

**Minutes of the Meeting of 4th Annual Advisory Committee of IMC  
held on March 23, 2023 at 10:30 A.M.**

The 4th Annual Advisory Committee meeting of the Instructional Media Centre was held on 23rd March- 2023 in the Conference Hall of the Centre. The meeting was chaired by the Hon'ble Vice- Chancellor.

The meeting was attended by the following members:

1.	Prof. Syed Ainul Hasan, Hon'ble Vice Chancellor	<b>Chairperson</b>
2.	Prof. Siddiqui Mohd Mahmood, I/c Registrar	Member
3.	Dr. Nakul Prashar, Director, Vigyan Prasar, Ministry of Science and Technology, G.o.I	Member
4.	Prof. Mohd Razaullah Khan, Director, DDE, MANUU	Member
5.	Mr. Mohd. Mujahid Ali, Producer -I	Special Invitee
6.	Dr. Md. Intiyaz Alam, Jr. Research Officer	Special Invitee
7.	Mr. Md. Shakeel Ahmad, Engineer Gr-I	Special Invitee
8.	Mr. Aamir Badr, Producer-I	Special Invitee
9.	Mr. Omar Azmi, Producer-I	Special Invitee
10.	Mr. Rizwan Ahamd, Director, IMC	Member-Convener

At the outset, Hon'ble Vice- Chancellor extended a warm welcome to all committee members and requested Director IMC to present and explain the agenda of the meeting.

With permission of the Chair, Director Instructional Media Centre (IMC) explained the meeting agenda items for discussion, consideration and resolution. Following agenda items were put up before the committee.

**IMC Report Presentation for the period Jan 2022-Dec 2022**

**Item No. 1. Promotional Avenues for IMC Staff**

Implementation of promotional policy as approved by UGC in its 540th meeting held 9th April, 2019.

**Item No. 2.**

**Establishment of Community Radio ( Radio MANUU )**

Allocation of Funds to procure the transmitter and other relevant equipment as necessary permissions from the concerned



**Item No. 3**

**Production Vehicle for IMC**

Production vehicle is mandatory to carry sophisticated equipment and for outdoor shoots.

**Item No. 4**

**Launch of Skilling in Media - Technical training programme**

The programme is proposed to skill the youth and create job opportunities in media.

**Item No. 5**

**Technical Upgradation**

Upgradation of Television Studio, E-Classroom and Other Facilities.

**Item No. 6**

**Mandatory Subscriptions to IMC MANUU YouTube Channel**

**Item No. 7**

**Annual Budget allocation**

An Annual budget for IMC is required to sustain the E-Content Production, Trainings, Workshops and technical maintenance, etc.

**Item No. 8**

**Display of Urdu Nama creatives at Main Gate LED Panel**

Urdu Nama creatives such as Poet and Writer of the Day on the Outdoor LED Display.

**Item No. 9**

**Urdu Media Legends Gallery**

Creation of Digital Gallery of Urdu Media Legends.

**Item No. 10**

**Launch of Educational Cinema Film Festival**

An outreach programme to highlight and promote Educational Cinema.

**Item No. 11**

**Any other point with the permission of the chair.**

As per the agenda items, Director IMC first presented a detailed report of IMC activities for the period Jan 2022 - Dec 2022 which covered the following areas -

- A. Programme Production
- B. YouTube Analytics Survey
- C. National and International Recognitions
- D. IMC Activities (Workshops, Outreach, Consultancies etc.)





## Report Presentation

### A. Programme Production

Director IMC presented the overview of the Instructional Media Centre and briefed the committee about the Production activities and new initiatives taken by IMC. The Director, IMC presented a table highlighting the breakup of productions for the year 2022 which included the Curriculum based programs, special programmes, documentaries, knowledge series productions, new digital initiatives and productions through coverages of seminars and workshops conducted by the different departments/centres of the university.

### B. YouTube Analytics Survey

Director IMC highlighted the reach of IMC MANUU YouTube Channel all across the world and its fast growing subscriptions which is benefiting the students and Urdu community with curriculum based programmes and other enrichment programmes. He also presented the brief of Youtube channel Analytics consisting of the metrics - subscribers, realtime views, audience demographics, video subscribers, traffic sources of channel's videos etc. was presented before the committee.

### C. National and International Recognitions

Director, IMC was happy to share the three major selections of the Centre's films in National and International Film Festivals. Two Films ( Transforming India and Kachre se Tawanai ) produced by IMC were a part of the prestigious Prakriti Documentary Film Festival organised by the CEC-UGC. Whereas, the film 'Aristotle' was selected for the Lift Off Global Film Festival.

### D. IMC Activities

The Hon'ble Chair was brought to knowledge of the activities organised by IMC throughout the year including signing of some key MoUs, representations and participations in different seminars and workshops in various capacities.

- ❖ IMC MANUU signed an MoU on April 26, 2022 with The Observatory on Digital Communication (OCCAM), Milan, Italy in Consultative Status with the UN ECOSOC to work on SDGs.
- ❖ IMC, MANUU signed an MoU on June 30, 2022 with NRIUMSD, Hyderabad, a body of CCRUM, Ministry of Ayush, Government of India.
- ❖ IMC Organised the Annual MANUU Knowledge Series Lecture's 4th Edition which was delivered by Prof. K.G. Suresh on the topic 'Media For Peace' on May 24, 2022.
- ❖ IMC Organised a Workshop on October 26, 2022 on "Producing Audio-Visual Programmes in Medical Research, Health and Fitness"
- ❖ IMC Organised a Sports Film Festival from November 28 to December 04, 2022.
- ❖ IMC Officers completed various courses organised by different National and International Bodies



**Director, IMC also participated in different seminars, workshops and film festivals at National and International level in following capacities.**

- ❖ Masterclass at Mumbai International Film Festival 2022, Mumbai, Organized by Films Division, Ministry of Information and Broadcasting, Government of India
- ❖ Lecture on 'Kaifiyat : The Works of Kaifi Azmi' Organized by the B.R. Ambedkar Open University
- ❖ Invited as an expert speaker to XXIV Euro Mediterranean Conference on Cinema on the theme of Cinema Evolution in the Digital Era - The Mediterranean as Paraphrase of the World organised by OCCAM Italy, CICT-ICFT, UNESCO Paris at Venice International Film Festival.
- ❖ Lecture on the Topic "Canva : An Introduction" in Master Training Program on Media for Rural Development. Organised by NIRDPR, Ministry of Rural Development, GoI, Hyderabad.
- ❖ National Jury Member at the 12th National Science Film Festival of India, Bhopal, Madhya Pradesh. Organized by Vigyan Prasar, Ministry of Science & Technology, Govt. of India
- ❖ Speaker for a Panel discussion on "Challenges and Opportunities to Promote Gender Sensitivity in the Media". Organized by Population First, Mumbai.
- ❖ Invited for a Faculty Development Programme for Audio-Visual means for case studies and best practices. Organized by NIRDPR, Hyderabad.
- ❖ Invited as an expert at the XXII Infopoverty World Conference 2022 to talk on the topic "The Digital Citizen: Duties and Rights to build a fairer future Society". Organized by OCCAM, Italia @ UN Headquarters, New York.

#### **Deliberations and Resolutions on the report:**

*The Hon'ble Chair, Prof. Syed Ainul Hasan, Prof. Siddiqui Mohd. Mahmood, external member Dr Nakul Prasahar, Director, Vigyan Prasar, Ministry of Science and Technology, GoI and other committee members appreciated the multiple efforts of IMC in the Academic and Outreach domain. The Chairman and other committee members also appreciated the commitment and work ethics of the centre's staff.*

#### **POINTS FOR DISCUSSION AND RATIFICATION**

##### **Item No. 1 Promotional Avenues for IMC Staff**

Implementation of promotional policy as approved by UGC in its 540th meeting held 9th April, 2019.

The Director IMC expressed his concern and said that the IMC staff has been serving the Academic pursuits of the university for the last 15 years but have neither received any desired promotions except MACP which is not an adequate incentive for the trained and specialised professionals working for the dissemination of knowledge through ICT.

He further pressed that UGC had constituted a high power committee vide the letter No. F. 3-3/02 (IUC/MC) dated **July 12, 2018** to look into the issues of promotion policy of CEC and Other Media Centres.





Following that, the Committee meeting was held on **March 18, 2019**, where the committee very categorically considered and recommended the restoration of existing policy as approved by the commission on January 13, 1997.

Subsequently, the UGC in its 540th meeting held on **April 9, 2019** vide item No. 4.02 also considered and approved the same promotional policy of CEC and Other Media Centre staff. Accordingly, UGC vide the letter F. No. 3-3/2002 (IUC) dated **May 16, 2019** issued a notification to restore the promotion policy for the staff of CEC and media centres as approved by the Commission in the year 1997.

Director IMC further informed the committee that in the 1997 promotion policy in respect of Media Centre, the staff of Media Centres is broadly categorised in three categories as Academic Non-Vacation Staff, Media Technical Staff, Administrative and supporting staff. Further, the policy has mentioned the post of Director, Junior Research Officer as Academic Non-vacation staff but at IMC both these posts have been categorised as non-teaching posts which is gross injustice to both the posts.

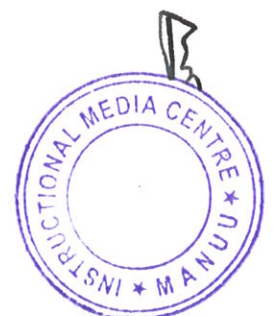
Director, IMC urged from the Hon'ble Chairman of the committee to adopt the same policy for the University's Media Centre staff as it was long overdue and the centre has been working with the same objectives.

Copy of minutes of the meeting of UGC committee for the promotion policy in respect of the staff of Media Centre, UGC minutes , Copy of the 1997 promotion policy and the order pertaining to CEC and other Media Centres which have already implemented the same were placed before the advisory committee.

#### **Deliberations and Resolutions:**

*Dr. Nakul Parashar, external member, stated that the current situation of the Media Centre's staff is very unfortunate to work without any defined promotional avenue necessary for a professional's growth and mental well being. He further stated that it's very difficult to find skilled and trained staff like the ones at Instructional Media Centre. He requested the Chair to take necessary steps in providing suitable promotional incentives which have been approved by the UGC.*

*The Advisory committee shared its concerns regarding the promotion of IMC staff and recommended to constitute a committee in this regard. Advisory committee also recommended collecting all necessary documents as early as possible which may be presented before the committee to be constituted. Hon'ble Chair advised Director IMC to submit a proposal in this regard.*



**Item No. 2 Establishment of Community Radio ( Radio MANUU )**

Allocation of Funds to procure the transmitter and other relevant equipment as necessary permissions from the concerned ministries have been obtained.

Director, IMC informed the Hon'ble Chair that after receiving the Letter of Intent (LOI) for establishing Community Radio at IMC MANUU, university has signed the Grant of Permission Agreement (GOPA) and subsequently a licence has also been granted along with the Standing Advisory Committee on Radio Frequency Allocation (SACFA) clearance. The committee was informed that all necessary permissions have been taken from the Ministry of I & B and the Ministry of Telecommunications to establish the Community Radio.

As the last step now, the university has to move forward for the procurement of required equipment. For this, an estimated cost of ₹24.53 lakhs is required initially, of which ₹10.00 lakhs will be reimbursed by the Ministry of Information and broadcasting after 3 months of radio broadcasting.

Director, IMC also informed the committee that the licences received for the community radio have a date of validity and the Ministry is to be informed about the Community Radio establishment within a three months period.

**Deliberations and Resolutions:**

*The Hon'ble Chair expressed his keen interest in the establishment of Community Radio and said that getting it would be a matter of prestige and pride for the university. He expressed his concerns on the procurement of funds required for the purchase of equipment. He further stated that this community radio expenditure may be met in the next budgetary year under the Capital Asset head.*

*Dr. Nakul Parashar, External Member, expressed his willingness to help with the setup of the Community Radio in all possible aspects.*

**Item No. 3 Production Vehicle for IMC**

Production vehicles are mandatory to carry sophisticated equipment and for outdoor shoots.

Director, IMC also informed the committee that though IMC has a post of Driver but neither Driver nor Vehicle is available at IMC and this is the only Media Centre of the country where vehicle is not available and in most of the cases IMC staff is using their own vehicles for outdoor shoots. He further informed the committee that the point of vehicle and driver was raised during the last Audit as well. He requested the Chairperson to address this issue as this is a big impediment in outdoor production. He also added that a production Vehicle and Driver are indispensable for IMC to carry forward Production activities.





### **Deliberations and Resolutions:**

*The Hon'ble Chair clearly understood the need and requirement of the production vehicle, for which he inquired about the price of the vehicle and said that it can be purchased in the next financial year. The chair instructed Director IMC to move a financial proposal in this regard.*

### **Item No. 4 Launch of Skilling in Media - Technical training programme**

The programme is proposed to skill the youth and create job opportunities in media.

Director, IMC explained to the Hon'ble Chair and the members about the importance of Skill Development courses and stated that these skilling courses will contribute to the nation's cause. The Government of India has also stressed on the importance of these short term skilling courses under the Pradhan Mantri Kaushal Vikas Yojana (PMKVY).

### **Deliberations and Resolutions:**

*The Chair appreciated the initiatives and ideas taken up by IMC to start the Short Term Skill Training in Media and said the university is also very much into the idea of introducing these skill based courses. The committee further stated that the already running workshops by IMC where certificates are being given to the participants, can also be taken up under the banner of Skilling in Media.*

### **Item No. 5 Technical Upgradation**

Upgradation of Television Studio, E-Classroom and Other Facilities.

Director, IMC explained the immediate requirement of upgrading the TV Studio, E-Classroom and other IMC facilities. He stated that it is essential to the functioning of the studio and continued productions. He further brought to the notice of the committee that the equipment in TV Studio and the Production Control Room have become obsolete long back, because of which a makeshift setup including outdoor ENG Cameras and laptops are being used inside the studio for production.

### **Deliberations and Resolutions:**

*The Chair took note of the current situation of the technical requirements of the centre and expressed his grave concerns. He further stated he already has knowledge of this situation and is trying long and hard to pursue the matter with the funding agency, i.e. UGC whenever possible. He also enquired about the budget estimate required for the technical upgradation of the studio and said such huge amounts are not possible for procurement in one go and advised to put budgetary proposals in a segregated manner, so that technical upgradation can be done in instalments, taking into account the current financial situation.*



#### **Item No. 6 Mandatory Subscriptions to IMC MANUU YouTube Channel**

Director, IMC informed the committee that IMC MANUU YouTube Channel and IMC MANUU e-content are the exclusive academic Audio-Visual platforms where content is available in Urdu language. These platforms have been developed to facilitate students learning therefore their promotion amongst the MANUU students is extremely important. Not only its promotion but its subscription should be made compulsory to all the students at the time of admission itself so that its reach is ensured at the beginning of the academic year itself through IUMS platform.

Director, IMC also proposed that IMC's Digital platforms should be highlighted at respective MANUU platforms such as the website, Distance and Regular mode Prospectus and other publishing materials such as University Calendar, fliers etc.

#### **Deliberations and Resolutions:**

*Considered and Approved.*

#### **Item No. 7 Annual Budget allocation**

An Annual budget for IMC is required to sustain the E-Content Production, Trainings, Workshops and technical maintenance, etc.

Director, IMC brought light to the fact that the lack of funds and unavailability of any specific budget allocation sometimes stalls the process of productions and other activities of the centre. Therefore, there is a dire need for an adequate allocation of budget.

#### **Deliberations and Resolutions:**

*The Hon'ble Chair understood the circumstances in which the centre is functioning. He applauded the efficiency of the centre to methodically utilise the allocated budget within the stipulated time. He further expressed his concerns on the slow release of funds from the funding agency and for them to be utilised in a short amount of time.*

*Prof. Siddiqui Mohd Mahmood, Registrar I/c, also opined that the slow release of funds is indeed a matter of great concern for the university. Hence, an exclusive budget allocation for the centre seems quite difficult in such times.*

*Dr. Nakul Parashar, External Member, came forward with an overwhelming notion, that since Vigyan Prasar, Ministry of Science and Technology, is already working towards the propagation of Science in different mediums and languages. They can work together with IMC to build a repository of Audio-Visual Science Programmes in Urdu Language as well, in addition to translating and dubbing already produced content by the institution for their OTT Platform. He further promised the Hon'ble Chair that Vigyan Prasar can work towards signing an MoU with MANUU, where IMC can be made a resource centre for which funding will be provided by the Ministry of Science and Technology.*





**Item No. 8 Display of Urdu Nama creatives at Main Gate LED Panel**

Urdu Nama creatives such as Poet and Writer of the Day on the Outdoor LED Display.

Director, IMC shared the fact that the Word & Poet of the day are being posted on social media for better promotion outreach of Urdu Language and culture. He requested the Chair that both these Word and Poet of the Day may be projected on the Outdoor LED Display near the main gate.

**Deliberations and Resolutions:**

*Considered and Approved.*

**Item No. 9 Urdu Media Legends Gallery**

Creation of Digital Gallery of Urdu Media Legends

Director, IMC expressed his wish to the Hon'ble Chair to create a Gallery dedicated to Urdu Media Legends in the IMC foyer area.

**Deliberations and Resolutions:**

*The Hon'ble Chair happily agreed and said that the university has already started a project like this for the H.K. Sherwani Centre for Deccan Studies. The same can be carried out for the Instructional Media Centre.*

**Item No. 10 Launch of Educational Cinema Film Festival**

An outreach programme to highlight and promote Educational Cinema.

Director, IMC asked the permission of the Hon'ble Vice Chancellor to start an Educational Cinema Film Festival in light of India's G20 Presidency.

**Deliberations and Resolutions:**

*The Hon'ble Chair appreciated the idea and also urged IMC to produce more documentaries to cater to the pressing environmental issues. The Chair said that the proposed festival could be a great platform for sharing and presenting a variety of educational cinema dealing with several social issues.*

*Considered and Approved.*

**The meeting concluded with the Vote of thanks to the Chair and all the members.**

