



Minutes of the Meeting of Second Advisory Committee of IMC held on
16th of March 2021

The Advisory Committee meeting of the Instructional Media Centre was held on 16th March-2021 in the Administrative building' Conference Hall, chaired by the Hon'ble Vice- Chancellor.

The meeting was attended by the following members:

1.	Prof. S. M Rahmatullh, I/C Vice Chancellor	Chairperson
2.	Prof. Siddiqui Mohd Mahmood, I/C Registrar	Member
3.	Prof. K. Narander, Director, EMMRC, OU, Hyderabad	Member
4.	Prof. Saneem Fatima, Dean, Academic Affairs	Member
5.	Mr. Mohd. Mujahid Ali, Producer -I	Special Invitee
6.	Mr. Mohd. Intiyaz Alam, Jr. Research Officer, IMC,	Special Invitee
7.	Mr. Md. Shakeel Ahmad, Engineer Gr-I	Special Invitee
8.	Mr. Omar Azmi, Producer-I	Special Invitee
9.	Mr. Rizwan Ahamd, Director, IMC	Member-Convener

Prof Abul Kalam, Director DDE could not attend the meeting.

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

The following agenda items were taken up for discussion, consideration and resolution:

Agenda Items for Discussion and Ratification -

Item No. 1 Report Presentation

- A. Programme Production
- B. Digital Initiatives (YouTube/Facebook/E-Content Platforms etc.)
- C. Outreach and Consultancies
- D. YouTube Channel Analysis & Reports

Item No. 2 New Programme Production Strategy

- A. Coordination & Monitoring of programme production schedule by respective Academic Coordinators
- B. Allocation of paper to a single teacher
- C. Timely handing over of subject resources for editing
- D. Timely preview of programmes by the resource persons
- E. Engagement of External Resource Persons and payment
- F. Allocation of e-classroom to a single teacher for an academic year post up-gradation.
- G. Opening programme production to all departments/courses

Item No. 3 Outreach & Promotion of Digital resources

- A. Mandatory subscription of IMC MANUU Youtube Channel e content platform & Swayamprabha by all students at the time of admission(through IUMS Portal).
- B. Publicity & Promotion of IMC's digital resources at manuu website,prospectus and other publishing materials
- C. Swayamprabha Coordination by concerned Academic Coordinators
- D. Creation of 'edu' subdomain of IMC's portal linked to the university website manuu.edu.in for better promotion of Audio Visual Resources/ E-Content Platform

Item No. 4 Development of MANUU MOOCs platform

Item No. 5 IMC's Immediate requirements (Technical/HR & Others)

- A. Technical upgradation of TV Studio High capacity storage facilities (Archival Solution)
- B. Business promotion screen at IMC courtyard
- C. Alternate High speed Internet at IMC
- D. Budget allocation to IMC
- E. Availability of soft copies and hard copies of
- F. Books/resources in Urdu to IMC
- G. Production Vehicle & posting of Driver at IMC
- H. Posting of a Urdu DTP operator

Item No. 6 Promotional Avenues for IMC staff as per CEC promotional policy

Item No. 7 Revenue Generation through giving technical facilities on hire after studio upgradation

Item No. 8 Any other point with the permission of chair

Since Agenda items were presented through a detailed presentation, the Chairman and other committee members discussed and expressed their opinion after the presentation.

With permission of the Chair, Director Instructional Media Centre (IMC) explained the agenda of the meeting and presented a detailed report of IMC's activities such as programme Production, Digital Initiatives(YouTube/Facebook/E-Content Platforms etc.) Outreach and Consultancies, YouTube Channel Analysis & Reports, immediate requirements etc as mentioned in the agenda items.

Item No. 1 Report Presentation

A. Programme Production

At the outset Director IMC presented the overview of the Instructional Media Centre and informed the committee about the overall Production scenario and initiatives taken by IMC to strategise the Production Process. Director IMC briefed the committee members about the present strategy and also proposed a new strategy to speed up production.

The Director, IMC presented a table highlighting the year wise breakup of production for the year 2019 and 2020 (due to Covid-19, the Advisory Committee could not be held in 2020). The report highlighted the production break-up of Curriculum based programs, special programmes, documentaries, knowledge series productions and productions through coverages of seminars and workshops conducted by the different departments/centres of the university.

B. Digital Initiatives (YouTube/Facebook/E-Content Platforms etc.)

After the programme production report, the committee was briefed about the multiple digital initiatives taken by IMC. Considering the importance of Digital Media in Education and reaching the unreached & large scale expansion of the knowledge and high quality education opportunities through Digital Medium, IMC took several digital initiatives with following objectives.

- The education through digital mission holds promise since it is accessible and affordable to everyone.
- It can overcome the shortage of quality faculty and enhance enrollment in the higher education system.
- The digital learning platforms are beneficial for both Distance Learners and Regular mode of learning as it adds new dimensions in the teaching learning process.

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. Following Digital Initiatives were highlighted in particular.

i) Meet the Media Veterans Virtual Series

Meet the Media Veterans Virtual Series was launched during the Pandemic on 18 May 2020 and till now 33 episodes have been done so far with Media personalities from all over the globe. A stellar line up of Media veterans from India and across the world came live on the IMCMANUU facebook page sharing their stories and the journey of their respective field.

ii) Converting Social Media into Educational Media-

Realizing the growing potential of social media in 21st Century, a creative concept of using Social media as educational media was worked and accordingly, a Facebook page for almost all departments in the University was opened.

Through Facebook, a department can share/ promote its activities/events globally and can develop a strong network of subject professionals nationally and internationally.

iii) Seminars, Conferences and Workshops by IMC

Promoting skill building, consultations, training, innovation, IMC took the following activities -

- Six day Intensive Technical Training Workshop on Light, Camera and Sound was organized for IMC staff. The resource person were eminent cinematographer by Padmashree A K Bir and Mr. Ravi Shankar senior faculty of RAFT, Hyderabad
- First MANUU Knowledge Series Enrichment Lecture on 'Cinema and Human Development' by Padmashree A K Bir
- All India 24-Hours Online Film-Making Challenge In association with India Film Project, Mumbai, the event was graced by noted cinematographer Mr. K Senthil Kumar and Action Choreographer Peter Hein
- Film Appreciation Course in association with FTII Pune, in which MANUU also generated revenue for the university.
- Organized a seminar on "Mysticism with relevance to the history of Iran & India" and also organized a Iranian Film Festival on 14th February 2020.
- Indian Panorama Film Festival in association with Directorate of Film Festivals, Ministry of I & B, Govt of India, New Delhi. The festival was inaugurated on the 12th of March, 2020 where a National Award Winning Film "Hamid" was screened in the presence of its Director and Producer, Mr. Aijaz Khan and Mrs. Fauzia Khan respectively.
- Celebrating 150th Birth Anniversary of Mahatma Gandhi in association with CUCS, MANUU, DFF, NFDC, Films Division, Govt of India, from 22nd September to 2nd October-2020.
- Organised a workshop on Online teaching, learning and Evaluation with Moodle Moocs platform, the resource person was Prof. K. Srinivas Head of ICT & Project Management Unit of National Institute of Educational Planning and Administration (NIEPA) a Government of India, Ministry of Education (ME) Institution in New Delhi, on 29 May 2020 (Online)

iv) IMC MANUU e-content platform

Director IMC also showcased the newly created IMC MANUU e-content platform where content has been arranged in three quadrants where students not only watch the video lessons but also they can see e-text and other reference resources on the subject on the same platform.

Besides, social media platforms of the University and various departments created by IMC were also showcased which are being utilised for wide dissemination of information, achievements and success stories amongst the academic community.

C. Outreach and Consultancies

Highlighting the outreach and consultancies, the committee was apprised with various MOUs which IMC has already signed and the MOUs which are in process. Following Memorandum of Understandings with several National and International Institutes were established.

- IGNSA, NCAA, Ministry of Culture, Govt of India, DELHI
- NEWS 18 NETWORK
- COMMUNICATIONS UNIVERSITY, Beijing, CHINA
- National Academy of Legal Studies and Research (NALSAR) Hyderabad
- International Council for Film, Television and Audiovisual Communication (ICFT) UNESCO, Paris, FRANCE (in process)
- Central Research Institute of Unani Medicine for skin disorder (CRIUM), Hyderabad (CCRUM, Ministry of AYUSH, Government of India) Research & PG Centre for Unani Medicine, (Affiliated to Kaloji Narayana Rao University of Health Sciences, Warangal, T.S.) (in process)
- University of Art, I. R. of Iran (in process)
- OCCAM (Observatory on Digital Communication), Italy (in process)

D) National and International recognition to IMC Productions

The committee was also briefed about the National/International selection of IMC films at various platforms which IMC has produced under MANUU Knowledge Series. Besides, IMC extended its outreach through innovative programmes and offered consultancies to various organizations such as NALSAR Hyderabad, ICFT UNESCO Paris, National Science Film Festival, Vigyan Prasar, Iran Culture House, B R Ambedkar University, NIRDPR Hyderabad to name a few.

National and International recognitions

- IMC's three short documentaries on Dr. A.P J kalam, Stephen Hawking and Prof. U. R Rao were selected for the National Science Film festival at Chandigarh University, Mohali, Punjab, organized by Vigyan Prasar, Department Science & Technology, Govt. Of India on 27th to 31st January-2019.
- IMC, MANUU's four films on Dr. A.P J kalam, Stephen Hawking, Mirza Ghalib and Aristotle were nominated and screened in Global Cinema Festival, Silliguri, West Bengal organized by Film Federation of India (FFI) on 21st August to 25th August-2019.
- IMC, MANUU documentary film on the "The Promise of PolydimethylSiloxane", a film on polymer has been selected for International Science Film Festival (ISFF) of India to be held in Kolkata from November 6 to 8 2020.
- The International Council for Film, Television and Audiovisual Communication (ICFT) based in Paris has nominated the Director, Instructional Media Centre Mr Rizwan Ahamd to join ICFT as full Member representing IMC.
- Mr. Rizwan Ahamd, the Director IMC, has been nominated Editorial Advisory Board member for Cultural Dialogue and English quarterly journal of Iran Cultural House New Delhi.

E). YouTube Channel Analysis & Reports

Youtube channel Analytics Consisting of the metrics - subscribers, likes , realtime views, top videos, channel views, channel watch time, average views per viewer, when channel's viewers are on YouTube date and time audience demographics, video subscribers, traffic sources, top playlists, Likes and dislikes of channel's videos etc. was presented before the committee.

Channel performance analytics -

- A disciplined weekly programming system was developed for upload of various programmes produced by IMC. Once uploaded, the programme link is sent across various other platforms such as Facebook, Twitter and Instagram. Due to extensive programming and sustained efforts, within two three year IMC MANUU channel subscription reached over 37,540
- IMC's hard work paid off! Publishing more videos helped the channel get 174% more views than usual.
- IMC MANUU YouTube Channel has seen a staggering 264% increase in watch time and 195% increase in viewership since the last 365 days.
- The channel got 1,017,734 views in the last 365 days
- IMC youtube channel video search on home page by 27.7% and 26.3% viewed by the suggested videos on youtube main page.
- IMC Youtube channel is very popular within the age groups 18-24 by 33% and of 25-34 years with 32% them taking up 65% of the total watch time 60 %.
- The channel's male viewers are 77% while 23 % are female viewers.
- IMC is proud of the fact that they have viewers from Pakistan with 30% United States, KSA, and the United Kingdom, although most of our viewership (60.%) comes from India.

- Channel viewed 89.8% on mobile phones, 6.7% on computers, 1.9 on TV and 1.7% on tablets.

Discussion and Resolution -

Hon'ble Vice Chancellor, Registrar and external expert appreciated the multiple efforts of IMC in the Academic domain and asked Director IMC to put their appreciation on the records. Hon'ble Vice Chancellor added that IMC has brought laurels to the University which is a matter of pride.

Item No. 2 New Programme Production Strategy

After the Report Presentation, Director IMC briefed the committee about the existing production strategy which is based on three point process as follows-

- A. Course Coordinators are already appointed for each course/subject.
- B. Recording schedule is being circulated to all HODs/ Course Coordinators well in advance to engage all departments in a better way.
- C. A standard operating procedure has been adopted for further streamlining the recording, post production and upload process at IMC.

To further strengthen the Programme Production process, Director IMC proposed the following seven points strategy.

1. Coordination & Monitoring of programme production schedule by respective Academic Coordinators -

Since every department has an Academic Coordinator, It was suggested that all Academic Coordinators in consultation with respective HODs should coordinate the resource persons with IMC Producers as per the recording schedule circulated. Also, Programme/ Course Coordinators at DDE should also have active participation in the production process and coordinating programme production schedule.

2. Allocation of paper to a single teacher -

To ensure the systematic recording of a paper, it was proposed that a paper can be allocated to a particular teacher for the recording. This will ensure a better follow up and programme production as well.

3. Timely handing over of subject resources for editing-

It was brought to the notice of the committee that Producers are not receiving the desired textual material/images required for the programme from the concerned resource persons. Due to these reasons, programmed editing is delayed. It was proposed that at the time of recording itself, concerned resource persons can submit the required material to the IMC Producer.

4. Timely preview of programmes by the resource persons-

Committee was briefed about the post production and programme upload process which involves the preview of the programme by concerned Resource person before it finally goes for upload. Director IMC informed the committee that in many cases Resource Persons are not turning up for the Programme Preview and as a result Programme upload is delayed. It was proposed to finish the programme preview within a week time.

5. Engagement of External Resource Persons and payment-

It was also proposed that monetary incentives can be created for MANUU teachers who are recording audio-visual programmes and also External Resource persons/subject experts can be

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engaged for video lesson's recordings with nominal payments as being offered in other media centres of the country. It was also proposed to form a committee to streamline this.

6. Allocation of e-classroom to a single teacher for an academic year (post up-gradation)

Director IMC informs the committee members that IMC has a classroom facility where a teacher can take a regular class along with students. The e classroom has facilities to record an ongoing class seamlessly. It was proposed to allocate eclass room to a single teacher every year so that a particular paper/course is converted to electronic mode fully every year.

7. Opening programme production to all departments/courses-

Director IMC informed the committee that in the first phase the courses related to Distance Education were produced. Giving example of current pandemic situation and Govt of India's notifications emphasising the CBCS on electronic mode, Director IMC proposed to Produce the academic content for all Departments/Courses in Regular mode in electronic format so that it is available to all the students as per their convenience.

Discussion and Resolution -

*The Chairperson appreciated the new production strategy and conveyed that it is important to have electronic versions of all the courses being offered at MANUU. He further added that this will be a very constructive addition to promote knowledge in Urdu. Chairman and other committee members also appreciated the speed of production. The Chairperson also advised Dean Academics to issue a suitable notification in this regard to streamline the process. **The Advisory Committee recommended the new strategies for further production improvement.***

Item No. 3 Outreach & Promotion of Digital resources

Director IMC briefed the committee members about the importance of Digital platforms and how important and convenient these platforms are in sharing knowledge and information to the target audience, therefore their promotion is extremely important. Following agenda points were discussed to ensure the outreach and promotion.

A. Mandatory subscription of IMC MANUU Youtube Channel e - content platform & Swayamprabha by all students at the time of admission(through IUMS Portal)

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.

B. Publicity & Promotion of IMC's digital resources at manuu website, prospectus and other publishing materials

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

C. Swayamprabha Coordination by concerned Academic Coordinators

Swayamprabha is a Govt of India platform where in Educational content is available on Govt's DTH Channels and its official website. The Ministry of Education has been instructing all Educational Institutes to promote these platforms amongst the students so that students are benefited with high quality educational content. MOE is regularly asking for the report of Swayamprabha usage by the students.



Director IMC proposed that since the concerned Academic Coordinators(ACs) in each Department have direct connect with the students, therefore all ACs can promote this platform amongst the students and can generate a quarterly report on its usage.

D. Creation of 'edu' subdomain of IMC's portal linked to the university website manuu.edu.in for better promotion of Audio Visual Resources / E-Content Platform

Director IMC informed the committee that IMC has developed its portal at www.imcmanuu.com to regularly upload and disseminate the academic content as well as to promote its outreach and consultancy programmes. It was proposed that CIT may develop an EDU subdomain of the portal which can be linked to the university website at the place of IMC's existing details at MANUU website.

Discussion and Resolution -

Chairperson appreciated the outreach and promotional strategy and further added that it is important for MANUU to strengthen its digital platforms and its outreach otherwise we would be left behind. Chairperson also desired a suitable notification from the Academic Section to implement the suggestions. The Chairman appreciated the IMC efforts for its various Digital Initiatives and emphasized that because of the positive efforts of the centre, our university has been able to disseminate knowledge through digital means and we are also utilizing the social media for education which is of utmost importance in today's world.

The Advisory Committee recommended the outreach and promotional strategy.

Item No. 4 Development of MANUU MOOCs platform

Elaborating this point, Director IMC emphasised that MANUU could take lead in developing its own MOOCs platform in Urdu language so that University move forward towards fulfilling its mandate in a better way. He further added that this step will also be helpful in adopting New Educational Policy 2020 which desires to promote Educational content in Regional Languages.

Director IMC further added that IMC has already conducted a three days workshop in this regard where over 60 faculty members were trained to develop MOOCs. He proposed that out of these trained faculty members, MOOCs Coordinators could be appointed in each department with proper guidelines and mandate. Director IMC also proposed that a MOOCs production schedule can be developed by clearly highlighting the deadlines, paper/course, name of Resource Persons.

Discussion and Resolution -

Prof. K Narander, the external member endorsed the idea and advised that universities should start producing MOOCs in Urdu language that will be of great service to the community.

Commenting on this point Prof. Saneem Fatima, Joint Dean, Academic Affairs said that this would be a very constructive development in MANUU's history and we encouraged the faculty members to come forward for MOOCs development.

The Chairman of the committee appreciated the idea of having an exclusive MOOCs platform in Urdu. Chairman instructed the Dean Academics to work out the strategy in consultation with IMC

The Advisory Committee recommended the idea for further necessary action.



Item No. 5 IMC's Immediate requirements (Technical/HR & Others)

- A. Technical upgradation of TV Studio
- B. High capacity storage facilities (Archival Solution)
- C. Business promotion screen at IMC courtyard
- D. Alternate High speed Internet at IMC
- E. Budget allocation to IMC
- F. Availability of soft copies and hard copies of Books/resources in Urdu to IMC
- G. Production Vehicle & posting of Driver at IMC
- H. Posting of a Urdu DTP operator

Director IMC informed the committee members that though IMC has been doing laudable work which has been appreciated at National and International platforms but the technical team is facing lots of issues due to not having the required infrastructure. He highlighted the problem areas, especially the up-gradation requirements of TV Studio, E Class room and creation of archival facilities and short of administrative staff at the Centre. He mentioned that the equipment of IMC was purchased more than 12 years ago and many of them are not in working condition and obsolete now. Centre is facing issues during the shooting of the programmes. Although temporary arrangements have been made to carry out the productions, production quality is compromised.

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 as a result outdoor productions are not explored which is a big part of the production process. He further informed the committee that the point of vehicle and driver was raised by Audit as well.

Director IMC informed the committee that for the past two years, IMC has not been conveyed any formal allocation of funds, this affects the production planning as IMC develops long term strategies to facilitate the production process.

Regarding Human Resources and other Requirements of IMC, the Director IMC informed that the Centre has sanctioned strength of 25 staff but as of now only 22 staff are posted and other staff members are working somewhere else. Lack of administrative staff is affecting the data maintenance and other administrative matters. He further emphasised that the Centre is in urgent need of a Urdu DTP operator which is required for Urdu text typing for graphics and editing work.

Discussion and Resolution -

The Hon'ble Vice- Chancellor appreciated and expressed his satisfaction for the extensive efforts and overall progress made by the IMC in the field of Educational media and in producing a huge reservoir of knowledge in Urdu. Discussing the necessity and importance of technical upgradation of IMC Hon'ble Vice Chancellor expressed his concern and said that we all agree with the requirements of IMC that's why we have requested the UGC Chairman to allocate funds for technical upgradation of IMC and further efforts would be made to allocate funds to IMC to carry forward the Production work.

Prof. K. Narander, the external member congratulated Director IMC for presenting a comprehensive progress report and appreciated the Digital initiatives taken by the centre. He also appreciated and endorsed the new production strategies of the centre. Prof Narendra also suggested that university should own the centre completely and accordingly technical requirements may be fulfilled time to time, otherwise university may try getting this centre under CEC. He also emphasized that promotional avenues for IMC staff may be worked under the guidance of the CEC. He also added that every Media Centre of the country has production Vehicle and Driver and same is indispensable for IMC as well to carry forward Production activities.

Commenting on this issue Prof. Mohd Siddiqui Mahmood, I/C Registrar said I completely agree and understand the technical requirements of the Centre as we are witnessing the difficulties caused by obsolete equipment. He assured the committee that the University will pursue the matter with UGC.

It was also discussed and recommended by Advisory committee members that one Urdu DTP operator is very much needed at IMC to help Faculty/resource person in typing the video lesson content for Studio presentation and Graphics/Editing Purpose and the same may be hired through DDE budget.

The Advisory Committee also noted and recommended the requirement of a Production Vehicle and driver for IMC.

Item No. 6 Promotional Avenues for IMC staff as per CEC promotional policy

The Director IMC expressed his concern that since our staff is serving the university from the last 13 years but neither they had any promotion nor they had any financial upgradation except MACP. He categorically mentioned that UGC had constituted a committee to look into the issues of promotion policy of CEC and Media centre. The committee considered the restoration of existing policy as approved by the commission in the year 1997. Further the UGC at its 540th meeting held on 9th April, 2019 vide item No.4.02 also considered and approved the same.

He requested from the Chairman of the committee to adopt the same policy for the university's Media Centre staff as well.

Discussion and Resolution -

Prof. Narander the external member advised that since the university is an autonomous body it can adopt the same policy for their staff.

The Advisory Committee recommended that career progression is an important matter and this should be dealt with on priority to avoid the prevailing uneasiness among the staff.

Item No. 7 Revenue Generation through giving technical facilities on hire after studio upgradation

Director IMC briefed the committee about the IMC facilities and its potential to be given on hire for revenue generation. Director proposed that IMC's production facilities can be given on hire when not in use internally, an annual calendar can be made which could be visible to all at IMC's web portal. Director IMC proposed to form a small committee of Finance section and IMC officials to streamline the idea.

Discussion and Resolution -

The Advisory Committee appreciated and recommended the idea of revenue generation.

Item No. 8 Any other point with the permission of chair

Before concluding the meeting, Prof. Mohd Siddiqui Mahmood, I/c Registrar appreciated the Gehwar-e- Aman Production on which Director IMC informed the committee that this programme is basically Prof. Mohd Siddiqui Mahmood's idea which is unique in promoting peace, brotherhood and unity. Prof. K Narander also appreciated the concept and said that this is the need of the hour.

Further, the Registrar of the university Prof. Mohd Siddiqui Mahmood suggested starting an Education Bulletin in Urdu. Appreciating the idea, Director IMC said this is an exclusive and innovative idea and IMC will definitely produce this. The committee **recommended the idea of starting a news bulletin.**

He further suggested that this could be a weekly bulletin based on the information compiled from UGC, AICTE, Ministry of Education website and other resources. Director IMC requested that to implement this concept we will require a small research and scripting team from the Dept of Education and Training which could regularly work on the project in collaboration with IMC Producer. Registrar MANUU agreed with the suggestions and said we will utilise the services of our Education & Training faculty members who are working in CTEs across the country.

Further, Registrar MANUU informed the committee to put the appreciation on records for IMC's unique and pathbreaking work.

The meeting concluded with the Vote of thanks to the Chair.

