

# SIGNIFICANT INITIATIVES by INSTRUCTIONAL MEDIA CENTRE, MANUU, HYDERABAD



Instructional Media Centre MANUU, Gachibowli, Hyderabad-500032 rizwan@manuu.edu.in

## **CONTENT**

1.	Content	1-2
2.	Motto	3
3.	About the University	4
4.	About Instructional Media Centre	5
5.	Overview	6
6.	Digital way for Educational Excellence	7
7.	IMC MANUU - Significant Digital Initiatives	8
8.	Launch of IMC Manuu YouTube Channel for Higher Education	9-10
	A) Channel Overview:	11
	B) Demographic	12
	C) Viewership:	13
	D) Devices used by subscribers:	14
	E) Engaging Comments on Video Lectures by our Subscribers	15-16
	F) Popularity in Videos Published	17
9.	MANUU Knowledge Series	18
10.	Converting Social Media into EDUCATIONAL MEDIA	19-21
11.	Cinematheque MANUU	22-23
12.	Workshop on Teaching, Learning and Evaluation Online with	
	Moodle MOOC Platform & Open Education Resources (OER)	24-25
13.	National Conference on E-learning and E-technologies -	
	'Prospects and Challenges'	26-27
14.	All India 24-Hours Online Filmmaking Challenge	28-30
15.	Science Film Workshop	31-32
16.	MANUU Knowledge Series Enrichment Lecture &	
	Technical Training Workshop	33-34
17.	Film Appreciation Course in association with FTII, Pune	35-36
18.	Indian Panorama Film Festival 2019	37
19.	MANUU Knowledge Series Enrichment Lecture by	
	Mr. S. Dungarpur	38-39
20.	Iranian Film Festival	40
21.	Indian Panorama Film Festival 2020	41
22.	Swayam-Prabha outreach at MANUU Campus	42

23.	Digital Outreach through MOUs with National and	
	International Organisations / Institutions	42-45
24.	Open Distance Learning Video Programme Production Workshop	46
25.	Outreach through Social Media	47
26.	Interface with Media Industry and visit of Legends to IMC	48-49
27.	Formation of Various Committees to improve	
	utilisation of Digital Resources	50
28.	Digital Archive of Audio Visual Resources	51-52
29.	Few National and International Laurels for IMC	53
30.	IMC at NATIONAL SCIENCE FILM FESTIVAL 2019	54-55
31.	IMC at GLOBAL CINEMA FESTIVAL 2019	56
32.	IMC at International Science Film Festival of India 2019	57
33.	IMC at the GLOBAL CINEMA FESTIVAL 2020	58
34.	IMC at the National Science Film Festival of India 2020	59
35.	48 Hour Marathon Tribute to Urdu Language and	
	Culture on World AudioVisual Heritage Day	60
36.	Official Launch of IMC MANUU Website	61-62
37.	Future Plannings in Digital Domain	63-65

## MOTTO

Reaching the unreached & Large scale expansion of the knowledge & high quality education opportunities through Digital Medium

## **About the University**

Maulana Azad National Urdu University (MANUU) is a central university established in the year 1998 by an Act of Indian Parliament, with all India Jurisdiction, to promote and develop Urdu language, impart vocational and technical education in Urdu medium through conventional and distance modes and focus on women education. The University is headquartered at a central location of Gachibowli in Hyderabad and spread over 200 acres. The university has been awarded 'A Grade' by NAAC in 2009 and again in 2016.



Over the last twenty years, MANUU is working as a mission-driven University with a strong commitment to teaching, learning, research and innovation along with a special focus on women education to fulfil its statutory man date.

The University has a unique distinction of offering courses and programmes from elementary to higher education in general and professional, technical and vocational streams particularly in Urdu. It is catering to the educational needs of the large sections of unreached Urdu population of the society and delivering education through teaching, research, training and outreach activities with well-established Schools, Departments, Centres and Satellite campuses.

## **About the Centre**

To develop the media components as part of the media-mix of the distance education offerings, MANUU has established a full-fledged 'Instructional Media Centre (IMC) on its campus. IMC primarily serves the distance education needs of the university. To connect



with Distance Learner, the University has also launched its YouTube Channel. IMC MANUU Youtube channel is an initiative to provide a wider access of Higher Education to the unreached, people desirous of pursuing programmes of higher education and training in Urdu medium through Distance modes.

The basic infrastructure of IMC consists of a Video studio, Audio studio, associated control rooms and a comprehensive post-production facility by the way of audio edit suites, non-linear editing suits, computer graphics and animation etc. A sets construction workshop, props, make-up kit, conference hall, technical store, preview theatre and a tapes library are an integral part of the infrastructure.

#### 5. Overview

The technology of online education and all the digital revolution have the **possibility to revolutionize higher education scenario** in the near future and it is bringing in sweeping changes in the Higher Education landscape.



For India to emerge as a knowledge super power of the world in the shortest possible time it is imperative to convert our demographic advantage into knowledge powerhouse by nurturing and honing our working population into knowledge or knowledge enabled working population.

A Large scale expansion of the knowledge & high quality education opportunities and reaching the unreached is the need of the hour.

In this regard, **Instructional Media Centre of MANUU** has taken several digital initiatives to support the Govt of India's NATIONAL MISSION ON EDUCATION through ICT and spreading urdu language and culture among the mass.





#### 6. Digital way for Educational Excellence

The education through digital mission holds promise since it is accessible to everyone, it is affordable, it can overcome the shortage of quality faculty and it can enhance the enrolment in higher education system.



The digital learning platforms provide opportunities for lifelong learning and is beneficial for both Distance Learners and Regular mode of learning as it adds new dimensions in teaching learning process.



To democratise the opportunities of quality education, the Government launched the **National Mission on Education through ICT (NMEICT)** to translate the power of IT into expanded learning opportunities. The aim was to raise the Gross Enrolment Ratio (GER) in the higher education from 24.5 (2015-16) to 30 by 2020, and the quest to enhance the quality of education would require a **large scale expansion** 

**of the high quality education opportunities** and the Digital Technology can be leveraged to address these twin concerns of enhancing access and quality.

#### 7. IMC MANUU - SIGNIFICANT DIGITAL INITIATIVES

In order to support the NME-ICT mission of MHRD and to democratise the opportunities of quality education, to translate the power of IT into expanded learning opportunities, disseminating knowledge in Urdu and also promoting Urdu language and culture, the Instructional Media Centre, MANUU has launched several digital initiatives.



Following are the Digital Initiatives taken by IMC MANUU -

- Launch of IMC Manuu YouTube Channel for Higher Education
- MANUU Knowledge Series
- Converting Social Media into Educational Media
- Cinematheque MANUU
- Workshop on Teaching, Learning and Evaluation Online with Moodle MOOC Platform & Open Education Resources (OER)
- Two-Day National Conference on E-learning and E-technologies 'Prospects and Challenges'
- All India 24-Hours Online Film-Making Challenge
- Swayam-Prabha outreach at MANUU Campus
- Digital Outreach through MOU's with National and International Organisations / Institutions
- ODL Video Programme Production Workshop
- Outreach through Social Media
- Interface with Media Industry and visit of Legends to IMC

#### 8. Launch of IMC Manuu YouTube Channel for Higher Education







To provide the wider access of Higher Education and promoting Urdu Language & Culture, Instructional Media Centre created IMC MANUU Youtube channel which has a repository of curriculum based audio-visual programmes of various streams like Science, Social Science, Life Science, Education and Training, Arts and Languages etc. and these are available to masses free of cost all across the globe.



13.12.2017 Tuesday

#### MANUU's YouTube channel goes live

Expected to reach over 80,000 students and help them learn Urdu

STAFF REPORTER

HYDERABAD

Launching learning into cyberspace, the Maulana Azad National Urdu University's YouTube channel for higher education went live on Tuesday.

The channel, an initiative of the university's Instructional Media Centre (IMC), is expected to reach over 80,000 students in various courses in different stages of completion in the distance mode.

Vice-Chancellor M. Aslam Parvaiz underscored that while the large number of its students stand to benefit through the YouTube channel, the initiative would also reach a larger number of Urdu speakers who are not students.

"The books which we give in form of study material is insufficient these days as there is no teacher. This channel takes the teacher to the student's house," Dr. Parvaiz said. The Urdu speaking diaspora of the country in Europe and the USA too would benefit.

Describing the launch of the YouTube channel as a day of liberation of Urdu, Dr. Parvaiz opined that the language has been confined to 'literary ramps' and would now be associated with knowledge.

Regarding frequency of generating content, he said each department is given a schedule to record its videos. The IMC, he said, generates 30 such videos each month. "There is a good colection which already exists. This too will be made available," he said. The IMC will also start making 3-D films soon.

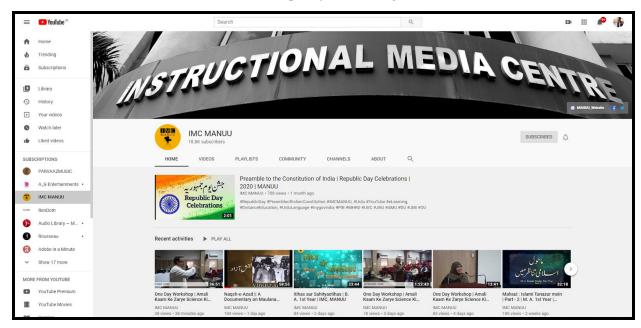
Touching upon how MANUU's

Touching upon how MANUU's schools would benefit, he said that the second phase of content generation would deal with this aspect.





These audio-visual programmes can be accessed by the students and teachers as per their convenience at home, during travel or in live classes. Every programme has scope for discussion with teachers and other such groups even beyond national boundaries.



Besides providing curriculum based programmes, IMC MANUU YouTube Channel also caters to the general audience with wide array of Enrichment programmes, documentaries of general interest and on Urdu Language and Culture as well. Students can also access important University Events, Seminars, Workshops, Symposiums etc at Youtube Channel.



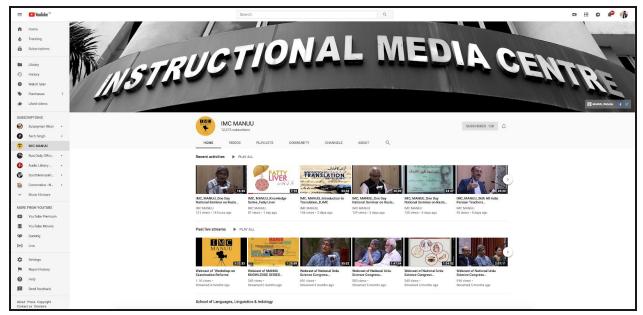
IMC's core functions successfully running a YouTube channel where numerous curriculum based programmes, documentaries, knowledge capsules and other important programmes are uploaded on a daily basis with free access to anvone and everyone who subscribes to it.

Furthermore important event of the university is also being live streamed through this YouTube channel.

Aim is to serve and build a Knowledge Society and promoting Urdu Language and Culture.

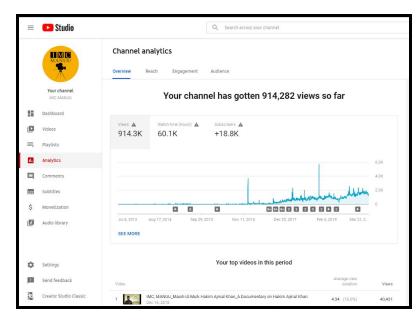
#### 8a Channel Overview:

Within a few months of its launch the channel has crossed over 9 Million views and over 4K subscription. IMC MANUU YouTube channel is now being watched even beyond National



boundaries. This explains how the channel's viewership has increased drastically in a year's time.

Following are few analytics of IMC Manuu channel's performance.



Over just the past one year IMC has seen a

**301%** Increase in watch time.

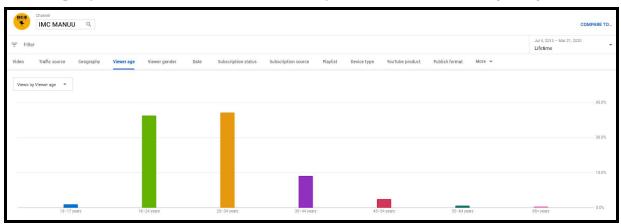
**500%** increase in the *number* of videos watched.

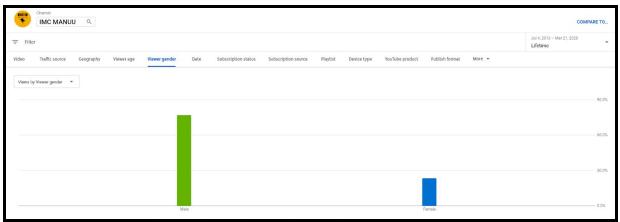
**621%** increase in the *number* of subscribers.

Although, it still has a long way to go, the statistics speak for themselves as to how far IMC has come through in this short time.

## 8b Demographic:

Following explains how the channel's viewership has increased drastically in a year's time.





The graph clearly shows that the IMC Youtube channel is very popular within the age group of **18-34 years** with them taking up **79%** of the total watch time.

Where there are 76.8% Males and 23.2% Females

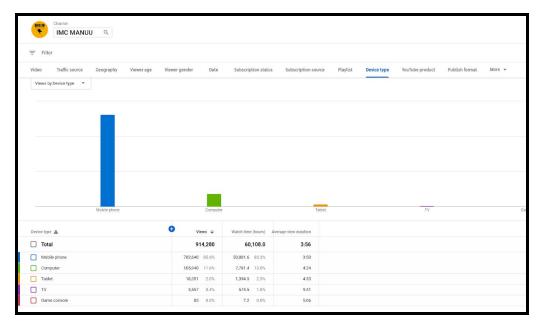
## 8c Viewership:

The following explains the channel's viewership in different parts of the world.

Geography	•	◆ Views ↓		Watch time (hours)		Average view duration
☐ Total		14,28	10	60,108.0		3:56
☐ India	584,09	63.9	195	37,755.2	62.8%	3:52
Pakistan	261,81	28.6	5%	16,917.3	28.1%	3:52
Saudi Arabia	5,24	0.6	5%	413.1	0.7%	4.43
United Arab Emirates	2,80	0.3	3%	217.5	0.4%	4:39
United States	2,53	0.3	1%	302.4	0.5%	7:09
United Kingdom	1,41	0.2	26	162.5	0.3%	6:53
☐ Canada	24	0.0	2%	33.9	0.1%	8:19
Qatar	20	0.0	1%	20.7	0.0%	6:09
☐ Bangladesh	17	0.0	1%	6.7	0.0%	2:17
☐ Kuwait	15	0.0	1%	16.2	0.0%	6:14
☐ Mauritius	11	0.0	7%	13.8	0.0%	7:18
Germany	5	0.0	n.	9.2	0.0%	8:01
0man	6	0.0	2%	3.5	0.0%	3:06
☐ Netherlands	4	0.0	2%	3.2	0.0%	4:36
Croatia	3	0.0	1%	2.9	0.0%	4:55
Afghanistan Afghanistan	3	0.0	1%	0.6	0.0%	1:12
Singapore	2	0.0	1%	1.5	0.0%	3:08
☐ Ireq	. 2	0.0	2%	2.3	0.0%	5.24
☐ Belgium	1	0.0	2%	5.6	0.0%	17:35
France	1	0.0	)%	0.1	0.0%	0:19
Sweden	1	0.0	3%	1.6	0.0%	8:56
☐ Australia	1	0.0	1%	0.2	0.0%	0:59
☐ Sri Lanka	1	0.0	1%	0.0	0.0%	0:09

IMC is proud of the fact that they have viewers from United States, KSA, and United kingdom. Although most of our viewership (63.9 %) comes from India.

#### **8d Devices used by subscribers:**



In this fast paced era, where everything is 'ON-THE-GO', IMC's viewership comes:

## Manuu goes the web way, launches YouTube channel

Times News Nerwoss.

Hyderabad: Moving its initiatives into the digital space, where any from the social formation of the variety (Manuu) on Tuesday launched YouTube help in learning something," said Parvaiz, adding access to higher education.

The channel, created by the Instructional Media Centre (IMC) of the varsity will help provide quality education to more than 80,000 students studying under distance mode and scores of Urdu-speaking people residing across the globe.

Vice-chancellor of the university. Aslam Parvaiz, termed the launch of the varsity is did that the varsity has repecially for those studying in distance mode as they have no access to a teacher through these initiatives will always the varsity aims to make Manuu a knowledge hub for the Urdu-population.

"Today's generation is addicted to social media. Although the might not be addicted to sudden to up where may from the social media. Although the might not be social media. Although the might not be social media. Although the social media. Although the might not be social media. Although the social media. Although the might not be able to move them sway from the social media. Although the social media. Although the social media. Although the might not be social media. Although the social media that the variety and the meaningular moderation will be social

#### Two missing person cases filed

Cases filed
Hyderabad: Two students
went missing, in two
separate incidents, at
Mailardeypally on Tuesday.
The police said that X
vanitha, 22, and Raziuddin,
17, left their respective
residences on Monday and
did not return home. Based
on the complaint filed by
their parents, a case was
registered by the police. their parents, a case was registered by the police. Police are on the look out for both the missing persons. The family members of Vanitha, one of the missing persons, said that she has been suffering from a psychiatric illness. THM

#### NAMAZ TIMINGS

- Fajar | 5.33 am (Thursday) to 6.32 am

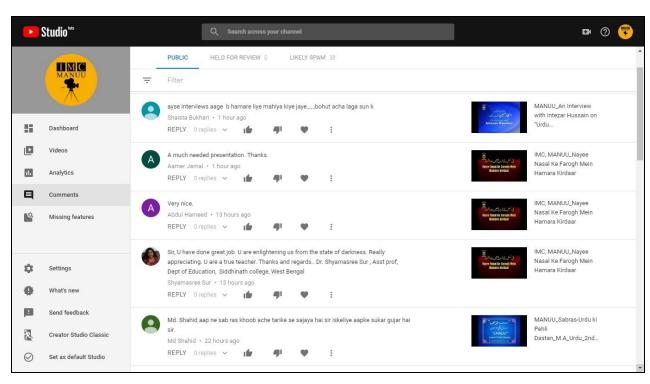
  Zohar | 12.20 pm to 3.59 pm Asar | 4.07 pm to 5.41
- o Maghrib | 5.49 pm to
- 6.56 pm Isha | 7.03 pm to 5.11.

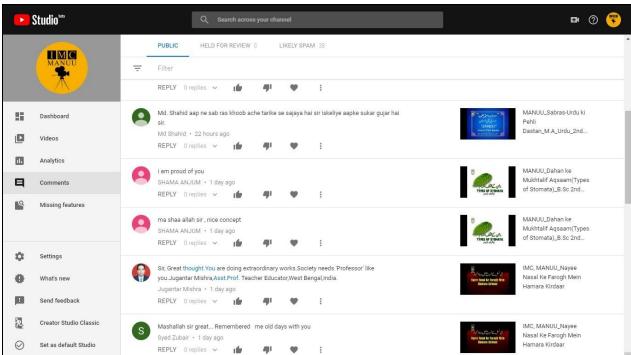
% from mobile 85.6 phones

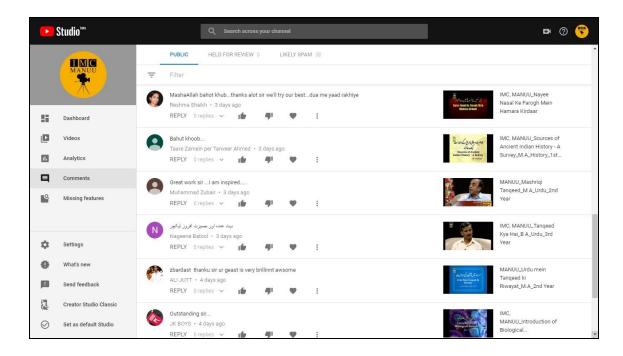
**11.6** % from computers.

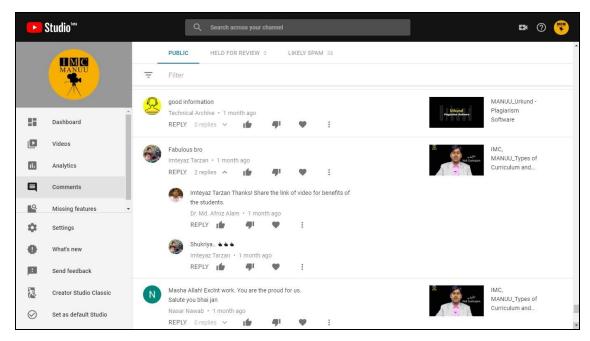
2.0 % from tablets.

## **8e** Engaging comments on Video Lectures by our Subscribers:







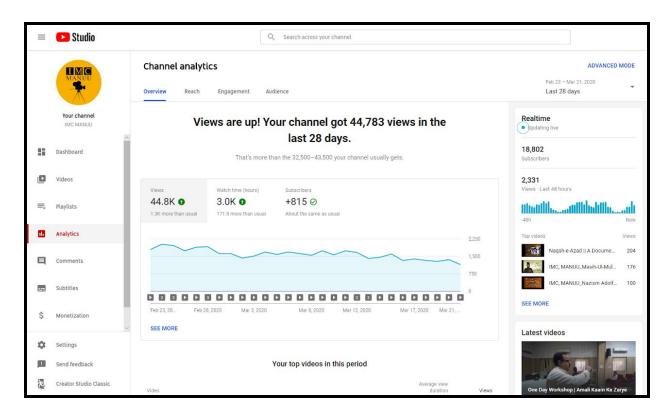


IMC's viewership constantly engages in communication at any new upload.

We have also had questions asked through comments at conferences and seminars broadcasted live on the channel.

### 8f Popularity in videos published:

As a part of its working strategy, IMC makes sure it uploads a video on its channel on a daily basis.



As evident from the above graphic IMC is proud to put forward that more than <u>5000</u> *videos* (and counting) have been added to playlists by their subscribers.

This proves that IMC's productions are popular among it's viewers and are sincerely making an impact online.

#### 9. MANUU Knowledge Series



MANUU Knowledge Series is an important digital initiatives to enrich the Students community and general audience with wide array of topics which have shaped Human History and are of general interest.

The Manuu Knowledge Series was *introduced* as a part of *Digital Initiatives in December 2017*.

Although, this being a part of several other productions that IMC uploads on YouTube, it requires special attention, where in short duration informative multimedia capsules are being produced and uploaded on YouTube channel. This series will

certainly enrich and cater to the general audience and young students.

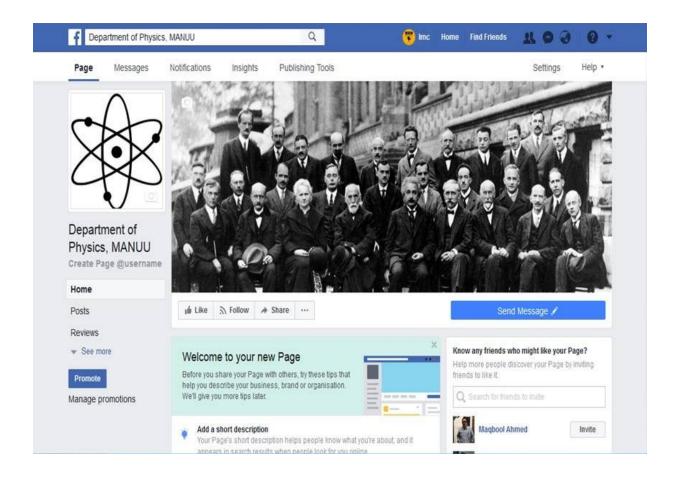


The following are the topics being covered under MANUU knowledge series

- 100 Most influential persons/leaders in the History
- 100 Famous Urdu Literature personalities
- 100 Great Indians
- 100 Great Discoveries of all times
- 100 Common Health/Nutritional issues
- 100 Great Scientists and leaders from Islamic World
- 100 common Socio-Economic and Environmental Issues
- 100 Great Scientists of this century
- 100 famous Urdu Media Personalities

#### 10. Converting Social Media into EDUCATIONAL MEDIA

**Facebook and Whatsapp have great potential** to be used as Educational Media to further engage students in the learning process. Social media is a tool that teachers can use to make their classroom more engaging, relevant and culturally diverse. Through FB, A department can share/ promote its activities/events globally and can develop a strong network of subject professionals nationally and internationally.



With great efforts and pride, IMC has created Facebook pages of all the Departments and relevant audio-visual lectures / material from IMC archive are being uploaded on respective pages.

**This is one of the unique experiment** where in all departments have their Facebook pages along with relevant audio-visual educational resources.



Faculties and other Staff at MANUU are being sensitised to make best use. of various social media platforms disseminating and reflecting the achievements and educational activities of the institute with other institutes and as well as sharing path breaking initiatives on social media platforms.

This process is dynamic and resources will keep on growing as we produce more material and can be used for flipped class/blended mode of learning.



Social media can help identify additional content reinforce to or extend core instruction. FR provides an opportunities to create a focussed group for particular subject where

group can connect with best teachers in the subject all across the world, Teachers-Students may share resources for a pre-class/post-class discussion on a topic.



Since students are already using social media away from the classroom, integrating it into the classroom will help students learn best practices in the subject as it offers an interesting new twist on lessons for pre-class and post-class discussions.

#### 11. Cinematheque MANUU



Cinema is the most powerful medium for education, entertainment and an important tool

for social change. It has a quality of reflection which triggers people to think and react.

Considering the importance of cinema in social life. IMC MANUU launched a film club titled as "Cinematheque MANUU" on 26th October 2018 with the Irani Film Festival inaugurated at the CPDUMT Auditorium. Mr. Ali Asghar Rastgou, First Consul, Consulate General. Islamic Republic of Iran in Hyderabad and Mr. Mohsen Ashouri, Cultural Attache, Islamic Republic of Iran Hyderabad graced occasion which was presided over by our Hon'ble Vice Chancellor, Dr. Mohammed Aslam Parvaiz.

## Telangana Today

## Iranian Film Festival to be launched at MANUU on Friday

**Hyderabad:** Instructional Media Centre (IMC), Maulana Azad National Urdu University, is launching MANUU Film Club titled 'Cinematheque MANUU' at CPDUMT Auditorium on Friday. An Iranian Film Festival will also be inaugurated in collaboration with Iran Culture House, New Delhi, University with the screening of 'A Cube of Sugar' directed by Reza Mir Karimi.

According to a press release, Dr. Mohammad Aslam Parvaiz, Vice-Chancellor will preside over the inaugural session and Ali Asghar Rastgou, First Consul, Consulate General, Islamic Republic of Iran, Hyderabad, Prof. Shakeel Ahmad, Pro Vice-Chancellor, MANUU and others will be present.

According to Rizwan Ahmad, Director IMC, the idea behind Cinematheque MANUU is to offer students the chance to complement their studies with activities related to culture and personal development.

is to offer students the chance to complement their studies with activities related to culture and personal development.

The idea behind Cinematheque MANUU is to offer students the chance to complement their studies with activities related to culture and personal development. It is a campus enrichment programme wherein weekly open air screenings of cinema classics, educational programs, films and documentaries will be screened for the students and staff members.

This enrichment programme introduces the young students and staff members with various cultures and issues around the globe and broadens their global perspective.



The film club was launched along with the Iranian Art and Craft Exhibition at the IMC Foyer. It was curated with the help of Iran Culture House, New Delhi where they provided a wide array of masterpieces from Iran which included works of artists like Mahmood Farschian. The exhibition also had different craft styles famous in Iran.

The event was a huge success. Something that IMC will embark on to take it to the next level in future.



• • • • •

### 12. Workshop on Teaching, Learning and Evaluation Online with **Moodle MOOC Platform & Open Education Resources (OER)**

Instructional Media Centre had organized a three day workshop on a Professional Development Programme on Online Teaching, Learning and Assessment with Open Educational Resources, Education Technology Tools & Moodle MOOC Platform from 27-29th Nov 2017 at MANUU campus Hyderabad.



The aim of the three-day workshop was to build the capacity of the Faculty to design, transact and assess and deliver courses online in different disciplines with Educational





#### Enhancing ICT use for learning

The objective of workshop titled 'Professional Development Programme on Online Teaching, Learning and Assessment with Open Educational Resources, Education Technology Tools and Moodle MOOC Platform' was to improve the quality of education and raise Gross Enrolment Ratio (GER).

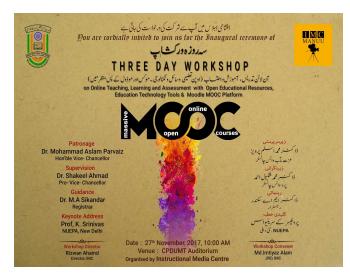


Hyderabad: A three-day workshop aimed at enhancing the use of Information and Con learning and teaching was organised by Instructional Media Centre (IMC) of Maulana A

The objective of workshop titled 'Professional Development Programme on Online Teaching, Learning and Assessment with Open Educational Resources, Education Technology Tools and Moodle MOOC Platform' was to improve the quality of education and raise Gross Tenoriment Raio (GER).

Prof. K Srinivas, renowned academic at ICT, National University of Educational Planning and Administration (NUEPA) addressed the participants in the valedictory session. In his speech he said, "Use of ICT has totally changed the teaching and learning processes. It is going to bring about a "sunami" in the field of education."

The workshop was inaugurated by Dr. Shakeel Ahmad, Pro Vice-Chancellor. He underscored new formats and said, "E-learning and Online Learning is the need of the hour." Professor FR Ighal Ahmad, Director, DDE, said "Distance education is the only way to educate people on mass scale and ICT will both it." Elstwan Ahmad, Director IMC, said ICT and social media have the potential to educate students in ways that are easily understood.



The general objective of the workshop was to raise the capacity of the faculty to use MOOC platform for effective delivery of courses in higher education in blended as well as online modes. This workshop is a great starting point for effective teaching in the 21st century learning environment.



The modus operandi of the workshop was more practical and technical rather than being theoretical. It was well received and appreciated by all the faculty members who participated. Around 50 candidates participated in the workshop. IMC was successful in creating a learning atmosphere throughout the 3-day workshop where the faculty members enthusiastically tried developing their own Moodle/MOOC courses.



Prof. K. Srinivas from NUEPA, New Delhi was the core instructure of the workshop, helping and guiding the participants throughout the 3-Day Event.

## 13. Two-Day National Conference on E-learning and E-technologies - 'Prospects and Challenges'



The Centre organized a Two day National Conference on E-learning and e-learning Technologies - Prospects and Challenge, on 20<sup>th</sup> and 21<sup>st</sup> February 2018. The purpose of the conference was to address main issues of concern within E-Learning. This conference

covered both technical as well as the non-technical aspects of E-Learning.



The Conference was a huge success where a total of around 80 (Research Scholars and Faculties) participated. It Being a National conference, IMC received entries from all across the country.





A few research students from Indonesia as well presented their papers on the concerned topic.

Some eminent academician like Prof. Kamal Bijlani, Director, Research Lab, e learning, Amrita University, Kerala, Prof. K. Srinivas, NUEPA, New Delhi. Prof. Shabina Nishat Omer, Milli Al-Ameen College, affiliated to University of Calcutta W.B, Dr. Ratheesh, Kayliyadan, educational Expert, Govt.of kerala. Dr. G. R. Ramakrishna Murthy, Senior Scientist, National academy of Agriculture Management, (NAARM) Hyderabad. Dr. Indira Konoru, faculty Member IBS, ICFAI, Group, Hyderabad were the guest speakers on different sessions during the conference.

Prof. Narsimhulu, Vice Chancellor, Andhra University, A.P was guest of honor for the inaugural function.

### 14. All India 24-Hours Online Film-Making Challenge

To promote creative talents in Digital Film Making, IMC in collaboration with India Film Project conducted an All India 24 hours Film Making challenge which was well received by the students. This was a one of a kind film making challenge, wherein in right from registration, film entries, film preview, film selection, etc was *all done online*. Also, films were shot and edited on digital mode.



This film making challenge was unique in nature and participants were bound to make a 120 seconds film in 24 hours only.



Theme of the film was announced at the beginning of 24 hours on 6<sup>th</sup> March-2018 at 10 AM through social media platform to the registered participants.

**Total 136 teams registered** from

all over the country for this All India Film making challenge comprising minimum one to maximum ten members in each group.

Screening and award ceremony of 24-hour Film making challenge was organized in MANUU, Hyderabad on 8<sup>th</sup> February-2018 on the occasion of International Women's Day. This 2-minute duration film making challenge was organized by IMC, MANUU in collaboration with India Film Project.



Award winning, Eminent Cinematographer K.K Senthil Kumar (ISC) and Actor, Director , Action Choreographer Mr. Peter Hein graced the occasion as Guest of Honor. Both the film personalities had worked in iconic movie Baahubali.

**"She can do it too"** was the theme for this film making challenge coinciding teh International Women's Day and total 40 films were received till the end of the given time for the competition, out of which three best films were selected for the screening and award.





The winner of this arduous and enticing competition was a group of students of Media and Communications from Manipal Academy of Higher Education, Manipal University called "Indie Movement".

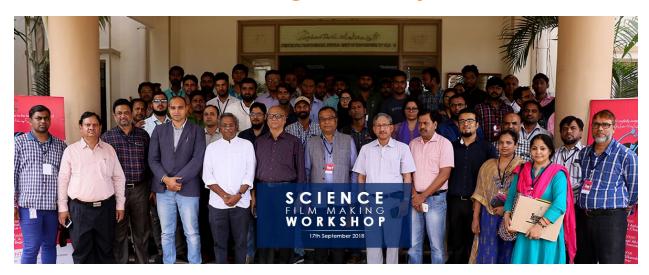


In Second came a team called "silverhood", a group of students from Rajiv Gandhi College of Engineering and Research, Nagpur.



Whereas the third position was taken by Mr. Sanat Yadav, an Animation student from Arena Animation, Bhopal

### 15. Science Film Making Workshop 2018





#### THE TIMES OF INDIA

#### 3-day workshop on film making

Hyderabad: Cinema is a vital link in the contempora-ry world to promote science and scientific temper, said and scientific temper, said filmmaker Shaji N Karun, at inaugural ceremony of three-day national works-hop on science film-making at Maulana Azad National Urdu University. It is being organized by MANUU's In-structional Media Centre in collaboration with Vigyan Prasar, department of science & technology. Shaji observed that cinema could not have been invented without the help of science. TNN



#### 'Scientific temper key to progress'

Workshop on National Science Filmmaking ends at MANUU

OUR BUREAU

Hyderabad: Nimish Kapoor, Head Science Films Division, Vigyan Prasar, Department of Science and Technology, stated that, "Scientific temper is the that, "Scientific temper is the key to progress and march for-ward", while addressing the valedictory of the workshop held at Maulana Azad National Urdu University. He urged the students with an interest in sci-ence and film to venture into ence and film to venture into the field and also to participate in the upcoming National Sci-ence Film Festival. Instructional Media Centre, MANUU in collaboration with

Vigyan Prasar, Department of Science & Technology, New Delhi organised a 3-day work-shop on National Science Film-making. More than 50 students of mass communication and film/media professionals from Hyderabad took part. Nuances about producing films, docu-mentaries and different pro-

grammes on science and technology were discussed.
Dr MA Sikandar, Registrar, speaking at the valedictory, appreciated the idea of conducting the workshop on science fillm-making. He thanked the fillmmakers and resource persons for giving their valuable inputs. Eminent personalities from

Emment personanties from film-making enriched the learning experience of partici-pants during the workshop. They include Kuldeep Sinha, former DG, Film Division; Dr CM Nautival (Scientist), Consultant Science Communica-tions programme; Arun Chadha, filimmaker; Makarand Brahme, G Sriguha, Ramesh Tekwani and senior producer Santosh Pandey. Eminent film-maker Shaji N Karun inaugu-rated the workshop. Rizwan Ahmad, Director, IMC congratulated the partici-pants and Imtiyaz Alam, coor-dinator, workshop proposed vote of thanks. sultant Science Communica

With the objective of capacity building and skill development to the participants, the Science Film Workshop was a part of a series of NATIONAL WORKSHOP ON SCIENCE FILM MAKING, held on from 17th to 19th September 2018 MANUU.

Padma Shri, Shaji N. Karun, eminent and iconic filmmaker graced the event as the chief guest, delivering a brilliant lecture on how to build scientific within temper oneself.

In accordance with competent authority Vigyan Prasar, Dept. of Science and Technology, Govt. of India, the event provided it's participants a gateway to how Science and filmmaking function together and can not be two separate entities.

Having scientific temper is quintessential to movie making. All the speakers during their sessions helped the participants sensitize themselves to the different aspects of movie making.

The workshop had dedicated sessions for cinematography, editing, sound and everything essential in movie making. Mr. Nimish Kapoor, Scientist 'E' & Head, Science Film Division, Vigyan Prasar representing the same, spoke about building scientific temper and how that can be used in movie making. He also motivated the participants to make science films that can be entries to the National Science Film Festival 2019.

The three day workshop was a major success in all its ways, with participants coming from different universities, colleges and electronic media. All the

## Telangana 🖳 Today

#### 'Cinema link to promote science'

Karun participated in a three day national workshop on Science Film-making organised by the Instructional Media Centre, Maulana Azad National Urdu University (MANUU)

By TelanganaToday | Published: 24th Sep 2018 12:32 am Updated: 23rd Sep 2018 5:06 pm



Hyderabad: Cinema is a vital link in the contemporary world to promote science and scientific temper. Eminent film maker and Cinematographer, Shaji N Karun said. Karun participated in a three day national workshop on Science Film-making organised by the Instructional Media Centre, Maulana Azad National Urdu University (MANUU) in collaboration with the Vigyan Prasar, Department of Science & Technology on the campus Throwing light on the emergence of cinema as the effective and broad based medium of communication, Karun remarked that cinema could not have been invented without the help of Science and described cinema as one of the greatest form of arts. Elaborating on the connection between science and cinema, he said artists indulge in seemingly illogical thinking, and pave the way for logical interpretations and discoveries.

This bond ultimately results in the growth of the society, he said. Comparing the invention of train and its revolutionary impact on the society with the cinema, he remarked that both cinema and train have put India together. Dr. M.A Sikandar, Registrar, MANUU in his presidential remarks referred to the efforts of the Vice-Chancellor, Dr. Mohammad Aslam Parvaiz, in promoting the scientific temper in the Urdu Community. Urdu should not be limited to literature but it should be used as an effective tool to promote science. Influence of Cinema is very strong, especially in South India, he remarked. It is a very powerful medium to attract young minds towards science, he said. Rizwan Ahmad, Director, IMC spoke about the importance of sensitizing young brains about the scientific developments. Dr.CM Nautiyal, Consultant, Science Communication Programmes, Indian National Science Academy in his address differentiated the roles played by books and cinema in changing the society. Cinema has wider reach and impact, he said. Kuldeep Sinha, Ex-DG, Films Division, Mumbai, Ex-CEO CFSI, Ministry of I & B, said "It is our collective responsibility to spread the scientific temper. he said. Around 70 students and research scholars from mass communication departments repres media professionals took part in the enting different universities and

sessions conducted a Q and A round which helped facilitating a two way process in learning.



# 16. MANUU Knowledge Series Enrichment Lecture, Light, Camera and Sound Workshop 2018.



During the last decade, production technology and aesthetics have changed a lot due to several advancements in media technology and it is important for production staff to keep pace with development in technology for better output.



#### Cinema became a Universal Language: Bir

Hyderabad, Sep 25 (UNI) Cinema has become a Universal language, National Film award winner Padma Shri Apurba Kishor Bir said.

He said this while sharing his memories as a cinematographer of Oscar award winning movie "Gandhi".

Delivering lecture on "Cinematic Language and Human Development", organized by Knowledge Series and Instructional Media Centre (IMC), Maulana Azad National Urdu University here on Tuesday, Mr Bir said human factor brings depth and sensibility in understanding the modern technology.

All the senses are mental interpretation of physical realities existing around us. Purpose of cinema is to enrich humanity and imagination is the biggest tool used by creative people to realise their dreams, he said.

Mr Ravi Shankar, Senior Sound Engineer from FTII Pune and faculty RAFT also spoke about "Content Creation and Consumption in 21st Century". He rated analog technology above the digital.

Speed, reach and penetration is the hall mark of New Media. Consumer can also be content creator. We are living in an era where technology has invaded our lives, he remarked. Prof Shakeel Ahmad, Pro Vice-Chancellor appreciated the digital initiative taken up by Media Centre and stressed the need for compatibility of man power with the latest technology. These Enrichment lectures preceded a six day long technical workshop for the staff of IMC on "Lighting, Camera Techniques and Sound".

Earlier Mr Rizwan Ahmad, Director IMC, welcomed the guests and spoke about different initiatives  $\,$ 

taken by it.

On 25th September 2018, Eminent Cinematographer, Padma Shri A. K. Bir and Mr. Ravi Shankar, Sound Engineer and founder of 'Symphony' studio in Ramoji Film City, graced the event with their and delivered presence prolific lectures on 'Cinema and Human Development'. That was followed by a 6 Day Intensive workshop on Light and Sound for the Instructional Media Centre staff till 30th September 2018 which was enriching, refreshing, enlightening and exhaustive in every sense of the word.





Both the resource persons took 3 days of the workshop for lighting and sound respectively where they both went into the deepest ends of their vessels of knowledge and gave us what was gold in terms of film making and how to make sure not to compromise on quality and how to tackle production hindrances.

# 17. Film Appreciation course in association with Film and Television Institute of India (FTII), Pune.

The Film and Television Institute of India (FTII) offered to collaborate with MANUU for conducting a Short term Skill Training Program under their flagship programme "SKIFT" (Screening Film and Television).

It was a 5 Day long programme from 20th to 24th February 2019, where two prolific teachers in Mr. Pankaj Saxena and Mr. Munish Bhardwaj, both of whom are FTII alumnis and have been conducting the "SKIFT" workshops all over India over the past 2 years took different sessions on Cinema Language, Scriptwriting, Camera, Sound, Editing, Pre and Post-Production, basically everything that goes into movie making.





The workshop was nothing short of a huge success as people from all parts of the country came to participate. IMC, MANUU witnessed a crowd of 77 eager learners and film lovers from

a wide diaspora of fields, professions and age.



The Idea behind this workshop was to provide a Cinema enthusiast a sense of direction in film making, help them understand the importance of movie making and what all goes into making film.

The valedictory session was followed by a small but enticing Q&A session with eminent Cinematographer, Mr. K. Senthil Kumar of Baahubali Fame, where he very satisfactorily addressed answers to all the questions the participants put out to him.

The workshop was a stepping stone in MANUU and FTII's alliance, for more such workshops are in line in the near future.



# 18. Indian Panorama Film Festival in association with the Directorate of Film Festivals, New Delhi.



An Iconic Mexican filmmaker. Alejandro Gonzalez Inarritu once said, "Cinema is a mirror by which we often see ourselves." The Indian Panorama Film Festival was organised to sensitize the MANUU fraternity with thought provoking films which would also help them creating а better perception of the world around themselves and one another.

The Film festival was held from 25th February to 1st March 2019 with "Pihu" debuting the festival as it's first film. National Award Winning Film Director Mr. Vinod Kapri, graced the occasion with his presence for the screening of his film followed by an exciting discussion

session on the movie. Overwhelmed with the film, the audience came up with a brilliant observations, questions and discussed how well they could relate to what was shown in the film.

The ability of cinema to provide such a cathartic experience is unparalleled. Hence, this festival was a major success. Having said that, it wouldn't have been possible for IMC to execute such a festival without the support of the Directorate of Film Festivals, Ministry of Information and Broadcasting, New Delhi. For they had provided all the handpicked titles to be screened through the course of this festival.

The Inaugural function was held inside the CPDUMT Auditorium whereas the rest of the days MANUU witnessed a packed Open Air Auditorium for the other four screenings of films like "Raazi", "Coffin Maker", "Listen Amaya", and "Newton".



# 19. MANUU Knowledge Series Enrichment Lecture by Mr. Shivendra Singh Dungarpur on 'India's Film Heritage: Rich, Diverse and Endangered.'



On 21st March 2019, National Award Winning Film-Maker and the founder of Film Heritage Foundation graced the halls of IMC MANUU to give a thought provoking lecture on "India's Film Heritage: Rich, Diverse and Endangered". Through the course of his lecture, he explained to the audience how the shooting on film is losing it's importance, the shift to a digital medium and why it is a need of the hour for all of us to contribute to preserving



the rich diversified culture that Indian films had to offer.



The event was also graced by the Hon'ble Vice Chancellor, Dr. Mohammad Aslam Parvaiz. who took to the podium stating his stand on how preservation can save cultures from fading away.

The lecture was followed by a screening of Mr. Dungarpur's award winning film, "Celluloid Man" which enticed the audience till the very end and showed them how the efforts of a single man can do wonders to save and review cultures.

#### 20. Iranian Film Festival



The Iranian Film Festival was organised by IMC from 14th- 16th February 2020. The Festival was launched with a Calligraphy Exhibition curated with splendid artworks of an Iranian artist, Dr. Massoud Rabbani. It was followed by a seminar on talks about "Mysticism with relevance to the history of Iran & India" by Dr. Kazem Ali Kahdoui and Dr. Mohammed Ali Rabbani.

The Movie Sweetheart (Dilbari) premiered as the debut movie of the festival on the 14th of February.

For the next two days handpicked titles from the golden archive of Iranian Cinematic Heritage were screened at the IMC Preview Theater where students and on-campus employees enjoyed themselves during the weekend.



#### 21. Indian Panorama Film Festival 2020



The Second Edition of the Indian Panorama Film Festival was organised by IMC in association with the 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 multiple National Award Winning Film "Hamid" was screened in the presence of its Director and Producer, Mr. Aijaz Khan and Mrs. Fauzia



Khan respectively. The Screening was followed by a healthy Q&A session with the audience. The set of handpicked titles like "Mahanati", "Oolu", "Andhaadhun" and many more from the DFF catalogue of movies were scheduled to screen over the course of 4 weekends.

#### 22. Swayam-Prabha outreach at MANUU Campus

IMC has taken initiative in screening the video lessons available on swayam prabha for its



faculty members and students from all the departments. With a fully functioning Preview Theater and E-classroom, a proper schedule chart has been created for all the departments to preview the huge database of lectures at our dispense. IMC has also urged all the faculty members to help their students enroll and register in these hugely beneficial

facilities such as SWAYAM and Swayam Prabha.

# 23. Digital Outreach through MOUs with National and International Organisations / Institutions



The National Academy of Legal
Studies and Research [NALSAR],
Hyderabad entered into a
Memorandum of Understanding with
IMC, MANUU for Production of one of
MHRD's MOOCs Project alloted to
NALSAR University.

Prof. Faizan Mustafa, Hon'ble VC, NALSAR, Hyderabad and his team of prolific teachers recorded 95 programs divided across 12 modules were produced by IMC over of period of 3 months.



The Instructional Media Centre recently entered into a Memorandum of Understanding with the Communication

University of China in Beijing where exchange in the following areas:

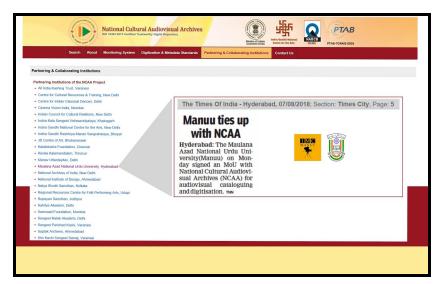
- I. Training and Research in the field of Educational Media, Film and TV Technologies.
- II. Provision for Scholarship for short term, long term trainings and courses.
- III. Exchange of media professionals, academics, students and scholars.
- IV. Organising International Seminars,

Conferences and Symposium on various aspects of communication.

- V. Film and Television Production trainings, co-productions and organising Film Festivals.
- VI. Film and T.V. Art Design trainings.
- VII. New Audio-Visual Media trainings.
- VIII. Digital Broadcasting Technology Trainings.
- IX. Hindi Language Teaching Exchange.
- X. Publications and Material Exchange.



#### इन्दिरा गाँधी राष्ट्रीय कला केन्द्र INDIRA GANDHI NATIONAL CENTRE FOR THE ARTS



An MoU with Indira Gandhi National Centre for Arts (IGNCA) New Delhi under Ministry Of Culture, Govt Of India was made for creating digital archives of international standard through IGNCA and its partnering institutions.

The Objective of MoU is setting up the National Cultural Audio Visual

Archives and engaging a vast spread of Urdu audience with educational content and setting up a digital repository of audio visual material culled out of governmental and non governmental institutions and individuals who agree to be a part of the project.

• • •



A Memorandum of Understanding for two years (2018-19) with ETV Urdu Channel, Hyderabad for Collaboration in Transmission of Urdu Enrichment Programmes.

The Core Objective of this MoU is to provide the vast plethora of Urdu Speaking audience with programmes pertaining to the language and is explore and bring to the audience, a refined image of the Urdu culture and how it has such colossal contribution to the field of Arts.

**HANS@INDIA** 



MANUU signs MoU with 4Yuva
THE HANS INDIA | May 31,2018, 08:32 PM IST

**Hyderabad**: Maulana Azad National Urdu University has signed a Memorandum of Understanding (MoUs) with 4Yuva web portal dedicated to disseminate information about latest job opportunities and scholarships worldwide.

According to Dr. M. A. Sikandar, Registrar who signed the MoU on behalf of MANUU, this will help in strengthening the academic outreach and facilitate the students to explore better prospects.

4Yuva is a web based platform developed by a dedicated team to empower the youth with the latest opportunities from around the world to facilitate solving the problem of unemployment. MANUU faculty, students including research scholars will now be able to access the web portal services with individual accounts.

MANUU also finalized two more MoUs with Indira Gandhi National Centre (IGCNA), New Delhi and ETV-Urdu, Hyderabad. University plans to setup a national cultural audio-video archives in collaboration with Indira Gandhi National Centre. This will help the University to engage a vast spread of Urdu audience with relatable content.

MANUU will try to explore and bring to the ETV Urdu audience a refined image of the Urdu culture. ETV Urdu Channel will allocate air time for broadcasting educational and enrichment programmes produced by MANUU.

#### 24. ODL Video Programme Production Workshop

To promote the use of Digital Technology in imparting Higher Education, the Instructional Media Centre organised a six day Orientation Programme for the faculty members of MANUU to familiarise them with the process of Production of Video Lessons for the Distance Education from 27th February to 6th March 2017.



The objective of the Orientation Programme was to sensitise the faculty members about the process and techniques involved in Video Lessons production and to bring about awareness on various aspects of Production. For example: how to develop a good video lesson, what all should be incorporated in the lesson to



make it visually rich and exploring various formats of audio-video programme production. A total of 72 faculty members attended this informative workshop. This in turn helped IMC's production team to enrich it's production quality.

#### 25. Outreach through Social Media

Social Media platforms like Twitter, Facebook, Youtube etc have become potent tools for outreach of various people-oriented decisions of the government. Using these crucial media platforms effectively help in furthering the cause of participative governance.













manuuhydofficial

imcmanuu

manuuhyd

officialmanuu

MANUU community is being sensitised to make the best use of various Social Media Platforms for disseminating and reflecting the achievements and educational activities of the institute with other institutes and as well as sharing path breaking initiatives of MHRD on social media platforms.









// imcmanuu

Social Media accounts of **both MANUU** and **IMC** as shown here have been created for reaching out to the community.

Staff is being sensitised to build up aspirations by sharing success stories on social media to connect with the rest of the world through social media.

#### 26. Interface with Media Industry and visit of Legends to IMC



Instructional Media Centre has established strong links with Media industry leaders and experts and believe that this interface is very important as it helps in Human Resources Development and Technical upgradation. Regularly legendary personalities and experts visit Instructional Media Centre and their visit is recorded with help of production facilities available at Studio.



In this face paced media industry, it is important for media professionals to keep pace with the technology and accordingly visits of media professionals are planned to various film festivals and events showcasing new technology.





# 27. Formation of various committees to improve the utilisation of Digital Resources

An Advisory Committee comprising of the experts from the field of educational media has been constituted to guide and formulate the policy and planning of the centre to enhance and improve the quality of Educational media.



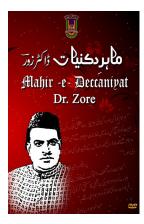
Also, a high level Academic Coordination committee has been constituted under the chairmanship of the Honorable Vice Chancellor to accelerate, analyse and introspect the plan multimedia programme production periodically.



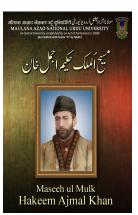
Course Coordinators were nominated to facilitate the recording of curriculum based video lessons.

#### 28. Digital Archive of Audio-Visual Resources



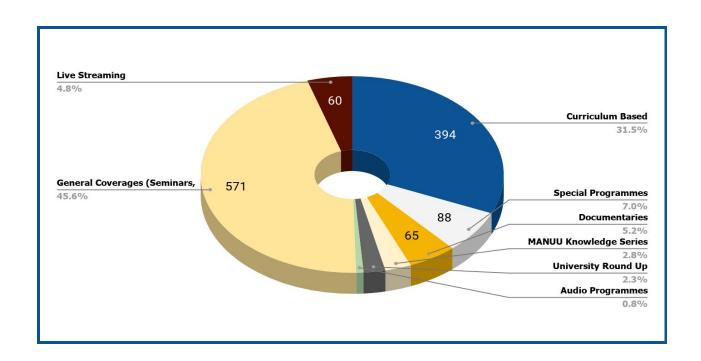


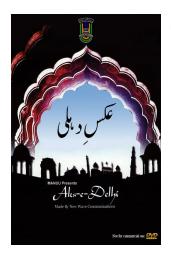




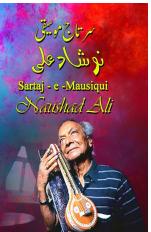
Over the years, IMC has created a vast archive of Audio-Visual resources for the students which constitutes curriculum based programmes, documentaries on legendary personalities as well as thematic documentaries dealing with urdu language and culture.

# PRODUCTION SINCE 2007 PERCENTAGE BREAKUP

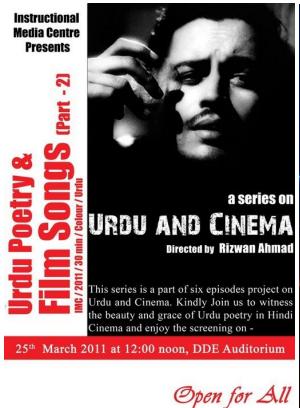


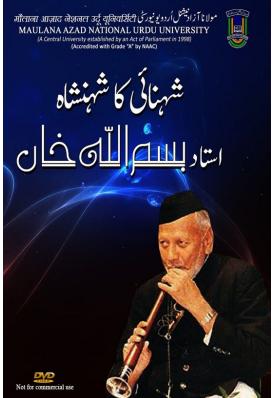












Besides that, IMC has a huge reservoir of Audio-Visuals wherein eminent experts have contributed through Seminars, Conferences, Symposia, etc.



### **30. IMC at NATIONAL SCIENCE FILM FESTIVAL 2019**

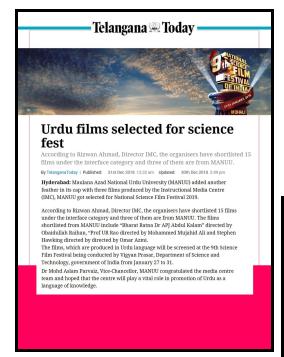


#### Nominated Films

## for 9<sup>th</sup> National Science Film Festival of India – 2019 27-31 January 2019, Mohali (near Chandigarh)

#### Category A: Interface

S. N.	Title of The Film	* Directed by **Produced by
1.	An Iconic Genius	* Sougata Bhattacharyya ** Satyendra Nath Bose National Centre for Basic Sciences, Kolkata
2.	Banking on Health- Changing Lives in India	* Sangita Datta ** RESULTS Educational Fund, Grameen Foundation, and freedom from Hunger India Trus'
3.	Before it Vanishes	* Biju Pankaj ** Mathrubhumi News Channel, Kochi
4.	Before the Light goes off	* M Venukumar ** Energy Management Center, Kerala
5.	Bharat Ratna Dr. A.P.J Abdul Kalam	* Obaidullah Raihan ** Instructional Media Centre, Maulana Azad National Urdu University, Hyderabad
6.	Deforestation	* Tulika Dey  ** North East Regional Institute of Education, NCERT, Meghalaya
7.	Diabetic foot : Kadam	* Abhijeet Singh ** Post Graduate Institute of Medical Education & Research, Chandigarh
8.	Plan Dig and Monitoring System	* Asrar Shamsi ** Govt. of NCT of Delhi
9.	Prof. U. R. Rao	* Mohammed Mujahid Ali ** Instructional Media Centre, Maulana Azad National Urdu University, Hyderabad
10.	Secmol the School for Norphel (Revisited)	* Shafqut Habib / Shahid Rasool ** Educational Multi Media REseach Centre, University of Kashmir, Srinagar
11.	Stephen Hawking	* Omar Azmi ** Instructional Media Centre, Maulana Azad National Urdu University, Hyderabad
12.	Teaching Arithmetic to Visually Impaired Students on Taylor Frame	* Pankaj Mahajan & Abha Mahajan ** National Institute for the Empowerment of persons with Visual Disability, Uttrakhand
13.	Terrazyme - A New Technology for Rural Roads	* Kailash Bhutani ** Ministry of Rural Development
14.	The Golden Thread	* Anoop Khajuria ** Doordarshan, New Delhi
15.	Waste to Resource	* Pooja Iyengar ** The Energy and Resources Institute, New Delhi



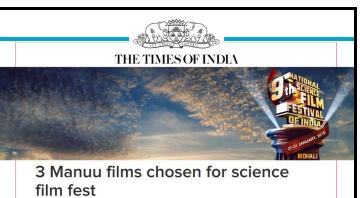
The three movies shortlisted are:

- 1. "PROF. U.R. RAO" directed by Mr. Mohammed Mujahid Ali.
- 2. "STEPHEN HAWKING" directed by Mr. Omar Azmi.
- 3. "BHARAT RATNA DR. A.P.J. ABDUL KALAM" directed by Mr. Obaidulla Raihan.

This being no short feat. the centre has received nationwide coverage in press. Be it print or electronic.

The Instructional Media Centre pierced through the National Science Film Festival 2019 with three Nominations in Competitive Category.

Bringing MANUU such recognition at a National Level is something all of IMC's staff is immensely proud of.



Omar bin Taher | TNN | Dec 21, 2018, 10:06 IST

CHARMINAR: The Maulana Azad National Urdu University (Manuu) added another feather in its cap with three films produced by its Instructional Media Centre (IMC) selected for the National Science Film Festival-2019.

According to Riz wan Ahmed, director of IMC, Vigyan Prasar, department of science and technology, the Centre is going to organise the 9th Science Film Festival on January 27-31 at Mohali, Chandigarh.

"The organisers have short-listed 15 films under the interface category and three of them have been selected from Manuu, which is a rare honour," he said.

The short-listed films include Bharat Ratna Dr APJ Abdul Kalam (Director Obaidullah Raihan), Prof UR Rao (Director Mohammed Mujahid Ali and Stephen Hawking (Director Omar Azmi).

Lauding the team, vicechancellor Dr Mohammed Aslam Parvaiz hoped that the centre would play a key role in promotion of Urdu.

"The selection of the three films in Urdu, produced by the media centre for the National Science Film Festival is a testimony of the right direction and pace of our journey. The festival is a prestigious platform for science film-making to popularise science," Parvaiz said.

"It shows that our hardwork is in the right direction and that is being lauded. It is just the beginning," he added.

#### 31. IMC at GLOBAL CINEMA FESTIVAL, SILIGURI 2019

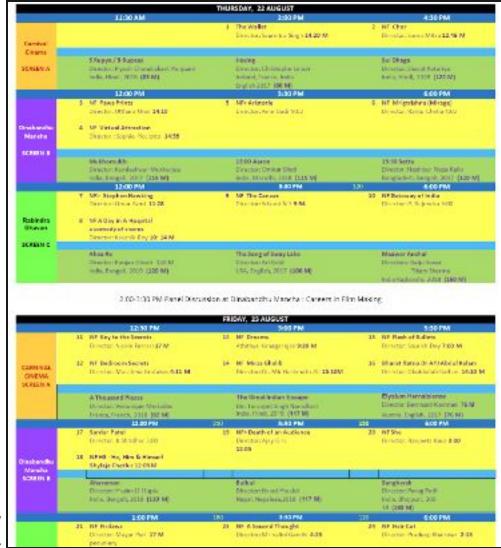


IMC bagged four nominations at the Inaugural Edition of the Global Cinema Festival held in Siliguri during 21st to 25th of August 2019.

The Festival was organised by the Film Federation of India (an apex body of Film Industry in India) in association with the Government of West Bengal.

The honour was given to four IMC movies where Aristotle and Mirza Ghalib directed by Mr. Aamir Badr and Mr. Mir Hashmath Ali respectively, made their film festival debuts.

Whereas, it was a second time charm for the movies, *Stephen Hawking* and *Bharat Ratna A.P.J Abdul Kalam* for they had already been nominated in the National Science Film Festival's Interface category earlier in the year.



#### 32. IMC at INTERNATIONAL FILM FESTIVAL OF INDIA, KOLKATA 2019



#### <u>Vigvan Prasar</u> International Science Film Festival of India 6th to 8th November 2019, Kolkata Satvajit Ray Film & Television Institute, Kolkata

Nominated films for Screening & Competition

#### Category: Films made by independent filmmakers:-

S.No.	Title of the Film	
1.	9+1=1 /Nine Plus One is Equal to One	
2.	A Rational Design of Protein Assembly	
3.	Affordable and Point-of-Need Testing Diagnostic Systems for Health Care	
4.	An Instant Detection of Pesticides in Fruits and Vegetables	
5.	Bancha - The Rising Village	
6.	Bat Woman (The Night Warriors II)	
7.	Cellular Insights: A Relentless Quest	
8.	Diabetic Foot : Kadam	
9.	Divya Nayan	
10.	Ethanol: The Alternative Fuel	
11.	Gober	
12.	Hope, to Kill the Killer	
13.	Indian Heritage in Digital Space	
14.	Kal se Sikho	
15.	Lead, Kindly Light	
16.	Mega Science Projects	
17.	No Friends, No Enemies	
18.	Nai Subah	
19.	Nanhi Jaan	
20.	National Bio Pharma Mission	
21.	SearchingThe Next Road	
22.	Startup, Fostering Innovation, Startup and Entrepreneurship Ecosystem	
23.	Super Food Moringa	
24.	Swchchata Ka Aawishkar (The Invention of Cleanliness)	
25.	The Climate Challenge	
26.	The Dead Don't Talk	
27.	The Last Naked-Eye Astronomer	
28.	The Promise of Polydimethylsiloxane (PDMS) - A Film on Polymer	
29.	Valley of the Goats	
30.	Wanted Bride	
31.	Wave of Transformation	
32.	We Need You Here!	

The Instructional Media Centre again made waves at yet another festival.

This time at the International Level.

Vigyan Prasar, Department of Science and Technology, Govt. of India, is hosting it's fifth India International Science Film Festival from 5th -8th November.

#### MANUU documentary at ISFF

**HYDERABAD** 

Instructional Media Centre (IMC) of Maulana Azad National Urdu University (MANUU) has achieved one more feat as its documentary film 'The Promise of Polydimethyl siloxane', a film on polymer has been selected for International Science Film Festival (ISFF) of India which will be organised in Kolkata next month. According to IMC director Rizwan Ahmad for the third consecutive time IMC productions have been recognised and selected for the film festivals. Earlier IMC films were selected and screened in 9th National Science Film Festival, Chandigarh and Global Cinema fest at Siliguri. Films were widely praised by jury and audience for their language and the subjects of the short films, he said. The ISFF is a mega event being conducted by the Vigyan Prasar, Ministry of Science of Technology in association with Ministry of Earth Sciences, Ministry of Information and Broadcasting and CSIR for promoting the science and technology. Three-day mega event will be held at Satyajit Ray Film and Television Institute, Kolkata from November 6 to 8. MANUU VC Dr. Mohammad Aslam Parvaiz congratulated IMC for the achievement.

IMC speared through a huge list of film entries coming to the festival to make it to the top 30, where it will be screened. Our movie called "The Promise of PolydimethylSiloxane (PDMS)" is directed by cameraperson, Mr. Obaidullah Raihan making it his third entry to a film festival, putting the centre on an even higher pedestal.

Through sheer hard work and passion Obaid has pursued, making this movie a timely treasure for the IMC archive.

#### 33. IMC at GLOBAL CINEMA FESTIVAL, GANGTOK 2020

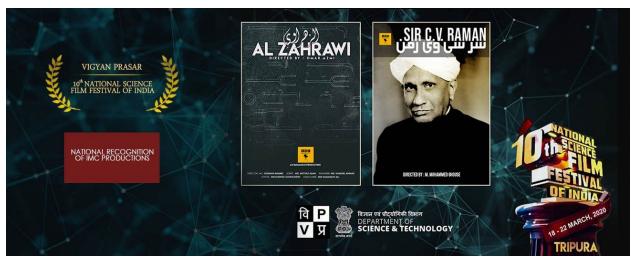
The second edition of the Global Cinema Festival organised by the Film Federation of India (FFI - an apex body of Films in India).

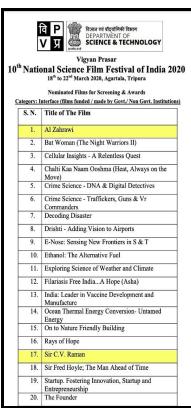
IMC bagged three selections for this edition of the festival held in Guwahati from 28th February to 1st March 2020.



Movies produced by IMC under the MANUU Knowledge Series banner are getting their due recognition. Al Zahrawi, Sir C.V.Raman & Gautam Budhha were among the list of films shortlisted by the festival jury to be screened during the course of the event.

#### 34. IMC at NATIONAL SCIENCE FILM FESTIVAL, TRIPURA 2020





In a successive edition of the National Science Film Festival of India organised by Vigyan Prasar, Department of Science & Technology, Govt. of India.

Two IMC films were selected by the jury in the Interface category.

"Al Zahrawi" directed by Mr. Omar Azmi and "Sir C.V. Raman" directed by Mr. M. Mohammad Ghouse made its way to the final 27 list of films among thousands of entries waiting to be named the best science film in the Interface Category.

#### 35. IMC MANUU'S TRIBUTE TO URDU LANGUAGE AND CULTURE



## To mark the "World Day for Audio-Visual Heritage" by UNESCO, IMC MANUU paid tribute to the rich heritage of Urdu Language and Culture

UNESCO celebrates World Day for Audiovisual Heritage on 27<sup>th</sup> October, every year.

IMC took the initiative to dedicate a 48 Hour long Marathon of continuous webcast of hand-picked title from its library relevant to the cultural heritage of Urdu Language. With Documentaries on eminent urdu personalities and cities to Mushairas to Bait-Baazi to Dastangoi to Ghazals to Dramas to Marsia. The marathon had it all.

Director IMC says, "IMC produces subject related content in Science, Journalism, Political Science, Social Exclusion Policies, Film Making, Film Preservation, Literature, Public Administration, Economics. From a lecture on the Subclass of a Phylum to lectures on the Theory of Marginal Utility to a live web-cast of a short course on Film appreciation, IMC makes sure that all its viewers be it from any field are presented with appropriate and adequate content and are catered to in the best possible way."

#### 36. Official Launch of IMC MANUU Website

### Hon'ble Vice-Chancellor, Dr. Mohammad Aslam Parvaiz officially inaugurated the IMC Manuu website on 01st January 2020.

The IMC Manuu website was launched on the very first day of the year 2020, marking it historic. *The web portal aims to reach out to the world wide web in every sense of the word.* The long lost dream of Director, IMC Mr. Rizwan Ahamd was finally realised as the



website went live containing everything that this media centre stands for. From curriculum based content on the YouTube channel to seminars. conferences. workshops organised by IMC, the website is a one shop stop anyone who wants to know more about the centre and what it does.

The Hon'ble Vice-Chancellor, Dr. Mohammed Aslam Parvaiz congratulated Director, IMC and his team for taking such a commendable initiative to put MANUU on the global map.

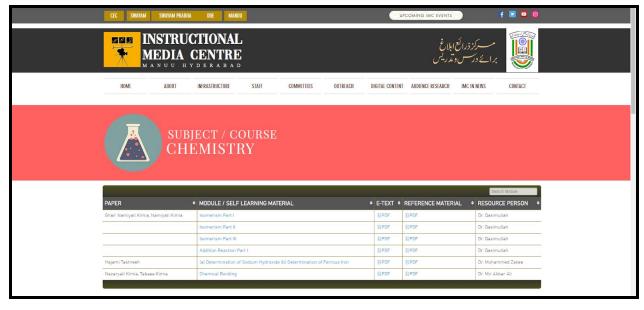


https://www.imcmanuu.com/



https://www.imcmanuu.com/e-content

Last but definitely not the least, for better promotion of IMC MANUU's digital initiative, the website is a *means to launch IMC's very own E-Content portal*, where students will be just a click away from getting detailed attached e-text and reference material along with the video of the topic they want to study. This is a huge initiative taken by the Instructional Media Centre for anyone who belongs to the Urdu Diaspora. *A paper-wise segregation for a subject data having video lessons, e-text PDFs and reference materials for the students.* In this age of fast moving technology, IMC has made a giant leap to reach out to students.



••••

#### **37. Future Plannings in Digital Domain**

### Creation of Digital Gallery of Urdu Media Legends in IMC corridors and Digital Urdu Media Resource Centre

Urdu is a language of beauty and grace and Urdu Language and Culture has produced many legendary Urdu Media personalities who have contributed immensely to Cinema, Television, Radio, Newspapers, Advertisements, and Literature and to public life. It is important to preserve them to inspire the future generations.



It is planned to decorate all walls at main lobby of Media Centre with the portraits of Urdu Media legends to inspire youths and it will also act like the cultural and academic tourism of Urdu Language and Culture for outside visitor.

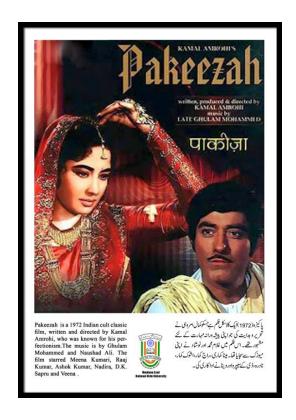
It is also planned to establish a Digital Urdu Media Resource centre (UMRC) under Media Centre. It is a dedicated body/Centre for the cause of Urdu media and Urdu which will promote preservation, research and studies in promotion and development of Urdu and Urdu Media in an organized way.



The other activities of the UMRC will include organising seminars, conferences, workshops, screenings and discussions on Urdu films, other Urdu media and on Urdu media personalities who have contributed immensely to the Urdu and Urdu media. UMRC archive will be such that if anybody desires to pursue a study or research on any aspect of Urdu Media or media from

The task of Urdu Media Resource Centre will be to create an Digital archive of material to be used for debates, research and theoretical studies in Urdu media, both by scholars and practitioners.

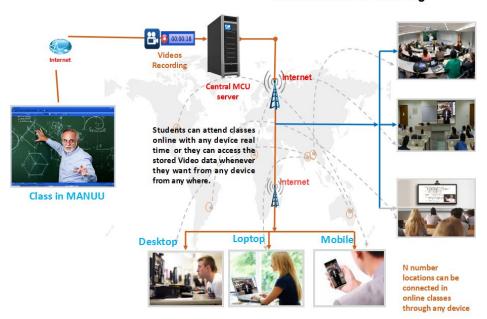
UMRC will house a comprehensive collection of documentaries and feature films, Television and Radio programmes, print media articles, journals, books, novels, travelogues, monographs, photographs, paintings, posters and catalogues primarily dealing with Urdu Media, Urdu language, culture, heritage and otherwise as well, so that exclusive and comparative studies can be made.



Urdu point of view; could find solace at Urdu Media Resource Centre.



#### Online classes E-Learning



It has been proposed to have Live e-Class and Tele-counselling from IMC e-classroom connected to RCs, SRCs, SCs for the students spread across the country to benefit the Distance Learners.



#### INSTRUCTIONAL MEDIA CENTRE

Maulana Azad National Urdu University, Hyderabad http://manuu.acin/Eng-Php/imc\_profile.php

imcmanuu f Instructional-Media-Centre-MANUU imcmanuu 12° December, 2017