unit 15: Digital Media and Social Development

Unit 16: Digital Media and Economic Development

Unit 17: Knowledge Society: Developing Countries Perspective

MDCE-006: RESEARCH METHODS IN DEVELOPMENT COMMUNICATION

Block 1: Communication Research

Unit 1: Research: Concept, Nature & Scope

Unit 2: Classification of Research

Unit 3: Defining & Formulating Research Problems

Unit 4: Sampling Methods

Unit 5: Review of Literature

Block 2: Research Methods- Quantitative

Unit 6: Data Collection Sources

Unit 7: Survey Method

Unit 8: Content Analysis

Unit 9: Experimental Methods

Block 3: Research Methods- Qualitative

Unit 10: Interviews Techniques

Unit 11: Case Study

Unit 12: Observation Method

Block 4: Analysis & Interpretation

Unit 13: Basic Statistical Analysis

Unit 14: Data Analysis

Unit 15: Report Writing

Block 5: Development Research

Unit 16: Basics of Development Research

Unit 17: Methods of Development Research

Unit 18: Development Research Application

Unit 19: Monitoring and Evaluation

MRDE-203: COMMUNICATION AND EXTENSION IN RURAL DEVELOPMENT**Block 1: Principles of Communication**

Unit 1: Concepts and Theories of Communication

Unit 2: Functions of Communication

Unit 3: Interpersonal Communication

Unit 4: Electronic Media and Rural Development

Block 2: Methods and Strategies of Communication

Unit 5: Communication for Development

Unit 6: ICT4D Communication and Development

Unit 7: Mass Communication in Rural Development

Unit 8: Communication Strategies and Methods for Rural Development

Block 3: Extension in Rural Development

Unit 9: Concepts and Philosophy of Extension

Unit 10: Approaches and Methods of Extension

Unit 11: Diffusion and Adoption of New Technologies

Unit 12: Rural Extension; Innovations and Experience

Block 4: Extension Support for Rural

Unit 13: Communication Support

Unit 14: Extension Management

Unit 15: Organizational Communication

Unit 16: Economic strategies in Extension for Rural Development

MGSE-010 GENDER AND ENTREPRENEURSHIP DEVELOPMENT

Block 1: Concept of Entrepreneurship

Unit 1: Entrepreneurship: Nature, Types and Levels

Unit 2: Entry, Survival and Advancement in Entrepreneurship: Gender Dimensions

Unit 3: Entrepreneurship: Indian and Global Context

Block 2: Policies and Provisions for Entrepreneurship Development

Unit 4: Public-Private Partnership for Facilitating Entrepreneurship

Unit 5: Funding including Microfinance and Other Support Systems

Unit 6: Management Information System and Its Effectiveness in Promoting
Entrepreneurship

Unit 7: Supporting Women Entrepreneurs

Block 3 : Analysis of Competencies and Assessing Potential Entrepreneurs

Unit 08: Identification of Entrepreneurial Competencies

Unit 09: Entrepreneur Assessment Techniques

Unit 10: Identification and Selection of Potential Entrepreneurs

Unit 11: Successful Women Entrepreneurs – Case Studies

Block 4: Capacity Building in Entrepreneurship Development

Unit 12: Business Opportunity Identification and Business Plan Preparation

Unit 13: Designing and Managing Support Services

Unit 14: Providing Follow Up Support to Potential Entrepreneurs

Unit 15: Training Women Entrepreneurs

This is an elective course (choose one)

MDJP-004: Dissertation (with Supervisor)

MDJP-005: Production Portfolio (without Supervisor)

MDJP-004 / MDJP-005: Elective Course

MDJP-004 / MDJP-005 is an elective course offered in the second year of the MA in Development Journalism programme. Learners are required to choose one of the two options: **MDJP-004: Dissertation** or **MDJP-005: Production Portfolio**.

If you choose the **Dissertation (MDJP-004)**, you must prepare a project proposal in the prescribed format and obtain approval from the Programme Coordinator or Course Coordinator at the School of Journalism and New Media Studies, IGNOU. Once the proposal is approved, you are required to undertake the research project and submit the completed dissertation in the prescribed format for evaluation.

If you opt for the **Production Portfolio (MDJP-005)**, no supervisor is required. You must independently carry out the project and submit the completed portfolio as per the prescribed guidelines for evaluation.

For detailed guidelines and instructions, please refer to the **MDJP-004 / MDJP-005 Project Work Manual**, available in digital format on the official IGNOU website.

4. INSTRUCTIONAL SYSTEM

The Instructional System

The Open University system is learner-centric, where the student actively participates in the teaching-learning process. IGNOU adopts a **multi-media approach** to instruction, which includes the following components:

- **Self-Instructional Printed/Digital Materials**
- **Audio and Video Materials**
- **Teleconferencing**
- **Gyan Darshan, Gyan Vani Programmes, and Gyandhara**
- **Interactive Radio Counselling**
- **Face-to-Face Counselling Sessions**
- **Study Centres**

4.1 Self-Instructional Printed/Digital Material

The self-instructional material is the primary teaching resource, often referred to as the *master medium* of the programme. These materials are provided in the form of **blocks**, with each block comprising **3 to 6 Units**. A Unit may be understood as a lesson.

How to Study the Units

Each course is divided into multiple blocks. The entire programme includes **46 blocks across 11 theory courses**, in addition to **one course-based project work**. Each block maintains thematic continuity, and the accompanying **Project Handbook** offers detailed guidance on undertaking the project work.

Each Unit begins with an **introduction** outlining the contents and **learning objectives** that you are expected to achieve. This is followed by the **main body**, divided into sections and sub-sections. At the end of the Unit, a **summary** recaps the key concepts.

To support self-assessment, **Check Your Progress** exercises are provided throughout the Unit, along with suggested answers. A **glossary** is also included to clarify key terms. For additional unfamiliar terms, you may consult a standard dictionary.

Activities are included to help you apply the concepts you have learned. You are encouraged to jot down important notes in the **wide margins** provided in the printed blocks. This practice will help consolidate your understanding, assist in answering self-check questions and assignments, and facilitate easier review of the material.

4.2 Audio-Video Material

In addition to the printed material, **audio and video resources** have been developed for most courses. These materials are designed to complement the printed content and enhance understanding. The **telecast schedule** is regularly updated on the IGNOU website: www.ignou.ac.in.

Students interested in acquiring audio or video CDs/DVDs may contact:

**Marketing Unit,
Electronic Media Production Centre (EMPC),
Indira Gandhi National Open University,
Maidan Garhi, New Delhi – 110068.**

Alternatively, these materials are accessible online at: <http://egyankosh.ac.in>

4.3 Teleconferencing

To connect with learners across the country, **teleconferencing sessions** are conducted via satellite using **one-way video and two-way audio** from Delhi. Teleconferencing serves as an effective platform for interaction among learners, faculty, and subject experts.

These sessions provide a unique opportunity to engage with faculty members at the Headquarters and with eminent scholars. Learners can participate at scheduled times and may pose questions through **telephone, email, or online platforms**.

For further information, please visit: <http://ignouonline.ac.in/gyandarshan>

4.4 Gyan Darshan, Gyan Vani, and Gyandhara

- **Gyan Darshan** is an exclusive educational television channel in India, broadcasting educational programmes on a variety of subjects 24 hours a day. These enriching programmes are accessible via DTH platforms and cable TV networks. For live streaming and further details, visit: <http://ignouonline.ac.in/gyandarshan>

- **Gyan Vani** is a network of educational FM radio stations operating across the country. Each station has a broadcast range of approximately 70 km and caters to the educational and developmental needs of its respective region. It is available at **105.6 MHz**. For more information, visit: <http://www.ignouonline.ac.in/gyandhara/>
- **Gyandhara** is an internet-based audio counselling service offered by IGNOU. It allows students to listen to live discussions by teachers and experts on specific topics, and interact with them through telephone or online chat. You can pose your questions through phone, email, or other online modes. For access and updates, visit: <http://www.ignouonline.ac.in/gyandhara/>

Broadcasts and telecasts are offered in **English, Hindi**, and relevant **regional languages**. For a detailed programme schedule on Gyan Darshan and Gyan Vani, please refer to the IGNOU website at www.ignou.ac.in.

4.5 Interactive Radio Counselling (IRC)

Interactive Radio Counselling (IRC) provides an opportunity for students to interact live with subject experts and seek academic clarification. These sessions are conducted for one hour from various radio stations across the country. Learners can participate from their homes by submitting questions through phone, email, or online platforms. For updated details, visit: <http://www.ignouonline.ac.in/gyandhara/>

4.6 Counselling Sessions

In distance education, contact sessions between learners and Academic Counsellors play a vital role. The primary purpose of these sessions is to clarify doubts and answer questions that may not be addressed effectively through self-learning alone. These sessions also provide opportunities for peer interaction and collaborative learning.

Each Study Centre is equipped with experienced **Academic Counsellors** who guide learners in the courses they are enrolled in. **Counselling sessions** are scheduled at regular intervals during the academic session and are conducted at the respective Study Centres.

Although attendance at these sessions is not mandatory, participation is **strongly recommended**. They are particularly beneficial for:

- Clarifying complex or difficult concepts
- Engaging in academic discussions with faculty and peers
- Strengthening subject comprehension through interactive dialogue

These sessions differ from traditional classroom lectures. Counsellors do not deliver structured lectures but instead facilitate discussion, resolve academic and personal learning issues, and support independent study efforts.

Before attending a counselling session:

- Thoroughly read the relevant study material
- Note down key points, questions, and areas of confusion
- Focus on significant and relevant issues
- Be prepared to engage in meaningful academic interaction

You are also encouraged to network with fellow learners for collaborative academic support.

The detailed **schedule of counselling sessions** will be communicated to you by the **Coordinator of your Study Centre**.

4.7 Study Centres

To provide effective student support, the University has established Study Centres across the country. You will be allotted a Study Centre based on your place of residence or work. However, since each Study Centre can accommodate only a limited number of students, it may not always be possible to assign the Study Centre of your choice. The details of the Study Centre assigned to you will be communicated in due course.

Each Study Centre comprises the following personnel and functions:

- **Coordinator:** Responsible for coordinating the various activities at the Centre.
- **Assistant Coordinator and Support Staff:** Appointed on a part-time basis to assist in the administration of the Centre.
- **Academic Counsellors:** Provide academic counselling and guidance in the courses offered.

Major Functions of a Study Centre:

- **Tutorial/Counselling Support:**

Face-to-face counselling sessions for various courses will be conducted at the Study Centres. These sessions are essential components of the Open University System and help clarify doubts and reinforce concepts learned through self-study.

- **Evaluation of Assignments:**

Your assignments will be evaluated by the counsellors at your Study Centre. Assignments carry a **30% weightage** of the total marks in each theory course. Evaluated assignments will be returned to you at the Study Centre. Please note that there is **no re-evaluation** of assignments.

- **Library Facilities:**

Each Study Centre maintains a small library with relevant course materials and reference books suggested for supplementary reading.

- **Information and Advice:**

You will receive information and guidance related to the University's programmes and courses.

- **Peer Interaction:**

Study Centres also serve as a platform for interacting with fellow students, potentially leading to the formation of self-help and peer study groups.

5.0 Evaluation

The evaluation of the programme consists of three components:

1. **Self-Evaluation:**

Includes non-credit self-check exercises and activities provided within the study material to help you assess your understanding.

2. Continuous Evaluation:

Involves **one compulsory assignment for each course**, carrying a **30% weightage**. Assignments must be submitted on time and evaluated at your Study Centre.

3. Term-End Examination (TEE):

Conducted for each course and carries a **70% weightage**. These exams are held twice a year—in **June and December**.

Minimum Passing Criteria:

To successfully complete a course, you must secure:

- **At least 40% marks** in the assignment, and
- **At least 40% marks** in the Term-End Examination (TEE), **independently for each component**.

Grading System:

The grading system is based on the combined percentage of marks obtained in the assignments and the TEE, and is as follows:

Division	Qualitative Level	Percentage Equivalent
1 st Division with Distt. (If applicable)	Excellent	80% and above
1 st Division	Very Good	60% to 79.9%
2 nd Division	Good	50% to 59.9%
3 rd Division	Satisfactory	40% to 49.9%
Failed	Unsatisfactory	Below 40%

* This programme follows a **Numerical Marking System**.

A candidate enrolled in the MADJ programme is required to secure a **minimum of 40% marks** in both the assignments and the term-end examination for each course, **independently**. However, a combined score of **at least 40%** is required to successfully complete a course.

Students who do not qualify in the term-end examination of a particular course in a given year are permitted to appear for the term-end examination of the same course in any of the **subsequent four years**.

5.1 Assignments

Fresh assignments for each course are uploaded annually on the IGNOU website. Assignments form an essential component of continuous evaluation, and completing them is **compulsory**. Each theory course has **one assignment**, which must be submitted either at your respective Study Centre or online, if that option is available. These assignments are evaluated by Academic Counsellors within a specified time frame, and constructive feedback is provided.

Timely submission of assignments is **mandatory**. You will not be permitted to appear for the **Term-End Examination (TEE)** of a course unless you have submitted the corresponding assignment on time. If you appear for the TEE without submitting the required assignment, your result is liable to be **withheld or cancelled**.

The primary objective of assignments is to assess your comprehension of the course material and to facilitate your academic progress through meaningful feedback. The information provided in the **Self-Learning Material (SLM)** is sufficient for answering the assignments. While it is not necessary to refer to additional reading materials, you may use them if they are readily accessible. Assignments are specifically designed to encourage you to engage with the printed course material and apply your personal understanding and experience.

For the **MADJ programme (80 credits)**, there are a total of **12 Tutor Marked Assignments (TMAs)**, which are evaluated by Academic Counsellors. Some assignments are **knowledge-based**, requiring essay-type answers, while others are **application-based**, involving the practical application of concepts learned in a unit, block, or course. In both cases, your responses must be **original**. Do not copy text verbatim or reproduce content from other sources. While you may draw upon available resources, your responses must be expressed in your **own words and understanding**.

Guidelines for Preparing Assignments:

- Answers should be **precise, well-organized, and relevant** to the questions.
- Adhere to the **prescribed word limit**. A slight variation is acceptable, but avoid overly lengthy or overly brief responses. Focus on the main issues, and avoid unnecessary elaboration on minor points.
- Assignments can be accessed on the IGNOU website: <https://webservices.ignou.ac.in/assignments/>
- Assignment responses must be **complete in all respects**. Incomplete responses may lead to low grades.
- Assignments must be submitted **strictly as per the schedule** mentioned in the assignment document. The University or Study Centre Coordinator reserves the right to **reject late submissions**.
- If you receive your study materials or assignments late, you must submit your responses **within one month** of receipt or by the due date mentioned in the schedule, **whichever is later**.
- Retain a **copy of each submitted assignment** for your personal records.
- If you do not receive your evaluated assignments within a month of submission, contact your Study Centre. This will help improve future submissions.
- Maintain a **record of all evaluated assignments** for future reference and to resolve any potential discrepancies.
- If you fail to submit an assignments or score **less than 40%**, you must download and submit the **latest assignment** meant for the next academic session.
- In case your assignment marks are **not correctly reflected** in your grade card, contact your Study Centre Coordinator to forward the **authenticated award list** (via the respective Regional Centre) to the **Registrar, Student Evaluation Division, IGNOU**.

- Once you have passed an assignment, **you cannot resubmit it** for improvement. Assignments are **not subject to re-evaluation**, except in cases of **factual or clerical errors**.
- Any discrepancies in evaluated assignments must be reported to the **Study Centre Coordinator**.
- **Do not attach queries or clarification requests** with your assignment submissions.

5.1 Instructions for Students Regarding Assignment Submission

- Write your **Enrolment Number, Name, Full Address, Signature, and Date** at the top right-hand corner of the first page of your response sheet.
- On the **top left-hand side**, write the **Programme Title, Course Code, Course Title, Assignment Code**, and the **Name of your Study Centre**. Course Code and Assignment Code can be referred from the assignment question paper.
- Read the assignment questions carefully and follow any specific instructions provided.
- Study the relevant units, identify key points, and organize them logically. Prepare a rough draft, focusing on a clear **introduction** (explaining your understanding of the question) and a **conclusion** (summarizing your answer). Ensure that the final version is logically structured, written in paragraphs, and covers all the key aspects of the question. Underline important points to highlight them.
- Use only **A4-size paper** for your responses. **Tie all pages securely**. Avoid thin paper. Leave a **4 cm margin on the left** side and a few lines between answers to facilitate comments from the evaluator.
- Write the assignments **in your own handwriting**. **Typed or printed** assignments will not be accepted.
- **Do not copy** from other students' response sheets. Plagiarism will result in **rejection** of the assignment.
- Use a **separate set of sheets** for each assignment.
- Clearly write the **question number and the question itself** before each answer.
- Submit the completed assignments **only to the Coordinator of your Study Centre**. **Do not send assignments to SED, IGNOU, New Delhi**.
- After submission, obtain an **acknowledgement receipt** from the Study Centre Coordinator using the prescribed **assignment remittance-cum-acknowledgement card**. In case of online submission, follow the specific guidelines provided.
- Study materials and assignments are sent via **registered post**. If not received for any reason, the **University will not be held responsible**. Students are advised to access assignments from the official IGNOU
- website: <https://webservices.ignou.ac.in/assignments/>

- The top of the first page of your response sheet should be formatted as follows:

PROGRAMME TITLE.....	ENROLMENT NO.....
PROGRAMME CODE.....	NAME.....
	ADDRESS.....

COURSE CODE.....	
COURSE TITLE.....	
ASSGINMENT CODE.....	SIGNATURE
STUDY CENTRE.....	DATE.....

5.2 Term-End Examination (TEE)

As mentioned earlier, the **Term-End Examination (TEE)** forms a major component of the evaluation system. In the **MADJ programme**, the TEE carries **70% weightage**, while assignments carry **30% weightage** in the final result.

Examination Schedule and Eligibility

- Term-End Examinations are conducted **twice a year** – in **June** and **December**.
- You can appear for the TEE **after one year of enrolment**.
- **Assignments and project work** may be submitted **after six months** and **before one year** of study.

The **exam schedule and venue** will be communicated by the **Registrar, Student Evaluation Division**, IGNOU. To be eligible to appear for the TEE, the following conditions must be met:

- All required **assignments have been submitted** on time.
- **Full programme fees** have been paid.
- The **Examination Form** has been submitted within the stipulated time.

The **date sheet** indicating the schedule for each course is available on the IGNOU website: www.ignou.ac.in.

Students must **download their hall ticket** from the website at least **seven days before the examination**. A **valid IGNOU Identity Card** and **Hall Ticket** are mandatory for entry into the exam hall.

Normally, your **Study Centre** serves as your **examination centre**, but the University may assign another centre if necessary. In **exceptional cases**, you may request a change of examination centre by writing to the **Registrar, SED, IGNOU, New Delhi–110068**, at least **one month** prior to the exam. Requests received later will **not be entertained**.

It is your responsibility to confirm your **registration and eligibility** for each course before appearing. Appearing in an exam without being eligible will result in **cancellation of your result**.

Communication and Support

Your **Regional Centre and Study Centre** are your main contact points. The University **does not send individual communication** to students. All-important notifications will be:

- Sent to **Regional Directors and Study Centre Coordinators**.
- Uploaded on the **official IGNOU website**.
- **Displayed on the notice boards** of Study Centers.

Stay in regular contact with your **Coordinator** to receive timely updates on assignments, examination forms, date sheets, etc.

When communicating with the University regarding examinations, **mention your programme name, enrolment number, and complete address**. Without these details, your request may go unaddressed.

Results are usually declared **within 45 days** of the TEE. If you pass a course, **you do not need to reappear**.

Examination Attempts and Duration

- You may appear for **one or more courses** in each exam cycle.
- If you are **unable to pass** all courses in one attempt, you can clear them in **subsequent exams**.
- However, you must **complete all courses within 4 years** from the date of admission.

Re-evaluation of TEE

If you are **not satisfied with your marks** after the result is declared, you may request **re-evaluation** of your answer script by paying **Rs. 750/- per course**.

- The request must be made **online** via the re-evaluation portal.
- It must be submitted **within one month** from the date of result declaration.

Obtaining Photocopy of Answer Scripts

You may also request a **photocopy of your answer script** by paying **Rs. 100/- per course**.

- The request must be submitted **online** within **45 days** from the date of result declaration.

Duplicate Statement of Marks / Grade Card

In case of loss, misplacement, or damage, you can request a **duplicate Statement of Marks or Grade Card** by paying **Rs. 200/-** via **Demand Draft** drawn in favor of **IGNOU**, payable at **New Delhi**.

- The application format is available in the **Annexure**.

6.0 ADDITIONAL INFORMATION FOR LEARNS

6.1 Reservation

The University provides **reservation of seats** for **Scheduled Castes (SC), Scheduled Tribes (ST), War Widows, Wards of Ex-Servicemen of Military/Paramilitary Forces, and Persons with Disabilities (PwD)** as per the Government of India norms.

6.2 Scholarships and Fee Reimbursement

Students belonging to **reserved categories** (i.e., SC, ST, and PwD) are required to pay the full programme fee at the time of admission, along with other students.

However, they are **eligible for Government of India scholarships**. Students may apply through the **National Scholarship Portal** or the **E-District portal** of their respective state governments.

6.3 Student Portal Access

Upon confirmation of admission, please visit: <https://ignou.samarth.edu.in> Click on ‘**New Registration**’ to create your **Student Account**. After successful registration, you will be able to access various student services in one place, including downloading your **Student Identity Card**.

6.4 Change or Correction of Address/Study Centre/Regional Centre

Requests for **change or correction of address, Study Centre, or Regional Centre** can be submitted through your **Student Account login** at the IGNOU Samarth Portal. This is a completely **paperless process** and does not require a physical visit to any University office.

6.5 Useful Guidelines for Students

- Read the **Programme Guide** thoroughly and keep it readily accessible. It contains most of the information you will need throughout the MADJ programme.
- Maintain a record of all correspondence, including information and letters received from or sent to the University.
- In case of difficulties while pursuing the programme, write clearly and briefly to the concerned authority for a quicker response.
- Notify any **change of address** to the concerned authorities **well in advance**.
- Create a **realistic study timetable** and try to follow it consistently. Make room for unavoidable commitments like illness, work, or social responsibilities.
- Be **regular in your studies**, dedicating at least **two hours per day**.
- Use the **prescribed forms** (see Annexure) for various administrative tasks to ensure timely action.

7.0 ESSENTIAL FORMS FOR STUDENTS USE

This section includes **samples of important forms** you may need during your course of study. Please take a **photocopy** of the required form, fill it carefully, and submit it as per the instructions provided.

For detailed instructions and downloadable forms, visit:

<http://ignou.ac.in/ignou/studentzone/forms/2>

The following forms are available:

1. Application Form for Issue of Provisional Certificate
2. Online Form for Obtaining Photocopy of Answer Scripts
3. Application for Early Declaration of TEE Results
4. Online Re-evaluation Request for Answer Scripts
5. Application Form for Issue of Official Transcript
6. Application for Duplicate Grade Card/Marksheet
7. Application for Non-receipt of Study Material and Assignments
8. Application for Issue of Migration Certificate
9. Application for Improvement in Division/Class

Annexure 1: Whom to Contact for What

Concern	Contact
Identity card, fee receipt, change of address, bonafide certificates, migration certificate, scholarship forms, non-receipt of study material/assignments	Contact the concerned Regional Centre
Assignment-related queries or to download assignments	Visit: www.ignou.ac.in or directly access https://webservices.ignou.ac.in/assignments/
Non-reflection of assignment grades/marks	Contact the Regional Director and the Assistant Registrar (Assignments), SED , Block-3, Room No. 7, IGNOU, Maidan Garhi, New Delhi-110068. ✉ Email: assignments@ignou.ac.in ☎ Phone Ext: 1312 / 1319 / 1307
Examinations, date sheets, hall tickets	Contact AR, Exam-II
Results, early declaration, re-evaluation, transcripts, grade cards, provisional certificates	Contact Deputy Registrar (Examination-III), SED , Block-12, Room No. 1, IGNOU, Maidan Garhi, New Delhi-110068. ☎ Phone Ext: 2201 / 2208
Original Diploma/Verification/Convocation	Contact AR (Exam-I), SED , Block-9, IGNOU, Maidan Garhi, New Delhi-110068
Student grievances	Visit: http://igram.ignou.ac.in/

Concern	Contact
	Or contact the Student Grievances Cell , SED, Block-6, Room No. 14, IGNOU, Maidan Garhi, New Delhi-110068
Schedules of counselling and feedback on assignments	Contact the Coordinator / Programme In-Charge of the respective Programme Study Centre

Annexure 2: List of Activated Regional Centers (RCs) and Learner Support Centers (LSCs) for the MADJ Programme

The admission process for the MADJ programme is conducted entirely online. While filling out the online admission form, applicants will be able to view the list of active Regional Centers (RCs). After selecting a preferred Regional Centre, the system will display the Learner Support Centers (LSCs) activated for the programme under that particular RC. The addresses, contact details, and other relevant information regarding the LSCs can be obtained from the official websites of the respective Regional Centers.

Useful Websites

- **Admission Portal:** <https://ignouadmission.samarth.edu.in>
- To find the list of **Learner Support Centers (LSCs)** for the M.A. in Development Journalism (MADJ) programme, please visit **IGNOU Official Website:** www.ignou.ac.in



INDIRA GANDHI NATIONAL OPEN UNIVERSITY
STUDENT EVALUATION DIVISION
MAIDAN GARHI, NEW DELHI-110068

APPLICATION FORM FOR OBTAINING DUPLICATE GRADE CARD/ MARKSHEET

1. Name.....

2. Programme

3. Enrolment No.

--	--	--	--	--	--	--	--	--	--

4. Complete Address

.....

.....Pin.

--	--	--	--	--	--

5. Contact No. (Mobile No.).....Landline No.

6. Month and Year of the Exam.

7. Centre from where appeared at last examination.....

8. Bank Draft/IPO No.Date For Rs.
200/- or in favour of "IGNOU" payable at New
Delhi.

Date.....

.....

Signature

Note: Fee for Duplicate grade card is Rs. 200/- for Indian Students & Rs. 400/- for SAARC Countries Students and \$ 10 for Non – SAARC Countries Students. The duplicate grade card/ mark sheet will be sent by Registered post by the University.

The Filled in Form along with the requisite is to be sent to:-

The Registrar

(Student Evaluation Division)

Indira Gandhi National Open University

Block 12, Maidan Garhi

New Delhi-110068

(You are advised to use the photocopy of this proforma)

Important Final Instructions for Learners

The University advises all learners to regularly visit the official IGNOU website for the latest updates, notifications, and detailed information related to the programme. Staying informed through the website will help ensure that learners do not miss important announcements regarding academic schedules, assignments, examinations, and other essential aspects of the programme.