

# **Mass Communication Internship Programme**

## **Details (Mass Communication Internship Programme)**

The "Mass Communication Internship Programme" was launched by the Department of Water Resources, River Development, and Ganga Rejuvenation, Ministry of Jal Shakti. The internship offers hands-on experience in media and social media activities, aiming to create awareness about the importance of water resources conservation and management.

## **Objectives (Mass Communication Internship Programme)**

- The internship offers hands
- on experience in media and social media activities, aiming to create awareness about the importance of water resources conservation and management.

## **Important Features (Mass Communication Internship Programme)**

- The "Mass Communication Internship Programme" was launched by the Department of Water Resources, River Development, and Ganga Rejuvenation, Ministry of Jal Shakti. The internship programme is short
- term exposure designed to engage students in undergraduate, graduate, and postgraduate studies in the field of mass communication. The internship offers hands
- on experience in media and social media activities, aiming to create awareness about the importance of water resources conservation and management. ■ Framework of internship: First month of internship: Learn about the department's IEC activities, Create social media content (Facebook, Instagram, Twitter, LinkedIn, YouTube), Plan social media strategy, and set targets. Second month of internship: Promote services and raise awareness, Engage and build relationships with the audience, Drive traffic and establish KPIs, Draft press releases for Department events. Third month of internship: Interact and research target audience, Analyze social media results, Publicize National Water Awards to attract applicants, and Draft speeches for senior officials on Department achievements.

## **Benefits (Mass Communication Internship Programme)**

- Honorarium : An honorarium of ■10,000/-
- per month will be paid to each intern. Certificate: A certificate will be received upon successful completion of the internship. Facilities: The department provides working space, internet facility, and other necessities as deemed fit by the Heads. Placement: Each selected intern will be posted with a Deputy Secretary, Director, Joint Secretary, or the office of the Secretary (WR, RD & GR) and will work closely with the IEC Section. ■

## **Eligibility (Mass Communication Internship Programme)**

- The applicant should be a student. The applicant should be pursuing a BA/MA/PG in mass communication, journalism, public relations, MBA (Marketing)/ related fields or completed their degrees/diplomas in aforesaid course(s) from any recognized college/university. The applicant must have his own laptop for the internship. Required Skills and Interests: Writing, communication, time management, organization, traditional and digital marketing, customer service, relationship building, strategic and analytical thinking, and creativity. Academic Performance: Undergraduate Students: Completed/appeared in term end exams of the second year/4th semester of their bachelor's degree. Secured at least 60% or equivalent marks in 12th class. ■ Recent Graduates/PG Students: Appeared in the final exam or just completed Graduation/PG. Waiting for admission for higher studies. Secured 55% or more cumulative marks in all years/semesters of their graduation/post
- graduation. ■ Postgraduate Students: Completed/appeared in term end exams of the first year/2nd semester of their postgraduate program or pursuing research/PhD. Secured at least 55% or equivalent marks in Graduation. ■

## **Application Process (Mass Communication Internship Programme)**

- Step 01: The student downloads the application form Annexure-I and the format of NOC is in Annexure-II .
- Step 02: In the application form, fill in all the mandatory fields, and attach copies of all the mandatory documents (self-attest, if required).
- Step 03: Student can email their applications in the prescribed format to: iec-mowr@nic.in.
- ■ Submission of Report: At the end of the internship, each intern shall submit a detailed report on the work carried out and.
  - if required, make a presentation on it.
- ■ Selection Procedure: Selected interns are advised to contact respective Offices/ Sections in the department for an entry pass during the internship.
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## **Documents Required (Mass Communication Internship Programme)**

- Passport-size Photograph. Curriculum Vitae. Identity Proof (Aadhar Card/Driving License/Pass Port/Voting Card). 500-word write-up “Reason for Joining as Intern in DOWR
- RD & GR. Pan Card. Bank Passbook. No Objection Certificate (NOC) from his/her respective college/university. ■

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