



Training & Certification Manual

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Version 1.0 | Effective 2026

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OFFICIAL ACADEMY MANUAL

TRAINING & CERTIFICATION MANUAL

All India Digital Media Journalist & Content Creator Association (AIDMJCCA)

Version: 1.0 | **Document Ref:** AIDMJCCA/MAN/TCM-2026/06 | **Approved by:** National Academic & Skills Board

SECTION 1

1. Purpose & Academic Vision

1.1 This manual governs the curriculum framework, masterclasses, ethical reporting certifications, verification standards, and practical workshops organized under the **AIDMJCCA Media Skills Academy**.

1.2 The mission is to upskill independent digital journalists, regional creators, camera professionals, and social media influencers with modern editorial ethics, digital media law compliance, and advanced multimedia storytelling tools.

SECTION 2

2. Core Certification Tracks & Curriculum

The Association offers standardized certification courses categorized across practical professional tiers:

Certification Course	Target Audience	Curriculum Highlights	Duration & Mode
Digital Media Ethics & Cyber Laws	All New & Active Members (Mandatory)	IT Rules 2021, Defamation, Copyright, BNS Legal Boundaries	4 Weeks (Online Hybrid)
Mobile Journalism (MoJo) & Ground Reporting	Field Reporters, Stringers, Video Journalists	Smartphone Cinematography, Audio Gear, Live Streaming Tools	2 Days (Bootcamp / Field)

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Certification Course	Target Audience	Curriculum Highlights	Duration & Mode
OSINT & Fact-Checking Mastery	Investigative Writers, Editors, Research Teams	Deepfake Detection, Geolocation, Metadata & Image Verification	6 Weeks (Masterclass)
Creator Monetization & Brand Strategy	YouTubers, Podcasters, Digital Influencers	Sponsorship Compliance, ASCI Guidelines, Tax & GST Setup	3 Weeks (Weekend Cohort)

SECTION 3

3. Evaluation, Examination & Passing Benchmarks

ACADEMIC INTEGRITY & ANTI-PLAGIARISM POLICY

 Certificates will not be awarded purely on attendance. Candidates must clear practical assignments and objective tests. Any plagiarism, generative AI cheating without disclosure, or proxy attendance will lead to immediate course disqualification.

- **Passing Standard:** A minimum score of **60%** in the comprehensive final assessment and **80%** minimum webinar attendance is mandatory.
- **Practical Project Submission:** Students must publish a peer-reviewed ethical report, documentary piece, or fact-check debunk as their final capstone.

SECTION 4

4. Digital Certificate Verification & Badge Badging

- **Blockchain-Backed Dynamic QR:** All digital certificates bear an immutable serialized registration number verifiable on the official registry (aidmjcca.org/verify-cert/).
- **Member Portal Badges:** Certified members receive distinctive verified badges on their public AIDMJCCA profile, highlighting specialized skill mastery.
- **CPD Points:** Ongoing professional participation earns Continuing Professional Development (CPD) credits, mandatory for senior credential renewals.

SECTION 5

5. Faculty Onboarding & Institutional Tie-Ups

5.1 Guest Mentors: Courses are instructed by veteran senior journalists, Supreme Court/High Court cyber advocates, digital creators, and verified fact-checkers.

5.2 University Collaborations: The Association collaborates with recognized Mass Communication universities and media institutes to conduct joint certified diplomas and student workshops.



FOR ALL INDIA DIGITAL MEDIA JOURNALIST & CONTENT CREATOR ASSOCIATION (AIDMJCCA)

Rupesh Kumar Singh

National President

APPROVAL DATE

01 May 2026

Empowering and uniting India's digital journalists, content creators, and media professionals through legal protection, ethical standards, and community growth.



RESOURCES

- Constitution
- Code of Ethics
- Rules & Regulations (Bylaws)
- FAQs
- Privacy Policy
- Terms & Conditions
- Disclaimer & Grievance
- Refund Policy

MANUALS

- Membership Rule Book
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