



**L V PRASAD**

COLLEGE OF MEDIA STUDIES

EDUCATION FOR TRANSFORMATION

**Undergraduate - Prasad Creative Assessment Test: 2025**

**“Dadasaheb Phalke Awardee Shri L V Prasad Bidecennial Student Award”**



**“The Dadasaheb Phalke Award is India's highest award in the field of cinema received by Shri L V Prasad in 1982”**

**Important Dates:**

Test one: Registration Opens on	15 <sup>th</sup> November 2024
Test One: Registration Close on	6 <sup>th</sup> February 2025
Test one: PCAT Admit card live on (prasadacademy.com)	8 <sup>th</sup> February 2025
Test one: Prasad Creative Test on	9 <sup>th</sup> February 2025
Merit List Announcement for seat at L V Prasad College of Media Studies for February test	15 <sup>th</sup> February 2025
Test Two: Registration opens on	15 <sup>th</sup> February 2025
Test Two: Registration Close on	8 <sup>th</sup> May 2025
Test Two: PCAT Admit card live on (prasadacademy.com)	9 <sup>th</sup> May 2025
Test Two: Prasad Creative Test second test on	11 <sup>th</sup> May 2025
Merit List Announcement for seat at L V Prasad College of Media Studies for May test	20 <sup>th</sup> May 2025
Final awardees for receiving “Dadasaheb Phalke Shri L V Prasad Bidecennial Student Award” will be announced on	25 <sup>th</sup> May 2025

# Welcome to L V Prasad College of Media Studies



## Authorized Collaborative Institution of Alagappa University

### Managing Director Message

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**Mr Ramesh Prasad**  
Managing Director

*I am extremely happy and proud that L V Prasad College of Media Studies has completed a decade of service to the media and entertainment industry. It is with a feeling of great pride and humility, at the same time, that we are getting ready to welcome the newest batch of students into the Academy. While we can feel proud that all our graduates are doing well in the film industry across the country, we are also witnessing radical changes in the world of technology and innovative narrative systems virtually sweeping away many of the traditional norms of filmmaking. As experienced filmmakers and post production service providers, we at Prasad Group have transformed ourselves to take advantage of this challenge with an open mind. During all this, L V Prasad College of Media Studies has always tried to deliver the best education at a minimum cost, compared to all other private film schools in India.*

*At L V Prasad College of Media Studies, we have the finest set of teaching faculty in the country and we constantly endeavor to offer a well-crafted syllabus to empower students with the best that film theory and actual practice can offer. Evolving digital technologies consistently drive our equipment upgradation program and being part of a fully functional production and post production studio is a unique advantage to our students.*

*Student films produced by the Academy continue to win awards at most of the prestigious short film festivals across the world. All this motivates us to pledge ourselves yet again to continue with the Vision of Mr. L.V. Prasad, our founder, who dedicated his entire life for the betterment of Indian Cinema.*

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## Chief Executive Officer Message

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**Dr Kavitha Ganesh**  
**Chief Executive Officer/Director**  
**L V Prasad College of Media Studies**

*Dr Kavitha Ganesh is Chief Executive Officer of L V Prasad College of Media Studies (a Unit of L V Prasad Education and Research Foundation), Her focused vision for the future of the institution is coupled with operational expertise. She is a rigorous defender of media education particularly the convergence and integrated media & Communication In the arena of higher education. She has the unique distinction of specializing in varied medium including cinema, advertising, television production, journalism, electronic media, and Digital technology.*

*A strong advocate for academic excellence Dr. Kavitha has headed accreditation committees in quality assessment and setting the standards for academic programs.*

*She has a holistic experience in academics, research, and management of the education ecosystem. She has also played a key role in instituting Communication and Media studies into the academic framework synergizing the industry institute interface. Her penchant for administration is evident from her long-standing positions such as Dean, Director, and Member of many prestigious Academic bodies of both national and international repute. Her acumen for curriculum design was facilitated by learner-centric pedagogy with the introduction of several media related Graduate and Masters programs.*

*Dr Kavitha holds a Bachelor's degree in Visual Communication and Masters in Communication and Journalism. She earned her Master's in philosophy specializing in Film Studies. Her highly commended Doctoral studies focused on advertising and electronic Media. She has held faculty appointment at MIDS ,Singapore as a visiting professor and is hands-on with short films, Documentaries , Ad and corporate films.*

*Kavitha's Scholarly accomplishments include publication in several referred research journals and presentation at conferences .*

*She is a recipient of the highest faculty award for innovative Methodology and awarded Certificate of Appreciation by the Harvard University for excellence in mentoring research projects related to media technology and education in Asian countries.*

*After a long stint with educational institutions, Academia continues to inspire her as she says "There is always a need for the New Improved formula to strike a chord ".*

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**ADMISSION BULLETIN UG PROGRAMMES  
OF  
L V Prasad College of Media Studies**

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Candidates aspiring to join any of the following:

- BFA
- BSc Visual Media

programmes offered by institutes of L V Prasad College of Media Studies must appear for the common, mandatory Computer Based Test(s) (CBT). Since 2021, “PCAT” is known as Prasad Creative Assessment Test These are conducted in Computer Based Test (CBT) mode online/offline across various cities of India.

LVPCMS announces the four-year degree programme and Three-year degree programme. The highlights of the programme offerings are as under,

A candidate needs to register for PCAT 2025 & also register for the institutes offering his/ her choice of programmes by paying separate programmes registration fees. If shortlisted, he/she would then need to attend the further admission process conducted by each of these institutes individually.

Candidates are fully and solely responsible to provide correct information during the application process. If it is found that any information provided by the candidate at the time of filling / submitting the application form is not true, L V PRASAD COLLEGE OF MEDIA STUDIES has the right to cancel the application or admission, at any stage, in accordance with its rules and regulations. Any direct or indirect attempt to influence the management and employees of the Institute will lead to automatic disqualification of the candidate.

**Note: All communication with candidates will be done through the official email address ([enquiry@lvpcollege.edu.in](mailto:enquiry@lvpcollege.edu.in)) only. Please ensure that this email address is whitelisted in your registered email.**

Aspirants can now complete the Online PCAT 2025 as well as programme registrations in the same portal

**The structure of the Bulletin is as follows:**

**Section 1: PCAT 2025 Registration**

**Section 2: Entrance Test PCAT 2025**

**Section 3: Shortlisting and Selection Process**

**Section 4: L V Prasad Award Merit List Declaration and Admission**

**Section 1: PCAT 2025 Registration**

- A. Registration process.
- B. Modes of payment.
- C. Procedure of programme payment.
- D. Programme Eligibility
- E. Process for International Candidates

**Section 2: PCAT Entrance Test 2025**

- A. Online PCAT 2025 structure
- B. Important Instructions regarding Admit Card
- C. Important guidelines regarding PCAT 2025

### Section 3: Shortlisting and Selection Process

### Section 4: Merit List Declaration and Admission

## SECTION 1

### PCAT 2025 Registration

#### A. Registration process

PCAT 2025 will be conducted on two different dates and exam will be online and offline. Candidates can appear for the dates, i.e. February 09, 2025 (Sunday) and May 11, 2025 (Sunday). Please note these dates and the respective test timings carefully.

Offline / Online Date of PCAT 2025 and Time	
February 09, 2025 (Sunday) and May 11, 2025 (Sunday)	Time
PCAT	09.00 AM to 10.00 AM and 03.00 PM to 04.00 PM

A candidate can appear for PCAT on both the dates **February 09, 2025 (Sunday) and May 11, 2025 (Sunday)**. And Candidate can appear for more than one test, A rigorous process that has been statistically tested will be administered to ensure that unique types of questions are framed under a specific topic across the question papers. The normal spread will ensure that there is no unfair advantage to candidates who opt for any specific test . This will ensure the normalisation of the spread of questions across sections. Furthermore, the question papers will be normalised for the level of difficulty across all two courses. No correspondence regarding this will be entertained.

From 2021 onwards, “PCAT” is known as **PRASAD CREATIVE ASSESSMENT TEST**,

The process mentioned below:

1. Register online on the website Prasadacademy.com (**Registration closes on 8<sup>th</sup> May, 2025**). **Note:** No changes shall be permitted after the registration under any circumstances.
2. A candidate can appear for PCAT 2025 on any of the dates **February 09, 2025 (Sunday) and May 11, 2025 (Sunday)**.

**Note:** “PCAT” (**PRASAD CREATIVE ASSESSMENT TEST**) is must for admission

Upload your latest scanned colour passport size photo at the time of Online Registration. (Your photograph should not be more than 04 months old).

3. Ensure that the information you have filled is accurate. No changes shall be permitted after the registration under any circumstances. Candidates are fully and solely responsible to provide correct information during the application process. If it is found that any information provided by the candidate at the time of filling / submitting the application form is not true, L V PRASAD COLLEGE OF MEDIA STUDIES has the right to cancel the application or admission, at any stage, in accordance with its rules and regulations. Any direct or indirect attempt to influence the management and employees of the Institute will lead to automatic disqualification of the candidate.
4. **All communication with candidates will be done through the official email address ([Prasadacademy.com](mailto:Prasadacademy.com)) only. Please ensure that this email address is whitelisted in your registered email.**

**Candidate should note that PCAT 2025 is only the first step. Each LVPCMS has its subsequent independent selection process.**

<b>Day and Date</b>	<b>Time</b>	<b>Entrance Test</b>	<b>Institutes/ LOCATION/ CAMPUS</b>
<b>February 09, 2025 (Sunday) and May 11, 2025 (Sunday).</b>	<b>9:00 AM to 10:00 AM Or 3 PM to 4 PM</b>	PCAT	LVPCMS-Chennai LVPCMS-Bangalore LVPCMS- Trivandrum

## **B.Modes of payment**

Candidates may pay through –

i) PayU Payment Gateway or QR  
Code Scanner

The entrance test registration fee for PCAT 2025 is INR 500/- per test. (Non- refundable and non-transferable).

### **L V Prasad College of Media Studies**

Contact Number:

**The LVPCMS will authenticate the details of payment and will send you an email confirming the payment. Only after the realization of payment, would you be able to view your Admit Card.**

**IMPORTANT: PCAT 2025 fee is non-refundable and non-transferable.**

#### **Note:**

1. Please note that LVPCMS will **not be responsible** for non-delivery or any delay from bank side on the payment
2. It is also **mandatory to complete the payment process of desired institute for desired programme(s)** before the closing date of payment of the respective programme. Payment towards the programme(s) also needs to be done through the website [Prasadacademy.com](http://Prasadacademy.com) only.
3. PCAT 2025 score will be **valid only** for admission to select programmes of L V Prasad College of Media Studies for the **academic year 2025**.
4. **Admissions** to the select programmes at L V PRASAD COLLEGE OF MEDIA STUDIES are **strictly based** on merit, assessment of individual performance in the respective Entrance Test for Undergraduate Studies and other processes prescribed by the Alagappa University.

(**Note:** - PCAT 2025 Result will be declared on 25<sup>th</sup> **May, 2025**, on [www.prasadacademy.com](http://www.prasadacademy.com) and admission will be open till 15<sup>th</sup> **June, 2025**).

Candidate desirous to submit his candidature to select UG programmes, is also required to complete the payment process of desired programme before the closing date of payment of the same. Payment towards the programmes must be made through the website only ([Prasadacademy.com](http://Prasadacademy.com)). After making the payment for PCAT, proceed to complete the online registration form (Part II) for Programme (s) registration and the respective institute(s). A candidate is required to make separate **non-refundable** and **non-transferable** payment of **INR 500/- per programme per institute at this stage**.

The institutes and their programmes are as follows:

S. No	Institute	Programme
1	LVPCMS	BFA
2	LVPCMS	BSc Visual Media

**Note:**

Even after closing of the payment for PCAT 2025, a candidate may still pay through website till the last date of payment for the programme(s).

Indian nationals and NRI candidates shall have to apply under PCAT 2025 to seek admission to the select Undergraduate programmes of L V Prasad College of Media Studies.

A student is eligible to apply as a Non-Resident Indian (NRI) if he/she has appeared for either 10<sup>th</sup> or 10+2 (equivalent to the Indian 10th or 12th) examination outside India. It is mandatory for NRI students who have appeared for their 10th standard exam outside India and 12<sup>th</sup> in India to appear for PCAT 2025 as applicable.

After the declaration of the PCAT 2025 result, the institute (offering the programme(s) for which you have paid) will conduct further selection processes for short-listed candidates. The schedule for the same will be published on the website of the respective institute(s).

**Any attempt to impersonate or indulge in any malpractice, identified at any stage of the admission process would disqualify the candidate from the admission processes to all UG programmes of L V Prasad College of Media Studies and may also lead to appropriate legal action as deemed fit.**

**Disclaimer:**

Every effort is made to provide accurate and complete information. However, we cannot guarantee that there will be no errors. We make no claims, promises or guarantees about the accuracy, completeness, or adequacy of the contents of this Site and expressly disclaim liability for errors and omissions in the contents of this Site. L V PRASAD COLLEGE OF MEDIA STUDIES will always use its best efforts to ensure the accuracy and timeliness of all information.

Candidates are advised to check the eligibility criteria for the programme(s) which they are desirous to pursue. L V PRASAD COLLEGE OF MEDIA STUDIES / Institute will not be responsible, if the candidate applies for programme(s) for which he/she is not eligible.

**Every candidate is urged to note that no donation or capitation fee is required to be paid for admission to any of the LVPCMSs. Parents and students are cautioned against falling prey to any such assurance/offer by any individual or outside agency.**

**C. Process for International Candidates:**

Admissions of international students are centralized for all the constituent institutes of L V Prasad College of Media Studies

## Non-Resident Indian (NRI):

A student is eligible to apply as a Non-Resident Indian (NRI) if he/she has appeared for either 10th or 10+2 (equivalent to the Indian 10th or 12th) examination outside India. It is mandatory for one of the two qualifying examinations to be given outside India. Please refer [www.prasadacademy.com](http://www.prasadacademy.com) for more details.

To assist candidates with their application to L V Prasad College of Media Studies a detailed stepwise procedure is available on [www.prasadacademy.com](http://www.prasadacademy.com) Interested candidates can apply online through their user-friendly online application facility. For more information, please write to us [enquiry@lvpcollege.edu.in](mailto:enquiry@lvpcollege.edu.in)

## SECTION 2

### Entrance Test 2025

#### A. Entrance Test Structures

#### Structure of PCAT 2025

Date: February 09, 2025 (Sunday) and May 11, 2025 (Sunday).

Timing: 09.00 am to 10.00 am or 3 PM to 4 PM

Session	Entrance Test	Pattern	No of Questions	Marks
February 09, 2025 (Sunday) and May 11, 2025 (Sunday). 09.00 AM to 10.00AM Or 03.00 PM to 04.00 PM	PCAT	Creative Test	60	60
		<b>Total</b>	<b>60</b>	<b>60</b>

**\*Note: Depending on any unavoidable circumstances, the schedules as well as the nature/structure of the test can change, and all tests can be conducted entirely online or entirely offline or in a combination of both modes at the discretion of L V PRASAD COLLEGE OF MEDIA STUDIES.**

Note: -

- ✓ Please note that the PCAT 2025 will be conducted in Computer Based Test (CBT) mode. \*
- ✓ The duration of each test is of 60 minutes.
- ✓ Dates:

Date of PCAT 2025 and time	
Dates: February 09, 2025 (Sunday) and May 11, 2025 (Sunday).	Time
PCAT	09.00 AM to 10.00 AM
PCAT	03.00 PM to 04.00 PM

- ✓ There is no negative marking for wrong answers.
- ✓ All sections are mandatory.



## **B. Important Instruction regarding Test Day / Admit Card**

- i. PCAT 2025 Admit Card should be printed (**colour printouts only. B&W printouts will not be accepted**) from the LVPCMS website ([prasadacademy.com](http://prasadacademy.com))
  - ii. **PCAT- February 09, 2025 (Sunday) and May 11, 2025 (Sunday). 09.00 am to 10.00 am or 03.00 pm to 04.00 pm** Please ensure that you arrive at your assigned Test Centre latest or taking the test online are available 30mins prior to the test
  - iii. Please ensure that your latest passport size, colour photograph is pasted on the Admit Card at the place provided for before appearing for the test (Your photograph should not be more than 4 months old).
  - iv. Admit Card along with valid original Photo Identity proof should be carried to the Test Centre at the time of the test. An acceptable photo identity is any one of the following.
    - **Passport.**
    - **Driving license.**
    - **Voter ID Card.**
    - **PAN Card**
    - **AADHAR Card (UID)**
    - **College ID Card**
- Note:** Soft copy of identity proof will not be accepted.
- v. An authorized person will verify and authenticate your Admit Card against the photo-id on the day of the test. Please **preserve** this authenticated Admit Card for further PI/WAT or ST-PI processes.
  - vi. Candidates should note that an authenticated Admit Card is an important document without which the candidate will not be permitted to appear for further selection processes of L V PRASAD COLLEGE OF MEDIA STUDIES. If the Authenticated Admit card is lost, **a duplicate Authenticated Admit Card will not be issued.** It should be retained till the admission process is over.
  - vii. Cell phones, calculators, watch calculators, alarm clocks, digital watches with built in calculators/ memory or any electronic or smart devices are not allowed in the test hall.
  - viii. Candidates will not be allowed to leave the test hall till the test is completed. After submission of the test, candidate will not be allowed to re-enter the test hall.
  - ix. Candidates are advised to locate allocated test Centre at least a day in advance to avoid any issue on the day of the test. Candidates who reach the test centre late due to any reason, will not be allowed to enter the same under any circumstances after the gates are closed.
  - x. **Travel and staying arrangements** will need to be **done by the candidates.**
  - xi. Utmost care is taken to prepare an error free question paper. However, if an error is detected in the question paper, the Scrutiny Committee shall take an appropriate decision after the test, which shall be final.
  - xii. The scores published by the LVPCMS shall be final and shall not be subject to any appeal or revaluation
  - xiii. Any attempt to impersonate or indulge in any malpractice, identified at any stage of the admission process would disqualify the candidate from the admission processes to all UG programmes of L V Prasad College of Media Studies and may also lead to appropriate legal action as deemed fit.

- xiv. If it is discovered that you have consumed any prohibited substances, entry to the test centre will be denied.
- xv. Any malpractice / use of unfair means will lead to your disqualification from the admission process of L V PRASAD COLLEGE OF MEDIA STUDIES. Instances of any incorrect information or process violation detected at any stage of the selection process will lead to immediate disqualification of the candidate from the selection process and he/she will not be allowed to appear for L V PRASAD COLLEGE OF MEDIA STUDIES Entrance Tests in the future. If such instances go undetected during the current selection process but are detected in subsequent years, such disqualification will take place with retrospective effect.

### **SECTION 3**

#### **Shortlisting and Selection Process**

- **Student scoring above 80% in PCAT test are eligible nominees for “Dadasaheb Phalke Shri L V Prasad Bidecennial Student Award”**
- **Student scoring above 80% in PCAT will be called for Personal Interview**
- **Final awardees for receiving “Dadasaheb Phalke Shri L V Prasad Bidecennial Student Award” will be decided by the Panel (PCAT Test score + Personal interview score)**
- **Result will be published in our website, Prasadacademy.com and formal letter will be sent to awardee**
- **The award is issued only to student joining the course for the academic year 2025**
- **Student scoring above 50% are awarded seat at L V Prasad College of Media Studies**

### **SECTION 4**

#### **“Dadasaheb Phalke Shri L V Prasad Bidecennial Student Award” Merit List Declaration and Admission**

Merit list will be based on the following parameters \*\*:

- PCAT test topper and Personal interview topper is the final to receive “Dadasaheb Phalke Shri L V Prasad Bidecennial Student Award”
  - **Student scoring above 50% are awarded seat at L V Prasad College of Media Studies and not eligible for award**
  - Merit List and Wait List will be displayed on the website of the respective courses. Wait list movement will depend upon the vacant seats available.
  - Please note that all admissions are provisional and will be confirmed on payment of fees on or before the due date and subject to fulfilment of eligibility conditions of the respective programme(s) and in accordance with the rules of the L V Prasad College of Media Studies.
-