

NEW DELHI
YMCA



NEW DELHI YMCA

INSTITUTE FOR MEDIA STUDIES
AND INFORMATION TECHNOLOGY



HIGHEST
TO ACHIEVE
THE BEST
STUDY
WITH THE BEST

HIGHER

HIGH



ABOUT IMSIT: A LEGACY OF EXCELLENCE IN MEDIA AND TECHNOLOGY EDUCATION

The Institute for Media Studies and Information Technology (IMSIT), under the banner of New Delhi YMCA, stands as one of the most respected and time-tested institutions in the field of media and IT education. Situated at the centre of the capital, IMSIT has been a hub of creativity and skill development for decades.

With a rich legacy of excellence, IMSIT has nurtured thousands of students who are now making their mark across top news channels, production houses, digital platforms, advertising agencies, Print Media and IT industry. Many of our alumni are working at senior editorial and production roles in leading television networks and newspapers which is a proof of the institute's strong foundation and industry relevance.

All media courses offered at IMSIT are government approved and recognized by the Media and Entertainment Skill Council (MESC), Government of India. This official endorsement significantly enhances the credibility and value of our programs, ensuring that students gain qualifications aligned with national skill standards and industry demands.

We offer a diverse range of programs across disciplines such as Broadcast Journalism, Television Production, Direction, Filmmaking, Public Relations, Advertising, Digital Marketing, Event Management, Photography, Graphic Design, 3D Animation, Video Editing, Cyber Security, and Computer Applications. Students at IMSIT create documentaries, produce short films, run live shows, manage social campaigns, and participate in real-world projects. Over the years, our students' work has been recognized and awarded at various film festivals and competitions.

Internships and placements are integral to our academic experience. IMSIT maintains strong industry linkages, enabling students to intern and work with reputed media houses, production studios, IT companies, and digital agencies.

What makes IMSIT truly special is our hands-on approach. With state-of-the-art labs, audio-video studios, editing suites, and expert faculty who bring years of real-world experience, students get an immersive and practical learning environment from day one.

Rooted in the guiding motto of the YMCA—"Empowering Youth for Nation Building"—IMSIT believes in holistic education that integrates professional skills with ethical values, social awareness, and personal growth. Our vision is to create empowered individuals who are industry-ready and society-conscious.

At IMSIT, you don't just earn a diploma—you build a future. Come, be a part of our story.



DIRECTOR'S MESSAGE

I welcome you to the Institute for Media Studies and Information Technology (IMSIT), New Delhi YMCA. At IMSIT we are dedicated to empowering individuals with the skills and knowledge required to thrive in today's fast-paced and competitive job market.

Having spent over 25 years in the media industry as a Journalist in different roles at leading national news channels, I've seen first-hand how the media and technology landscape has evolved. The one constant has been the need for skilled and adaptable professionals who are not only job-ready but future-ready. Our courses have been designed to bridge the gap between industry needs and academic learning.

We understand that the job market is constantly evolving, driven by technological advancements like Artificial Intelligence (AI). Our courses are thoughtfully designed to keep pace with these changes, in alignment with the Prime Minister's Skill India Mission.

We offer MESC recognized and government approved media courses which enhance the value and credibility of the certification our students receive. Our media courses, ranging from Broadcast Journalism, TV Production & Direction, PR, Advertising, Event Management, and Digital Marketing, Digital Video and Broadcast Animation and Film Making are structured in a holistic and integrated manner, ensuring students gain comprehensive exposure in each domain.

IMSIT also takes pride in offering advanced Information Technology courses such as Cyber Security & Ethical Hacking and Computer Applications, meeting the growing demands of the IT industry.

We are proud to have a team of industry-experienced and highly qualified faculty members who bring real-world insights into the classroom, ensuring that students learn not just theory but also the practical aspects of their chosen field.

If you have the passion, fire and courage to make a difference, then this is the place for you.

I warmly invite you to join our vibrant learning community and take your first step towards a successful career.

**Warm regards,
Bharti Nagpal
Director, IMSIT**

IMSIT COURSES

Course Name	: Diploma in Broadcast Journalism (Government approved)
Duration	: 1 year
Eligibility	: 12th pass, Graduate or Professional
Fee	: Rs 1,52,630

Course Description:

Diploma in Broadcast Journalism is a one-year course that gives an opportunity to make a career in the media industry. The course will include all the elements of TV, Radio and Digital Journalism, podcast, news reporting, script writing, anchoring camera and video editing. Learn to write scripts that are clear, concise, and engaging for broadcast media. Master voice modulation, and on-camera presentation for live and recorded telecast, including news anchoring, field reporting, and podcast interviews. The course has been designed with the ratio of 60 percent practical and 40 percent theory.

Career Options:

Anchor, Reporter, Script Writer, Cameraman, Video Editor, Copy Editor, News Channels, Entertainment Channels, Production Houses, Radio Stations, Websites, Producer, Director, Copy Editor, Production Assistant.



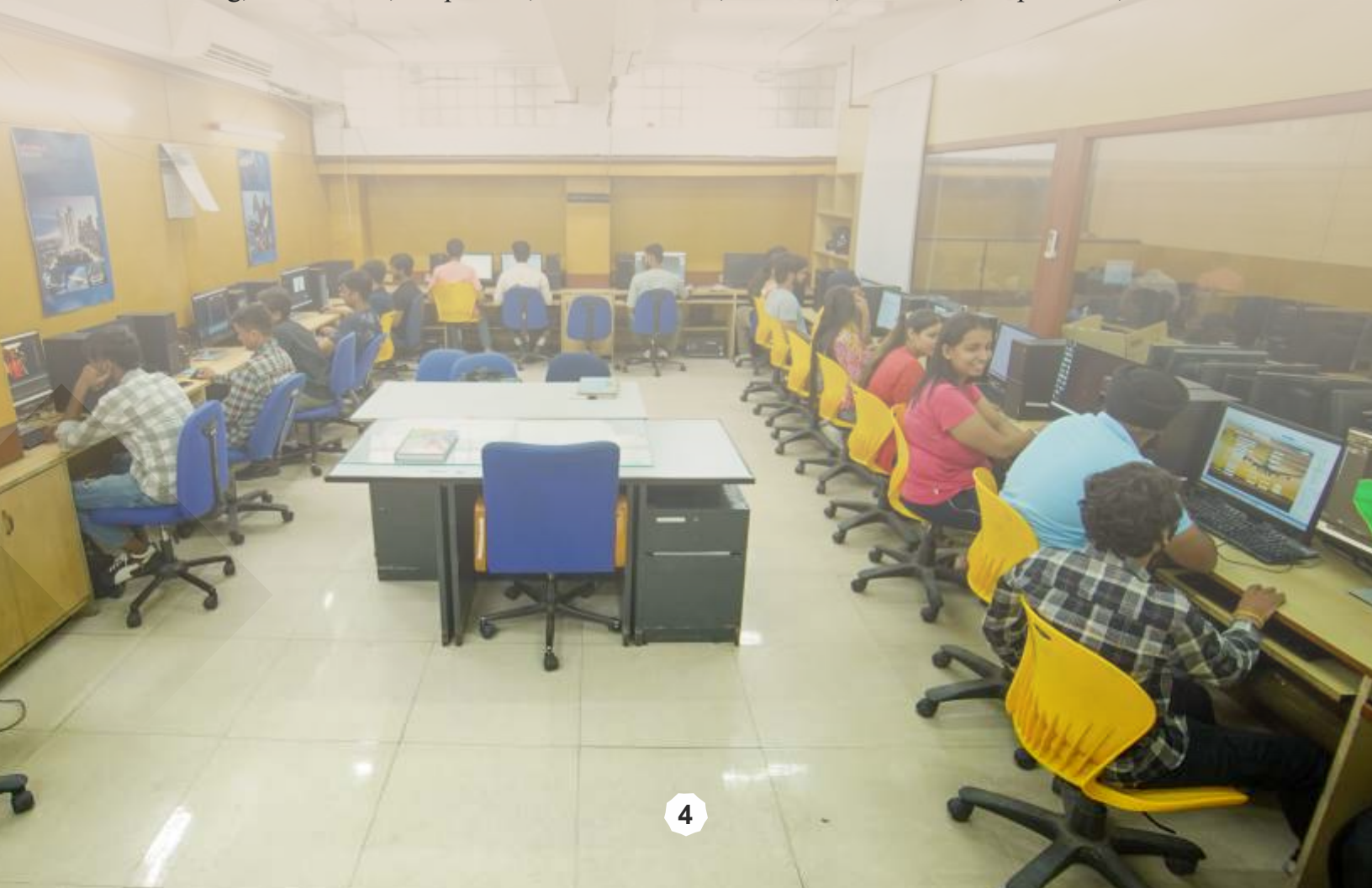
Course Name : **Digital Media and Marketing (Government approved)**
Duration : **1 year**
Eligibility : **12th pass, Graduate or Professional**
Fee : **Rs 1,52,630**

Course Description:

Digital Media and Marketing is a one-year diploma course that has been designed especially for those who want to learn digital content creation and digital marketing with latest tools and platforms to reach, engage and grow audiences. With a curriculum covering SEO, social media, content creation and analytics this course will equip you to drive measurable results in the fast-evolving digital world. Learn Digital Journalism, fact checking, writing for digital platforms, content creation for social media and you tube channels, audio-visual production, digital marketing, social media marketing, performance analysis, SEO and other aspects of digital marketing. The course has been designed with the ratio of 60% practical and 40% theory.

Career Options:

Digital Marketing Executive, Social Media Executive, Content Writer, Copy Editor, Fact Checking, Print Media, Corporates, News Channels, Websites, Podcaster, Script Writer, Youtuber.



Course Name : **Public Relations, Advertising, and Digital Marketing**
(Government approved)

Duration : **1 year**

Eligibility : **12th pass, Graduate or Professional**

Fee : **Rs 1,52,630**

Course Description:

Public Relation, Advertising and Digital Marketing is a one-year intensive diploma course which will provide you with tools and knowledge focussed on practical application of Digital Marketing, PR, Advertising, Branding and Network Building. Students will learn about media events planning and implementation, including press briefings and conferences. PR strategies that reach, engage, and convert target audiences, campaign planning, advertising for Print, TV, Radio and outdoor, website planning and creation, digital advertising, SEO, PPC, content marketing, lead generation, you tube advertising, social media marketing and analytics. PRADM is a unique programme that provides a perfect balance of theoretical and practical exposure to all students through various internship opportunities.

Career Options:

The course opens up a wide range of career options such as: PR Specialist, Event Manager, Fundraiser, Media Relations Specialist, Google Campaign Manager, Media Relations Manager, Marketing Coordinator and Marketing Manager. Digital Marketing Executive, Social Media Manager etc.



- Course Name** : **Public Relations, Advertising, and Event Management (Government approved)**
- Duration** : **1 year**
- Eligibility** : **12th pass, Graduate or Professional**
- Fee** : **Rs 1,52,630**

Course Description

Public Relations, Advertising and Event Management is a one-year course that offers a comprehensive blend of PR strategy, creative advertising and hands-on event management training, making it perfect for aspiring professionals who want to build versatile skills in media, marketing and event production. Students will learn the fundamentals of public relations, including media relations, crisis management, and brand positioning. Master the A-to-Z of event production, including logistics, vendor management, budgeting, accounting, event security, team management and event promotion.

Career Options:

PR Specialist, Event Manager, Wedding event specialist, Entrepreneur, Campaign Manager, Media Relations Manager, Marketing Coordinator and Marketing Manager etc.



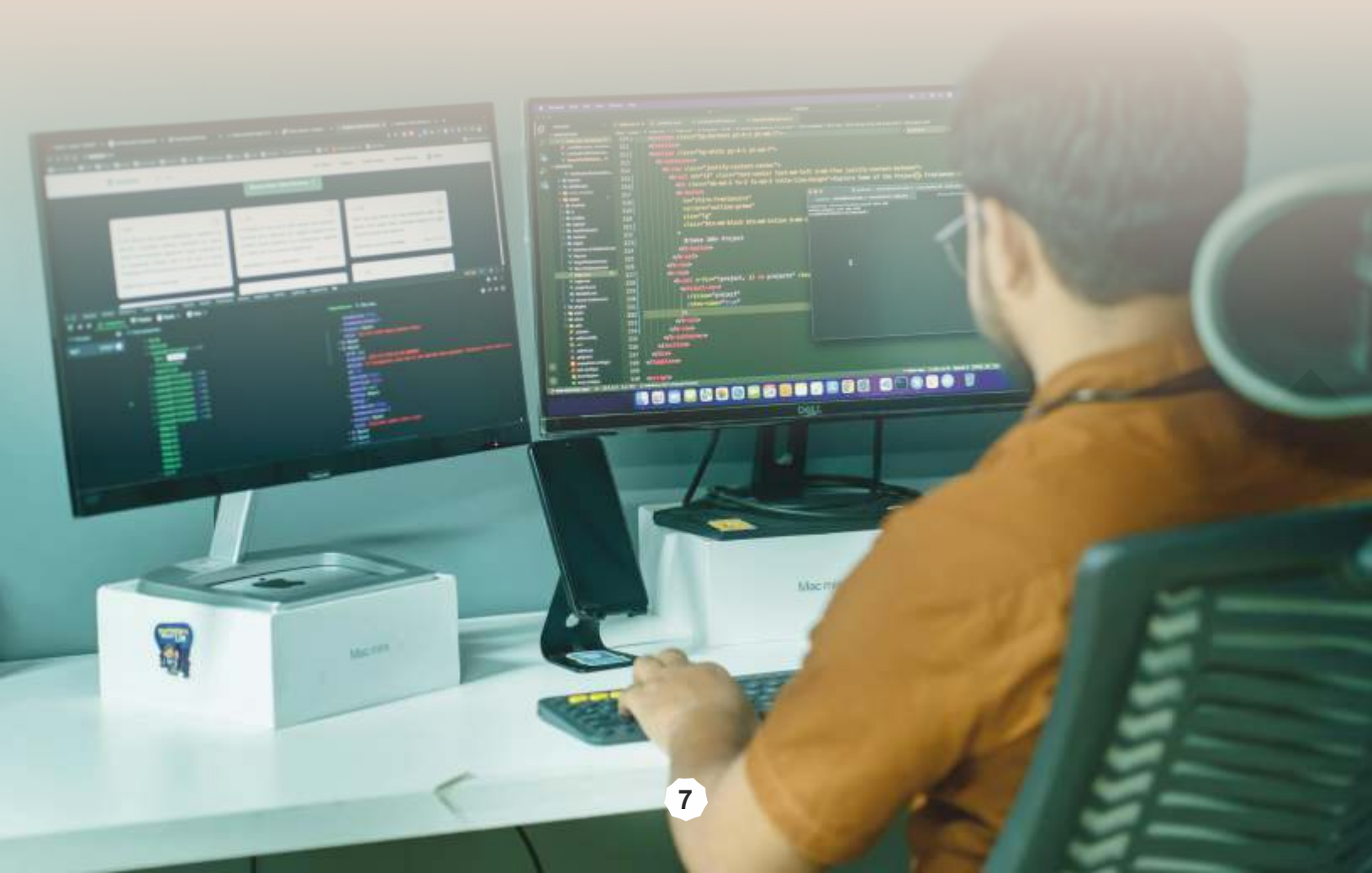
Course Name : Advance Diploma in Web, App & Graphic Design
Duration : 1 year
Eligibility : 12th pass, Graduate or Professional
Fee : Rs 1,20,770

Course Description:

Diploma in Web, app and graphic design is a one year course, designed to create visual designs, graphics, websites, app, UI layouts, branding assets and digital creative using industry-standard tools and real-world workflows. This course is divided into two semesters, semester one will be graphic design and portfolio making, semester two will be web design, UI/UX and portfolio making.

Career Options:

There are many options : Web designer, Graphic Designer, UI/UX Designer, Word Press Developer, Digital Creative Specialist, Freelancer.



Course Name : AI Applications in Media
Duration : 6 Months
Eligibility : 12th pass, Graduate or Professional
Fee : Rs 64,310

Course Description:

AI Applications in Media is a 6-month course, designed to equip learners with industry-relevant skills in Artificial Intelligence applications in Media. The program emphasizes hands-on learning, practical tool usage, and project-based outcomes aligned with current media industry practices. The student will learn the core concepts of Artificial Intelligence and Machine Learning for media workflows, develop practical skills in prompt engineering and generative AI tools, enable AI-assisted content creation across text, image, audio, and video formats and build analytical capabilities using AI-driven media insights.

Career Options:

All newsroom careers are open for AI masters. They can become AI Content Creator, AI Video Editor, Prompt Engineer (Creative AI), AI Graphic Designer, AI Journalist, Automated News Writer, Data Journalist etc.



Course Name : Diploma in Photography (Government approved)
Duration : 1 year
Eligibility : 12th pass, Graduate or Professional
Fee : Rs 1,52,630

Course Description:

Diploma in Photography is a one-year course which provides the hands-on skills in photography, covering both the technical and creative aspects of the field. You will build a professional portfolio through portrait, landscape, fashion, street or product photography. Learn the documentary photography, indoor and outdoor shoots, composition, portrait and street photography, landscape and cityscape photography, fashion photography, architecture and travel photography, product and commercial photography. Special projects will be given to the students and their photographs will be showcased around the campus and on institute's social media, website and YouTube channels.

Career Options:

Photography is not merely about clicking a camera; photography is the art of bringing creativity to life. Career options include: Freelance Photographer, Stock Photographer, Photo Documentary Film Maker, Wedding Photographer, Travel Photographer, Product Photographer, Fashion Photographer etc.



- Course Name** : **Diploma in Digital Video and Broadcast Animation
(Government approved)**
- Duration** : **1 year**
- Eligibility** : **12th pass, Graduate or Professional**
- Fee** : **Rs 1,20,770**

Course Description:

Diploma in Digital Video and Broadcast Animation is a one-year course designed for students seeking a strong foundation in video production, broadcast animation and digital storytelling. You will produce high-quality video content and animations for television, and digital platforms. Students will learn industry-standard techniques in editing, motion graphics and visual effects. Learn Corel draw, Illustrator, Photoshop, Premier, After Effect, InDesign, 3D max, Motion graphics, Colour grading, Sound mixing and transitions and many more aspects. Each student will create a portfolio during the course

Career Options:

Graphic Designer, Video Editor, Promo Producer, Picture Editor, Brand Identity Designer, Flash Designer, 3D Animation, Logo Designer, Design manager, Illustrator etc.



Course Name : Diploma in Cyber Security and Ethical Hacking
Duration : 1 year
Eligibility : 12th pass, Graduate or Professional
Fee : Rs 1,60,890

Course Description:

Diploma in Cyber Security and Ethical Hacking is a one-year course that equips students with the knowledge and skills to protect and secure digital infrastructure cyber threats. This course provides in-depth training on identifying vulnerabilities, defending systems and ethical testing and protecting networks. Learn to deal with cyber threats, cyber security policies, firewall configuration, operating system security, ethical hacking and penetration testing, vulnerability assessment, cryptography, security operations and monitoring.

Career Options:

Cyber security Trainer/Educator, Security Analyst, Malware Analyst, Network Security Engineer, Cyber Security Consultant, Cloud Security Specialist, Information Security Manager, Risk Manager, Penetration Tester, IT Project Manager, Security Architect etc.



Course Name : Diploma in Computer Applications
Duration : 1 year
Eligibility : 12th pass, Graduate or Professional
Fee : Rs 1,20,770

Course Description:

Diploma in Computer Applications is a one-year course designed to build proficiency in the use of essential computer software and applications. This course provides foundational skills in computer operations, office productivity tools, basic programming, data management etc. Learn computer fundamentals & MS Office, programming fundamentals & HTML, C++, Access, Visual Basic, Oracle, Java, Introduction to .NET and Python, data analysis with Excel and Power BI.

Career Options:

There are numerous options: Computer Operator, Software Developer, Data Entry Operator, and Computer Related Office work. There are job opportunities in Banking, Airlines, Hotel and Hospital Industry etc.

Six Month Courses

Digital Marketing	Fee: Rs. 64,310
Video Editing	Fee: Rs. 64,310
Photography	Fee: Rs. 64,310
Web & App. Design	Fee: Rs. 64,310
Graphic Design	Fee: Rs. 64,310
AI Applications in Media	Fee: Rs. 64,310

NOTE: ONLY ONE YEAR MEDIA COURSES ARE GOVT APPROVED

Course Name: Certificate Course in AI Applications in Media

Duration: 6 month

Eligibility: 12 pass, Graduate or Professional

Fee: Rs 64,310

Course Description:

Diploma in AI Applications in Media is designed to equip students with industry-relevant skills in Artificial Intelligence applications in Media. The program emphasizes hands-on learning, practical tool usage, and project-based outcomes aligned with current media industry practices. Students will be able to develop practical skill in prompt engineering and generative AI tools, AI – assisted content creation across text, audio and video format.

Career Options: Producer, Content Creator with AI enabled knowledge, Production, Digital Media etc

Course Name: Certificate Course in Digital Marketing

Duration: 6 months

Eligibility: 12 pass, Graduate or Professional

Fee: Rs 64,310

Course Description:

6-months digital marketing course comprises of Website Planning & Creation, SEO, PPC, Google analytics & Google search console, Lead generation, SEM, Google Ads, Mobile marketing, Social Media Optimization & Social Media Marketing, Display Ads and Remarketing Ads, live projects and case studies.

Career Options: There are many options: Content Creator, Social Media Manager, Web designer, Digital Marketing executive, Performance marketer, Freelancer, Web Analytics expert etc.

Course Name: Certificate Course in Video Editing

Duration: 6 months

Eligibility: 12 pass, Graduate or Professional

Fee: Rs 64,310

Course Description: This 6-month Video Editing course is designed to provide hands-on training in professional editing, post-production, and visual storytelling. Students learn to create high-quality videos for digital platforms, advertising and broadcast media. The course covers industry standard software such as Adobe Premier Pro, Adobe Audition, and Photoshop, along with practical exposure through live projects.

Career Options: There are many options: Video Editor, Social Media Content Creator, You tube video editor, Post Production, Freelancer, etc.

Course Name: Certificate course in Web and App Design

Duration: 6 months

Eligibility: 12 pass, Graduate or Professional

Fee: Rs 64,310

Course Description: This 6-month Web and App Design course is designed to equip students with the skills required to design modern, user-friendly websites and mobile applications. The course focuses on UI/UX design, responsive layouts, and visual communication, ensuring students can create engaging digital experiences. Students will learn industry-relevant tools and techniques to design websites and mobile app interfaces, along with hands-on projects and portfolio development.

Career Options: Web designer, App designer, UI/UX designer, Freelance designer, Graphic and interface designer

General Guidelines

1. Eligibility for Admission

Admission to the Institute is open to all young men & women without any distinction of caste, Caste, creed or religion. The Institute reserves the right to refuse admission to any applicant without assigning any reason.

2. Documents to be submitted along with the application form of the certificate/diploma course:

Certificate & Marks-sheet of 10th standard.

Certificate & Marks-sheet of 12th standard. Student whose results are awaited must submit Admit card and result must be submitted by first Semester Examination

For PG Diploma Graduation Mark-sheet. If student's result is awaited, admit card of final year exam to be given at the time of admission. Passing Certificate to be submitted before first semester failing which admission will stand cancelled.

3. Identity Card:

Each student will be issued an Identity Card bearing their photograph, name, and course details. It is mandatory to wear the ID card at all times within the campus, as well as when representing the institution at events held in other colleges or universities, including sports, cultural, and academic activities.

In case of loss or damage to the ID card, a duplicate card may be issued upon submission of a written application, a copy of the FIR, and payment of required fee, through the student's respective institute.

The original ID card must be surrendered to the institute at the time of claiming the security deposit upon completion of the course.

4. Attendance

1. All students shall be regular and punctual throughout the academic year. Students must have minimum 70% attendance to be eligible to appear for examination. If they are not able to cover up their attendance, they will not be eligible to appear for examination. They will have to repeat the semester by paying the required fee. Rule for attendance remains the same for all courses.
2. **Leave for Absence:** Prior permission from the Director must be obtained in writing for leave / absence. Continuous absence exceeding 15 days without any intimation will result in the student being struck off the rolls, without refund of fee paid.
In exceptional cases, re-admission can be sought on payment of fee and arrears.
3. **Medical Leave:** In case of illness, student or parent must submit application and medical certificate to the Director, as soon as possible or immediately after the student re-joins the Institute. No Medical certificate will be accepted after a gap of one week from the date of his/her re-joining the classes. Attendance on medical grounds will be granted up to a maximum of 15 days in an academic year. All medical leaves must be supported with proof of medications like doctor's Prescription, Hospitalization, Test Reports etc.

5. Discipline on the campus.

1. All students admitted at the Institute are expected to abide by the rules and regulations of the New Delhi YMCA.
2. Irregular attendance, indecency, unsatisfactory progress, disobedience or misconduct on the YMCA premises will make a student liable for appropriate action. The Director's decision is final and binding in this regard.

3. In case of any damage to property, equipment, books etc. the student concerned shall be liable to replace the damaged property or make good the cost of the items.
4. Visitors are not permitted to meet the students during classes, except with the prior permission of the Director.
5. Every student is expected to observe discipline within YMCA premises. Any indiscipline will attract appropriate action by the management.
6. Use of mobile phones in the classrooms is strictly prohibited.

6. Stationery

Students are required to purchase their own stationery as per the requirement of the course.

7. Evaluation & Examination

1. **Evaluation System:** Exams are held semester wise / subject wise in one year. At the end of each semester students will have to appear for examination, a part of which is reserved for internal assessment i.e. participation and contribution in classes, case studies, viva, etc. discussions and research projects. In order to complete the examination successfully.
2. Student shall be required to obtain a minimum of 40% marks in each paper and in aggregate. The student who successfully complete examination will be awarded certificate/diploma in their chosen programme.
3. NASSCOM & MESC Skill council assessments will be held during and semester.
4. Those who pass the examination will be graded as per following grading system:
 - a. 60% and above First Division
 - b. Less than 60% and above 50% Second Division
 - c. Less than 50% and above 40% Third Division

Revaluation of marks: Any student not satisfied with the marks in any paper/papers may apply for revaluation of total marks recorded in the answer books. The request must be submitted on the **prescribed form**, and a **fee will be charged per paper**.

Such request should be made **within 15 days** from the date of declaration of the results. The student shall be intimated within one month about their result.

8. Clash of Examination schedule: In case final examination dates of the Institute clashes with university or any other institution the student is enrolled in, the student must submit the date sheet beforehand.

9. Supplementary Examination: Supplementary students are those students who have failed to obtain the minimum passing marks/percentage which is 40%. Examination for supplementary students will be held as per schedule declared by Examination Department. Student must check to the office of the Institute regarding the date of supplementary examination and the same will be displayed on the notice board.

Supplementary forms need to be filled and required fee to be paid.

Two chances only: A candidate who gets supplementary in any of the semester examination will be provided with only two chances to clear the paper/s within two years of taking admission in the course.

10. Diploma: All candidates joining the Institute shall be eligible for award of Diploma only after being assessed successful through the examination process established and within one year of the declaration of result.

11. Notice Board: The students, in their own interest should read the notice board everyday. New development and other important announcements shall always be displayed on Notice Board.

12. Course Curriculum: The subjects of various programmes have been defined in the prospectus. The Institution reserves the right to change/add vary the course structure, Instructional/assessment pattern to keep pace with current industry practices and to improve the quality of programmes.

13. Teaching Methodology: A variety of teaching methods are used as deemed appropriate for each subject. Lecture sessions are supplemented with Case Studies, individual and group exercises, Assignments and practical training. Considerable emphasis is placed on practical mark & assignments. Personal Attention to candidates is an important feature of all the courses of the Institutes.

Responsibility of Parent/Guardian:

1. For students who are admitted provisionally and who have not submitted required certificates or marksheets at the time of admission, parents must ensure that all pending documents are submitted within the stipulated time as notified by the Institute. As they are required by skill councils. Failure to submit the required documents within the specified deadline may result in the cancellation of admission or withholding of examination eligibility /results.
2. Submission of leave application in advance in case of planned absence. In case of unforeseen circumstances, the concerned institute must be informed promptly about the reason for absence.
3. Ensure the payment of fees on or before the due date as prescribed by the Institute. Failure to pay fees on time may result in late payment penalties or disqualification from attending classes and examinations, as per institutional policy.
4. Should actively monitor students' regular attendance, academic performance, and overall behaviour. Achieving satisfactory academic progress, and exhibiting appropriate conduct are essential for the student's continued enrolment and overall development.
5. Parents/Guardian must check from the Institute about all camps/programmes within Delhi or outside Delhi where overnight stay is required. The parents will be informed of such programmes through official circular. The parent / guardian shall sign NOC provided by the institute in case of any over night stay / visit of student.
6. **Declaration:** The parent or guardian of each student shall be required to sign a declaration form provided by the Institute. This declaration serves as a formal agreement between the parent/guardian and the management of New Delhi YMCA, undertaken on behalf of the student.

By signing the declaration, the parent/guardian agrees to abide by the rules, policies, and code of conduct laid down by the Institute and to support the student's compliance with the same.

POLICY GOVERNING REFUND OF FEES FOR HPDP STUDENTS

General Guidelines:

1. Admission fee will be non-refundable
2. Registration Fee will be non refundable
3. Security Deposit will be refunded after successful completion of the course.

Refund Policy:

- A. Applying for fee refund before the course is commenced — 100% fee (except Admission Fee) is refunded.
- B. If the course is cancelled 100% fee is refunded including Admission Fee.
- C. Not having attended classes after the course commenced:
 - i. Applied for fee refund within two days from course commencement — 75% of the amount paid is refunded.
 - ii. Applied for fee refund between 3 to 7 days from course commencement — 50% of the amount paid is refunded.
 - iii. Applied for fee refund between 8 to 15 days from course commencement — 25% of the amount paid is refunded.
- D. Having attended classes for 01 day:
 - i. Applied for fee refund within two days from course commencement — 70% of the amount paid is refunded.
 - ii. Applied for fee refund between 3 to 7 days from course commencement — 40% of the amount paid is refunded.
 - iii. Applied for fee refund between 8 to 15 days from course commencement — 20% of the amount paid is refunded.
- E. Having attended classes between 2 to 6 days:
 - i. Applied for fee refund between 3 to 7 days from course commencement — 30% of the amount paid is refunded.
- F. Applying for refund of fee after lapse of 15 days of course commencement — No Refund will be made.
- G. Point No. 1 is common in all cases of A to F (if applicable).

NOW YOU CAN REACH US FROM ANYWHERE IN DELHI & NCR

THE MAP IS NOT TO SCALE



Cultural Centre Building (Basement), Gate No. 2, 1 Jai Singh Road, Near Jantar Mantar, New Delhi - 110001

(Near Patel Chowk / Rajiv Chowk Metro Station) Tel: 23363187, 43644034

Email: imsit@newdelhiymca.org, ymcamedia@gmail.com, Website: newdelhiymca.org