

**PROJECT GUIDELINES FOR  
PGDMC, PGDBJ, BMC**



**KRISHNA KANTA HANDIQUI STATE OPEN UNIVERSITY  
HOUSEFED COMPLEX,  
DISPUR, GUWAHATI-6**

## CONTENTS

- I. OBJECTIVES
- II. TIME SCHEDULE FOR THE PROJECT
- III. TYPES OF PROJECTS
- IV. PROJECT PROPOSAL
- V. PROJECT GUIDE
- VI. PROJECT REPORT
- VII. PROJECT PROFORMA
- VIII. SUBMISSION OF PROJECT REPORT
- IX. PROJECT PRESENTATION
- X. MARKS DISTRIBUTION

### **I. OBJECTIVES**

The objective of the Project is to help the learners acquire ability to apply multi-disciplinary concepts, tools and techniques to solve organizational problems and/or to evolve new/innovative theoretical frame work.

The duration of the project work is two months.

The project carries 100 marks and it is mandatory to submit the Project Report before the completion of the programme.

### **II. TIME SCHEDULE FOR THE PROJECT**

Sl. No.	Topic	Date
1.	Submission of the synopsis of the project at the respective Study Centre	upto 31 <sup>st</sup> January
2.	Submission of the project report and the soft copy of the designed project at the Study Centre	upto 30 <sup>th</sup> June
3.	Viva-voce to be conducted	1 <sup>st</sup> August to

### III. TYPES OF PROJECT

The Project may be taken on any one of the following areas :

- The project should be done in core specialisation area of respective course only.
- It should be related to any field of Communication.
- Journalism, its related fields, any media related issues, or media related organisations
- Any area of Public relations or Advertisements or such firms/ organisations.
- Field study (empirical study).
- The project can be based on primary or secondary data.

### IV. PROJECT PROPOSAL (SYNOPSIS)

#### **Submission, Changes and Acceptance of Project Proposal (synopsis):**

- Learners are advised to send their project synopsis and name and address of the project guide to the Coordinator, KKHSOU, Study Centre. The synopsis should include the following:
  - Title of the Study
  - Objectives and importance (significance) for the Study
  - Research Methodology opted for the Study (stating nature, sources, collection of data; research tools and techniques to be used; sampling procedure).
  - Limitations and Scope of the Study.
- If the learner wants to undertake a new project by changing his/her earlier project proposal, he will have to justify his new choice. Without valid ground and certification from his/her guide, no change in project proposal will be entertained.
- In any case, changes in project proposal will not be allowed after submitting the second project proposal. The second proposal will be considered as final.

- It is necessary that the learners finalise their project proposal well ahead of time.
- It is to be noted that changes in project proposal will not be entertained in the last month of the programme.
- In order to complete the project in due time, a learner should devote at least 60 days for his/her project. This time should be judiciously divided into various phases like field study & interview, data collection, data tabulation, data interpretation and data analysis,

#### **V. PROJECT GUIDE**

- A faculty at the School of Professional Studies (Mass Communication and Journalism) of KKHSOU headquarter.
- Faculties in the departments of Mass Communication and Journalism in colleges/institutions affiliated to any Indian University and having minimum five years of teaching experience.

#### **VI. PROJECT REPORT**

- Each Project Report must adequately explain the research methodology adopted and the directions for future research.
- The Project Report should also contain the following:
  - Copy of the approved Project Proforma. The Project proforma has been mentioned in the section "Project proforma".
  - Certificate of originality of the work duly signed by the learners themselves and project guide.

#### **VII. PROJECT PROFORMA**

- The Project Report should be typed in double line space, with 1.5 inches of margin in left side and 1 inch margin in the right side of each page. The upper and lower margins should not be less than 1 inch each. Project report should be printed on one side only and should be spiral bound.

- The project report should include the following items --
  - 1) Introduction
  - 2) Objectives
  - 3) Methodology
  - 4) Analysis of the document
  - 5) Findings
  - 6) Implimentation of the project
  - 7) Future application of the project
  - 8) Bibliography
- The cover page and the first three pages of the report should be of the following structure:


#### COVER PAGE (FIRST COVER)




**“TITLE OF THE PROJECT”**

Name & Enrol. Number of the Learner

**FIRST FACE PAGE**

 <b>“TITLE OF THE PROJECT”</b> Conducted under the Guidance of <b>(Name of the Guide)</b> Name & Enrol. Number of the Learner
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**SECOND PAGE**

<b>CERTIFICATE OF ORIGINALITY from the Supervisor</b>	
<p>This is to certify that the project report entitled ..... submitted to <b>Krishna Kanta Handiqui State Open University</b> in partial fulfilment of the requirement for the award of the degree of <b>BACHELOR OF MASS COMMUNICATION (BMC)</b>, is an original work carried out by ..... Enrolment No.:..... under the supervision of Mr./ Ms/Dr./Prof.. ..</p> <p>The matter embodied in this project is a genuine work done by the student and has not been submitted either to this University or to any other University / Institute for the fulfilment of the requirement of any course of study.</p>	
Signature of the learner Name and Address	Signature of the supervisor Name, Designation & Address
	

### **VIII. SUBMISSION OF PROJECT REPORT**

Learners should prepare three copies of the project report, One copy for the University, one for the Study Centre and one for the learner him/her self. The copy for the University should be submitted to the OSD (Examination), KKHSOU, Dispur, Guwahati 781006, through respective study centres. At the top right corner of the first page of the report "COPY FOR THE UNIVERSITY" should be neatly written/typed.

### **IX. PROJECT PRESENTATION & PRESERVATION**

- Each project must be presented in the presence of an External Evaluator. Project presentation may be scheduled at other study centres also depending on the number of learners.
- Learners should preserve their copies of project report for future reference. The University may ask to present the same even after the submission of the project anytime within commencement of the programme. Therefore, the learners should preserve their copies at least until final result is declared.

The above pages (Cover page and first, second and third pages) should not have any numbering. There should be a content page depicting the inside road map of the project. Numbering of pages may start from the next page of the content page.

The type font is: Arial. For general continuous texts, font size: **11**. The major Section should be typed with **BOLD** letters with font size: **14**. The Sub-sections should be typed with **Title Case bold letters** with font size **12**.

8

#### **X. MARKS DISTRIBUTION AND VIVA VOICE**

For BMC, PGDMC, PGDBJ course,

**Total marks (100)=80 (Report writing)+ 20 (Viva Voice)**

Both internal guide and the external examiner will evaluate the project report and award marks out of 80. Candidate shall appear in a viva voice examination to be scheduled by the university and to be held one of the study centre.

Atleast one of the two examiners mentioned above should be present to conduct the viva examination and award marks out of 20.

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