



# Shobhit University

EDUCATION EMPOWERS  
Established u/s 2(f) of UGC Act 1956 vide U.P. Act 3 of 2012

Ref. No. SUG/2024/EC2415

**Shobhit University**

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Date: 24th April 2024

## Notification

### COLLABORATION APPROVAL WITH INTERNATIONAL INSTITUTE OF MASS MEDIA FOR MEDIA STUDIES PROGRAMS

Under the auspices of the National Education Policy (NEP) 2020, which emphasizes innovative and practical learning approaches in higher education, the competent authorities of Shobhit University have formally approved a strategic collaboration with the International Institute of Mass Media (IIMM), located at Opposite B-50, South Extension Part I, New Delhi 110049. This approval is based on the comprehensive evaluation and the report submitted by the University's visiting committee concerning IIMM's facilities and capabilities.

#### **Purpose of the Collaboration:**

The Centre for Media Research and Studies (CMRS) at Shobhit University will partner with IIMM to leverage specialized teaching, training, and skilling opportunities that align with NEP 2020's directives to enhance vocational and professional education. This collaboration is intended to enrich our educational offerings and equip students with expert-level skills in journalism and mass communication.

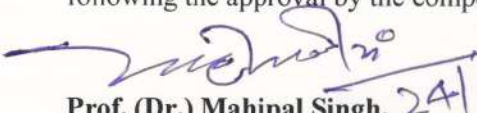
#### **Programs Included in the Collaboration:**

1. **Bachelor of Journalism & Mass Communication (BJMC)** - Approved Intake: 60
2. **Master of Journalism & Mass Communication (MJMC)** - Approved Intake: 40

#### **Duration of Approval:**

This initiative is approved for the academic years 2024-2025 and 2025-2026, demonstrating university's commitment to advancing media education in alignment with national educational policies.

This notification serves as an official document confirming the above-stated collaboration and is issued following the approval by the competent authority.

  
**Prof. (Dr.) Mahipal Singh,** 24/4/24  
Registrar,  
Shobhit University, Gangoh



Copies to:

1. Chairman, International Institute of Mass Media, New Delhi.
2. Director, Center for Media Research and Studies, Shobhit University.
3. PS to the Hon'ble Vice Chancellor, Shobhit University, Gangoh for kind information.
4. Senior Director, Corporate Relations, Shobhit University.
5. Guard File.