



**Minutes of the Meeting of Advisory Committee of IMC was held on
20th March 2019**

The Advisory Committee meeting of Instructional Media Centre was held on 20th March- 2019 in the Administrative building' Conference Hall, chaired by the Hon'ble Vice- Chancellor.

The meeting was attended by the following members:

1. Dr. Mohammad Aslam Parvaiz, Vice Chancellor	Chairperson
2. Dr. M. A Sikander, Registrar	Member
3. Prof. K. Narander, Director, EMMRC, OU, Hyderabad	Member
4. Prof. P.F Rahman, I/C Director, DDE	Member
5. Prof. Saneem Fatima, Joint Dean, Academic Affairs	Member
6. Prof. Ehtesham Khan, Dean & HoD MCJ,	Special Invitee
7. Mr. Mohd. Imtiyaz Alam, Jr. Research Officer, IMC,	Special Invitee
8. Mr. Rizwan Ahamd, Director, IMC	Member-Convener

At the outset, Hon'ble Vice- Chancellor, Dr. Mohammad Aslam Parvaiz extended a warm welcome and Holi wishes to all committee members and requested Director IMC to present and explain agenda of the meeting. The following agenda items were taken up for consideration, discussion and resolution:

Agenda Items

- A Brief IMC Overview
- Comprehensive Perspective of IMC
- IMC and its role in Conventional and Distance mode of Education
- Comprehensive Strategy for effective Production.
- Production Report
- Extensive Programming for maximum outreach at the receiving end.
- Digital Initiatives taken by IMC, MANUU
- Partnering and sharing the knowledge of Media Literacy, Concept & Philosophy, Educational Media / E- learning/ online learning with National and International organizations,
- Technical and aesthetical up-gradation of IMC
- Problem areas & suggestions
- Any other matter with the permission of chair.

Since Agenda items were presented through a detailed presentation, Chairman suggested the members that the discussion on agenda may be held after the presentation.

With permission of the Chair, Director Instructional Media Centre (IMC) explained the purpose and agenda of the meeting and made a detailed presentation explaining the IMC establishment, its activities, role of IMC in Conventional and Distance mode of Education, Comprehensive Strategy for effective Production, Extensive Programming for maximum outreach at the receiving end, Digital Initiatives taken by IMC MANUU, Technical up-gradation, Human Resource requirement, other activities of IMC , problem areas, suggestions and other items.

Following are few of the important points Director IMC covered during the presentation.

1. About the Centre

At the outset Director IMC presented the brief overview of Instructional Media Centre's its establishment, purpose and its infrastructure and informed the committee about the overall Production scenario and initiatives taken by IMC to speed up the Production Process. Director IMC briefed the committee members about the new strategy to speed up production.

- An Academic Coordination Committee was formed on the 15th February 2017.
- Course Coordinators were appointed for each course/subject.
- An orientation programme was held to sensitize faculty on the aspects of production.
- Devised a recording schedule to engage all departments in a better way.
- A standard operating procedure was adopted for further streamlining the recording process in IMC.

Strategy was successful and this saw a boom in production in the year 2017 – 2018.

2. IMC - A Comprehensive Perspective

After exploring the Programme Production, IMC was further engaged in other activities such as -

- IMC explored the incredible potential of Media Centre to engage it in fulfilling the mandate and objectives of the university, especially the ODL Programme Productions.
- The Media Centre, besides being an instructional one was further explored with a broader viewpoint of promoting Urdu language and culture.
- Besides IMC was also engaged in the key areas of its efficient utilization in providing the leadership in Media, Skill Building, Consultations, Trainings, Research and revenue generation.
- Envision developing IMC as the 'Centre for Excellence.

3. IMC's Vision was set

It was important to set the Vision and mission of the Centre to engage the Centre in exploring its full potential and accordingly a vision and mission was set to develop and explore multiple activities under the Centre.

- Developing IMC as the Centre for Excellence by providing Leadership in the sector of Educational Media and promoting Skill Building, Consultation, Trainings, Research & Innovation, Revenue generation.

- It also seeks to innovate and promote the new concepts & practices in promoting the Urdu Language and Culture, Women Education, Vocational and Distance Education and thereby a platform for creative thinkers to elevate the mind, an arena to uplift the Urdu Community.

4. Digital way of Educational Excellence

Considering the importance of Digital Media in Education and reaching the unreached & large scale expansion of the knowledge & 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 the enrolment in higher education system.
- The digital learning platforms are beneficial for both Distance Learners and Regular mode of learning as it adds new dimensions in teaching learning process.

5. IMC's logo and signature film released

The IMC logo and signature film was released on 12th December 2017 in a Press Conference by Hon'ble Vice Chancellor to connect to the target audience in a better way.

6. IMC MANUU YouTube Channel launched on 12th December 2017

To provide the wider access of Higher Education, Instructional Media Centre created IMC MANUU Youtube channel and it was formally launched on 12 Dec 2017.

Channel performance analytics -

- With meticulous methods and a detailed process IMC MANUU YouTube Channel has recorded a 334% Increase in subscribers in the past one year.
- IMC MANUU YouTube Channel has seen a staggering 264% increase in watch time and 195% increase in viewership since the last 365 days.
- IMC Youtube channel is very popular within the age group of 25-34 years with them taking up 53% of the total watch time 77.9 % Males and 22.1 % Females.
- IMC is proud of the fact that they have viewers from Pakistan, United States, KSA, and United Kingdom, although most of our viewership (71%) comes from India.
- Channel viewed 83% on mobile phones, 14% on computers and 2.1% on tablets.

7. Extensive Programming

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 one year IMC MANUU channel subscription reached beyond 9000.

9. Launch of MANUU KNOWLEDGE SERIES

To enrich the students and general audience with variety of subjects which are important and affects our lives on daily basis a unique concept "MANUU Knowledge series" was launched by Hon'ble Vice Chancellor on 12th December 2017 as part of digital initiatives. Motto of the series is "**Knowledge to all**" through short duration audio-visual capsules. IMC MANUU YouTube Channel has a dedicated playlist for

knowledge series videos and small duration capsules are being produced on topics of general interest such as -

- 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 common Socio-Economic and Environmental Issues
- 100 Great Scientists of this century
- 100 famous Urdu Media Personalities etc

10. **Converting Social Media in to 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.

11. **Seminars, Conferences and Workshops by IMC**

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

- Workshop on Teaching, Learning and Evaluation Online with Moodle MOOC Platform & Open Education Resources (OER) for faculty members
- Two-Day National Conference on E-learning and E-technologies - 'Prospects and Challenges'
- Science Film-Making Workshop for faculty and students in association with Vigyan Prasar, Dept. of Science and Technology, Govt of India.
- 6-day Intensive Technical Training Workshop on Light, Camera and Sound for IMC staff
- 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.
- Launched MANUU'S film club Cinematheque MANUU with Iranian Film Festival
- Iranian Art & Craft Exhibition in association with IRAN CULTURE HOUSE, NEW DELHI
- Indian Panorama Film Festival in association with Directorate of Film Festivals, Ministry of I & B, Govt of India, New Delhi.
- Celebrating 150th Birth Anniversary of Mahatma Gandhi in association with CUCS, Manuu, DFF, NFDC, Films Division, Govt of India.

12. **IMC showcases all its important events live on YouTube to engage with all possible targets audience.**

13. **As Outreach Programme- Established memorandum of understandings with several National and International Institutes**

- IGNSA, NCAA, Ministry of Culture, Govt of India, DELHI
- NEWS 18 NETWORK

- COMMUNICATIONS UNIVERSITY, Beijing, CHINA (in process)
- SOUTH KOREAN INSTITUTES AND UNIVERSITIES (in process)
- INPUT GERMANY (in process)

14. **Swayam Prabha Initiatives taken by IMC for broadcasting the content provided at the preview theatre attended by students from various respective departments.**

15. **A dedicated Social media team handles all the IMC outreach on various platforms such as Facebook, Twitter and Instagram.**

16. **To be up to date is very necessary when working with technology. Hence, IMC is exposed to various personalities from the media industry on a regular basis. Some of which include:**

- Mr. Saito Motomi, Sony MD
- Team IMC's visit to the Ramoji Film City at the INDIWOOD film festival for technological updates.

17. **IMC Bagged Three Films Nominations at the 9th Science Film Festival-2018**

With creative and sustained efforts, IMC **bagged 3 out of 15 nominations** at the 9th Science Film Festival organized by Vigyan Prasar, Dept. of Science and Technology which is a rare honor for a central Govt Institution. Stephen Hawking, Bharat Ratna A.P.J Abdul Kalam and Prof. U.R. Rao directed by Mr. Omar Azmi, Mr. Obaidullah Raihan and Mr. Mujahid Ali respectively all got great appreciating at the festival. During the Festival, Director IMC was initiated to speak on the "Framework of Science and Health Communication in Media Courses". Director IMC attended prestigious Fair International Film Festival, Tehran and was part of National Jury during National Rural Development Film Festival organised by NIRD & PR, Ministry of Rural Development, Govt of India.

18. **Following are the deliberations made by committee members after the Director IMC's presentation:**

Comprehensive Strategy for effective Production and Production report

The Hon'ble Vice- Chancellor appreciated and expressed his satisfaction for the extensive efforts and over all progress made by the IMC in the field of Educational media and in producing a huge reservoir of knowledge in Urdu. Chairman also appreciated the speed of production.

Digital Initiatives taken by IMC, MANUU

The Chairman appreciated the IMC for its various Digital Initiatives taken by IMC especially IMC MANUU YouTube Channel 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 now utilizing the social media for education which is of utmost importance in today's world. He appreciated IMC's efforts in creating Facebook pages of almost all departments and pushing Audio-Visual content on it for the benefit of the students. Few departments are already using this platform in a positive manner. On this Director IMC informed the committee that soon IMC will organize a workshop for faculty members to make best Use of Digital Media in Education and a workshop on Audio-Visual Programme Production.

IMC and its role in Conventional and Distance mode of Education

Commenting on "IMC and its role in Conventional and Distance mode of Education" the Chairman emphasized that the Directorate of Distance Education and IMC should play a pivotal role in dissemination of knowledge across the country and he further elaborated that the ODL system of education is one of the important mandate of the university which provides a significant distinctiveness to this university. Chairman suggested that Director DDE and Director IMC should work out a plan for better execution of the recording schedule of video lesson productions for the ODL students.

Prof. P. F Rahman, Director DDE informed the committee that DDE is in a transitional phase and it may take some time to streamline the activities but he assured his cooperation to IMC to further streamline the production of video lessons.

Training of MCJ students by IMC

Dean & Head of MCJ Department, Prof. Ehtesham Khan discussed the requirements of MCJ students training at IMC. Discussing the point of training of students of Mass Communication and Journalism by IMC staff, Hon'ble Vice Chancellor suggested that IMC produces highly professional programmes and IMC's shootings may be good laboratory for MCJ students to explore their technical skills and he suggested that MCJ department students may be sent to attend the IMC shootings to develop professional ethics and to hone up their technical skills. Chairman further advised that theory sessions by IMC staff may add another dimension to the learning of students.

On this Director IMC suggested the committee that since IMC is now involved in Regular curriculum based programme production and the Centre now has a defined annual Production and Post Production schedule for which recording coordination is done with over 18 Departments well in advance as per the recording schedule. To properly streamline the MCJ students trainings/teachings, Director IMC requested HoD, Department of MCJ to forward department's annual requirement of TV Studio, Radio Studio, Outdoor Shoot, Editing and Teaching/Training of MCJ Students of an academic year so that same is made part of IMC's annual schedule to avoid any inconvenience to other departments.

To achieve maximum benefits of IMC's Human Resources, committee agreed that MCJ department will provide their complete theory/practical requirements of an academic year and IMC will try adjusting Department of MCJ's request without disturbing their main Production work.

Production Strategy, Policy and Planning

Prof. K. Narander, the external member congratulated Director IMC for presenting a comprehensive progress report and appreciated the Digital initiatives taken by the centre. Discussing on production strategy he said that the Centre may coordinate with all the departments of the university and appoint course coordinators for the concerned subjects, on whom Director IMC informed that this arrangement is already in place and University has a Course Coordination committee for the purpose.

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 avenue for IMC staff may be worked under the guidance of the CEC. Further, Prof. Narander advised that university should start producing MOOCs in Urdu language.

Subscriptions of MANUU YouTube channel at the time of Admission

Chairman endorsed Director IMC's view to increase the subscriptions of the MANUU YouTube channel by making it mandatory at the time of admission both for Distance and Regular mode of Students and he further advised that this should be done on priority. Chairman also advised Director DDE to devise some strategy for IMC MANUU YouTube channel subscription for Distance Learners and Director CIT help can be taken in this regard to make it the part of admission process. He further advised Director IMC to consult Dean Academics Affairs, Directorate of Admission as well as Centre for Information Technology to achieve the goal.

Technical up-gradation of IMC

Director IMC informed the committee members about 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. Discussing the necessity and importance of technical up gradation of IMC the Chairman expressed his concern and suggested that since the IMC is producing the supplementary material for DDE in the forms of Audio and video lessons so up-gradation requirements of the centre may be fulfilled through the DDE. For this he advised the Registrar and Director DDE to supervise the procedure and fulfill IMC's technical requirements as soon as possible. Chairman also advised Head MCJ Department to explore the possibilities of Equipments sponsorship from the organisations like JICA, Japan.

Dr. M.A Sikandar, Registrar, MANUU also expressed his concern regarding the technical up gradation of IMC and informed the committee that we are already in process to procure some of the equipments for the centre and other requirements like up- gradation of TV studio, E-class room with Video Conferencing facilities and archival facilities will be taken up shortly

Human Resources and other Requirements of IMC

The committee also noted and agreed for the requirement of a Production Vehicle for IMC and placement of one more administrative Staff at IMC (at the moment only one staff is deputed for administrative work of the centre).

It was also discussed and agreed 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 same may be hired through DDE budget.

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

