

Programme Guide

Post Graduate Diploma in Advertising and Integrated Communications (PGDAIC)

&

Post Graduate Certificate in Advertising and Integrated Communications (PGCAIC)



**School of Journalism and New Media Studies
Indira Gandhi National Open University
Maidan Garhi, New Delhi- 110068 (India)**

Contents

From the Program Coordinator’s Desk	3
In the Nutshell	5
1.0 THE UNIVERSITY	7
1.1 School of Journalism and New Media Studies (SOJNMS)	7
2.0 THE PROGRAM: PGDAIC/ PGCAIC.....	8
2.1 Get Acquainted to Your Program	8
2.2 Program’s Mission	9
2.3 Program Objectives	9
2.4 Program Relevance	10
2.5 Prospective Learners/ Target Group	11
2.6 Eligibility Criteria	11
2.7 Medium of Instruction	11
2.8 Program Duration	11
2.9 Program Fee	11
2.10 Admission Cycle	12
2.11 Credit System	12
3.0 PROGRAM STRUCTURE.....	12
3.1 Course Contents	13
3.2 Theory Courses	13
MNM-021	13
INTEGRATED COMMUNICATION PRACTICES	13
MNM-023	15
ADVERTISING	15
MNM-024	15
PUBLIC RELATIONS	15
MNM-025	16
ONLINE BRAND MANAGEMENT	16
MNM-026	17
INTEGRATED CAMPAIGN PLANNING	17
MNM-027	18
VOCATIONAL SKILLS	18
Study Instructions/ Tips.....	18

3.3 Project Course	18
MNМ-021P	18
PROJECT WORK	18
Project Report Preparation	20
Submission of Project	20
Evaluation of Project Course	21
Project Course Duration Related Norms	21
Deadlines for Project Submission	21
4. INSTRUCTIONAL SYSTEM	21
4.1 Self Instructional Printed/Digital Material	22
4.2 Audio-Video Material	22
4.3 Teleconferencing	23
4.4 Gyan Darshan, Gyan Vani and GyanDhara	23
4.5 Interactive Radio Counselling	23
4.6 Study Centre Counselling Sessions	23
4.7 Study Centres	24
5.0 EVALUATION	25
5.1 Assignments	25
Instruction for Students regarding assignments submission	27
5.2 Term-End Examination	28
Re-evaluation of Term end Examination	29
Obtaining Photocopy of Answer Scripts	30
Duplicate Statement of Marks/ Grade Card	30
6.0 OTHER USEFUL INFORMATION	30
6.1 Reservation	30
6.2 Scholarships and Reimbursement of Fee	30
6.3 Your account on the Student Portal	30
6.4 Change or Correction of Address /Study Centre/Regional Centre	30
6.5 Some Useful Hints	31
7.0 SOME ESSENTIAL FORMS FOR YOUR USE	31
Annexure 1	32
Whom to Contact for What?	32
Annexure II	33
List of LSCs Activated for PGDAIC Program	33
Application Form for Obtaining Duplicate Grade Card/ Marksheet	52



From the Program Coordinator's Desk

**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. And a hearty welcome to your Program - Post Graduate Diploma in Advertising and Integrated Communications (PGDAIC) or Post Graduate Certificate in Advertising and Integrated Communications (PGCAIC), whichever you have chosen.

You have made an intelligent choice in deciding to study the field of Persuasive Communication in depth. This being a Diploma Program, our focus shall be on introducing you to the concepts and kindling your interest in the field so that you may explore further if you wish. The job prospects in the fields of Advertising, Public relations, Brand management, Online promotions, Campaign planning are abundant

The purpose of Post Graduate Diploma in Advertising and Integrated Communications is to develop skilled human resources for the fields of strategic communication and integrated marketing. Online Branding and management of digital media for promotion related activities is a skill that the learner will be expected to from this Diploma. Apart from the professional need of the job market, this Diploma also aims to equip a layman from any other field with the elements used by the persuasion industry.

Courses in this Diploma are divided into four Blocks of four Units each, each block progressing with the concepts, as in a ladder.

Academicians and practitioners from across the nation have contributed to the knowledge that we bring to you on this Course. We have grouped the content into eight Courses, each divided in to Blocks and Units.

With this admission, you have also chosen to become an important entity of one of the largest mega Universities in the world. As you would be aware, IGNOU offers educational programs through Open and Distance Learning (ODL) and Online modes. IGNOU will make all efforts to ensure that you become successful in all your learning efforts. We are sure that this program will bring about a new orientation into your life.

This Program Guide is designed to give you an overview of how the Open and Distance learning operates and how this program will be transacted. We, as ODL teachers, may be physically at a distance from you but as far as the teaching- learning activity is concerned we shall always be with you in the form of your study material – print or online and through other student support

services. To begin with, read this Program Guide thoroughly, keep it handy and refer it as and when you have any doubt about progressing further in this program. This will facilitate your ease of use of program related activities and help you participate better in your teaching learning transactions.

In the course of your journey, you will notice that an ODL system of learning, as disseminated by IGNOU is an experience with a difference. Unlike conventional universities/institutions where teaching and learning takes place mostly through face-to-face mode, IGNOU adopts a blended approach to facilitate teaching-learning activities. You will find that the self-learning material which may be printed or in digital form is the main medium of instruction which is supplemented with audio and video, teleconferencing and interactive radio counseling sessions. Further, you will also benefit from contact sessions organised at the Study Centre. Besides these, the Tutor marked assignments submitted by you will be evaluated (the score of the assignments makes up for 30 percent of the total marks you earn in a course). Thus, these multiple modes will provide you diverse opportunities for interaction as well as facilitate smooth progress through the program.

The information presented in this Program Guide, will help you in organising your study in a systematic manner with respect to various components and stages of the program. This Program Guide provides you with important information about the program as whole, viz., its objectives, structure, mode of delivery, program schedule, counselling sessions, assignments, evaluation etc. It is expected that you will preserve this program Guide till you complete the program as this Guide will help you clarify your doubts at different stages during the course of your academic journey through this program.

Have a great learning experience!

Dr. Padmini Jain

Program Coordinator

Email Id: padminijain@ignou.ac.in

Contact: 011-29571607

<http://ignou.ac.in/ignou/aboutignou/school/sojnms/introduction>

In the Nutshell



INDIRA GANDHI NATIONAL OPEN UNIVERSITY School of Journalism and New Media Studies

Post Graduate Diploma in Advertising and Integrated Communications

Post Graduate Certificate in Advertising and Integrated Communications (Lateral Exit)

SOJNMS, IGNOU has started offering PG Diploma in Advertising since 2023. This is a **Lateral exit Programme** i.e. You can exit after one semester and earn a Certificate. If you continue with the Second Semester, you will earn a Diploma.

The complete overview and detailed syllabus of these Program is given below:

Programme Title	1. Post Graduate Diploma in Advertising and Integrated Communications 2. Post Graduate Certificate in Advertising and Integrated Communications
Eligibility	Graduation in any Discipline The learners should have Bachelor's Degree in any discipline. They should have access to computers, the Internet and basic knowledge of MS Office (for creating documents and communicating through the Internet for sending and receiving mails, browsing sites).
Age	Age No Bar
Fees	Rs.4000/- per Semester = Rs. 8,000 /- for Diploma & Rs.4,000/- for Certificate
Medium of Instruction	English
Duration	PG Diploma: Minimum : One Year Maximum: Three years PG Certificate: Minimum: Six Months Maximum: Eighteen months
Credits	32
Semesters	2
Name of Program Coordinator	Dr. Padmini Jain Assistant Professor, SOJNMS, IGNOU 011-29571607 padminijain@ignou.ac.in

Program's Mission	The purpose of Post Graduate Diploma in Advertising and Integrated Communications is to develop skilled human resources for the fields of strategic communication and integrated marketing. Online Branding and management of digital media for promotion related activities is a skill that the learner will be expected to from this Diploma. Apart from the professional need of the job market, this Diploma also aims to equip a layman from any other field with the elements used by the persuasion industry.
Learning Objectives	<p>After completing the program, the learners will be able to acquire specific knowledge and skills enabling them to:</p> <ul style="list-style-type: none"> • Be employable in Persuasive media industry • Develop persuasive campaigns for an organisation/ brand or service using different media platforms • Design and manage integrated communication for their brands • Be adept in strategically managing the online media for their clients • Be skilled in planning and producing media campaigns <p>Acclimatized to the social sector advocacy strategies</p>

Broad Program Structure

Course	Title	Credits		
Semester 1			PG Certificate in Advertising and Integrated Communication (16 Credits)	PG Diploma in Advertising and Integrated Communication (32 Credits)
Course 01	Integrated Communication Practices	4		
Course 02	Consumer Behaviour	4		
Course 03	Advertising	4		
Course 04	Public Relations	4		
Semester II				
Course 05	Online Brand Management	4		
Course 06	Integrated Campaign Planning	4		
Course 07	Vocational Life Skills	2		
Course 08	Project Work: Campaign Production/ Internship	6		

Theory Courses: Course 1 to Course 7

Project: Course 8 involving Internship and Production

1.0 THE UNIVERSITY

Indira Gandhi National Open University (IGNOU) was established in September 1985 by an Act of Parliament with a view to democratise education so that it covers large segments of population, vocations and professions. The primary emphasis is on innovation, flexibility and cost effectiveness. Thus, it is a University with a difference.

The primary objectives of the University are to:

- Promote the educational well-being of the community.
- Democratise higher education by providing easy access to all those who desire to improve their qualifications, skills and competence by taking education to the doorsteps of people living even in remote areas.
- Disseminate learning and knowledge through innovative multi-media teaching- learning system.
- Provide high quality education at all levels; and
- Coordinate and determine the standards of Distance Education and Open University Systems throughout the country.

IGNOU offers various academic programs that lead to Certificates, Diplomas and Degrees. It develops and produces courses for delivery through open learning and distance education modes. IGNOU is also actively involved in research, training and extension activities. It coordinates and monitors the distance education system and provides expertise to other Open and Distance Learning Institutions.

The salient features of distance education system are:

- Study at your own pace and convenience.
- Study at your own chosen place.
- Flexibility in choosing courses and combination of courses for a wide range of disciplines/subjects.
- Use of modern and appropriate educational and communication technology.

The University strives to fulfill the above mandate by a diversity of means of distance and continuing education. It functions in cooperation with the existing universities and institutions of higher learning. It makes full use of the latest scientific knowledge and new educational technology to offer a high-quality education which meets contemporary needs.

1.1 SCHOOL OF JOURNALISM AND NEW MEDIA STUDIES (SOJNMS)

Introduction

The School of Journalism & New Media Studies (SOJNMS) was established in 2008 in the University with the mandate to offer quality academic programs, conduct research and training and organise seminars and workshops in varied aspects of media and communication.

With the advent of communication revolution, scientific enquiry into various streams of journalism and communication, The School strives to expand the knowledge and take forward the education and training to diverse section of the learners located in different parts of the country.

Vision

The School of Journalism and New Media Studies (SOJNMS) aspires to prepare a new generation of media and communication professionals, teachers and researchers with a holistic understanding of media as a tool of change for national development and global understanding.

Mission

The Mission of the SOJNMS is to offer innovative academic programs in Journalism and Mass Communication to set benchmarks in teaching and education at the national level. It aims to develop quality learning materials and prepare human resource equipped with knowledge, skills and critical thinking. It strives to promote excellence in research to contribute to the scholarship in the discipline.

In tune with the mission and vision of the University, the SOJNMS offers high quality innovative and need-based programs at different levels at affordable costs. It reaches out to learners placed in remote and rural areas and those belonging to the disadvantaged and unreached segments of society to access learner-centric quality education, skill up-gradation and training.

The nationwide network of regional centres and study centres is used for implementing the programs. The SOJNMS strives to address the emergent needs of the discipline of Journalism & Mass Communication in India and aims to develop human resource through the medium of education.

2.0 THE PROGRAM: PGDAIC/ PGCAIC

2.1 Get Acquainted to Your Program

These are the times of Branding and Communications. Persuasive Strategies like Advertising and Public Relations are regarded as the new age 'in' professions. Media are full of examples of publicity that can be garnered through either paid or free methods. From Page 3 to special supplements talking of brands, from advertorials to paid paparazzi, it is the era of being in the public eye.

From the moment you wake up, you are constantly being perused to buy into a product or service or to follow a trend. It may sometimes be so subtle that you do not even realise that you are targeted to believe in an idea. You are of course familiar with advertisements on the Television and Newspapers or the Hoardings on roadside and Banners on web pages But, the persuasion attempts do not end here. The communication experts are leaving no stone unturned to reach you - from the apps in your phone to the stepney covers on scooters, from the radio playing in the background to the polybag you carry your lunchbox in, from the car your favourite Hero drives in a movie to the little logo on your cap – you are witnessing some form of persuasion. It is the need of the hour to be literate and aware of what is happening around you and how and who is trying to catch you in the net by using techniques of Advertising and Integrated Communications.

This Program that we are bringing to our learners, will be of help to understand and intelligently sift through the plethora of persuasive information.

Professionally, the new generation wizards are vying to cash in upon the high salaries that these jobs in the marketing media offer. It is a way to do what you enjoy and get paid for it. Creativity

and monetary benefits blend in the advertising agencies, public relations firms, digital marketing boutiques, event management companies and corporate houses.

Jobs in these sectors are in abundance and need trained professionals.

This Diploma will help in creating interest and developing expertise in these fields.

Academicians and practitioners from across the nation have **contributed** to the knowledge that we bring to you in this Course. The attempt is to bring to you, teachings from different teachers, each with a unique expression and perspective.

This Program has 8 **Courses**.

On completion of the first 4 Courses, the learner will have an option to exit with a PG Certificate. And if they continue and complete all 8 courses, they earn a Diploma, This is in tandem with the lateral entry and exit advocated by the NEP and being followed by IGNOU since its inception.

PGDAIC is **open to** Graduates from all Disciplines.

Any person interested in this field can join it. Besides them, even lay people and professionals from other areas can also gain from this Program.

The fees is Rs. 4,000 per semester = 8,000 for the full Program, making it accessible and affordable for all, fulfilling IGNOU's motto of bringing education to your doorstep by reaching the unreached.

The field of integrated communication is expanding especially with the advent of globalization and new media.

PGDAIC & PGCAIC strive to fill the gap of good education in integrated Communications, to offer training to the learners and to prepare appropriate work force for the employers.

2.2 PROGRAM'S MISSION

The purpose of Post Graduate Diploma in Advertising and Integrated Communications is to develop skilled human resources for the fields of strategic communication and integrated marketing. Online Branding and management of digital media for promotion related activities is a skill that the learner will be expected to from this Diploma.

Apart from the professional need of the job market, this Diploma also aims to equip a layman from any other field with the elements used by the persuasion industry.

2.3 PROGRAMME OBJECTIVES

Adhering to the NEP and IGNOU's policy of **Lateral Entry and Exit**, any learner who wishes to quit after the First Semester, will be given a Certificate and if they clear both the Semesters, they will earn a Diploma.

The **fees** is kept minimal to enable education for all, going by IGNOU's mandate of '**REACHING THE UNREACHED**'. The Program will be offered through the wide network of IGNOU's Regional Centers and Student Support Centers.

After completing PGDAIC, you will be able to acquire specific knowledge and skills enabling you to:

- Be **employable** in Persuasive media industry
- **Develop** persuasive **campaigns** for an organisation/ brand or service using different media platforms
- Design and **Manage events** for your brands
- Be adept in **strategically** managing the **online media** for your clients
- Be skilled in planning and producing media **campaigns**
- Acclimatise to the social sector **advocacy** strategies

2.4 PROGRAMME RELEVANCE

Aligning with IGNOU's Mission

The PG Diploma will strengthen the Philosophy and Vision of the People's University through a provision of enabling all those learners who could not join such a program in the conventional mode due to different reasons.

Professional Relevance

These are the times of Branding and Marketing. Persuasive Strategies like Advertising and Public Relations are regarded as the new age 'in' professions. Media are full of examples of publicity that can be garnered through either paid or free methods. From Page 3 to special supplements talking of brands, from advertorials to paid paparazzi, it is the era of being in the public eye.

Occupationally, the new generation professionals are vying to cash in upon the high salaries that the persuasive media jobs offer. It is a way to do what you enjoy and get paid for it. Creativity and monetary benefits blend in the advertising agencies, public relations firms, digital marketing boutiques, event management companies and corporate houses.

Jobs in these sectors are in abundance and need trained professionals. We try to fulfill this need of the industry by creating interest and developing expertise in these fields.

Social Relevance

Our academics lack practical vocational streak. This is the reason that despite having the best of academic institutions and trainers, industry feels that students with diplomas and degrees do not always qualify as a dependable workforce. We often hear clichés like 'unlearn what you learnt in the classroom' This program aims to cover this gap.

This Diploma is open to Graduates from all Disciplines. Any person interested in this field can join it. Besides them, even lay people and professionals from other areas can also gain from this Program.

The field of persuasive communication is expanding especially with the advent of globalization and new media entering the lives of people. From your phone to the outdoors, you are constantly being persuaded to buy into a product or service or to follow a trend. It is a great help and need of the hour to be literate and aware of what is happening around you and how and who is trying to catch you in the net by using techniques ranging from mobile app streamers to traditional advertisements. The Courses in this Diploma are of help to understand and intelligently sift the plethora of persuasive information thrown our way.

2.5 PROSPECTIVE LEARNERS/ TARGET GROUP

Graduates in any Discipline

- Fresh Graduates preparing for the jobs in the sector
- Mid-Career Media Academics and Professionals interested in learning more about the field of Persuasive communications
- Laymen who have interest and wish to enhance their knowledge of advertising, branding, PR and allied fields

This Diploma is open to knowledge seekers and job seekers alike.

2.6 ELIGIBILITY CRITERIA

The eligibility criteria for joining the program are as follows:

- Bachelor's degree in any discipline.
- Age: no maximum age limit.
- The learner should have access to computers, the Internet and basic knowledge of MS Office (for creating documents and communicating through the Internet for sending and receiving mails, browsing sites).

2.7 MEDIUM OF INSTRUCTION

The Program is offered through English medium.

However, the University allows learners to submit assignments, project works and take the examination in Hindi also. Therefore, students who can read in English but feel they can express better in Hindi, are free to do so.

2.8 PROGRAM DURATION

This is a **Lateral exit Programme** i.e. you can exit after one semester and earn a Certificate. If you continue with the Second Semester, you will earn a Diploma.

The minimum duration of the Program is 1 year. However, owing to inherent flexibility offered by the University, it can be completed in 3 years.

Minimum Duration: One year

Maximum Duration: Three years

PG Diploma:

Minimum : One Year

Maximum: Three years

PG Certificate:

Minimum: Six Months

Maximum: Eighteen months

2.9 PROGRAMME FEE

The program fee is Rs 8,000/- and is payable in two installments for the first and the second semester.

Semester I = Rs. 4,000/- (for PG Certificate)

Semester II = Rs. 8,000/- (Total 8,000/- for PG Diploma)

The University may revise the fee from time to time. Please check the advertisement or IGNOU website www.ignou.ac.in.

2.10 ADMISSION CYCLE

Admission in this program is held every year in January and July cycle.

2.11 CREDIT SYSTEM

IGNOU follows the Credit System for its academic programs. Each credit amounts to 30 hours of study comprising different learning activities, including attending counselling sessions, preparing assignments, listening/watching audios and videos, examinations preparations, reading of the study material and other activities that lead to the enhancement of your learning of the Courses. Thus, a four 4 credit course you are expected to be involved in 120 (30x4) hours of study.

Knowing the number of credits for each course helps you to get an idea about the academic effort required for successfully completing a course. The PGDAIC program **constitutes** of 32 credits (960 study hours), which have been equally distributed into eight courses.

Credits: This is a 32 credits Programme. The program consists of 07 theory courses and 1 Project (Selection of Internship or Portfolio)

Exit Option: The PGDAIC consists of 32 credits in total. The learner will have an option to earn a PG Certificate AIC on completion of the first 4 courses equal to 16 credits.

3.0 PROGRAM STRUCTURE

The Post Graduate Diploma in Advertising and Integrated Communication constitutes eight Courses (4 in each Semester). You may exit after Semester 1 with a Post Graduate Certificate.

You will study 7 Theory and 1 Project Course during the PGDIAC and 4 Theory Courses if you choose to exit with PGCAIC.

Course	Title	Credits		
Semester I			PG Certificate in Advertising and Integrated Communication (16 Credits)	PG Diploma in Advertising and Integrated Communication (32 Credits)
MNM-021	Integrated Communication Practices	4		
MNM-022	Consumer Behaviour	4		
MNM-023	Advertising	4		
MNM-024	Public Relations	4		
Semester II				
MNM-025	Online Brand Management	4		
MNM-026	Integrated Campaign Planning	4		
MNM-027	Vocational Life Skills	2		
MNMP-021	Project Work/ Internship	6		

Each Course is divided into Blocks and Units for the convenience of your understanding and learning.

3.1 COURSE CONTENTS

Courses in this Diploma are divided into four Blocks of four Units each, each block progressing with the concepts, as in a ladder.

Academicians and practitioners from across the nation have contributed to the knowledge that we bring to you on this Course. We have grouped the content into eight Courses, each divided in to Blocks and Units. Each has been written by an expert in the field. While working through the Units you will realise that each expert has a distinct writing style and way of explanation. The attempt is to bring to your knowledge from different teachers, each with a unique expression. Sometimes you would find a concept repeated in a Unit - remember to understand it in the perspective that it is being explained with. The same theory, for instance, will have varied implications depending upon in which context it is being taught.

3.2 THEORY COURSES

The structure and content of each course is given below.

SEMESTER 1

MNM-021	INTEGRATED COMMUNICATION PRACTICES	Credits: 4
----------------	-------------------------------------------	-------------------

Learning Outcomes:

After having worked through this Course, it is envisaged that you will have acquired specific knowledge and skills enabling you to achieve the following:

- Articulate the basic concepts and practices of communication
- Assess the social set up in which the Indian Media operates
- Examine the fundamental concepts of Integrated Communication
- Appreciate the different forms of Persuasive Media that is used around us
- Incorporate the varied forms of Integrated Marketing Communication in their domain

Course Structure:	
Block 1	Introduction to Communication and Media
Unit 1	Communication: Concept & Process
Unit 2	Communication Research
Unit 3	Ownership Patterns of Media
Unit 4	Understanding Media and Society
Block 2	Fundamentals of Integrated Communication
Unit 5	Understanding the Target Audience
Unit 6	Communication in Marketing
Unit 7	Marketing Communications Mix
Unit 8	Marketing Research and its Applications
Block 3	Marketing Communication Forms
Unit 9	Advertising
Unit 10	Public Relations
Unit 11	Event Management
Unit 12	Cyber Marketing
Block 4	Integrated Marketing Communications

Unit 13	Personal Selling
Unit 14	Sales Promotion
Unit 15	Direct Marketing
Unit 16	Packaging and Point of Purchase

By the end of this course, you will have gained an in-depth understanding of integrated communication practices and the ability to apply them in your domain.

MNM-022	CONSUMER BEHAVIOUR	Credits: 4
----------------	---------------------------	-------------------

Learning Outcomes:

After completing this Course, we expect that you will be able to :

- Figure out the need of understanding one's consumer to perform any kind of persuasive activity
- Interpret the various factors that shape a consumer's buying behaviour
- Critique the different influences on consumer's mind
- Characterise the stages of buying process
- Explore the practices that convert a prospect into a consumer

Course Structure:

Block 1	Understanding Consumers
	Unit. 1 Consumer Behaviour – Nature, Scope and Application
	Unit. 2 Consumer Behaviour and Life-style Marketing
	Unit. 3 Models of Consumer Behaviour
	Unit. 4 Organisational Buying Behaviour
Block 2	Individual Influences on Buying Behaviour
	Unit. 5 Personality and Self Concept
	Unit. 6 Perception and Attitude
	Unit. 7 Learning and Memory
	Unit. 8 Consumer Motivation and Involvement
Block 3	Group Influences on Consumer Behaviour
	Unit. 9 Online and Digital Influences
	Unit. 10 Reference Group Influence & Group Dynamics
	Unit. 11 Family Buying Influences and Roles
	Unit. 12 Cultural and Sub-cultural influences
Block 4	The Buying Process
	Unit. 13 Problem Recognition & Information Search Behaviour
	Unit. 14 Information Processing
	Unit. 15 Alternative Evaluation
	Unit. 16 Purchase Process & Post-purchase Behaviour

With a credit of 4, requiring, 120 hours of study, this course is designed to be engaging and interactive, with various learning activities and assessments to aid your learning and comprehension.

MNM-023	ADVERTISING	Credits: 4
----------------	--------------------	-------------------

Learning Outcomes:

After completing this Course, you will be able to:

- Trace how advertising became what it is today.
- Explore the professional world of ad agencies.
- Gauge the importance of research in planning an ad campaign.
- Plan and execute an advertising campaign.
- Correlate the impact that advertising has on the society.

Course Structure

Block 1	Introduction to Advertising
Unit.1	History and Evolution of Advertising
Unit.2	Advertising: Functions & Principles
Unit.3	Classification and Critique of Advertising
Unit.4	Theories, Models and Appeals in Advertising
Block 2	Practice of Advertising
Unit.5	Ad Agency: Structure & Functions
Unit.6	Managing Client Agency Relationship
Unit.7	Account Management
Unit.8	Ideation and Copy Writing
Block 3	Advertising Campaign Planning and Execution
Unit.9	Brand Communication Strategies
Unit.10	Strategic and Creative Considerations
Unit.11	Advertising Research
Unit.12	Advertising Creativity
Block 4	Advertising and Society
Unit.13	Indian Language Advertising
Unit.14	Laws for Advertising
Unit.15	Advertising Ethics and Codes
Unit.16	International Advertising

By the end of this course, you will have a thorough understanding of the principles, practices, and ethics of advertising, enabling you to create successful campaigns that resonate with your target audience.

MNM-024	PUBLIC RELATIONS	Credits: 4
----------------	-------------------------	-------------------

Learning Outcomes:

We shall try that after completing this Course, you will be able to:

- Discover the practice of Public Relations
- Relate to the PR activities going on around them
- Appraise the need and utility of Corporate communications
- Figure out the world of Niche PR
- Estimate how PR helps in Crisis situations

Course Structure:

Block 1: Understanding Public Relations

Unit.1 History and Evolution of PR

Unit.2 Public Relations: Concepts & Principles

Unit.3 Role, Relevance and Theories

Unit.4 Laws and Ethics

Block 2: Practice of PR

Unit.5 Tools and Techniques

Unit.6 Writing for PR

Unit.7 Perception Management

Unit.8 Research & Evaluation

Block 3: Corporate Communication

Unit 9 Need and Strategies for Corporate Communication

Unit 10 Corporate Identity & Image Management

Unit 11 Disaster & Crisis communication

Unit 12 Corporate Social Responsibility

Block 4: Niche Public Relations

Unit 13 Trade media and financial markets

Unit 14 Political PR and State Communications

Unit 15 Sports and Education PR

Unit 16 Entertainment and Celebrity Management

We hope you enjoy learning, as much as we have enjoyed putting this knowledge together for you, involving practitioners and academicians from across the nation.

MNM-025	ONLINE BRAND MANAGEMENT	Credits: 4
----------------	--------------------------------	------------

Learning Outcomes

After completing this Course, you shall be able to:

- Outline the basic concepts of Brand Management
- Cultivate the practice of Branding on Social Media
- Dissect the Digital Media for its importance to Branding
- Capture the coming together of IMC practices on the Web

Course Structure

Block 1 Introduction to Brand Management

Unit.1 Branding: Image & Identity

Unit.2 Brand Positioning

Unit.3 Brand Equity

Unit.4 Brand Extension

Block 2: New Media and Branding

Unit.5 Advocacy and Outreach

Unit.6 Brands and Social Media

Unit.7 Interactivity and Convergence

Unit.8 Influencer Marketing and Blogging

Block 3: Online Advertising

Unit.9 Evolution and Trends

Unit.10 Tools of Online Advertising

Unit.11 Digital media integration and Hybrid Advertising

Unit.12 Concerns and Laws

Block 4: Digital PR

Unit.13 Trends and Potential of New Media

Unit.14 PR tools of the internet

Unit.15 Social Media –platforms, campaigns and analytics

Unit.16 Reputation and Issue Management in the Net age

These skills and knowledge are essential for any advertising and integrated communications professional aiming to thrive in the digital landscape.

MNM-026	INTEGRATED CAMPAIGN PLANNING	Credits: 4
----------------	-------------------------------------	------------

Learning Outcomes

After completing this Course, you will be able to:

- Correlate to Persuasive practices learnt till now, to their societal applications
- Audit the importance of Media Planning for Marketing Communications
- Plan Persuasive Media Campaigns
- Associate the grassroots advocacy to marketing communications
- Design Public Service Campaigns

Course Structure:

Block 1: Mass Media & Society

- Unit. 1** Media Audiences
- Unit. 2** Media Literacy
- Unit. 3** Mass Media Policies
- Unit. 4** Indian Consumer Environment

Block 2: Media Planning

- Unit. 5** Concepts, Characteristics and Issues in Media Planning
- Unit. 6** Media Selection, Planning and Scheduling
- Unit. 7** Internet as an Evolving Advertising Media
- Unit. 8** Revisiting Marketing Mix in the Digital Age

Block 3: Integrated Media Campaigns

- Unit. 9** Persuasive Appeals and Colour Psychology
- Unit. 10** Campaign Planning Research
- Unit. 11** Rebranding across Media
- Unit. 12** Integrated Communication Strategies

Block 4: Social Sector Communication

- Unit. 13** Social Marketing Communication
- Unit. 14** Advocacy, Communication and Social Mobilization
- Unit. 15** Grassroots Communication
- Unit. 16** Public Service Campaigns

In this course you will begin your exploration of integrated campaign planning and discover the art and science of creating persuasive and impactful marketing communications.

MNM-027	VOCATIONAL SKILLS	Credits: 2
----------------	--------------------------	------------

Learning Outcomes

After completing this Course, the Learner will be able to :

- Prepare for the professional world
- Learn to communicate correctly via different modes
- Acquire the skills of preparing for a job
- Articulate during interviews and presentations
- Empathise with varied cultures and identities in work teams

Course Structure

Block 1	Communication Skills
Unit.1	Non Verbal Communication Skills
Unit.2	E mail and Telephone Etiquettes
Unit.3	Cultural Empathy and Team Dynamics
Unit.4	Business Writing
Block 2	Job Seeking Skills
Unit.5	Social Media Skills
Unit.6	Resumes and Interviews
Unit.7	Computer Literacy Tools
Unit.8	Online Search and Research

This course has been designed to bridge the gap between academic knowledge and real-world practical skills, equipping you with the tools necessary to thrive in the professional arena.

Study Instructions/ Tips

To make the most of this rich study material, I have something to tell you. As we progress through each Unit, I encourage you to actively engage with the material, participate in discussions during your Counseling sessions at the Study Centre, and complete the Assignments. By doing so, you will develop a comprehensive understanding of integrated campaign planning and be well-prepared to embark on successful advertising careers. I advise you to keep attempting the Check your Progress and Activities provided in each Unit. These help you simultaneously revise and apply the concepts learnt.

I am excited to embark on this learning journey with all of you.

3.3 Project Course

MNM-021P	PROJECT WORK	Credits: 6
-----------------	---------------------	------------

Now that you would have completed your Theory learning with the 7 Courses designed and developed for you, the next step would be application of these concepts

This is the culmination of the entire Program's learning. This is the Project Work

Learning Outcomes

After completing this Course, as a learner you would be adept to:

- Plan and execute integrated Marketing campaigns
- Produce different forms of persuasive marketing media
- Practice the concepts and techniques of IMC
- Get ready to join the persuasive communications industry

You are supposed to prepare a Project Report for this Course. You may opt to do assigned work related to designing and preparing various assignments given as a part of Campaign planning and Production portfolio or to do an internship and give a work report of the jobs learnt/ engaged in during the Internship.

Option 1: CAMPAIGN PLANNING AND PRODUCTION

Based on the learning of concepts of persuasion and creative process in Theory and Practical, you would be required to prepare a campaign on a chosen brand or social issue involving the following steps:

- i) Choice of the theme with rationale
- ii) Research on the subject chosen
- iii) Drawing of insights from research learning
- iv) Target audience segmentation
- v) Preparing of communication objectives
- vi) Prepare an Integrated Communication Strategy involving use of varied tools learnt during the Course
- vii) Prepare the following
 - 1. Simulated CSR Plan
 - 2. Corporate Event Plan
 - 3. A Media Plan
- viii) Creative rendition
 - 1. Print Ads
 - 2. Outdoor Ads
 - 3. Radio Jingle
 - 4. Video Ad
 - 5. Web Banner
 - 6. Mobile ad
 - 7. Press Release
 - 8. Press Kit
 - 9. House Journal
 - 10. EDM
 - 11. Blog with at least 2 posts
 - 12. Face Book Page with at least 10 posts
 - 13. Instagram Page with a story having at least 10 pictures/videos
 - 14. Twitter Account with at least 10 tweets

Option 2: INTERNSHIP

You would be required to do an internship of 4 weeks (20 workdays approximately amounting to 160 work hours) duration in any organisation of his/her choice. (not necessarily a media house or agency)

The internship assignment should involve tasks related to the Persuasion industry. Be it, Advertising, Public Relations, Brand Management, Event Management or Online Strategising. A Certificate by the organisation specifying his/her duration and role in the organisation along with an Internship Report prepared by the Learner specifying what he/she has learnt of done during the tenure must be submitted in the prescribed format. for the credits to be earned

PROJECT REPORT PREPARATION

You must prepare a Project Report.
Here you have 2 options.

OPTIONS

OPTION - 1

CAMPAIGN PLANNING AND PRODUCTION

You may opt to do assigned work related to designing and preparing various assignments given as a part of Campaign Planning and Production portfolio

All the Eight stages – With the mentioned production steps need to be completed

Or

OPTION 2: INTERNSHIP REPORT

You may choose to do an Internship and give a work report of the jobs learnt/ engaged in during the Internship.

Internship of minimum 4 weeks duration

(Learners/Students have to arrange internship on their own)

SUBMISSION OF PROJECT

Project can be submitted either online or offline

Online submission : If you want to submit your project online then follow the instructions given below :

- Create a PDF file of all the written work. The audio or video file of the Campaign can be shared through Google Drive. The Google Drive link of the created Campaign can be clearly mentioned in the PDF file.
- **Make sure that the Campaign file shared through Google Drive can be viewed by anyone who has the link. Otherwise, your project will not be evaluated.**
- Upload your complete project (PDF) on the link provided on the official website of IGNOU (<http://www.ignou.ac.in/>) . The link to upload the projects is activated on the home page of IGNOU twice a year for both Term End Examinations.

Offline/Hard copy submission : If you want to submit your project offline then follow the instructions given below :

- Compile your complete internship report with all the evidence and photographs in a folder and mention your details (Name, Enrolment number, Programme Code, Course Code, Email id, Phone number and Address) on the front page.
- Save the audio or video files in a pen drive and attach this pen drive firmly to your project folder. You have to take care that it does not get separated from the folder and gets lost.

- Audio or video files can also be shared with Google Drive Link. Mention the link in your project file clearly. **Make sure that the files shared through Google Drive can be viewed by anyone who has the link. Otherwise, your project will not be evaluated.**
- Send your project to the following address by registered post:
(Project Report-MNMP-001), Registrar, Student Evaluation Division, IGNOU, Maidan Garhi, New Delhi – 110068

Always keep a copy of your project with you.

EVALUATION OF PROJECT COURSE

There will be a Term End Examination for this project course.

Learners must fill the examination form to appear in the Term End Examination of this course like any other course of this programme, but the nature of the term end examination of this project course will be different.

Term End Project Examination

The term end examination of this project course will have two following components:

1. Evaluation of Project File (70 Marks)
2. Viva-voce (30 Marks)

After submission of Project, learners/students will be informed about the date of Viva-voce (online/offline)

Overall Marks and Passing Criteria

The maximum marks of this project course will be 100. Minimum 40% in both the components will be required to complete this project course successfully.

PROJECT COURSE DURATION RELATED NORMS

- You can complete the PGDAIC programme maximum in three years.
- You need to complete your project course successfully within the above-mentioned time frame.
- For details of your registration validity, you can check the relevant section of IGNOU website.

DEADLINES FOR PROJECT SUBMISSION

Generally, deadlines are as follows:

- For Term End Examination June : 30th May
- For Term End Examination December : 30th November
- **For exact deadlines, please check the IGNOU website.**

For further details, you may refer to MNMP-021 Project Manual
or
Contact your Learner Support Centre

4. INSTRUCTIONAL SYSTEM

The Open University System is learner-oriented, and the student is an active participant in the teaching-learning process.

The University follows a multiple-media approach for instruction. This approach comprises the following components:

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

4.1 SELF INSTRUCTIONAL PRINTED/DIGITAL MATERIAL

The self-instructional material is the main source of teaching input, or the 'master medium' for the program. It is supplied to the students in the form of blocks. Each block consists of Units. You may think of Unit as a lesson.

How to Study the Units

While going through the syllabus, you will note that each course has been divided into a number of blocks.

There are a total of 26 blocks for all the seven theory courses and there is one Course Project Work in this Diploma Program. Each block 4 Units (lessons). The Units of a Block have a certain thematic unity.

The Project Handbook will provide clarity on how to go about the Project Work.

Each Course, each Block and each Unit begins with an introduction in which we tell you about the contents of that section.

We also outline a list of objectives which we expect you to achieve after working through the Unit. This is followed by the main body of the Unit which is divided into various sections and sub-sections. We end each Unit by summarising the contents of the whole Unit to enable you to recall the main points.

Self-check exercises have been given under the caption Check Your Progress Exercise at a few places in each Unit which ends with possible answers to the questions set in these exercises. Glossary explains the terms used in a Unit. You may also consult a dictionary for the terms not covered in Glossary or requiring further explanation.

Activities are included to check your application of the concepts that have been taught to you. You should go through the Units and jot down important points as you read in the space provided in the margin. Broad margins in the block are there for you to write your notes on. This will help you keep track of the concepts and assimilate what you have been reading in a Unit and answer the self-check exercises and the assignment questions, and also easily identify the items to be clarified.

4.2 AUDIO-VIDEO MATERIAL

In addition to the print material, audio and video are in general prepared for each course. The audio-video material is supplementary to print material and helps you to understand the subject better. The schedule of telecast is made available on the IGNOU website www.ignou.ac.in.

Students desirous of buying the audio video CDs/DVDs can procure them from: Marketing Unit, Electronic Media Production Centre, Indira Gandhi National Open University, Maidan Garhi, New Delhi-110068. Alternatively, you can also access them online at <http://egyankosh.ac.in/>

4.3 TELECONFERENCING

To reach out to students spread in different parts of the country, teleconferencing sessions are conducted via satellite using one-way video and two-way audio facility from Delhi. Teleconferencing is an effective means of interaction between the learners, experts and those concerned with the program. It provides an interesting opportunity to you to interact with the faculty members located at the Headquarters and other experts/ eminent scholars in the field. You can attend these sessions at scheduled time for drawing benefit of this facility. You can put your questions and queries to the experts through a telephone number/ email id/ Online mode for details, you may visit <http://ignouonline.ac.in/gyandarshan>

4.4 GYAN DARSHAN, GYAN VANI AND GYANDHARA

Gyan Darshan, an exclusive educational channel of the country is providing educational programs on a variety of subjects for 24 hours a day. If you want to watch enriching educational programs beamed through this channel, they are available on DTH platforms and cable TV networks. The Gyan Darshan weblink is <http://ignouonline.ac.in/gyandarshan>

Gyan Vani is a network of educational FM radio station in the country. Gyan Vani radio station broadcasts over a radius of 70 kms and cater to the educational and developmental needs of the region. It is available at 105.6MHz and its weblink is <http://www.ignouonline.ac.in/gyandhara/>

Gyan Dhara is an internet audio counseling service afforded by IGNOU. Students can listen to the live discussion by the teachers and experts on the topic on the day and interact than through telephone and chat mode.

You can put your questions and queries to the experts through a telephone number/ email id/ Online mode for details, you may visit <http://www.ignouonline.ac.in/gyandhara/>

The Broadcasts and telecast are in English, Hindi and the specific regional language. For detailed program schedule of programs on Gyan Darshan and Gyan Vani you may click the link on IGNOU website at www.ignou.ac.in.

4.5 INTERACTIVE RADIO COUNSELLING

Interactive Radio Counselling (IRC) is provided to students enabling them to interact with experts and seek clarification on academic matters. Live counseling is conducted on radio by invited experts for an hour from different radio stations in the country. Students can ask questions from their homes through telephone number/ email id/ Online mode for details, you may visit <http://www.ignouonline.ac.in/gyandhara/>

4.6 STUDY CENTRE COUNSELLING SESSIONS

In distance education, contact sessions between learners and their Counsellors are an important activity. The purpose of these sessions is to answer your questions and clarify your doubts which may not be possible through other means of communication. It is also intended to provide you

an opportunity to meet your fellow learners. There are experienced Academic Counsellors at the Study Centres to provide counselling and guidance to you in the courses that you have chosen for study. The counselling sessions for each of the courses will be held at suitable intervals throughout the academic session. **Attending counselling is not compulsory. However, they may be very useful in certain respects** such as to share your views on the subject with teachers and fellow participants, comprehend some of the complex ideas or difficult issues and get clarifications for many doubts which you would not otherwise try to raise.

Counselling sessions will be provided to you at the Study Centre assigned to you. You should note that the counselling sessions will be very different from the usual classroom teaching or lectures. Counsellors will not be delivering lectures or speeches. They will try to help you to overcome difficulties (academic as well as personal) which you face while studying for the PGDAIC program. In these sessions, you must look into the subject based difficulties and any other issue arising out of such difficulties.

Before you go to attend the counselling sessions, please go through your study material and note down the points to be discussed. Unless you have gone through the units, there may not be much to discuss. Try to concentrate on the relevant and the most important issues. You may also establish personal contact with your fellow participants to get mutual help for academic purposes. Try to get the maximum possible guidance from your Counsellors.

You will be informed about the detailed schedule of the counselling sessions by the Coordinator of your Study Centre.

4.7 STUDY CENTRES

To provide effective student support, we have set up Study Centres all over the country. You will be allotted one of these Study Centres taking into consideration your place of residence or work. However, each Study Centre can handle only a limited number of students and despite our best efforts, it may not always be possible to allot the Study Centre of your choice. The particulars regarding the Study Centre to which you are assigned will be communicated to you.

Each Study Centre has:

- A Coordinator who coordinates different activities at the centre;
- An Assistant Coordinator and other supporting staff appointed on a part time basis; and
- Counsellors to provide counselling and guidance to you in the course.

A Study Centre has following major functions:

Tutorial/Counselling: Tutorial/Counselling is an important aspect of Open University System. Face-to-face contact-cum counselling for courses will be provided at the Study Centres.

Evaluation of Assignments: The evaluation of your assignments will be done by the counsellors of your Study Centre. The evaluated assignments amount to 30% of the total marks you score in any theory course of the program. The evaluated assignments will be returned to you at the Study Centre. There is no re-evaluation of assignments.

Library: Each Study Centre will have a small library having relevant course materials, reference books suggested for supplementary reading.

Information and Advice: You will be given relevant information about the courses offered by the University.

Interaction with fellow students: In the Study Centres you will have an opportunity to interact with fellow students. This may lead to the formation of self help groups.

5.0 EVALUATION

- (1) The evaluation comprises three aspects:
- (2) Self-evaluation - Check Your Progress and Activity exercises (non-credit) within the study material.

Continuous evaluation - one compulsory assignment for each course with a weightage of 30%.
Term-End Examination (TEE) – one for each course with a weightage of 70%.

To successfully complete a course, the learner must obtain at least '40%' in the assignment and '40%' in the TEE separately in each course.

The grading system depending on the percentage of marks secured by the candidates in Assignments and TEE is as follows:

Letter Grade	Qualitative Level	Percentage Equivalent
A	Excellent	80% and above
B	Very Good	60% to 79.9%
C	Good	50% to 59.9%
D	Satisfactory	40% to 49.9%
E	Unsatisfactory	Below 40%

A candidate of PGDAIC program is required to secure a minimum of 40% marks in assignments and in term-end examination, separately. That means, you also need overall forty percent marks to successfully complete a course.

Students who do not qualify in the term-end examination of a particular year are allowed to take up the term-end examinations in that same course (upto a maximum of 3 years for the Diploma and eighteen months for the Certificate)

5.1 ASSIGNMENTS

Fresh assignments are uploaded on IGNOU website for each course annually. Assignments constitute the continuous evaluation component of a course and working on the assignments is compulsory. There is one assignment for each theory course. You will have to submit the assignments responses to the Study Centers. You will also have the option of submitting your

assignment online. These will be evaluated by Academic Counsellors within a specified time to provide feedback to you.

You must complete the assignments on time. You will not be allowed to appear for the term-term examination for a course if you do not submit the specified assignments in time for that course. If you appear in term-end examination without submitting the assignments, then the result of term-end examination is liable to be withheld /cancelled.

The main purpose of assignments is to test your comprehension of the learning material you receive from us and to help you get through the courses by providing feedback to you. The information given in the self learning material should be sufficient for answering the assignments. Please do not worry about the non-availability of extra reading material for working on the assignments. However, if you have easy access to other learning resources, you may make use of them. But the assignments are designed in such a way to help you concentrate mainly on the printed course material and make use of your personal experience.

For PGDAC program of 32 credits there are a total of 7 Tutor Marked Assignments (TMAs) which are evaluated by the counsellors. Some of the assignments are knowledge based and some are application based. Assignments which are knowledge based will require you to write essay type answers. For answering applied type of assignments, you should apply the knowledge you have gained through a Unit/Block/Course. **In either case, the answers should be your own. You must not reproduce text material verbatim or copy the information from other sources.** However, you can make use of the material and information you have at your disposal in an innovative way. You can pick up ideas from whatever sources you may have. However, plan and use them in your own words when you write the answers to the assignments.

The following norms must be strictly practiced when you work on assignments:

- The answer should be precise, well documented and relevant to the question.
- Keep the word-limit of the answer in mind. A slight variation in length does not matter, but your answer should not be too short or too lengthy. Avoid discussing minor issues at great length. By setting a word limit for some assignments, we mean to convey that a reasonably adequate response can be presented within the suggested word-limit.
- Fresh Assignments are uploaded on IGNOU website every year(<https://webservices.ignou.ac.in/assignments/>).
- You must only attempt the latest Assignments, in the year you are submitting them.
- The assignment responses should be complete in all respects. Before submission, you should ensure that you have answered all the questions in all assignments as incomplete answers bring poor marks.
- You must submit your assignments according to the schedule indicated in the assignments. The University/Coordinator of the Study Centre has the right to reject the assignments received after the due date. In case you get the assignments and study material late, the assignment responses should be submitted within one month of the date of the receipt of study material and assignment or within the due date given in the schedule whichever is later.
- For your own record, retain a copy of all the answers to assignments which you submit to the Coordinator of your Study Centre. If you do not get back the evaluated assignments

within a month of their submission, please try to get them from your Study Centre personally. This may help you to improve your answers for your future assignments.

- Maintain an account of all the corrected responses to assignments received by you after evaluation. This will help you to correspond with the University in case any problem arises in future.
- If you are unable to submit your assignments or are unable to score the minimum qualifying '40%' marks, you have to download, attempt and submit the assignments meant for the next batch of students. Then you will have to submit it for subsequent sessions.
- In case you find that the score indicated in the assignment sheet of your assignments has not been correctly reflected in your grade card, you are advised to contact the Coordinator of your Study Centre with a request to forward correct authenticated award list (through respective Regional Centre) to the Registrar, Student Evaluation Division, IGNOU.
- Once you get the pass marks in an assignment you cannot re-submit it for improvement of marks. Assignments are not subject to re-evaluation except for factual errors, if any. The discrepancy noticed by you in the evaluated assignments should be brought to the notice of the Coordinator of your Study Centre.
- Do not enclose or express doubts for clarification, if any, along with the assignments.

INSTRUCTION FOR STUDENTS REGARDING ASSIGNMENTS SUBMISSION

- Write your Enrolment Number, Name, Full Address, Signature and Date on the top of right hand corner of the first page of your response sheet.
- Write the Program Title, Course Code, Course Title, Assignment Code and Name of your Study Centre on the left hand of the first page of your response sheet. Course code and Assignment Code may be reproduced from the assignments.

The top of the first page of your response sheet for each assignment should thus look like the following:

PROGRAM TITLE.....	ENROLMENT NO.....
PROGRAM CODE.....	NAME.....
	ADDRESS.....

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

- Read the assignments carefully and follow specific instructions, if any, given along with the assignments.
- Go through the units on which the assignment is based, note the points relating to the question, rearrange those points in logical order and work out a rough outline to your answer. Give adequate attention to the introduction and the conclusion. In the introduction, you should give a brief interpretation of the question and how you propose to develop the answer. The conclusion should summarise your response to the question. Make sure that

the answer is logical and coherent. The answer should be divided into appropriate paragraphs. The answer should be relevant to the question given in the assignment. Make sure you have attempted all the main points of the question. Once you are satisfied with your answer, write down the final version neatly and underline the points you wish to emphasize.

- Use only A- 4 size paper for your response and tie all the pages carefully. Avoid using thin paper. Allow a 4 cm margin on the left side and at least a few lines between each answer. This may facilitate the evaluator to write useful comments on the margin at appropriate places.
- Write the responses to assignments in your handwriting. Do not print or type the answers.
- Do not copy from the response sheet of other students. If copying is noticed, the assignment of such student will be rejected.
- Answer to each assignment should be written on a separate set of papers.
- Write the question number and the question before writing the answer.
- The completed assignment should be sent only to the Coordinator of the Study Centre allotted to you. **Do not** send it to the SED, IGNOU, New Delhi.
- After submitting the assignment at the Study Centre, get the acknowledgement from the Coordinator on the prescribed assignment remittance-cum-acknowledgement card. You may also be asked to submit your assignments online, for which appropriate guidelines shall be provided.
- The University sends study materials and assignments, wherever prescribed to the students by registered post and if a student does not receive the same for any reason whatsoever, the University shall not be held responsible for that.

5.2 TERM-END EXAMINATION

As stated earlier, Term-End Examination is another component of the evaluation system. For PGDAIC program the Term-end examination (TEE) carries 70% weightage in the final result (30% weightage is for assignments).

Term-end examinations are held twice a year (June and December). You can appear for the Term End Examination after one year of study. Assignments and Projects can be submitted after completion of six months and before one year.

The dates and the venue of the examination will be intimated to you in time by the Registrar, Student Evaluation Division of the University.

To be eligible to appear at the Term-end Examination, you are required to fulfill the following conditions:

- All the required assignments have been submitted within the due dates.
- The fees have been fully paid.
- The examination form has been submitted in time (which is explained later).

Examination Date Sheet schedule which indicates the date and time of examination for each course is made available at IGNOU website www.ignou.ac.in well in advance. Please download hall ticket from IGNOU website to appear in the examinations.

It is pre-requisite for you to submit the Examination Form for taking examination in any course. The Examination Form is to be submitted online. The link for online submission of examination form shall be available on the University website.

The Schedule of submission of exam form is available at IGNOU website.

Control number will be given on submission of examination form. The hall ticket will be uploaded on IGNOU website seven days before the commencement of examination. The University I-card and the valid Hall Ticket is required for appearing in the examination.

Your Study Centre is normally your examination centre, though the University may conduct the examination at any other centre. Change of examination centre is permissible in exceptional cases for which you must make a request to: Registrar, SED, IGNOU, New Delhi-110068, at least one month before the commencement of the examination. The request received at the Headquarters thereafter will not be entertained. It is your responsibility to check whether you are registered for a particular course and whether you are eligible to appear for that examination or not. If you neglect this and take the examination without being eligible for it, your result will be cancelled.

The Regional Centre and Study Centre is the contact point for you. The University cannot send communication to all the students individually. All the important communication would be sent to the Coordinators of the Study Centres and Regional Directors and uploaded on University website.

The Coordinator will display a copy of such important circulars/notifications on the notice board of the Study Centre for the benefit of all the students. You are, therefore, advised to keep in touch with your Coordinator so that you get information in advance about assignments, submission of examination forms, date sheet.

While communicating with the University regarding examination, please clearly write the name of the program, enrolment number and your complete address. In the absence of such details, your problem may not be dealt with. The University normally may require 45 days to intimate the result of a particular term-end examination. Once you receive your results and if you find that you have passed that Course, you need not appear for that Course TEE again.

Students may appear for one or more theory courses at a time. If you are unable to clear all the theory courses in the first attempt or do not wish to appear in all the subjects at a time, you can clear them in the subsequent examinations. You are free to appear for as many courses as you like at a time. **However, you must clear all the courses within three years of your admission.**

RE-EVALUATION OF TERM END EXAMINATION

After the declaration of result. If the students are not satisfied with marks awarded. They can request the University to re-evaluate their Answer scripts on payment of Rs. 750/- per course. The request for re-evaluation by the student must be made online in the re-evaluation portal within one month from the date of declaration of the result.

OBTAINING PHOTOCOPY OF ANSWER SCRIPTS

After the declaration of result, if the students are not satisfied with the marks awarded, they can request the University to obtain Photocopy of Answer Scripts on payment of Rs. 100/- per course. The request for Obtaining Photocopy of Answer Scripts must be made online in the re-evaluation portal within 45 days from the date of declaration of result.

DUPLICATE STATEMENT OF MARKS/ GRADE CARD

The learner can apply for obtaining duplicate Statement of Marks / Grade Card in case of loss /misplacement /damage by paying a sum of Rs. 200/- by way of a demand draft drawn in favour of IGNOU and payable at New Delhi. Format is available in the Annexure.

6.0 OTHER USEFUL INFORMATION

You may find the following information useful for the program.

6.1 RESERVATION

The University provides reservation of seats for Scheduled Castes, Scheduled Tribes, War Widows, wards of Ex-Servicemen of Military/Paramilitary Forces and Physically Handicapped candidates as per the Government of India rules.

6.2 SCHOLARSHIPS AND REIMBURSEMENT OF FEE

Reserved categories viz., Scheduled Castes, Scheduled Tribes and Physically Handicapped Students have to pay the fee at the time of admission to the University along with other students.

Students belonging to these reserved categories (admitted to IGNOU) are eligible for Government of India scholarships. They may access the National Scholarship Portal or E-district portal of concerned state.

6.3 YOUR ACCOUNT ON THE STUDENT PORTAL

Once your admission is confirmed, please visit <https://ignou.samarth.edu.in>, click New Registration, and create your own Student Account. After registering your account, you will be able to avail various services offered by the University in one place. You can also download your Student Identity Card from your login.

6.4 CHANGE OR CORRECTION OF ADDRESS / STUDY CENTRE / REGIONAL CENTRE

You can submit your request for change/correction of address, change of Study Centre or Change of Regional Centre through your Student Account login. This process is completely paperless, and you can submit your request without visiting any office of the University.

6.5 SOME USEFUL HINTS

- Please read the Program Guide thoroughly and keep it handy. It contains most of the information you are likely to need during your perusal of the PGDAIC program.
- Please keep a record of all the information/letters/communication received from and sent to the University.
- Do write to us if you face any problem while working through the program. Please write briefly and neatly for a quick redressal of your problem.
- In the case of change of address inform the relevant authorities well in advance.
- To get the best out of the program, maintain a time-table for yourself and stick to it. Make the time-table realistic taking into account some unforeseen situations, such as illness, official work, social obligations etc.
- Be regular in your work and devote at least two hours of study every day.
- Use the prescribed forms appended in Annexure for different purposes to facilitate prompt action.

7.0 SOME ESSENTIAL FORMS FOR YOUR USE

In this Section we are enclosing a sample of some forms which are useful to you. Whenever you have to correspond with the University, please get the photocopy of the relevant form, fill it carefully and sent as per instructions therein. The detailed instructions for all these forms are provided in this program guide in different sections. Here is the link to important forms: <http://ignou.ac.in/ignou/studentzone/forms/2>

The following forms are available on the website, as per the latest norms:

1. Application form for Issue of Provisional Certificate
2. Obtaining Photocopy of the Answer Script – online submission
3. Early Declaration of Result of Term-End-Examination
4. Re-Evaluation of Answer Script – online submission
5. Application Form for Issue of Official Transcript
6. Obtaining Duplicate Grade Card/Marksheet
7. Non-Receipt of Study Material & Assignments
8. Application Form for Issue of Migration Certificate
9. Improvement in Division/Class

Annexure 1

Whom to Contact for What?

- For identity card, fee receipt, change of address, bonafide certificates, migration certificate, scholarship forms, non-receipt of study material and assignments contact the concerned Regional Centre.
- For assignments, you can download the same from IGNOU website: www.ignou.ac.in. or go to link <https://webservices.ignou.ac.in/assignments/>
- For non-reflection of assignment grades/marks in your grade card, contact the Regional Director of the concerned Regional Centre and Assistant Registrar (Assignments), Student Evaluation Division (SED), Block -3, Room No. 7, IGNOU, Maidan Garhi, New Delhi-110068, (email: assignments@ignou.ac.in; Phone: Extn.1312/1319/1307).
- For queries relating to examinations, date sheets, hall ticket, contact AR, Exam-II. For results, early declaration of results, reevaluation, transcripts, grade card, provisional certificate you can contact Dy. Registrar (Examination-III) , SED, Block-12, Room No. 1, IGNOU, Maidan Garhi, New Delhi-110068 (Phone:/ Extn. 2201, 2208).
- For Original Diploma/Verification of Diploma, Convocation, contact the AR (Exam-I) SED, IGNOU, Block-9, Maidan Garhi, New Delhi-110068.
- For student grievances there is an online portal where you can voice your concern (link: <http://igram.ignou.ac.in/>) or contact the Student Grievances Cell, SED, Block-6, Room No. 14, IGNOU, Maidan Garhi, New Delhi -110068
- For the Schedules of counseling, feedback on assignment responses contact the Coordinator/ Program In-charge of the concerned Program Study Centre.

Annexure II

List of LSCs Activated for PGDAIC Programme

Sl. No.	RC Name	RC Code	SC Code	Category	Place of SC	Address	Program(s) Activated
1	AGARTALA	26	2601		AGARTALA	COORDINATOR IGNOU STUDY CENTRE, TRIPURA UNIVERSITY, UNIVERSITY CAMPUS, AGARTALA TRIPURA 799004	PGDAIC
2	AHMEDABAD	09	0901		AHMEDABAD	COORDINATOR IGNOU STUDY CENTRE L.D. ARTS COLLEGE NAVRANGPURA AHMEDABAD GUJARAT-380009	PGDAIC
3	AHMEDABAD	09	0910		ANAND	COORDINATOR IGNOU STUDY CENTRE SARDAR PATEL UNIVERSITY UNIVERSITY HEALTH CENTRE VALLABH VIDYANAGAR ANAND, GUJARAT 388120	PGDAIC
4	AIZAWL	19	1901		AIZAWL	COORDINATOR IGNOU STUDY CENTRE GOVERNMENT AIZAWL COLLEGE AIZAWL MIZORAM 796001	PGDAIC
5	AIZAWL	19	1923		AIZAWL	COORDINATOR IGNOU STUDY CENTRE PACHHUNGA UNIVERSITY COLLEGE DIST. AIZAWL, AIZAWL MIZORAM-796001	PGDAIC
6	ALIGARH	47	47015		ALIGARH	COORDINATOR IGNOU STUDY CENTRE, SHRI VARSHNEY PG COLLEGE ALIGARH UTTAR PRADESH 202001	PGDAIC
7	ALIGARH	47	47030		PANCHSHEEL COLONY	COORDINATOR IGNOU REGULAR STUDY CENTRE INST. OF INFORMATION MNGMNT. & TECHNOLOGY (IIMT) PANCHSHEEL COLONY, NEAR PAC RAMGHAT ROAD, ALIGARH UTTAR PRADESH 202001	PGDAIC

8	BANGALOR E	13	1301		BANGAL ORE	COORDINATOR IGNOU STUDY CENTRE, BES COLLEGE OF ARTS & SCIENCE IV 'T' BLOCK JAYANAGAR BANGALORE KARNATAKA 560011	PGDAIC
9	BHOPAL	15	1500		BHOPAL	COORDINATOR IGNOU REGULAR STUDY CENTRE 12, ARERA HILLS BHOPAL, MADHYA PRADESH 462011	PGDAIC
10	BHOPAL	15	1501		BHOPAL	COORDINATOR IGNOU STUDY CENTRE MOTILAL VIGYAN MAHAVIDYALAYA BHOPAL, MADHYA PRADESH 462008	PGDAIC
11	BHOPAL	15	1506		INDORE	COORDINATOR IGNOU STUDY CENTRE HOLKAR SCIENCE COLLEGE INDORE MADHYA PRADESH- 452001	PGDAIC
12	BHUBANES HWAR	21	2102		CUTTACK	COORDINATOR IGNOU STUDY CENTRE RAVENSHAW UNIVERSITY ARTS BLOCK I FLOOR CUTTACK ORISSA-753003	PGDAIC
13	BHUBANES HWAR	21	2103		ROURKEL A	COORDINATOR IGNOU STUDY CENTRE GOVERNMENT COLLEGE ROURKELA ORISSA-796004	PGDAIC
14	BHUBANES HWAR	21	2105		ANGUL	COORDINATOR IGNOU STUDY CENTRE GOVERNMENT COLLEGE, P.O. HAKIMPADA ANGUL, ORISSA 759143	PGDAIC
15	BHUBANES HWAR	21	2111		BHUBAN ESHWAR	COORDINATOR IGNOU STUDY CENTRE B.J.B. COLLEGE ARTS BLOCK BHUBANESHWAR ORISSA- 751014	PGDAIC
16	BHUBANES HWAR	21	2119		PURI	COORDINATOR IGNOU STUDY CENTRE S.C.S. COLLEGE PURI, ORISSA- 752001	PGDAIC
17	BHUBANES HWAR	21	2138		JAJPUR	COORDINATOR IGNOU STUDY CENTRE N.C. COLLEGE (AUTONOMOUS)	PGDAIC

						JAJPUR P.O. JAJPUR ORISSA	
18	BHUBANESHWAR	21	21185		CUTTACK	COORDINATOR IGNOU STUDY CENTRE J K B K COLLEGE O M P SQUARE CUUTTACK ORISSA-753003	PGDAIC
19	BIJAPUR	85	1304		GULBARGA	COORDINATOR IGNOU STUDY CENTRE GULBARGA UNIVERSITY GULBARGA UNIVERSITY CAMPUS GULBARGA KARNATAKA 585106	PGDAIC
20	BIJAPUR	85	1308		BELGAUM	COORDINATOR IGNOU STUDY CENTRE R.P.D. COLLEGE TILAK WADI BELGAUM KARNATAKA 590006	PGDAIC
21	CHANDIGARH	06	0601		CHANDIGARH	COORDINATOR IGNOU STUDY CENTRE, PUNJAB UNIVERSITY DEPT. OF CORESSPONDENCE COURSE CHANDIGARH CHANDIGARH 160017	PGDAIC
22	CHENNAI	25	2501		CHENNAI	COORDINATOR IGNOU STUDY CENTRE DDGD VAISHNAVA COLLEGE, 445, E.V.R. PERIYAR HIGH ROAD ARUMBAKKAM CHENNAI TAMILNADU 600106	PGDAIC
23	CHENNAI	25	2508		MAYILADUTHURAI	COORDINATOR IGNOU STUDY CENTRE A.V.C COLLEGE MANNAMPANDAL MAYILADUTHURAI TAMILNADU 609305	PGDAIC
24	CHENNAI	25	2593		VELLORE	COORDINATOR IGNOU STUDY CENTRE VOORHEES COLLEGE OFFICERS LINE VELLORE TAMILNADU 632001	PGDAIC
25	CHENNAI	25	25160		CHENNAI	COORDINATOR IGNOU STUDY CENTRE SHRI S S S JAIN COLLEGE (WOMEN) NO 3 MADLEY ROAD T NAGAR CHENNAI TAMILNADU 600017	PGDAIC
26	COCHIN	14	1480		PRATAPGARH	COORDINATOR IGNOU STUDY CENTRE BISHOP VAYALIL MEMORIAL	PGDAIC

						HOLY CROSS COLLEGE CHERPUNKAL PO PALA DIST KOTTAYAM KERALA- 686584	
27	DARBHANGA	46	0504		MUZAFFARPUR	COORDINATOR IGNOU STUDY CENTRE BRA BIHAR UNIVERSITY LIBRARY CAMPUS MUZAFFARPUR BIHAR-842001	PGDAIC
28	DEHRADUN	31	2705		DEHRADUN	COORDINATOR IGNOU STUDY CENTRE D.A.V. PG COLLEGE, D A V COLLEGE ROAD DEHRADUN UTTRANCHAL 248001	PGDAIC
29	DEHRADUN	31	2717		ALMORA	COORDINATOR IGNOU STUDY CENTRE KUMAON UNIVERSITY ALMORA UTTRANCHAL 263601	PGDAIC
30	DEHRADUN	31	2726		PITHORAGARH	COORDINATOR IGNOU STUDY ENTREGOVERNMENT P.G. COLLEGE PITHORAGARH UTTRANCHAL 262501	PGDAIC
31	DEHRADUN	31	2752		GARHWAL	COORDINATOR IGNOU STUDY CENTRE HNB GARHWAL UNIVERSITY DEPT. OF ECONOMICS SRINAGAR (GARHWAL) UTTRANCHAL 246174	PGDAIC
32	DEHRADUN	31	31017		DEHRADUN	COORDINATOR IGNOU STUDY CENTRE DBS PG COLLGE DEHRADUN UTTARAKHAND 248001	PGDAIC
33	DELHI 1	07	0707		DELHI	COORDINATOR IGNOU STUDY CENTRE DEPT. OF PSYCHOLOGY JAMIA MILLIA ISLAMIA UNIV. JAMIA NAGAR DELHI-110025	PGDAIC
34	DELHI 2	29	29032		DELHI	COORDINATOR IGNOU STUDY CENTRE JAGANNATH INSTITUTE OF MANAGEMENTY SCIENCES PLOT NO 2 COMMUNITY CENTRE, SECTOR 3 ROHINI NEW DELHI- 110058	PGDAIC
35	GUWAHATI	04	0401		GUWAHATI	COORDINATOR IGNOU STUDY CENTRE GUWAHATI UNIVERSITY	PGDAIC

						GUWAHATI ASSAM 781014	
36	HYDERABAD	01	0111		HYDERABAD	COORDINATOR IGNOU STUDY CENTRE AURORA'S DEGREE & P G COLLEGE H NO 16-11-210 KRISHNA TULSI NAGAR MOOSARAMBAGH HYDERABAD ANDHRA PRADESH 500036	PGDAIC
37	IAEP - CHANDIMANDIR	52	5201			COORDINATOR IGNOU ARMY RECOG. STUDY CENTRE, WESTERN COMMAND HRDC C/O HQ WESTERN COMMAND (EDN) HANDIMANDIR	PGDAIC
38	IAEP - CHANDIMANDIR	52	5202			COORDINATOR IGNOU ARMY RECOG. STUDY CENTRE HQ 2 CORPS HRDC C/O 56 APO	PGDAIC
39	IAEP - CHANDIMANDIR	52	5204			COORDINATOR IGNOU ARMY RECOG. STUDY CENTRE HQ 11 CORPS HRDC C/O 56 APO	PGDAIC
40	IAEP - CHANDIMANDIR	52	5502			COORDINATOR IGNOU ARMY RECOG. STUDY CENTRE 29 INF DIV HRDC C/O 56 APO	PGDAIC
41	IAEP - JAIPUR	56	5203			COORDINATOR IGNOU ARMY RECOG. STUDY CENTRE HQ 10 CORPS HRDC C/O 56 APO	PGDAIC
42	IAEP - JAIPUR	56	5303			COORDINATOR IGNOU ARMY RECOG. STUDY CENTRE HQ I CORPS HRDC C/O 56 APO	PGDAIC
43	IAEP - KOLKATA	51	5101			COORDINATOR IGNOU ARMY RECOG. STUDY CENTRE EASTERN COMMAND HRDC C/O 101 AREA C/O 99 APO	PGDAIC
44	IAEP - KOLKATA	51	5102			COORDINATOR IGNOU ARMY RECOG. STUDY CENTRE HQ 3 CORPS HRDC C/O 99 APO	PGDAIC
45	IAEP - KOLKATA	51	5103			COORDINATOR IGNOU ARMY RECOG. STUDY CENTRE HQ 4 CORPS HRDC C/O 99 APO	PGDAIC

46	IAEP - KOLKATA	51	5104			COORDINATOR IGNOU ARMY RECOG. STUDY CENTRE HQ 33 CORPS HRDC C/O 56 APO	PGDAIC
47	IAEP - LUCKNOW	53	5301			COORDINATOR IGNOU ARMY RECOG. STUDY CENTRE CENTRAL COMMAND HRDC-1 C/O HQ CENTRAL COMMAND (EDN) LUCKNOW- 226002	PGDAIC
48	IAEP - LUCKNOW	53	5302			COORDINATOR IGNOU ARMY RECOG. STUDY CENTRE 1, SIGNAL TRAINING CENTRE JABALPUR-482001	PGDAIC
49	IAEP - LUCKNOW	53	5305		ROORKEE CANTT	COORDINATOR IAEP(ARMY) RECOG.STUDY CENTRE HRDC HEAD QUARTERS BENGAL ENGINEER GROUP & CENTRE ROORKEE CANTT UTTARAKHAND 247667	PGDAIC
50	IAEP - PUNE	54	5401			COORDINATOR IGNOU ARMY RECOG. STUDY CENTRE SOUTHERN COMMAND HRDC-II C/O MEG AND CENTRE BANGALORE 560042	PGDAIC
51	IAEP - PUNE	54	5402			COORDINATOR IGNOU ARMY RECOG. STUDY CENTRE HQ 12 CORPS HRDC C/O 56 APO-908512	PGDAIC
52	IAEP - PUNE	54	5403			COORDINATOR IGNOU ARMY RECOG. STUDY CENTRE HQ 21 CORPS GS (EDN) C/O 56 APO-908521	PGDAIC
53	IAEP - PUNE	54	5404			COORDINATOR IGNOU ARMY RECOG. STUDY CENTRE SOUTHERN COMMAND, HRDC-1, C/O BEG & CENTRE, KIRKEE PUNE- 411003	PGDAIC
54	IAEP - PUNE	54	5405		BIRCHGU NJ, SOUTH ANDAMA N	COORDINATOR IGNOU ARMY RECOG. STUDY CENTRE H Q 108 MOUNTAIN BRIGADE C/O 56 APO-908108	PGDAIC
55	IAEP - UDHAMPUR	55	5501			COORDINATOR IGNOU ARMY RECOG. STUDY CENTRE NORTHERN	PGDAIC

						COMMAND HRDC C/O HQ NORTHERN COMMAND (EDN) C/O 56 APO	
56	IAEP - UDHAMPUR	55	5503			COORDINATOR IGNOU ARMY RECOG. STUDY CENTRE, HQ 15 CORPS HRDC C/O 56 APO	PGDAIC
57	IAEP - UDHAMPUR	55	5504			COORDINATOR IGNOU ARMY RECOG. STUDY CENTRE HQ 16 CORPS HRDC C/O 56 APO	PGDAIC
58	IAEP - UDHAMPUR	55	5505			COORDINATOR IGNOU ARMY RECOG. STUDY CENTRE HQ 14 CORPS (HRDC) C/O 56 APO	PGDAIC
59	IAREP - SHILLONG	81	8101			COORDINATOR IGNOU-ASSAM RIFLES RECOG. SC ARASU, HAPPY VALLEY C/O ASSAMRIFLES ADMINISTRATIVE UNIT, HAPPY VALLEY SHILLONG 07	PGDAIC
60	IAREP - SHILLONG	81	8102			COORDINATOR IGNOU-ASSAM RIFLES RECOG. SC HQ AC & ASSAM RANGE ASSAM RIF. C/O HQ AC & ASSAM RANGE ASSAM RIFLES, C/O, 99 APO	PGDAIC
61	IAREP - SHILLONG	81	8103			COORDINATOR IGNOU-ASSAM RIFLES RECOG. SC 7 ASSAM RIFLES C/O 7 ASSAM RIFLES C/O 99 APO	PGDAIC
62	IAREP - SHILLONG	81	8104			COORDINATOR IGNOU-ASSAM RIFLES RECOG. SC 6 ASSAM RIFLES C/O 6 ASSAM RIFLES C/O 99 APO	PGDAIC
63	IAREP - SHILLONG	81	8105			COORDINATOR IGNOU-ASSAM RIFLES RECOG. SC 29 ASSAM RIFLES C/O 29 ASSAM RIFLES C/O 99 APO	PGDAIC
64	IAREP - SHILLONG	81	8106			COORDINATOR IGNOU-ASSAM RIFLES RECOG. SC 26 ASSAM RIFLES C/O 26 ASSAM RIFLES C/O 99 APO	PGDAIC
65	IAREP - SHILLONG	81	8107			COORDINATOR IGNOU-ASSAM RIFLES RECOG. SC 27 ASSAM RIFLES	PGDAIC

						C/O 27 ASSAM RIFLES C/O 99 APO	
66	IAREP - SHILLONG	81	8108			COORDINATOR IGNOU-ASSAM RIFLES RECOG. SC 31 ASSAM RIFLES C/O 31 ASSAM RIFLES C/O 99 APO	PGDAIC
67	IAREP - SHILLONG	81	8109			COORDINATOR IGNOU-ASSAM RIFLES RECOG. SC 2 ASSAM RIFLES C/O 2 ASSAM RIFLES C/O 99 APO	PGDAIC
68	IAREP - SHILLONG	81	8110			COORDINATOR IGNOU-ASSAM RIFLES RECOG. SC 14 ASSAM RIFLES C/O 14 ASSAM RIFLES C/O 99 APO	PGDAIC
69	IAREP - SHILLONG	81	8111			COORDINATOR IGNOU-ASSAM RIFLES RECOG. SC 34 ASSAM RIFLES C/O 34 ASSAM RIFLES C/O 99 APO	PGDAIC
70	IAREP - SHILLONG	81	8112			COORDINATOR IGNOU-ASSAM RIFLES RECOG. SC 9 ASSAM RIFLES C/O 9 ASSAM RIFLES C/O 99 APO	PGDAIC
71	IAREP - SHILLONG	81	8113			COORDINATOR IGNOU-ASSAM RIFLES RECOG. SC 12 ASSAM RIFLES C/O 12 ASSAM RIFLES C/O 99 APO	PGDAIC
72	IAREP - SHILLONG	81	8114			COORDINATOR IGNOU-ASSAM RIFLES RECOG. SC 33 ASSAM RIFLES C/O 33 ASSAM RIFLES C/O 99 APO	PGDAIC
73	IAREP - SHILLONG	81	8115			COORDINATOR IGNOU-ASSAM RIFLES RECOG. SC 21 ASSAM RIFLES C/O 21 ASSAM RIFLES C/O 99 APO	PGDAIC
74	IAREP - SHILLONG	81	8116			COORDINATOR IGNOU-ASSAM RIFLES RECOG. SC HQ B RANGE AR C/O HQ B RANGE ASSAM RIFLES C/O 99 APO	PGDAIC
75	IAREP - SHILLONG	81	8117			COORDINATOR IGNOU-ASSAM RIFLES RECOG.	PGDAIC

						SC 25 ASSAM RIFLES C/O 25 ASSAM RIFLES C/O 99 APO	
76	IAREP - SHILLONG	81	8118			COORDINATOR IGNOU-ASSAM RIFLES RECOG. SC 8 ASSAM RIFLES C/O 8 ASSAM RIFLES C/O 99 APO	PGDAIC
77	IAREP - SHILLONG	81	8119			COORDINATOR IGNOU-ASSAM RIFLES RECOG. SC 1 ASSAM RIFLES C/O 1 ASSAM RIFLES C/O 99 APO	PGDAIC
78	IAREP - SHILLONG	81	8120			COORDINATOR IGNOU-ASSAM RIFLES RECOG. SC 19 ASSAM RIFLES C/O 19 ASSAM RIFLES C/O 99 APO	PGDAIC
79	IAREP - SHILLONG	81	8121			COORDINATOR IGNOU-ASSAM RIFLES RECOG. SC 18 ASSAM RIFLES C/O 18 ASSAM RIFLES C/O 99 APO	PGDAIC
80	IAREP - SHILLONG	81	8122			COORDINATOR IGNOU-ASSAM RIFLES RECOG. SC HQ TRIPURA RANGE ASSAM RIFLES C/O HQ TRIPURA RANGE ASSAM RIF C/O 99 APO	PGDAIC
81	IAREP - SHILLONG	81	8123			COORDINATOR IGNOU-ASSAM RIFLES RECOG. SC 22 ASSAM RIFLES C/O 22 ASSAM RIFLES C/O 99 APO	PGDAIC
82	IAREP - SHILLONG	81	8124			COORDINATOR IGNOU-ASSAM RIFLES RECOG. SC 23 ASSAM RIFLES C/O 23 ASSAM RIFLES C/O 99 APO	PGDAIC
83	IAREP - SHILLONG	81	8125			COORDINATOR IGNOU-ASSAM RIFLES RECOG. SC ARTC & S, DIMAPUR C/O ASSAM RIFLES TRAINING CENTRE & SCHOOL, DIMAPUR NAGALAND	PGDAIC
84	IAREP - SHILLONG	81	8126			COORDINATOR IGNOU-ASSAM RIFLES RECOG. SC 30 ASSAM RIFLES	PGDAIC

						C/O 30 ASSAM RIFLESC/O 99 APO	
85	IAREP - SHILLONG	81	8127			COORDINATOR IGNOU-ASSAM RIFLES RECOG. SC 4 ASSAM RIFLES C/O 4 ASSAM RIFLES C/O 99 APO	PGDAIC
86	IAREP - SHILLONG	81	8128			COORDINATOR IGNOU-ASSAM RIFLES RECOG. SC 24 ASSAM RIFLES C/O 24 ASSAM RIFLES C/O 99 APO	PGDAIC
87	IAREP - SHILLONG	81	8129			COORDINATOR IGNOU-ASSAM RIFLES RECOG. SC 16 ASSAM RIFLES C/O 16 ASSAM RIFLES C/O 99 APO	PGDAIC
88	IAREP - SHILLONG	81	8130			COORDINATOR IGNOU-ASSAM RIFLES RECOG. SC 3 ASSAM RIFLES C/O 3 ASSAM RIFLES C/O 99 APO	PGDAIC
89	IMPHAL	17	1701		IMPHAL	COORDINATOR IGNOU STUDY CENTRE MANIPUR UNIVERSITY UNIVERSITY CAMPUS CANCHIPUR IMPHAL, MANIPUR 795003	PGDAIC
90	INEP - KOCHI	74	7401			COORDINATOR IGNOU-NAVY RECOG. STUDY CENTRE, COMMAND EDUCATION OFFICE HEAD QUARTERS SOUTHERN NAVAL COMMAND NAVAL BASE KOCHI-682004	PGDAIC
91	INEP - MUMBAI	72	7201			COORDINATOR IGNOU-NAVY RECOG. STUDY CENTRE 2ND FLOOR, TARANG NEW NAVY NAGAR MUMBAI MAHARASHTRA 400005	PGDAIC
92	INEP - NEW DELHI	71	7101			COORDINATOR IGNOU-NAVY RECOG. STUDY CENTRE NAUSENABAUGH –II NARAINA, DELHI CANTT. NEW DELHI-110028	PGDAIC
93	INEP - VISAKHAPA TNAM	73	7301			COORDINATOR IGNOU NAVY RECOG. STUDY CENTRE NAVY CHILDREN SCHOOL GANDHI GRAM P.O. VISAKHAPATNAM 530005	PGDAIC

94	ITANAGAR	03	0301		ITANAGAR	COORDINATOR IGNOU STUDY CENTRE D.N. GOVERNMENT COLLEGE ITANAGAR ITANAGAR ARUNACHAL PRADESH-791113	PGDAIC
95	ITANAGAR	03	0305		LOHIT	COORDINATOR IGNOU STUDY CENTRE INDIRA GANDHI GOVT. COLLEGE TEZU DISTRICT LOHIT ARUNACHAL PRADESH-792001	PGDAIC
96	ITANAGAR	03	0312		DEOMALI	COORDINATOR IGNOU STUDY CENTRE WANGCHA RAJKUMAR GOVT COLLEGE DEOMALI DIST TIRAP ARUNACHAL PRADESH-786629	PGDAIC
97	JABALPUR	41	1502		JABALPUR	COORDINATOR IGNOU STUDY CENTRE RANI DURGAWATI UNIVERSITY JABALPUR MADHYA PRADESH 482001	PGDAIC
98	JABALPUR	41	1507		SAGAR	COORDINATOR IGNOU STUDY CENTRE DR. H.S. GOURVISHWAVIDYALAYASAGAR MADHYA PRADESH 470003	PGDAIC
99	JABALPUR	41	1511 2	D	BARGHAT	COORDINATOR IGNOU SPL STUDY CENTRE - RA GOVT DEGREE COLLEGE BARGHAT DIST SEONI MADHYA PRADESH-480667	PGDAIC
100	JAIPUR	23	2306		AJMER	COORDINATOR IGNOU STUDY CENTRE GOVT COLLEGE AJMER RAJASTHAN 305001	PGDAIC
101	JAIPUR	23	2317	D	JAIPUR	COORDINATOR IGNOU SPL. STUDY CENTRE-IN CENTRAL JAIL GHATGATE JAIPUR RAJASTHAN 302003	PGDAIC
102	JAIPUR	23	2313 5		KOTA	COORDINATOR IGNOU REGULAR STUDY CENTRE GOVT. ARTS COLLEGE KOTA RAJASTHAN 324001	PGDAIC
103	JAIPUR	23	2314		JAIPUR	COORDINATOR	PGDAIC

			0			IGNOU REGULAR STUDY CENTRE SHRI BHWANI NIKETAN PG COLLEGE SIKAR ROAD JAIPUR RAJASTHAN 302023	
104	JAIPUR	23	2314 2		JAIPUR	COORDINATOR IGNOU REGULAR STUDY CENTRE KANORIA P.G. MAHILA MAHAVIDYALAYA NEAR GANDHI CIRCLE J.L.N. MARG, JAIPUR RAJASTHAN 302004	PGDAIC
105	JAMMU	12	1201		JAMMU	COORDINATOR IGNOU STUDY CENTRE UNIVERSITY OF JAMMU JAMMU TAWI J & K-180001	PGDAIC
106	JAMMU	12	1235		DODA	COORDINATOR IGNOU STUDY CENTRE GOVERNMENT DEGREE COLLEGE DODA, J & K 182210	PGDAIC
107	JAMMU	12	1250		UDHAMP UR	COORDINATOR IGNOU STUDY CENTRE GOVT. DEGREE COLLEGE (BOYS) UDHAMPUR J & K	PGDAIC
109	JODHPUR	88	2302		UDAIPUR	COORDINATOR IGNOU STUDY CENTRE VIDYA BHAWAN RURAL INSTITUTE BADGAON ROAD UDAIPUR RAJASTHAN 313004	PGDAIC
110	JODHPUR	88	2304		JODHPUR	COORDINATOR IGNOU STUDY CENTRE ONKARMAL SOMANI COLLEGE OF COM JODHPUR RAJASTHAN 342008	PGDAIC
111	KARNAL	10	1005		ROHTAK	COORDINATOR IGNOU STUDY CENTRE CHOTU RAM COLLEGE OF EDUCATION ROHTAK HARYANA 124001	PGDAIC
112	KOHIMA	20	2001		KOHIMA	COORDINATOR IGNOU STUDY CENTRE MODERN COLLEGE DZUVURU AREA POST BOX – 405 KOHIMA NAGALAND-797001	PGDAIC
114	KOLKATA	28	2809		ASANSOL	COORDINATOR IGNOU STUDY CENTRE BANWARILAL BHALOTIA	PGDAIC

						COLLEGE ASANSOL BURDWAN WEST BENGAL 713303	
115	KOLKATA	28	2813		MIDNAPORE	COORDINATOR IGNOU STUDY CENTRE MIDNAPUR COLLEGE MIDNAPUR WEST BENGAL 721101	PGDAIC
117	KOLKATA	28	2842		KOLKATA	COORDINATOR IGNOU STUDY CENTRE BHAIRAB GANGULY COLLEGE DEGREE COLLEGE OADBELGHARIA KOLKATA WEST BENGAL 700056	PGDAIC
118	KOLKATA	28	28140		BALLYGUNGE	COORDINATOR IGNOU STUDY CENTRE MURALIDHAR GIRL'S COLLEGE P-411/14, GARIHAT ROAD BALLYGUNGE KOLKATA WEST BENGAL 700029	PGDAIC
119	KOLKATA	28	28149		KOLKATA	COORDINATOR IGNOU REGULAR STUDY CENTRE WOMAN'S COLLEGE, CALCUTTA P-29, KSHIRODE VIDYAVINODE AVENUE KOLKATA WEST BENGAL 700003	PGDAIC
120	LUCKNOW	27	2701		LUCKNOW	COORDINATOR IGNOU STUDY CENTRE JAI NARAIN DEGREE COLLEGE LUCKNOW UTTAR PRADESH 226001	PGDAIC
121	LUCKNOW	27	2704		BAREILLY	COORDINATOR IGNOU STUDY CENTRE BAREILLY COLLEGE P O BOX NO 15 BAREILLY UTTAR PRADESH 243005	PGDAIC
122	LUCKNOW	27	2767		BANDA	COORDINATOR IGNOU STUDY CENTRE JAWAHAR LAL NEHRU (PG) COLLEGE BANDA UTTAR PRADESH 210001	PGDAIC
123	LUCKNOW	27	27220		LUCKNOW	COORDINATOR IGNOU REGULAR STUDY CENTRE UNIVERSITY OF LUCKNOW UNIVERSITY ROAD LUCKNOW, UTTAR PRADESH- 226007	PGDAIC

124	MADURAI	43	2502		COIMBATORE	COORDINATOR IGNOU STUDY CENTRE G.R.D. COLLEGE OF ARTS & SCI. AVANASHI ROAD CIVIL AERODROME POST COIMBATORE TAMILNADU 641014	PGDAIC
125	MADURAI	43	2503		MADURAI	COORDINATOR IGNOU STUDY CENTRE THIYAGARAJAR COLLEGE, POST BOX NO 107, 139-140 KAMARAJAR SALAI MADURAI TAMILNADU 625002	PGDAIC
126	MADURAI	43	2504		TIRUCHIRAPALLY	COORDINATOR IGNOU STUDY CENTRE BISHOP HEBER COLLEGE P O BOX 615 TIRUCHIRAPALLY TAMILNADU 620017	PGDAIC
127	MUMBAI	49	1601		MUMBAI	COORDINATOR IGNOU STUDY CENTRE KJS COLLEGE OF EDUCATION T & R VIDYANAGAR, VIDYA VIHAR GHATKOPAR (E) MUMBAI MAHARASHTRA 400077	PGDAIC
128	NAGPUR	36	1607		NAGPUR	COORDINATOR IGNOU STUDY CENTRE, NAGPUR UNIVERSITY GURU NANAK BHAWAN, NAGPUR MAHARASHTRA 440001	PGDAIC
129	NAGPUR	36	36029		NAGPUR	COORDINATOR IGNOU STUDY CENTRE DR PANJABRAO DESHMUKH INST. OF MANAGEMENT TECH.& RESH (PDIMTR) DHANWAATE NATIONAL COLLEGE CONGRESS NAGAR NAGPUR MAHARASHTRA 400012	PGDAIC
131	NOIDA	39	2702		AGRA	COORDINATOR IGNOU STUDY CENTRE ST. JOHN'S COLLEGE AGRA FORT, AGRA UTTAR PRADESH 282002	PGDAIC
132	NOIDA	39	2714		MORADABAD	COORDINATOR IGNOU STUDY CENTRE HINDU COLLEG STATION ROAD MORADABAD UTTAR PRADESH 244001	PGDAIC

133	NOIDA	39	2738		BULANDS HAHR	COORDINATOR IGNOU STUDY CENTRE I.P. (POST GRADUTATE) COLLEGE BULANDSHAHR UTTAR PRADESH 203001	PGDAIC
134	NOIDA	39	2749		MUZAFF ARNAGA R	COORDINATOR IGNOU STUDY CENTRE S.D. COLLEGE BHOPA ROAD MUZAFFAR NAGAR UTTAR PRADESH-251001	PGDAIC
135	NOIDA	39	3702		SAHARA NPUR	COORDINATOR IGNOU STUDY CENTRE MAHARAJ SINGH COLLEGE SAHARANPUR UTTAR PRADESH 247001	PGDAIC
136	NOIDA	39	0710 7		DELHI	COORDINATOR IGNOU STUDY CENTRE MAHARAJA AGRASEN COLLEGE VASUNDARA ENCLAVE NEAR CHILLA SPORTS COMPLEX DELHI-110096	PGDAIC
137	NOIDA	39	2714 0		BIJNOR	COORDINATOR IGNOU STUDY CENTRE RANI BHAGYAWATI DEVI MAHILA MAHAVIDALYA BIJNOR UTTAR PRADESH-800010	PGDAIC
138	PATNA	05	0501		PATNA	COORDINATOR IGNOU STUDY CENTRE VANIJYA MAHAVIDYALAYA PATNA COLLEGE CAMPUS PATNA BIHAR-800005	PGDAIC
139	PUNE	16	1606		KOLHAP UR	COORDINATOR IGNOU STUDY CENTRE C.S. CENTRAL INST OF BUSINESS ECONOMICS & RESEARCH UNIVERSITY ROAD KOLHAPUR MAHARASHTRA 416004	PGDAIC
140	PUNE	16	1608		NASIK	COORDINATOR IGNOU STUDY CENTRE KTHM COLLEGE GANGAPUR ROAD SHIVAJI NAGAR NASIK MAHARASHTRA 422002	PGDAIC
141	PUNE	16	1610		AURANG ABAD	COORDINATOR IGNOU STUDY CENTRE VIVEKANAND ARTS & SDS COM. COL SAMRAT NAGAR	PGDAIC

						URANGABAD MAHARASHTRA 431001	
143	PUNE	16	1614 4		PUNE	COORDINATOR IGNOU REGULAR STUDY CENTRE ABEDA INAMDAR SENIOR COLLEGE OF ARTS, SCIENCE AND COMMERCE 2390-B, K.B. HIDAYATULLAH ROAD AZAM CAMPUS, PUNE MAHARASHTRA 411001	PGDAIC
144	RAGHUNAT HGANJ	50	2820	D	MURSHID ABAD	COORDINATOR IGNOU SPL STUDY CENTRE- RA RDK COLLEGE OF COMMERCE JIAGANJ MURSHIDABAD WEST BENGAL 742123	PGDAIC
145	RAIPUR	35	1510		RAIPUR	COORDINATOR IGNOU STUDY CENTRE PT. RAVI SHANKAR SHUKLA UNIV. ARTS BLOCK EXTN. (RIGHT WING) RAIPUR CHHATTISGARH 492010	PGDAIC
146	RAIPUR	35	3504		DHAMTA RI	COORDINATOR IGNOU STUDY CENTRE GOVT POST GRADUATE COLLEGE DHAMTARI CHHATTISGARH 493773	PGDAIC
147	RAIPUR	35	3507		CHAMPA	COORDINATOR IGNOU STUDY CENTRE GOVERNMENT DEGREE COLLEGE CHAMPA CHHATTISGARH 495671	PGDAIC
148	RAIPUR	35	3510		RAJNADG AON	COORDINATOR IGNOU STUDY CENTRE GOVT. DIGVIJAYA COLLEGE RAJNANDGAON CHATTISGARH 491441	PGDAIC
149	RANCHI	32	0502		JAMSHED PUR	COORDINATOR IGNOU STUDY CENTRE JAMSHEDPUR COOPERATIVE COLLEGE JAMSHEDPUR JHARKHAND	PGDAIC
150	RANCHI	32	0513		RANCHI	COORDINATOR IGNOU STUDY CENTRE MARWARI COLLEGE RANCHI JHARKHAND 834001	PGDAIC
151	RANCHI	32	3202		JAMSHED	COORDINATOR	PGDAIC

			4		PUR	IGNOU STUDY CENTRE KARIM CITY COLLEGE PO. SAKCHI JAMSHEDPUR EAST SINGHBHUM JHARKHAND 831001	
152	SHILLONG	18	1801		SHILLONG	COORDINATOR IGNOU STUDY CENTRE NORTH EASTERN HILL UNIVERSITY BIJNI COMPLEX LAITUMKHAH SHILLONG MEGHALAYA 793003	PGDAIC
153	SHILLONG	18	1802		TURA	COORDINATOR IGNOU STUDY CENTRE TURA GOVERNMENT COLLEGE W.G. HILLS TURA MEGHALAYA 794001	PGDAIC
154	SHIMLA	11	1101		SHIMLA	COORDINATOR IGNOU STUDY CENTRE GOVERNMENT DEGREE COLLEGE SANJALI SHIMLA HIMACHAL PRADESH-171006	PGDAIC
155	SHIMLA	11	1105		DHARAM SHALA	COORDINATOR IGNOU STUDY CENTRE GOVERNMENT DEGREE COLLEGE DEPT. OF CHEMISTRY DHARAMSHALA HIMACHAL PRADESH-177005	PGDAIC
160	SILIGURI	45	4501 8		DARJEELI NG	COORDINATOR IGNOU STUDY CENTER ST.JOSEPH'S COLLEGE NORTH POINT DARJEELING WEST BENGAL 734104	PGDAIC
156	SRINAGAR	30	1209		SRINAGA R	COORDINATOR IGNOU STUDY CENTRE SHRI PRATAP SINGH COLLEGE MAULANA AZAD ROAD SRI NAGAR J & K- 190001	PGDAIC
157	TRIVANDRU M	40	2507		TUTICORI N	COORDINATOR IGNOU STUDY CENTRE V.O.C. COLLEGE PALAYAMKOTAI ROAD TUTICORIN TAMILNADU 628008	PGDAIC
158	VARANASI	48	2703		ALLAHA BAD	COORDINATOR IGNOU STUDY CENTRE ALLAHABAD DEGREE	PGDAIC

						COLLEGE 15, KYADGANJ ALLAHABAD UTTAR PRADESH 211003	
159	VARANASI	48	2709		GORAKH PUR	COORDINATOR IGNOU STUDY CENTRE GORAKHPUR UNIVERSITY DEPARTMENT OF PHYSICS GORAKHPUR UTTAR PRADESH 273009	PGDAIC
160	VARANASI	48	2737		PRATAPG ARH	COORDINATOR IGNOU STUDY CENTRE M.D. POST GRADUATE COLLEGE PRATAPGARH UTTAR PRADESH	PGDAIC
161	VARANASI	48	2745		JAUNPUR	COORDINATOR IGNOU STUDY CENTRE VBS PURVANCHAL UNIVERSITY SHAHGANJ ROAD JAUNPURM UTTAR PRADESH-222002	PGDAIC
162	VARANASI	48	4801 1		MAU	COORDINATOR IGNOU STUDY CENTRE D C S KHANDELWAL POST GRADUATE COLLEGE MAUNATH BHANJAN MAU UTTAR PRADESH-275101	PGDAIC
163	VARANASI	48	4802 8		CIVIL COURT ROAD	COORDINATOR IGNOU REGULAR STUDY CENTRE ST. ANDREW'S COLLEGE CIVIL COURT ROAD GORAKHPUR UTTAR PRADESH 273001	PGDAIC
164	VARANASI	48	4804 2		VARANA SI	COORDINATOR IGNOU REGULAR STUDY CENTRE MAHARAJ BALWANT SINGH PG COLLEGE, RAJATALAB VARANASI UTTAR PRADESH 221311	PGDAIC
165	VATAKARA	83	1403		CALICUT	COORDINATOR IGNOU STUDY CENTRE JDT ISLAM MARI KUNNU P.O. CALICUT KERALA 673012	PGDAIC
166	VIJAYAWA DA	33	0103		VIJAYAW ADA	COORDINATOR IGNOU STUDY CENTRE KBN COLLEGE KOTHAPETA VIJAYAWADA ANDHRA PRADESH 520001	PGDAIC
167	VISAKHAPA	84	0109		VISAKHA	COORDINATOR	PGDAIC

	TNAM				PATNAM	IGNOU STUDY CENTRE DR. L. BULLAYA COLLEGE VISAKHAPATNAM ANDHRA PRADESH 530013	
--	------	--	--	--	--------	----------------------------------------------------------------------------------------	--



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

Application Form for Obtaining Duplicate Grade Card/ Marksheet

1. Name.....
2. Program
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)