



# SIGNIFICANT DIGITAL INITIATIVES IN EDUCATION

Reaching the unreached through Digital Platforms  
(Targeting Urdu Minority Population)



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## **Programme Motto**

**Reaching the unreached for  
large scale expansion of knowledge  
& high quality education  
opportunities through Digital  
Medium**

### 3. Project Objectives

Survival of democracy in a plural society lies in the survival of minority languages and cultures as well as to the equal access of higher education to the minority communities. Urdu is an Indian language spoken by a minority lingual community in India. Urdu has been so socio-politically neglected in India that it has become the language of only the Muslims. This community has the lowest enrolment rates than

تعلیم میں ڈیجیٹل پیش رفت۔ مرکز ذرائع ابلاغ برائے درس و تدریس

Digital Initiatives in Education by Instructional Media Centre

افتتاح اور پریس کانفرنس

LAUNCH & PRESS CONFERENCE

YouTube **imcmanuu**

the Cinema theque MANUU

f Instructional-Media-Centre-MANUU @imcmanuu

by  
**Dr. Mohammad Aslam Parvaiz**  
Hon'ble Vice - Chancellor

in gracious presence of

Dr. Shakeel Ahmad  
Pro Vice Chancellor

Dr. M.A Sikandar  
Registrar

Date : 12<sup>th</sup> December, 2017 at 03:00 pm  
Venue : IMC Preview Theatre

any other Indian group at all levels of school and higher education. Urdu and Urdu medium instruction, both continue to decline. Urdu language which was once

lingua-franca and dominated the popular culture in the Indian subcontinent, now struggling for its survival. In the 2011 Census, Urdu speakers constituted only 4.2% of the Indian population.

Limited available educational resources in Urdu and nor the access to most of the knowledge available on the internet makes it further difficult for the Urdu population to become part of mainstream. This socio-economically and educationally backward community faces challenges at two levels. First, their struggle to save the slowly diminishing Urdu language and Culture and another to educate the community. The main objective of the project was to support the educational and cultural needs of the first generation learners of this minority community which is the most marginalized community in India, by providing them free access to Higher Education and other enrichment content in their mother tongue through Digital platforms/ICT thus ensuring inclusive and equitable quality education and promoting lifelong learning opportunities.

ڈیجیٹل پیش رفت - مرکز ذرائع ابلاغ برائے درس و تدریس، مولانا آزاد نیشنل اردو یونیورسٹی، حیدرآباد  
افتتاح اور پریس کانفرنس

**Digital Initiatives by Instructional Media Centre**  
Maulana Azad National Urdu University, Hyderabad  
**LAUNCH & PRESS CONFERENCE**  
by  
پروفیسر سید عین الحسن، عزت آبد شیخ الہ آباد  
**Prof. Syed Ainul Hasan, Hon'ble Vice-Chancellor**

تاریخ: 10 نومبر، 2021 کو 12:00 بجے  
مقام: IMC Preview Theatre  
(Live @ imcmanuu YouTube Channel)  
|| imcmanuu

پروفیسر سید عین الحسن، عزت آبد شیخ الہ آباد  
Prof. S.M. Rahmatullah, PVC  
پروفیسر سید عین الحسن، عزت آبد شیخ الہ آباد  
Prof. S. M. Mahmood, Registrar I/c

جناب رضوان احمد، ڈائریکٹر ایم سی  
Mr. Rizwan Ahmad, Director IMC  
جناب محمد عامر بدر، پروگرام کوآرڈینیٹر  
Mr. Md. Amir Badr, Programme Coordinator

To provide the free access of educational resources, Instructional Media Centre, MANUU, Hyderabad strategies multiple digital initiatives in education to reach the

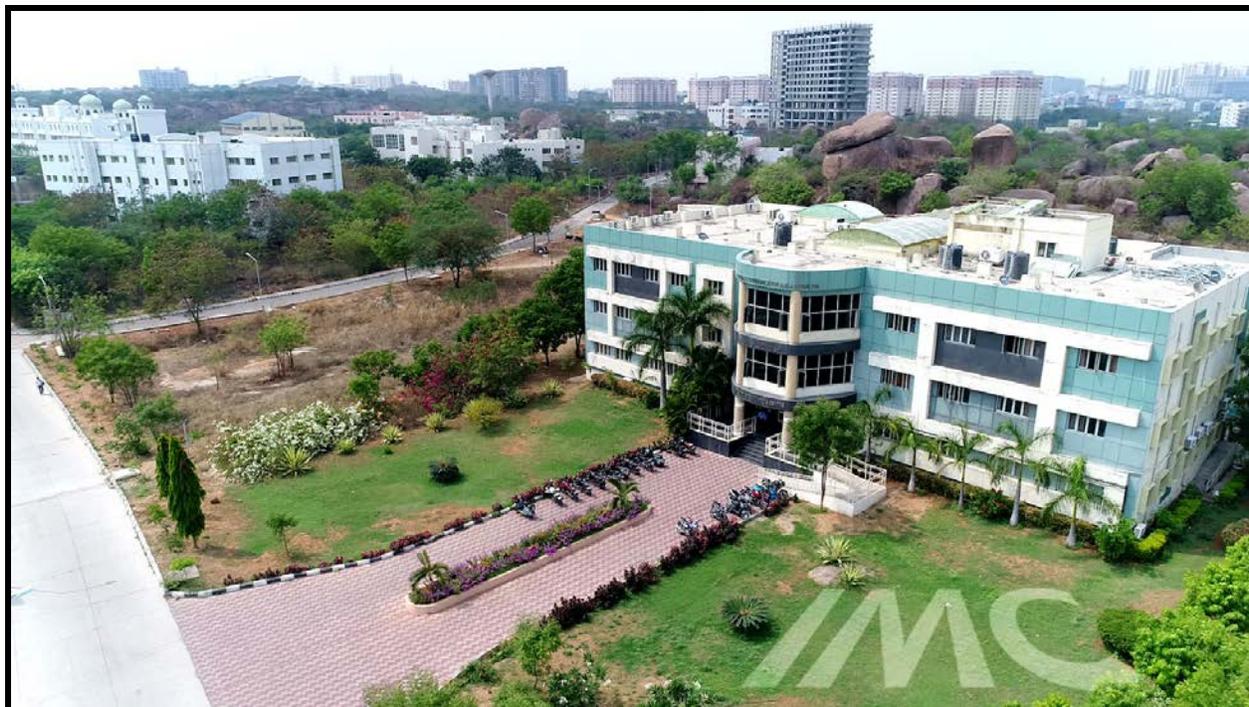


Urdu population, MANUU e-content and IMC MANUU Youtube channel for higher education were launched phase wise, which is a digital repository of curriculum based audio-visual programmes of various streams like Science, Social Science, Life Science, Education and Training, Arts and Languages as well as other enrichment programmes available to masses free of cost all across the globe.

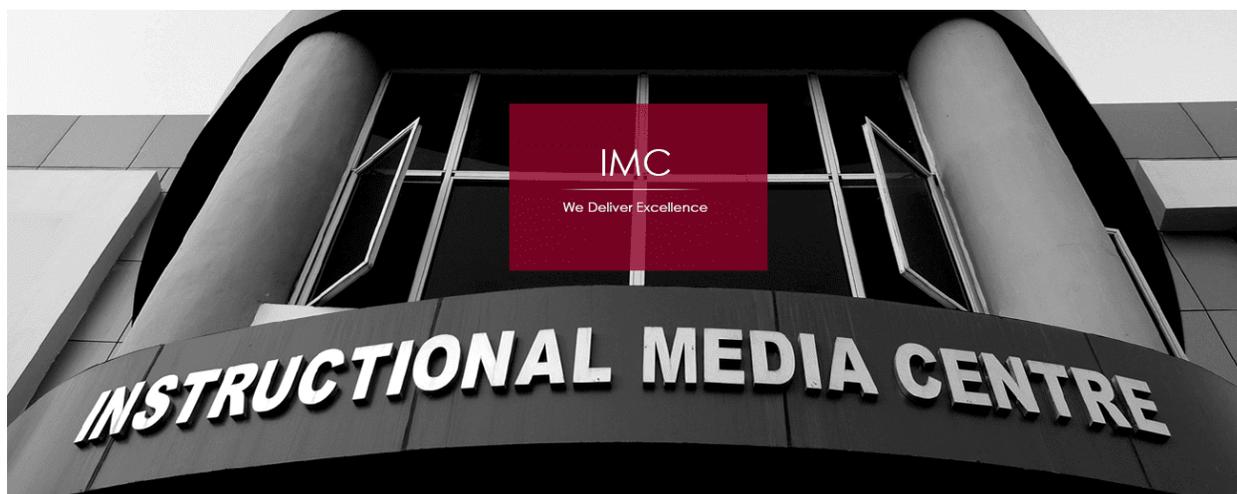
Since many of the targeted learners were first generation learners, therefore besides, providing the free access to curriculum based e-learning material, this project also aimed to bring Urdu learners to mainstream by providing them other enrichment e-content dealing with multidisciplinary, their language and culture so that a holistic education model through virtual platforms is made available to them for their overall growth and to ensure the unity and integrity of all knowledge. Therefore, to ensure holistic development of Urdu learners, several other pathbreaking digital initiatives which includes the highly successful MANUU Knowledge Series, Meet The Media Veterans Virtual Series, Urdu Nama, Shaheen e Urdu etc were launched which have been widely appreciated and won awards. Youtube channel viewership has crossed a subscription of over 84000.

## 4. About the Centre

Instructional Media Centre (IMC) is the Educational Multimedia Research Centre for development and dissemination of educational e-content under Maulana Azad National



Urdu University, Hyderabad. The center is committed to transform education through ICT-based technologies with emphasis on learner-centric pedagogy for the benefit of Urdu learners across the country which is a minority community in India. Centre's Motto is Reaching the unreached, preserving and promoting indigenous culture, Large scale expansion of the knowledge & high quality education through Digital Medium. IMC provides a forum for the active involvement of academics in creation of appropriate educational content to regular and distance mode of students.



The center has taken groundbreaking digital initiatives in education to reach the Urdu minority population of India. 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 set construction workshop, props, make-up kit, conference hall, technical store, preview theater and a tapes library are an integral part of the infrastructure. In addition, the IMC also houses one e-class room.

IMC has created one of the largest free of cost repositories of digitized educational content in URDU language in the country. The Digital library of IMC has the e-content of various genres ranging from higher education content to documentaries on rich cultural heritage of Urdu to programmes of general interest and highly revered MANUU Knowledge Series.

## 5. Overview



The technology of online education and digital revolution have the **possibility to revolutionize the 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.

AN IMC MANUU INITIATIVE  
**FREE ACCESS TO EDUCATIONAL LESSONS**  
**IN ONE CLICK**  
**SUBSCRIBE**  
**IMC MANUU YouTube CHANNEL**

**WELCOME TO THE DIGITAL AGE**  
**EDUCATION WITHOUT BOUNDARIES**

FOR REGULAR UPDATES FOLLOW/SUBSCRIBE TO

Instructional Media Centre, MANUU  
 IMC MANUU  
 @imcmanuu

مستعار ذریعہ تعلیم اور سائنس  
 Instructional Media Centre  
 مولانا آزاد نیشنل اردو یونیورسٹی  
 Maulana Azad National Urdu University, Hyderabad  
 Contact: 949-2308932 email: imc@resignl.com

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



To democratize the opportunities of quality education and to translate the power of IT into expanded learning opportunities, the Instructional **Media Centre of MANUU** has taken several path breaking digital initiatives. The aim was to provide higher education content in the mother tongue and **large scale expansion of the high quality education opportunities**. Digital Technology can be leveraged to address these twin concerns of enhancing access and quality. IMC very well recognised this fact and devised several strategies to reach out the Urdu lingual minority of India through several virtual initiatives.



As the director of the Centre, It has been an honor to strategize and execute a few of the groundbreaking digital initiatives in education to reach the Urdu minority population. IMC has created one of the largest free of cost repositories of digitized educational content in URDU language in the country. The Digital library of IMC has the e-content of various genres ranging from higher education content to documentaries on rich cultural heritage of Urdu to programmes of general interest and highly revered MANUU Knowledge Series.



## Broad Objectives

- Production of Audio/Visual Educational programmes
- Dissemination of the A/V content
- Training/Workshops to Faculty members on Digital Content
- Promoting & Experimenting with new technology for optimum advancement in E-Learning
- Providing a forum for the active involvement of academic and other scholars in the creation of appropriate educational programmes.
- Promoting Urdu Language and Culture
- Audience Research to optimize the effectiveness of such programmes
- Outreach programmes and Consultancies

Limited opportunities of Higher education resources in Urdu language was the trigger point for this project which led to the ambitious plan of producing and disseminating the higher education e-content of all popular disciplines such as Sciences, Life Sciences, Arts, Social Sciences, Languages, Mass Communication, Education and Training, Management etc in Urdu language. Best subject experts who have command over the language have been contributing to deliver e-content. The project has been successfully launched and the goal behind the project is to reach the unreached by providing them virtual platforms of higher education for blended/flipped mode of learning, promoting language and culture through virtual means and enriching the Urdu population about the world around them through virtual programmes on digital platforms free of cost.

## 6. IMC MANUU - SIGNIFICANT DIGITAL INITIATIVES

### (Digital way for Educational Excellence)

Urdu language speakers are the minority and most socio-economically and educationally backwards community in India. Urdu language which was once lingua-franca and dominated the popular culture in Indian subcontinent is now struggling for its survival. In the 2011 Census, Urdu speakers constituted only 4.2% of the Indian population. Limited available educational textual resources in Urdu and non-availability quality Urdu teachers has diminished the dreams of the Urdu minority to become part of mainstream.

Limited opportunities of Higher education resources in Urdu language was the trigger point for the objective of this project which led to the ambitious plan of producing and disseminating the higher education e-content of all popular disciplines such as Sciences, Life Sciences, Arts, Social Sciences, Languages, Mass Communication, Education and Training, Management etc in Urdu language. Best subject experts who have command over the language have been roped in to deliver e-content free of cost. The project has been successfully launched and the goal behind the project is to reach the unreached by providing them virtual platforms of higher education, promoting language and culture through virtual means and enriching the Urdu population about the world around them through virtual programmes on digital platforms free of cost.

The project also supports 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
- Launch of three quadrant e-content platform
- Virtual MANUU Knowledge Series
- Urdu Nama Virtual Series
- Meet The Media Veterans Virtual Series
- Shaheen-e-Urdu Virtual Series
- Converting Social Media into Educational Media
- Cinematheque MANUU
- Workshop/Seminars/Conferences and Orientation programs for students and teachers on Digital learning
- on Teaching, Learning and Evaluation Online with Moodle MOOC Platform & Open Education Resources (OER)
- Seminar/Conferences on E-learning and E-technologies 'Prospects and Challenges'
- All India 24-Hours Online Film-Making Challenge
- Swayam-outreach
- MOU's with National and International Organisations / Institution
- ODL Video Programme Production/e-learning/e-content production technique Workshop
- Interface with Media Industry and visit of Legends to IMC

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

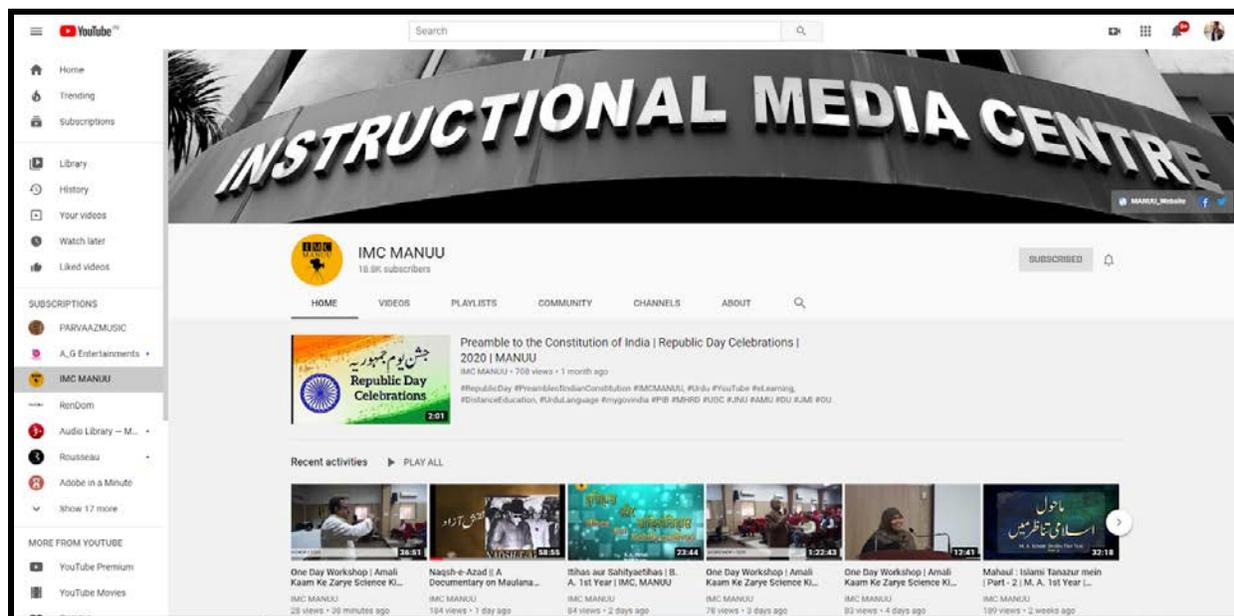


To provide the wider access of Higher Education in Urdu and promoting Urdu Language & Culture, Instructional Media Centre launched IMC MANUU Youtube channel which has a repository of curriculum based audio-visual programmes of various streams like Science, Social Science, Life Science, Education and Training, Arts and



Languages etc. and these are **available to masses free of cost all across the globe.**

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 a 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 on 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 anyone and everyone who subscribes to it.

Furthermore, an important event of the university is also being live streamed through this YouTube channel. These audio-visual programmes can be accessed by the students and teachers as per their convenience at home, during travel or in live classes for blended as well as flipped mode of learning. Every programme is in the form of a digital link which has a scope for discussion with teachers and other such groups even beyond national boundaries.



Besides, to promote the holistic growth of learners and to engage with a larger community including parents, few more new digital initiatives in education, languages and culture were launched to disseminate knowledge through Urdu medium in form of four new virtual series/programs titled as “Manuu Knowledge Series”, “Urdu Nama”, “Shaheen-e-Urdu” and “Urdu Khabarnama” on 10th November-2021, which are also available at youtube channel. Live webcasts of academic Events, Conferences, Seminars, Workshops, Symposiums etc are hosted at Youtube Channel to engage with a larger community. To sustain the viewership, a weekly programming is in place.

تعلیم میں ڈیجیٹل پیش رفت۔ مسرکز ذرائع ابلاغ برائے درس و تدریس

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Date : 12<sup>th</sup> December, 2017 at 03:00 pm  
Venue : IMC Preview Theatre

## Launch of IMC Manuu Youtube Channel for Higher Education

12th December 2017

- To provide the **wider access of Higher Education**, Instructional Media Centre created IMC MANUU Youtube channel.
- It is a **repository of curriculum based audio-visual programmes** of various streams like Science, Social Science, Life Science, Education and Training, Arts and Languages etc.
- These are available to masses **free of cost all across the globe.**

**THE HINDU**

MANUU's YouTube channel goes live

**THE TIMES OF INDIA**

Manuu goes the web way, launches YouTube channel

INSTRUCTIONAL MEDIA CENTRE

IMC MANUU - Urdu

### Promoting Higher Education in Urdu



## IMC MANUU YouTube CHANNEL ANALYTICS

Over 84,000 Subscriptions Currently

A Free of Cost Digital Repository of Academic Content in Urdu  
Curriculum Based Programmes | Workshops | Seminars | Conferences | Documentaries | Other Enrichment Programmes



The channel has gotten 6,184,531 views so far

Views  
6.2M

Watch time(hours)  
471.3k

Subscribers  
+82.4K

Data as on  
**9th December, 2022**

## Global Footprints

Geography	Views	Watch time (hours)
<input type="checkbox"/> Total	<b>6,236,319</b>	<b>472,272.8</b>
<input type="checkbox"/> India	4,307,645 69.1%	315,575.1 66.8%
<input type="checkbox"/> Pakistan	1,424,272 22.8%	101,004.6 21.4%
<input type="checkbox"/> Saudi Arabia	62,084 1.0%	6,129.7 1.3%
<input type="checkbox"/> United States	59,207 1.0%	10,023.6 2.1%
<input type="checkbox"/> United Arab Emirates	42,077 0.7%	4,452.4 0.9%
<input type="checkbox"/> United Kingdom	33,522 0.5%	5,341.8 1.1%
<input type="checkbox"/> Canada	14,143 0.2%	2,572.8 0.5%
<input type="checkbox"/> Bangladesh	11,672 0.2%	632.3 0.1%
<input type="checkbox"/> Kuwait	6,008 0.1%	525.1 0.1%
<input type="checkbox"/> Qatar	4,344 0.1%	410.1 0.1%
<input type="checkbox"/> Germany	2,878 0.1%	544.7 0.1%







## Engaging Comments

By Viewers

**Muhammad Noor** 1 month ago (edited)

I really thankful to all of you who's involved in making these kind of educational and informative content. Keep going. Your work is beyond amazing. 🙏

👍 1 🗨️ 0

→ 1 reply

**MU Zainab** 1 month ago

It's thanks to our teachers who are responsible for our motivation to get into a Technical time in higher stage.

👍 1 🗨️ 0

→ 1 reply

**Fahd Omer** 1 month ago (edited)

Thanks very interesting and informative Presentation and for the valuable time to make this Documentary.

👍 1 🗨️ 0

→ 1 reply

**Aliud Aliq** 1 month ago

Very excellent presentation, thanks.

👍 1 🗨️ 0

→ 1 reply

**Ahmed Alshamsi** 1 month ago

👍 1 🗨️ 0

→ 1 reply

**Sahib Abbas** 1 month ago

Bahut urdu parhai hai. Isko social media promotion ke zarfa apne kame ki zaruri hai.

👍 1 🗨️ 0

→ 1 reply

**Habib** 1 month ago

Great person.

👍 1 🗨️ 0

→ 1 reply

**Umar** 1 month ago

👍 1 🗨️ 0

→ 1 reply

## A/V PROGRAMME PRODUCTION/E-CONTENT PRODUCTION

2014 - 2019

Sl. No.	Type of Programmes	No of Programmes
1	Curriculum based Programmes	139
2	E-content modules developed for NALSAR (National Academy for Legal Studies and Research) for SWAYAM, Ministry of Education, Govt. of India	087
3	Documentaries	010
4	MANUU Knowledge Series	020
5	Other Academic Resources Special Lectures   Seminars   Conferences   Workshop   Symposiums ETC	434
6	University / Departmental Promotional Films	024
<b>TOTAL</b>		<b>714</b>

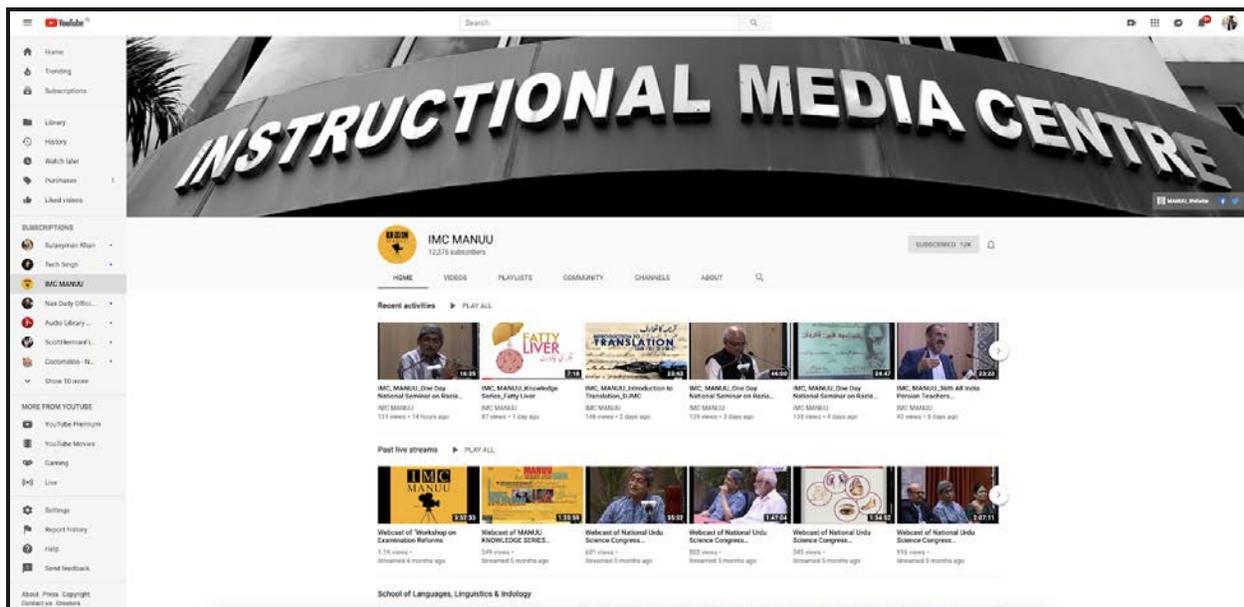
## A/V PROGRAMME PRODUCTION/E-CONTENT PRODUCTION

2020 - 2022

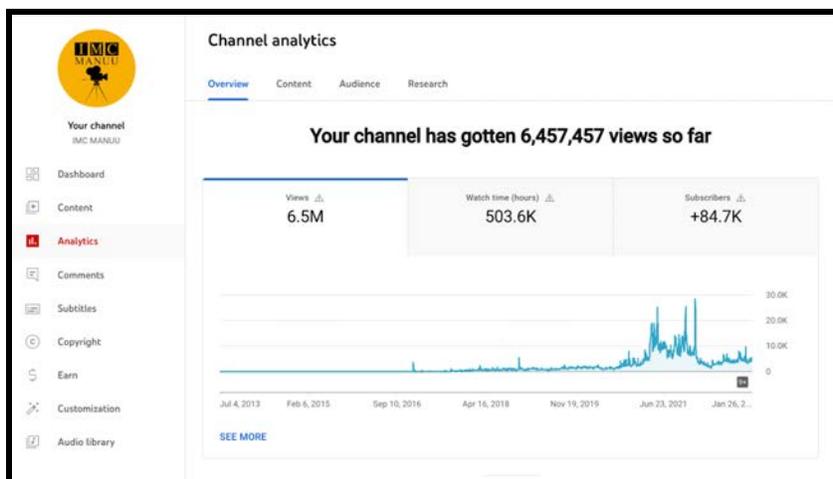
Sl. No.	Type of Programmes	No of Programmes
1	Curriculum Based Programmes	134
2	Documentaries	002
3	MANUU Knowledge Series	016
4	Urdu Nama	050
5	Shabeen e Urdu	012
6	Meet the Media Veterans	038
7	Education News Bulletin	058
8	Other Academic Resources Special Lectures   Seminars   Conferences   Workshop   Symposiums ETC	524
9	University / Departmental Promotional Films	002
<b>TOTAL</b>		<b>848</b>

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

## 7a Channel Overview:



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. The channel has grown leaps and bounds and now has a dedicated subscription of over 84000(84K).



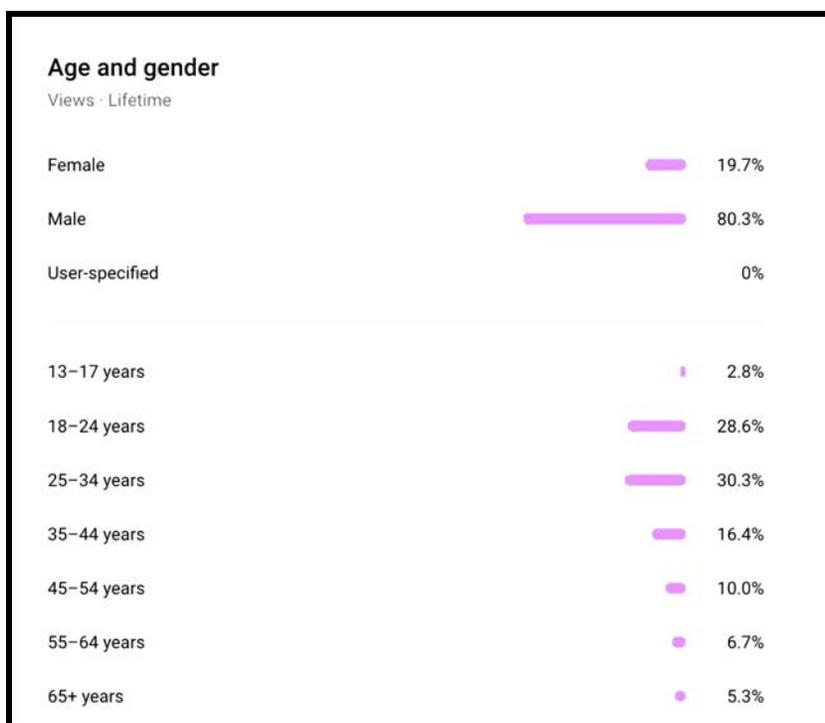
Following are a few analyses of IMC Manuu channel's performance.

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.

Basically content targets the National audience and it has coherence and consistency with intended outcomes. The curriculum is basically approved by a board of studies which has experts on a particular subject which is further vetted in the Academic council of the University. The content targets the accomplishment of groups which basically means that the content is intended towards mass learners with broad objectives, learning outcomes and potential references on a topic to further explore the topic. No matter what students' background or geographical location is – the content supports them to have the best possible education, with an outstanding curriculum and pedagogy, thereby enabling them to become the best versions of themselves. It is integrative, holistic and empowering.

## 7b Demographic:

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



The IMC MANUU YouTube Channel is now being watched more among the age groups of **18-24 years and 25-34 years with 28.5 % and 30.3%** respectively.

This is as opposed to the earlier data where the age group of 18-34 years were taking up 79% of the total watch time.

A result of producing not just educational content but also cultural, scientific, historical, and language based enrichment programmes, etc.

## 7c Viewership:

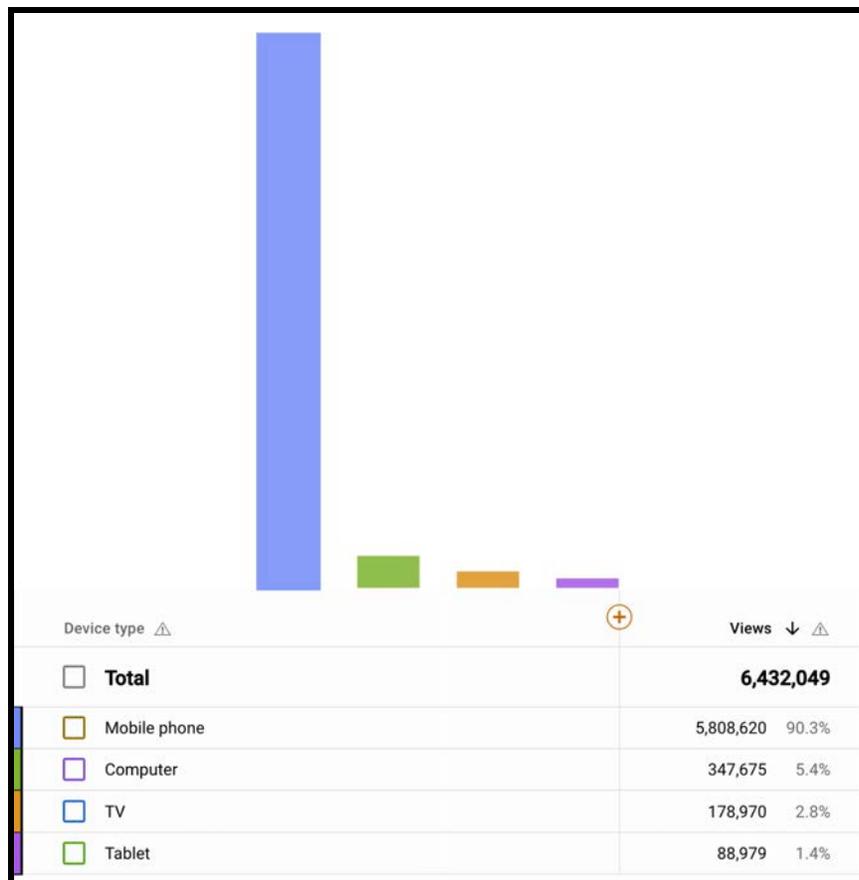
The following explains the channel's viewership in different parts of the world.

Geography	Views	↓	⚠
<input type="checkbox"/> <b>Total</b>	<b>6,432,061</b>		
<input type="checkbox"/> <b>India</b>	4,433,549	68.9%	
<input type="checkbox"/> Pakistan	1,474,423	22.9%	
<input type="checkbox"/> Saudi Arabia	63,898	1.0%	
<input type="checkbox"/> United States	61,271	1.0%	
<input type="checkbox"/> United Arab Emirates	43,534	0.7%	
<input type="checkbox"/> United Kingdom	35,444	0.6%	
<input type="checkbox"/> Canada	14,494	0.2%	
<input type="checkbox"/> Bangladesh	11,889	0.2%	
<input type="checkbox"/> Kuwait	6,008	0.1%	
<input type="checkbox"/> Qatar	4,381	0.1%	
<input type="checkbox"/> Germany	3,053	0.1%	
<input type="checkbox"/> Oman	2,677	0.0%	

IMC is proud of the fact that they have viewers from the United States, KSA, and the United Kingdom.

Although most of our viewership **(68.9 %)** comes from India.

## 7d Devices used by subscribers:



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

**90.3 %** from *mobile phones*

**5.4 %** from *computers.*

**2.8 %** from *tv*

and **1.4 %** *Tablets.*

### Manuu goes the web way, launches YouTube channel

TIMES NEWS NETWORK

Hyderabad: Moving its initiatives into the digital space, Maulana Azad National Urdu University (Manuu) on Tuesday launched a YouTube channel to provide students wider 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's digital initiative as the liberation of the Urdu language from ramps of literature and added that through these initiatives the varsity aims to make Manuu a knowledge hub for the Urdu population.

"Today's generation is addicted to social media. Although we might not be able to move them away from the social media, we can definitely provide positive content to them that will help in learning something," said Parvaiz, adding that the varsity has a repository of curriculum-based audio-video visual programmes of various streams like science, social science, life sciences, art, and languages, etc. with ample scope for discussion with teachers.

"We have realised that just study material is not sufficient, especially for those studying in distance mode as they have no access to a teacher. Through this initiative, they will have a virtual teacher in the form of video conference and videos," said the VC adding that the varsity has recorded 30 programmes, on an average, each month since the

last one year.

The varsity also launched Cinematheque Manuu, a film club to make 'meaningful' movies available to students so as to educate the youth.

"In our childhood we learnt a lot from cinema and we want the youngster to get that opportunity where they watch meaningful movies and discuss what they learnt from it," said the VC adding that the initiative will involve weekly or monthly screening of films and documentaries for both students and staff members.

Manuu Knowledge series, also launched on Tuesday, will comprise short five-minute videos on a wide range of topics that are of general interest.

The VC also said that in the second phase the varsity will try to create videos for educating children from primary schools and added that they also intend to create 3D videos.

#### Two missing person cases filed

Hyderabad: Two students went missing, in two separate incidents, at Mailarddevpally on Tuesday. The police said that K 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. 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. TNN

#### 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 pm
- **Maghrib** | 5.49 pm to 6.56 pm
- **Isha** | 7.03 pm to 5.11 am

## 7e Engaging comments on Video Lectures by our Subscribers:

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**IMC MANUU**

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**REPLY** 0 replies

Shaista Bukhari • 1 hour ago

ayse interviews aage b hamare liye mahiya kiye jaye,,,,,bohut acha laga sun k

MANUU\_An Interview with Intezar Hussain on "Urdu...

**REPLY** 0 replies

Aamer Jamal • 1 hour ago

A much needed presentation. Thanks.

IMC, MANUU\_Nayee Nasal Ke Farogh Mein Hamara Kirdaar

**REPLY** 0 replies

Abdul Hameed • 13 hours ago

Very nice.

IMC, MANUU\_Nayee Nasal Ke Farogh Mein Hamara Kirdaar

**REPLY** 0 replies

Shyamasree Sur • 13 hours ago

Sir, U have done great job. U are enlightening us from the state of darkness. Really appreciating. U are a true teacher. Thanks and regards.. Dr. Shyamasree Sur, Asst prof, Dept of Education, Siddhinath college, West Bengal

IMC, MANUU\_Nayee Nasal Ke Farogh Mein Hamara Kirdaar

**REPLY** 0 replies

Md. Shahid • 22 hours ago

Md. Shahid aap ne sab ras khoob ache tarike se sajaya hai sir iskeliye aapke sukar gujar hai sir.

MANUU\_Sabras-Urdu ki Pehli Dastan\_M.A\_Urdu\_2nd...

**REPLY** 0 replies

**Studio** Search across your channel

**IMC MANUU**

**PUBLIC** HELD FOR REVIEW 0 LIKELY SPAM 38

Filter

**REPLY** 0 replies

Md. Shahid • 22 hours ago

Md. Shahid aap ne sab ras khoob ache tarike se sajaya hai sir iskeliye aapke sukar gujar hai sir.

MANUU\_Sabras-Urdu ki Pehli Dastan\_M.A\_Urdu\_2nd...

**REPLY** 0 replies

SHAMA ANJUM • 1 day ago

I am proud of you

MANUU\_Dahan ke Mukhtalif Aqsaam(Types of Stomata)\_B.Sc 2nd...

**REPLY** 0 replies

SHAMA ANJUM • 1 day ago

ma shaa allah sir , nice concept

MANUU\_Dahan ke Mukhtalif Aqsaam(Types of Stomata)\_B.Sc 2nd...

**REPLY** 0 replies

Jugantar Mishra • 1 day ago

Sir, Great thought.You are doing extraordinary works.Society needs 'Professor' like you. Jugantar Mishra,Asst.Prof. Teacher Educator,West Bengal,India.

IMC, MANUU\_Nayee Nasal Ke Farogh Mein Hamara Kirdaar

**REPLY** 0 replies

Syed Zubair • 1 day ago

Mashallah sir great... Remembered me old days with you

IMC, MANUU\_Nayee Nasal Ke Farogh Mein Hamara Kirdaar

**REPLY** 0 replies

**Studio** beta Search across your channel

**IMC MANUU**

**PUBLIC** HELD FOR REVIEW 0 LIKELY SPAM 33

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	MashaAllah bahot khub...thanks alot sir we'll try our best...dua me yaad rakhiye Reshma Shaikh · 3 days ago REPLY 0 replies		IMC, MANUU_Nayee Nasal Ke Farogh Mein Hamara Kirdaar
	Bahut khoob... Taare Zamein per Tanveer Ahmed · 3 days ago REPLY 0 replies		IMC, MANUU_Sources of Ancient Indian History - A Survey_M.A_History_1st...
	Great work sir...I am inspired.... Muhammed Zubair · 3 days ago REPLY 0 replies		MANUU_Mashriqi Tanqeed_M_A_Urdu_2nd Year
	بہت عمدہ اور بصورت پرور لیکچر Nageena Batool · 3 days ago REPLY 0 replies		IMC, MANUU_Tanqeed Kya Hai_B_A_Urdu_3rd Year
	zbardast thanku sir ur geast is very brillinnt awesome ALI JUTT · 4 days ago REPLY 0 replies		MANUU_Urdu mein Tanqeed ki Riwayat_M_A_2nd Year
	Outstanding sir... JK BOYS · 4 days ago REPLY 0 replies		IMC, MANUU_Introduction of Biological

**Studio** beta Search across your channel

**IMC MANUU**

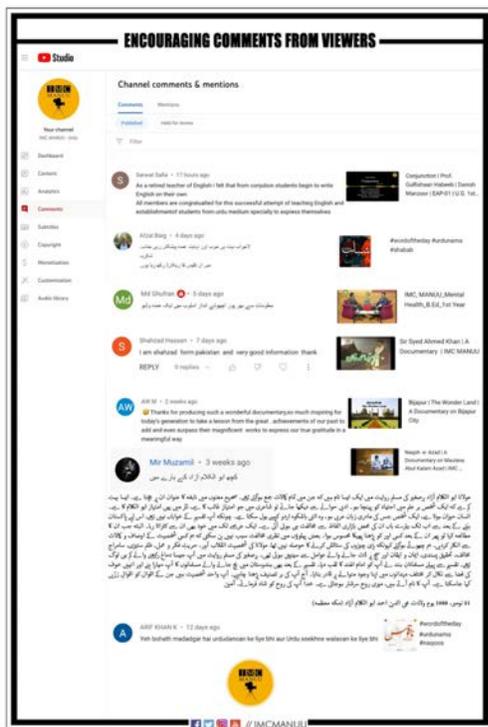
**PUBLIC** HELD FOR REVIEW 0 LIKELY SPAM 33

Filter

	good information Technical Archive · 1 month ago REPLY 0 replies		MANUU_Urkund - Plagiarism Software
	Fabulous bro Imteyaz Tarzan · 1 month ago REPLY 2 replies		IMC, MANUU_Types of Curriculum and...
	Imteyaz Tarzan Thanks! Share the link of video for benefits of the students. Dr. Md. Afroz Alam · 1 month ago REPLY		
	Shukriya Imteyaz Tarzan · 1 month ago REPLY		
	Masha Allah! Excint work. You are the proud for us. Salute you bhaj jan Nasar Nawab · 1 month ago REPLY 0 replies		IMC, MANUU_Types of Curriculum and...

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

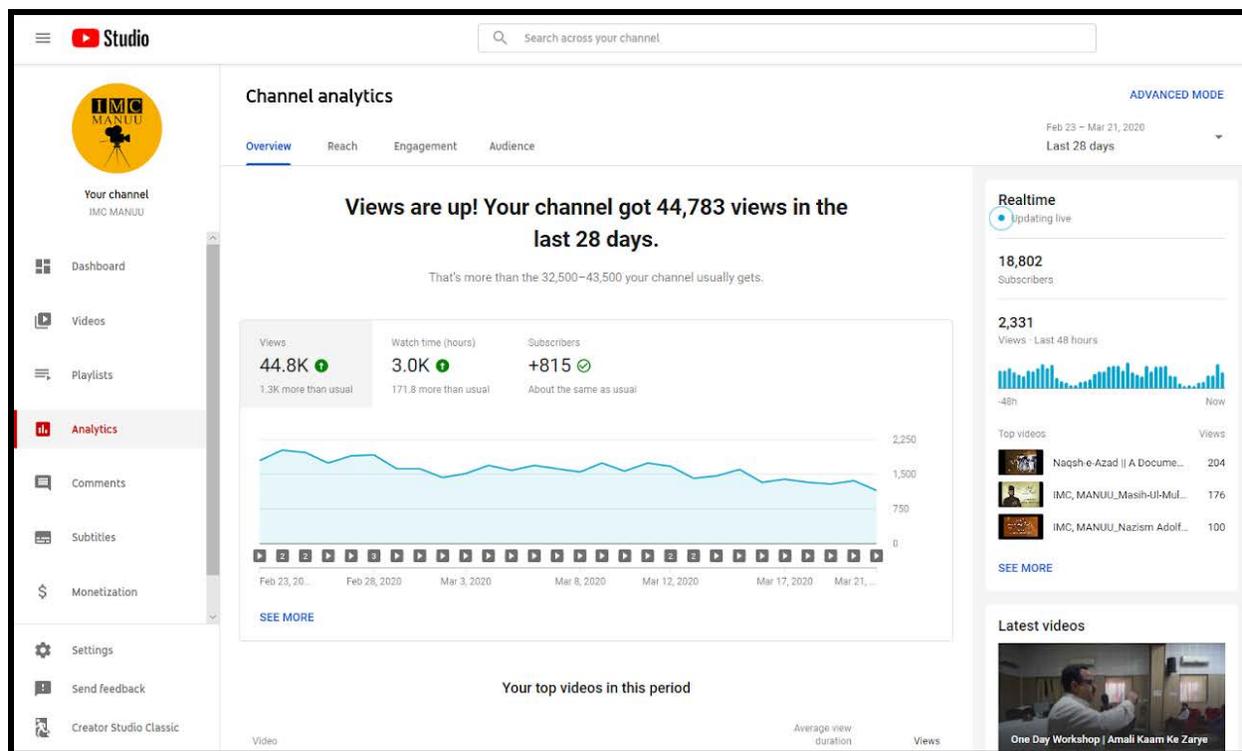
**We have also had questions asked through comments at conferences and seminars broadcasted live on the channel.**



## 7f 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 **5000** videos (and counting) have been added to playlists by their subscribers. This proves that IMC's productions are popular among its viewers and are sincerely making an impact online.



## 8. MANUU E-content platform Launch



Besides a youtube channel for higher education, we also created an E-Content portal, which has educational digital content available in three quadrants. Students will be just a click away from getting detailed higher education audio-visual content in the form of video lectures supported with e-text and reference material on the topic they want to study. MANUU e-content platform has self-learning material in three quadrants having video lessons, e-text PDFs and reference materials for the students and teachers.

This is a huge initiative taken by the Instructional Media Centre for anyone who belongs to the Urdu Diaspora. A paper-wise segregation for 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.





**INSTRUCTIONAL  
MEDIA CENTRE**  
MANUU HYDERABAD



مسکرو ذرائع ابلاغ  
برائے درس و تدریس

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## IMC MANUU E-Content

Self Learning Material

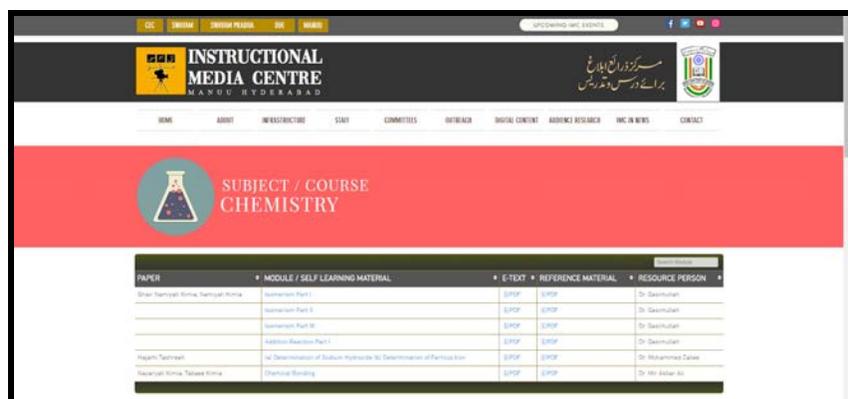
As a part of it's core mandate, the Instructional Media Centre facilitates the University's Directorate of Distance Education as well as regular mode of education by producing E-Content / Electronic Media Content for the students.

### List of Subjects/Courses

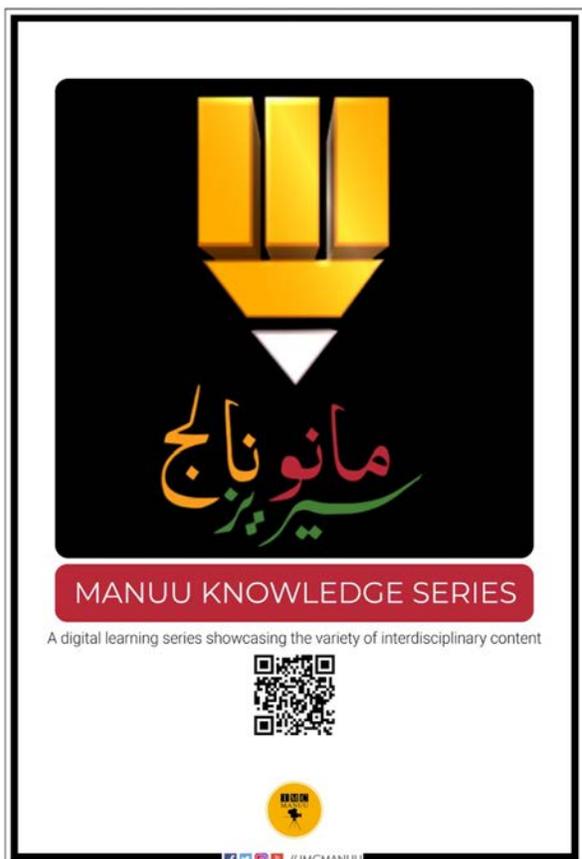
Arabic	History	Political Sciences	Botany
Economics	Islamic Studies	Public Administration	Chemistry
Education & Training	Commerce & Management	Sociology	Physics
English	Mass Communication & Journalism	Translation	Zoology
Hindi	Mathematics	Urdu	Research

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

For better promotion of IMC MANUU's digital initiative in Education, 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.



## 9. MANUU Knowledge Series



MANUU Knowledge Series is an important digital initiative to enrich the Students community and general audience with a wide array of topics which have shaped Human History and are of general interest. Manuu Knowledge Series is an utmost important digital initiative to enrich the student community and general audience with a wide array of topics which have shaped Human History and are of general interest. I sincerely believe that knowledge is the birthright of every citizen and social media provides a right opportunity to provide a variety of content to the target audience.

The Manuu Knowledge Series was introduced as a part of Digital Initiatives to reach out to large and diversified audiences. This series

with enrichment capsules comes along with annual lectures delivered by Eminent Media Personalities from across the globe telecasted live on the IMC MANUU YouTube Channel. Under the series, we have produced documentaries and audio-visual programmes on various topics like Science and Innovation, Literature, Culture, Art, History, Health and Wellness, environment etc. The Manuu Knowledge Series was *launched 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.

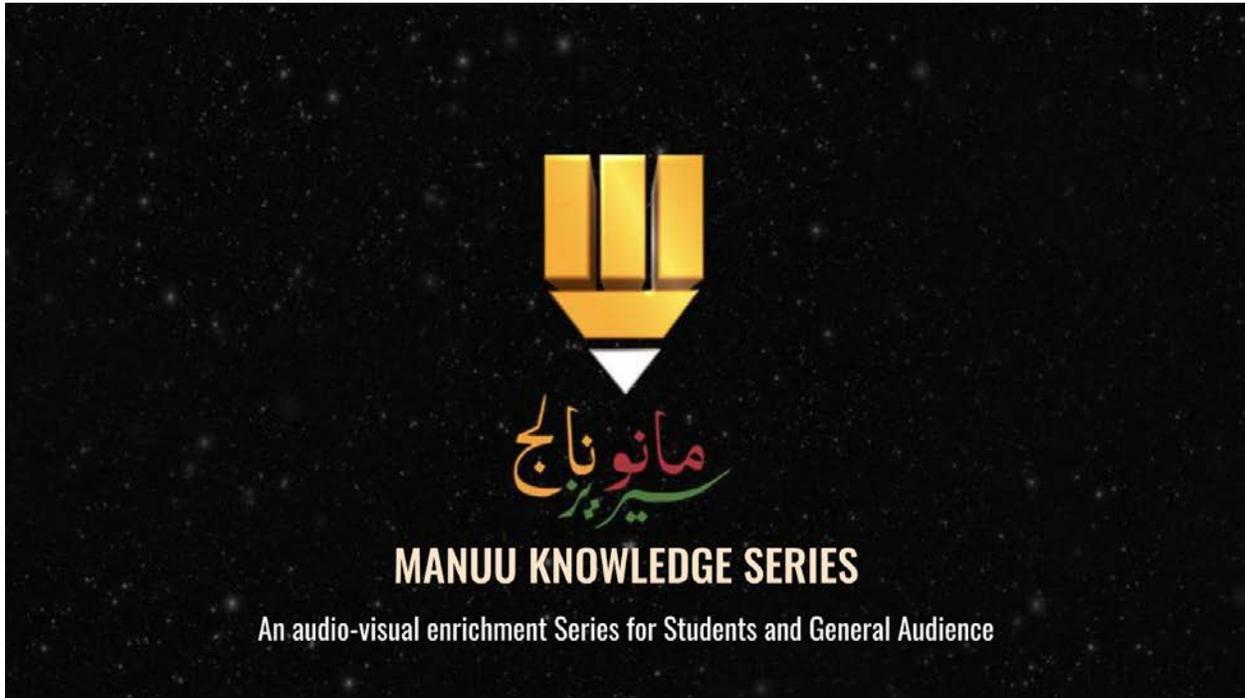


The following are the topics being covered under MANUU knowledge series to make the students and learners aware about the world around them

- 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

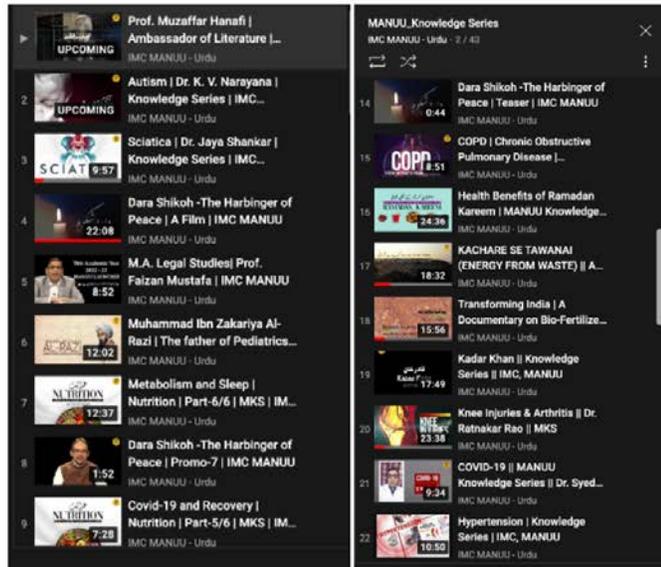


Internationally recognised titles of various genres produced under the MKS Umbrella



IMC MANUU YouTube Channel have created a dedicated playlist for knowledge series videos and small duration capsules are being produced on following topics-

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



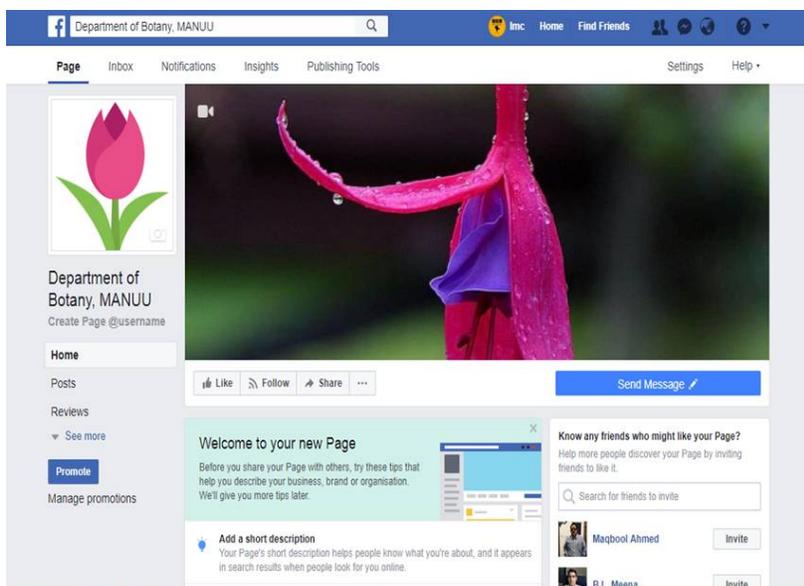
## 10. Converting Social Media into EDUCATIONAL MEDIA

**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.

The screenshot shows a Facebook page for the "Department of Physics, MANUU". The page is newly created, as indicated by the "Welcome to your new Page" notification. The profile picture is a stylized atom symbol, and the cover photo is a black and white group photograph of many men in suits. The page includes a search bar at the top, navigation tabs for "Page", "Messages", "Notifications", "Insights", and "Publishing Tools", and a "Send Message" button. A notification box prompts the user to "Add a short description" and "Know any friends who might like your Page?".

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 experiments** where 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 for 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.



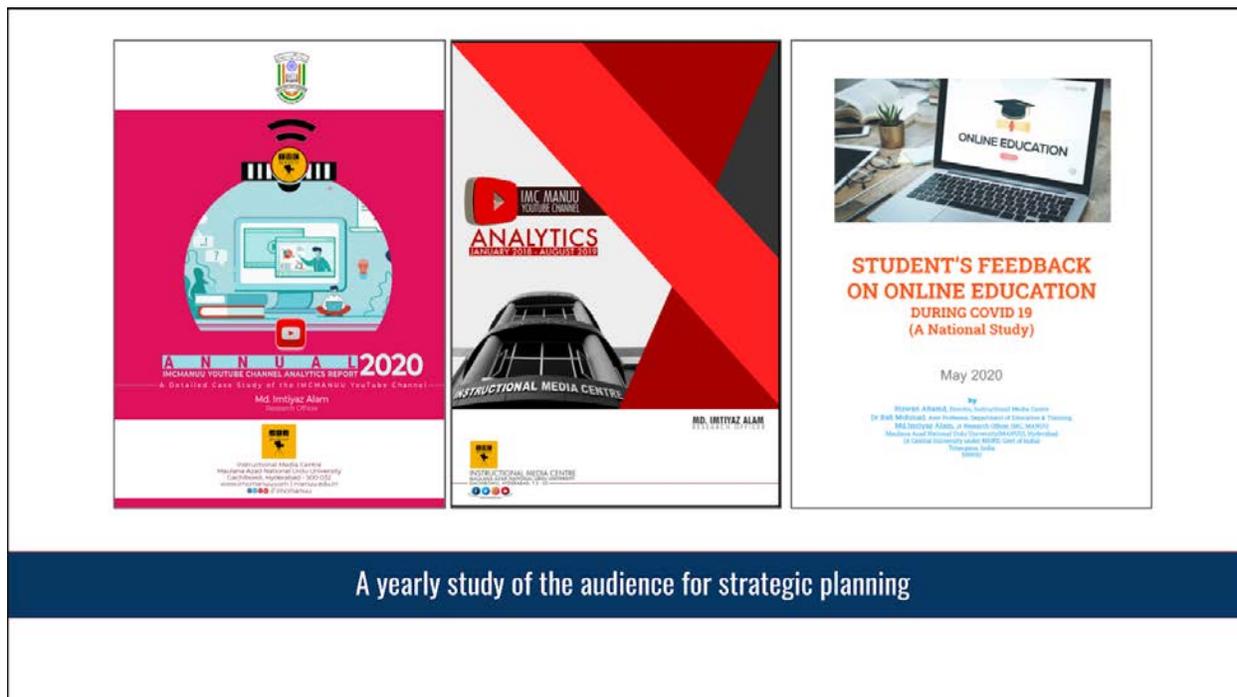
Social media can help identify additional content to reinforce or extend core instruction. FB provides an opportunities to create a focussed group for particular subject where group can connect

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. Audience Research



The programme regularly monitors and analyzes the content to strategize the future course of action to ensure the effective use of the content and platforms. In this regard, to check the efficacy and acceptability of e-content by the target audience an annual study is done to check overall performance, identify viewing trends, and to get an overview of what works best with the platform metrics and various aspects of e-content uploaded.

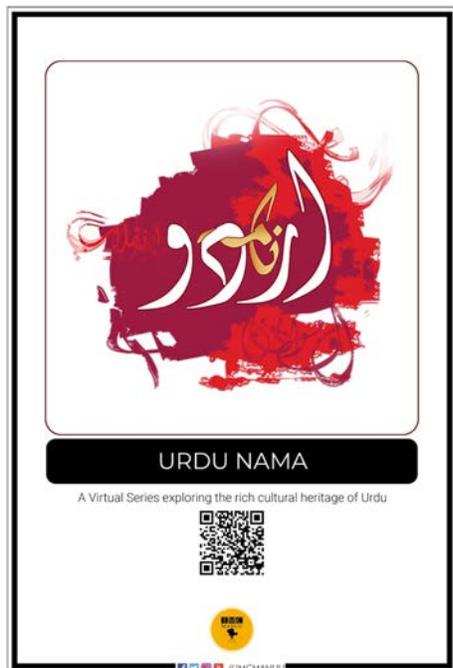
The academic discussion method has been applied for the study on the basis of available data. Based on the metrics, subscribers, subscription sources, real time views, most popular video lessons, channel's watch time, and average viewing duration per view, Traffic source, geography and the watching location of the



viewers, demographic details of the viewers as well as the gender wise views and watch time strategies are framed and accordingly teaching-learning practices are applied.

The Project regularly conducts study and research to check the efficacy of the content. On the basis of feedback from the learners, new strategies are applied to make the project result oriented. The content on the platform can be accessed by the students and teachers as per their convenience at home, during travel or in live classes, therefore beneficial to both online and offline students, hence makes it a sustainable model. Every programme on the digital platform has scope for discussion with teachers and other such groups even beyond national boundaries thus helps in making the platform interactive and universal in approach.

## 12. Urdu Nama Virtual Series



Languages and Culture have a fundamental role in a society. Through language, people preserve their community's history, customs and traditions, memory, unique modes of thinking, meaning and expression. It is a social phenomenon and a vital part of human connection. Through culture people can discover their common humanity and become free and enlightened citizens. Culture plays an important role in the process of development.

Despite the place language and culture deserves in public policies and international cooperation there have not been significant efforts in preserving the indigenous languages and culture.

Urdu is a rich cultural heritage of India, Once the language of masses, Urdu is dying a slow death. The 2001 census recorded 5.15 crore Urdu speakers. But in 2011, the figure dropped to 5.07 crore. Urdu was the sixth most spoken language according to the 2001 census data, but has fallen to seventh (overtaken by Gujarati) in the 2011 census.

With a motto of culture as a “global public good”, Urdu Nama series is an effort to virtually preserve the rich cultural heritage of Urdu language and culture and disseminate it to masses through digital media.



In a bid to promote and preserve the rich cultural heritage of Urdu and to bring its diverse flavors to the masses, Instructional Media Centre has launched this Audio-Visual virtual series titled as Urdu Nama. The series is a celebration of Urdu, its rich heritage & eclectic art forms and audience will enjoy different flavors of Urdu through this series.

The Urdu Nama virtual series was born in order to preserve and revive the rich cultural heritage of the Urdu language which is slowly diminishing. Urdu is an important part of South-Asian culture. The language was alienated for various reasons.. Urdu Nama has a series of several different programmes being produced under its umbrella. The Urdu Nama Capsules aim at educating the world about different poets and authors who have contributed to the language and its different



genres like nazms, ghazals, shayari, books and letters.

Several programmes including discussions, story narrations, interviews and poetry reading are being produced by IMC to help preserve the language and its rich cultural heritage. This series is a celebration of Urdu, its rich heritage, and eclectic

art forms . There are innumerable legendary Urdu poets, fiction writers, critics, chroniclers, artists who have made invaluable contributions in shaping and



enriching the Urdu language, literature and culture. Beauty and grace of their literary creativity deserves to be shared with the masses through new media. This series will help in spreading the elegance of Urdu Language and culture which is a fusion of our myriad cultural sensibilities. The series is webcast live at official social media platforms.

## 13. Meet the Media Veterans Virtual Series

Another successful digital initiative launched was “Meet The Media Veterans Virtual Series”. I strongly believe that the media is a public discipline. A general appreciation and understanding of media by viewers is essential for a healthy society and democracy through better consumption of knowledge by. Individuals from different communities require their due share in the media so that true versions of their stories are shared with the world. It was therefore planned to acquaint the participants with different media veterans from all around the world and multiple streams to build their confidence in choosing media as career discipline. The highly successful series is currently running its second season in 2022. The series is webcast live at official social media platforms.

**Meet the Media Veterans Virtual Series**

An IMCMANUU Virtual Talk Series

**MEET THE MEDIA VETERANS**

Coming Live to the IMCMANUU Facebook Page

A STELLAR LINE UP OF MEDIA VETERANS FROM INDIA AND ACROSS THE GLOBE COME LIVE ON THE IMCMANUU FACEBOOK PAGE SHARING THEIR STORIES AND THEIR JOURNEY IN THEIR RESPECTIVE FIELDS

**MILT SHEFTER**  
 Former Head,  
 Digital Motion Picture  
 Academy, Project Academy,  
 Oscar Academy, Hollywood

**MARIANNE BORG**  
 Best of French Theatre &  
 Film Actress

**DICK POPE BSC**  
 Two-time Academy Award  
 Nominated Cinematographer

**RAJESHWARI SACHDEV**  
 National Award Winning  
 Film & Theatre Actress

**PADMA SHRI SHAJI N. KARUN**  
 Eminent Filmmaker  
 & Cinematographer

**MANJU BORAH**  
 Filmmaker and  
 Short Story Writer

**RATNOTTAMA SENGUPTA**  
 Eminent Film Journalist,  
 Festival Curator & Author

Launched during the Pandemic | 18th May 2021 | Season 01 : 33 Episodes  
 Media Personalities from all over the globe

MTMV series is one of the important digital initiatives which was launched on 18th May 2020 and was streamed live at the official FaceBook Page and available to all audiences free of cost. The vision behind the series was to transform India into a digitally empowered society and knowledge economy

by providing an opportunity to media students and the general audience of Urdu community to enrich themselves with knowledge and to interact with the industry veterans whom they adore. Through this series, the industry veterans from all across the globe are being streamed live taking the audience through their journey in the industry and much more.



Individuals from different communities require their due share in the media so that true versions of their stories are shared with the world. It was therefore planned to acquaint the participants with different media veterans from all around the world and multiple streams to build their confidence in choosing media as career discipline.

The highly successful series is currently running it's second season in 2022 with around 40 episodes, inviting Media Veterans from all over the world.

The series is webcast live at official social media platforms.

#### A Media Appreciation Series for Students and General Audience

In this series, media veterans besides sharing their journey to the world of media also share the issues and challenges they face during their careers and provide important tips to the young aspirants regarding the profession and industry. Veterans also share important insights about the professional requirements and provide the young aspirants with an opportunity to know a particular profession.



## 14. Shaheen-e-Urdu Virtual Series

"Shaheen-e-Urdu" is a unique virtual series launched to promote education in Urdu. Through this series IMC introduces young Urdu achievers to the world who have achieved high. Idea behind the series is to promote Urdu as a language of Education/ knowledge and not just as a language of Literature.

Through the Urdu medium, young students are setting new milestones hence need to be promoted. The series is webcast live at official

**Shaheen-E-Urdu**

Through the Urdu medium, young students are setting new milestones hence need to be promoted.  
 A unique concept to promote education in Urdu. Through this virtual series, IMC introduces young Urdu achievers who have achieved high.  
 The idea behind the series was to promote Urdu as a language of Education/ knowledge.

social media platforms.

## 15. Education News Bulletin



Educational News Bulletin was also launched as a digital initiative in order to update the general audience and the student community covering major news and developments from the education world.

Idea was to update the audience with all major events and developments in the education sector.



### Educational News Bulletin

Yet another unique initiative, IMC has started an Educational News Bulletin which covers major news and developments from the education world.

## 16. Capacity Building in Digital Learners

### (Faculty/Students and Professionals)

To enhance the digital competencies of all the stakeholders such as teachers/facilitators and other beneficiaries, regular offline and online training and workshops are organized which are preserved at the e-content platform. Capacity building in digital learning is done not only for students but also for faculty members and technical teams involved in the production of digital content.

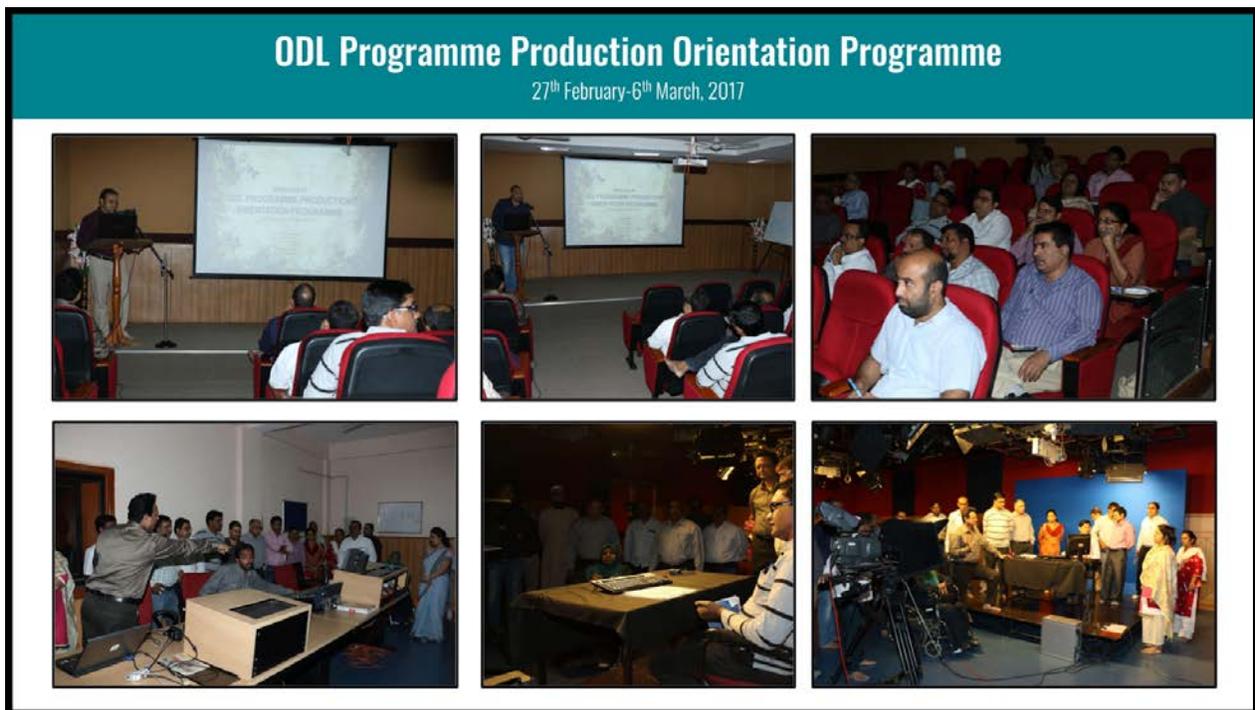
Teachers trainings which have been conducted so far are “Techniques of open and distance learning A/V programme Production”, Workshop on “online teaching, learning and assessment with OER, Education Technology tools and Moodle platform”, “Workshop for presenters and content writers”, “workshop on producing e-content”, “Producing Audio-visual programmes in medical research, health and

## **Capacity Building**

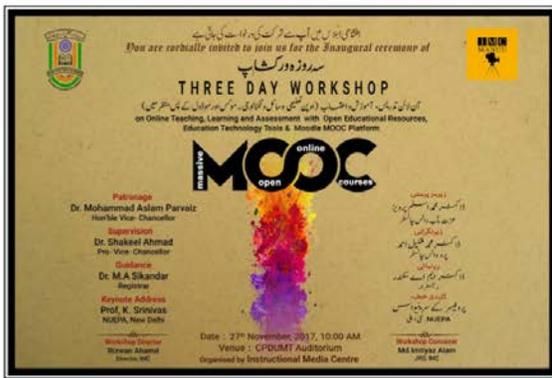
(Workshops and Trainings)

### **For Faculty Members**

fitness", "e-content production techniques", "Developing online content using multimedia tools" etc Besides, Student's orientation has been done on Education opportunities in Digital world and Education in digital age. Efforts in the domain also include a conference on e-learning and e-technology.



Having requisite expertise in Instructional design and E- learning and IMC provides regular capacity development of teachers and students in the field of digital learning. To further improve the quality of the content and broaden the scope of the project, MOUs with national and international organizations such as National Cultural Audio-Visual archive of India and The Observatory on Digital Communication, Italy in Consultative Status with the UN ECOSOC have been signed. The project keeps promoting environmental sustainability through various public message films produced in house.



### Three Day Workshop on Online Teaching, Learning and Assessment with OER, Education Technology Tools & Moodle Platform

27<sup>th</sup> - 30<sup>th</sup> November, 2017

Workshop for Presenters & Content Writers  
29<sup>th</sup> July, 2021





Workshop on  
Producing E-Content  
Dec 15, 2020

MAULANA ABUL KALAM AZAD NATIONAL OPEN UNIVERSITY  
Institutional Media Centre  
Ministry of Education, Govt. of India, Accredited Grade 'A' by NAAC

مرکز رسانه و تعلیمات الکترونیک  
پیشکش

دہ کتاب بنوں: صحت، تندرستی و طبی تحقیق پر آڈیو ویڈیو پروگرام کی تیاری  
برائے ماہرین اور اعلیٰ

WORKSHOP ON  
**PRODUCING AUDIO-VISUAL PROGRAMS  
IN MEDICAL RESEARCH, HEALTH AND FITNESS**  
for Academics & Doctors

Date: 30<sup>th</sup> October, 2022 Time: 02:30 PM  
Venue: Preview Theatre IMC, MANJU





## E-Content Production Techniques Workshop



ToT Workshop on “Developing online content using multimedia tools”  
for the Faculty of NALSAR University



## Two Day National Conference on E-Learning & E-Technology 20th - 21st February 2021



Technical Workshop for IMC Staff



## 16a. 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 its production quality.

## 16b. 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 Technology Tools, Open Educational Resources (OER) and constructivist pedagogy based Free Open Source Moodle-MOOC platform.

**Telangana Today**  
(<https://telanganatoday.com/>)

Home (<https://telanganatoday.com/>) / Education Today (<https://telanganatoday.com/education-today/>) / Enhancing ICT use for learning

### 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).

By Telangana Today (<https://telanganatoday.com/author/telangana-today/>) | Published: 4th Dec 2017 12:25 am | Updated: 3rd Dec 2017 12:20 am

Dr. Shakeel Ahmad, Pro Vice-Chancellor, MANUU (left) presenting a certificate to Prof. K. Srinivas, Director, DDE (center) and Dr. Rizwan Ahmad, Director, IMC (right) during the inauguration of the workshop.

**Hyderabad:** A three-day workshop aimed at enhancing the use of Information and Communication Technology (ICT) for learning and teaching was organized by Instructional Media Centre (IMC) of Maulana Azad National Urdu University (MANUU).

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).

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 'tsunami' 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 KR Iqbal Ahmad, Director, DDE, said "Distance education is the only way to educate people on mass scale and ICT will boost it." Rizwan Ahmad, Director IMC, said ICT and social media have the potential to educate students in ways that are easily understood.

انسانی ابدان میں آپ سے شرکت کی درخواست کی جاتی ہے  
You are cordially invited to join us for the Inaugural ceremony of  
سردوزہ ورکشاپ  
**THREE DAY WORKSHOP**  
آن لائن تدریس، آموزیہ اہتمام (جوین ٹیکنی و سائنس، ٹیکنالوجی، سوشل اور موبائل کے ذریعے نظر میں)  
on Online Teaching, Learning and Assessment with Open Educational Resources,  
Education Technology Tools & Moodle MOOC Platform

**massive MOOC online open courses**

**Patronage**  
Dr. Mohammad Aslam Parvaiz  
Hon'ble Vice-Chancellor

**Supervision**  
Dr. Shakeel Ahmad  
Pro-Vice-Chancellor

**Guidance**  
Dr. M.A Sikandar  
Registrar

**Keynote Address**  
Prof. K. Srinivas  
NUEPA, New Delhi

Workshop Director  
Rizwan Ahmad  
Director, IMC

Date : 27<sup>th</sup> November, 2017, 10:00 AM  
Venue : CPDUMT Auditorium  
Organised by Instructional Media Centre

Workshop Convener  
Md.Imtiyaz Alam  
JRC, IMC

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.



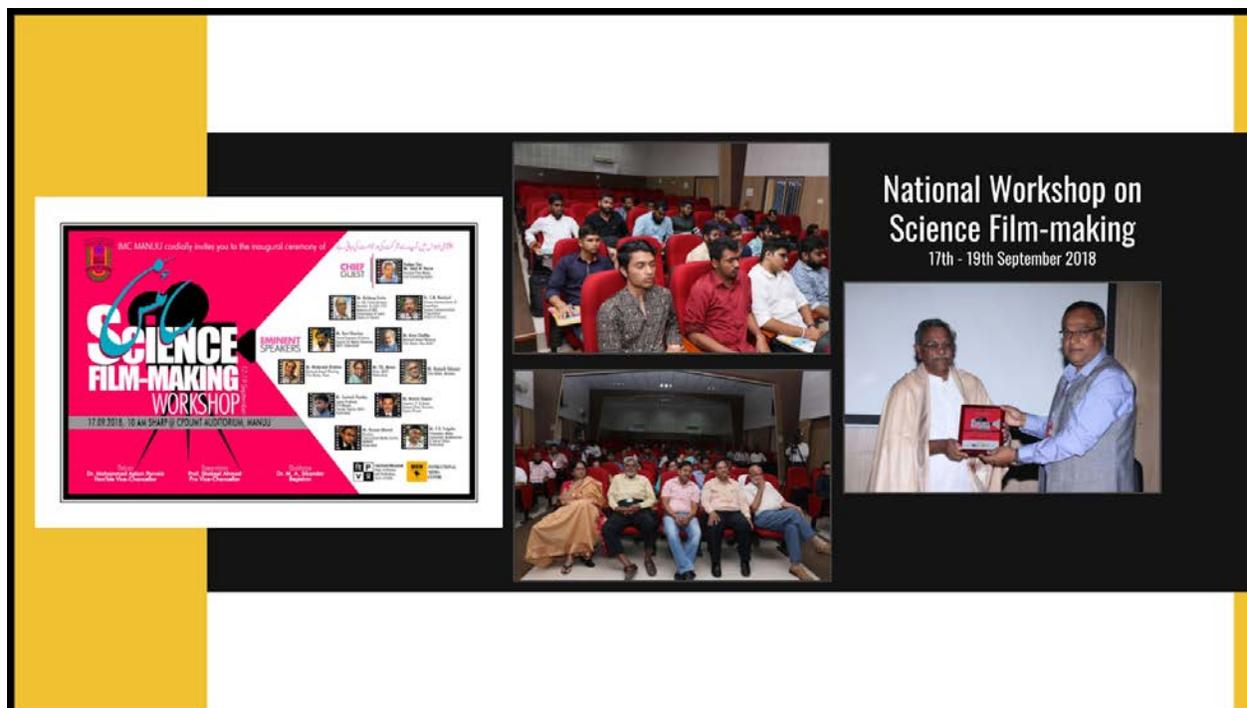
The modus operandi of the workshop was more practical and technical rather than being theoretical. It was well received and appreciated by all the faculty members who participated. Around 50 candidates participated in the workshop. IMC was successful in creating a learning atmosphere throughout the 3-day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

enthusiastically tried developing their own Moodle/MOOC courses.

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

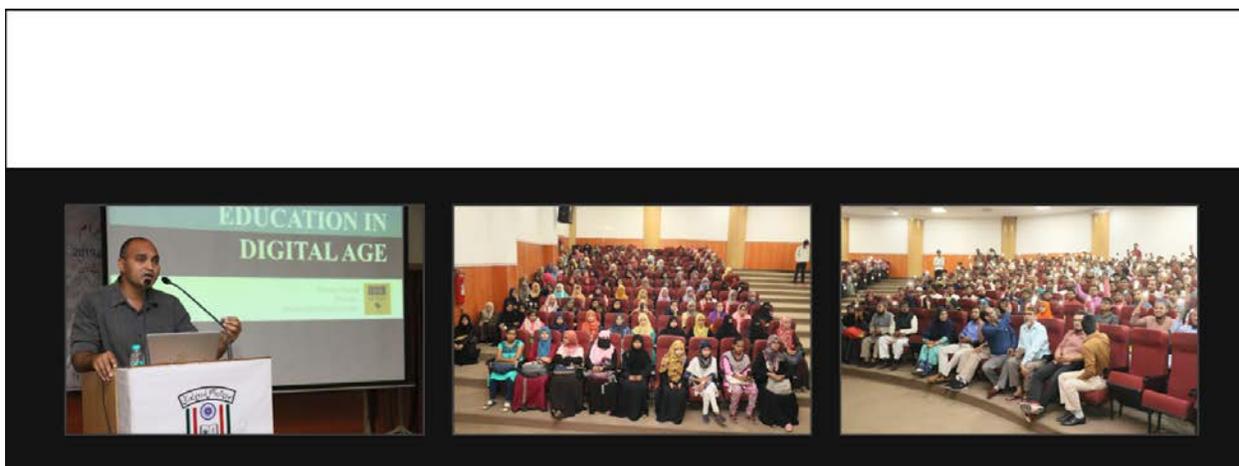


## 16c. Capacity Building for Students in Digital Learning



## Film Appreciation course in collaboration with FTII, Pune

20th - 24th February 2019



## Students Orientation Programme on Digital Learning

## 16d. 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. 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 academicians 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.



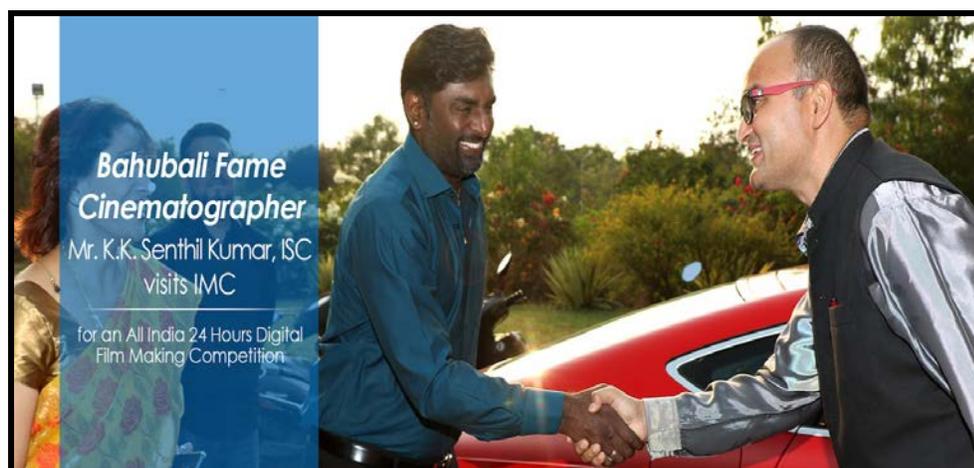
Prof. Narsimhulu, Vice Chancellor, Andhra University, A.P was guest of honor for the inaugural function.

## 16e. 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 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 the 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".

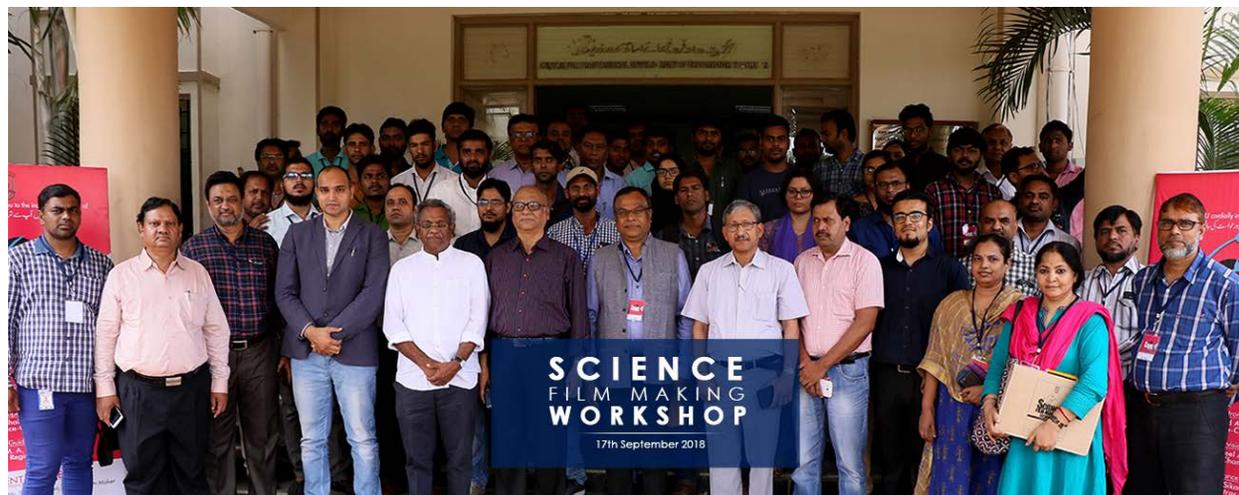


In Second came a team called “silverhood”, a group of students from Rajiv Gandhi College of Engineering and Research, Nagpur.



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

## 16f. Science Film Making Workshop 2018



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 at MANUU.

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

In accordance with competent authority Vigyan Prasara, Dept. of Science and Technology, Govt. of India, the event provided its 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 sessions conducted a Q and A round which helped facilitating a two way process in learning.

**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

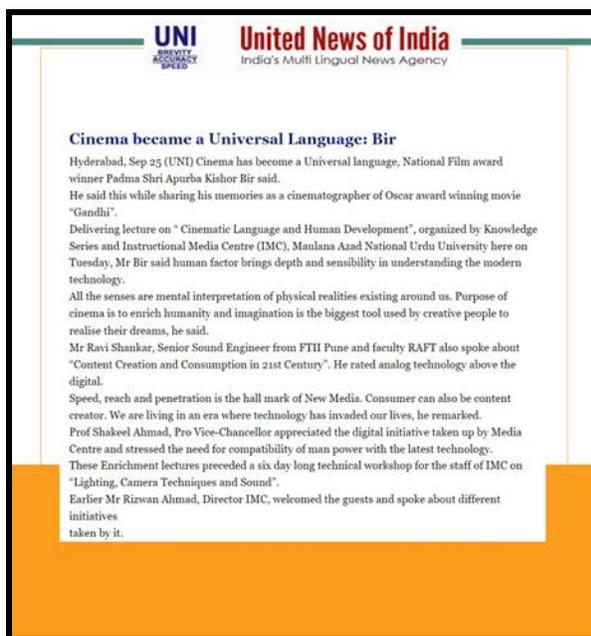
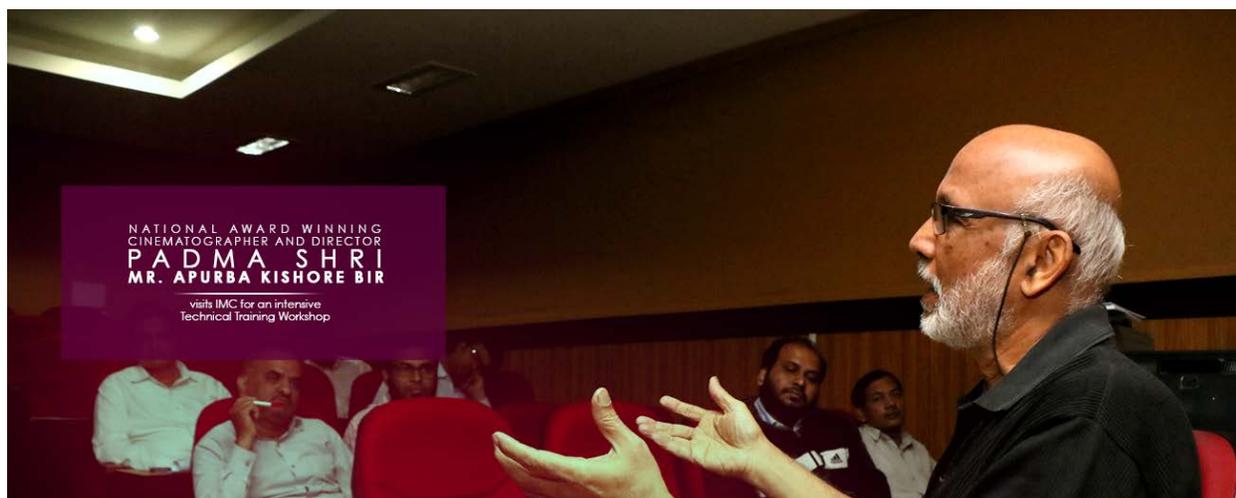


Dr. M.A. Sikandar presenting a memento to Shaji N. Karun at the national workshop on Science film-making at MANUU.

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 representing different universities and media professionals took part in the



## 16g. Light, Camera and Sound Workshop for IMC Staff



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.

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 presence and delivered 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.





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.

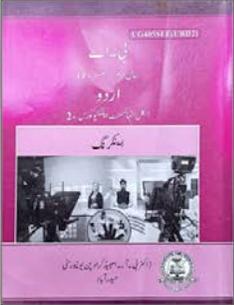
The workshop was a stepping stone in MANUU and FTII's alliance, for more such workshops are in line in the near future.



## 17. Consultancies



SN	Name of the teacher	Title of the book/chapters published	Name of the publisher	National / International
1	Mr. Rizwan Ahmad (Director, IMC, MANUU)	Anchoring (SLM for SEEC-II B.A 2nd Year) Edited II chapters	Dr. B. R. Ambedkar Open University, Hyd.	National
2	Mr. Tahir Qureshi (Asstt. Professor, Dept. of MCL, MANUU)	Anchoring (SLM for SEEC-II B.A 2nd Year) Written Unit 2 & 6	Dr. B. R. Ambedkar Open University, Hyd.	National
3	Mr. Abid Abdul Wasay (PRO, MANUU)	Anchoring (SLM for SEEC-II B.A 2nd Year) Written Unit 3	Dr. B. R. Ambedkar Open University, Hyd.	National
4	Dr. Afzar Ali Raini (Guest Faculty DDE, MANUU)	Anchoring (SLM for SEEC-II B.A 2nd Year) Written Unit 4	Dr. B. R. Ambedkar Open University, Hyd.	National
5	Mr. Imtiaz Alam (RO, IMC, MANUU)	Anchoring (SLM for SEEC-II B.A 2nd Year) Written Unit 5	Dr. B. R. Ambedkar Open University, Hyd.	National
6	Dr. Altab Alam Baig (Asstt. Director DDE, MANUU)	Anchoring (SLM for SEEC-II B.A 2nd Year) Written UNIT 7	Dr. B. R. Ambedkar Open University, Hyd.	National
7	Mr. Md Aamir Badr (Producer - I, IMC, MANUU)	Anchoring (SLM for SEEC-II B.A 2nd Year) Written Unit 8	Dr. B. R. Ambedkar Open University, Hyd.	National
8	Mr. Zheikhar Muxraf (External Media Expert)	Anchoring (SLM for SEEC-II B.A 2nd Year) Written Unit 1	Dr. B. R. Ambedkar Open University, Hyd.	National



### Resource Contribution at National Level

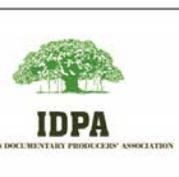
Designing and Editing a Module on 'Anchoring' for B.R. Ambedkar Open University



Rizwan Ahmad | Director, IMC



Los Angeles, USA



Mumbai, India

### Membership with National & International Bodies



Dr. Md. Imtiaz Alam

Resource Person for developing Supplementary Materials for class XII titled "Izhar aur Iblagh" organized by National Council for Educational Research and Training (NCERT), New Delhi.



Md. Aamir Badr

Member of Review Board for The Asian Thinker Journal



Director IMC, invited for the Fajr Film Festival, Tehran, Iran



Director IMC, invited at the National Science Film Festival 2019, Mohali, Chandigarh



Director IMC, invited for the National Film Festival on Rural Development, at NIROPR, Hyderabad

# SHARING EXPERTISE

ON VARIOUS PLATFORMS

**10<sup>th</sup> NATIONAL SCIENCE FILM FESTIVAL OF INDIA**  
24 - 27 NOVEMBER 2020

**Panel Discussion**  
Science Communication / Science Media in Higher Studies  
November 26<sup>th</sup>, 2020  
Time: 10:00-10:00

Dr. Maheshwari Anand, Faculty, Institute of Science, Technology, and Management, New Delhi	Prof. Anand Kumar, Director, Department of Science, Technology, and Innovation, New Delhi	Dr. Parag Mehta, Director, Department of Science, Technology, and Innovation, New Delhi	Dr. Anand Kumar, Director, Department of Science, Technology, and Innovation, New Delhi	Dr. Anand Kumar, Director, Department of Science, Technology, and Innovation, New Delhi	Dr. Anand Kumar, Director, Department of Science, Technology, and Innovation, New Delhi	Dr. Anand Kumar, Director, Department of Science, Technology, and Innovation, New Delhi	Dr. Anand Kumar, Director, Department of Science, Technology, and Innovation, New Delhi	Dr. Anand Kumar, Director, Department of Science, Technology, and Innovation, New Delhi

Venue:

Media Partners:

Festival Partners:

Discussion on Science Communication / Science Media in Higher Studies

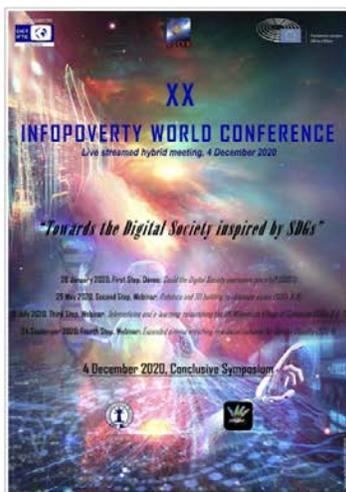
Rizwan Ahmad

Panel Discussion on Science Communication / Science Media in



## National Jury Member | National Rural Development Film Festival 2019

NIRDPR, Ministry of Rural Development, Hyderabad



## Expert Talk on "Cinema and Digital Communication in Post-Covid Era"

20th InfoPoverty World Conference | ICFT, UNESCO Paris | OCCAM, Italy, 2020

**C2F2 TALKS**  
Episode 10



**Guest:** Rizwan Ahmad  
**Host:** Mohamad Sadeq Esmaeeli  
**Centre:** MANUS, Hyderabad, Ministry of Education, Govt of India.  
**Date:** Thursday, 12th August 2021  
**Time:** 5:30 PM IST (GMT+5:30)  
**JOIN US ON**   
**Meeting ID:** 810 465 4484  
**Passcode:** White

**BEST FILM ON CULTURAL REFORMS**  
**Unsettled**  
**Director:** Mohamad Sadeq Esmaeeli  
**Producer:** Mohamad Sadeq Esmaeeli




**Mohamad Sadeq Esmaeeli**

**C2F2 TALKS**  
Episode 09



**Guest:** Ville Tanttü  
**Host:** Rizwan Ahmad, Director, IMC, Maulana Azad National Urdu University, Hyderabad  
**Date:** Wednesday, 11th August 2021  
**Time:** 5:30 PM IST (GMT+5:30)  
**JOIN US ON**   
**Meeting ID:** 810 465 4484  
**Passcode:** White

**BEST FILM ON BIODIVERSITY**  
**Highligales in Berlin**  
**Director:** Ville Tanttü  
**Producer:** David Ruffenberg




**Ville Tanttü**

Powered by  Watch the Festival on: [CultureCinema.moviesaints.com](http://CultureCinema.moviesaints.com)   

                    **WeStudio CINEMA**

## Hosted C2F2 Talks at the Cultural Cinema Festival



**Expert Panelist** for the 5th National Film Festival on Rural Development  
 Organised by NIRDPR, Hyderabad (Ministry of Rural Development, Govt of India)

Invited as **National Jury Member** on the occasion of “Swatantra ka Vigyan Filmotsav”  
Organised by Vigyan Prasar (VP) jointly with Vijnana Bharati (VIBHA) on 75th year of India’s Independence

**AGENDA**

**Italian Pavilion, Hotel Excelsior and online**

**Proclamation 10 AM CEST**  
Winner of the XXXIII ICF-UNESCO Prix "Euros Fulbrighters"

**Round Table 10.10 AM CEST**

Roberto Malinari, Director, European Parliament Office in Milan

Pierpaolo Saporita, President a.i., ICF-UNESCO

Jeannine Bally, Founder and President, UNIFF Travelling Film Festival, Stanford University – United States

Giuseppe Mazzotta, Secretary-General, Eurovision – Switzerland

Isabella Daniel, President, FIFRESG – Germany

Georges Dupont, Director General, ICF-UNESCO

Alessandro Mandelli, Co-Founder 30Media – Italy

Rajeev Ahamed, Director, MANUU Media Center LLC – India

Todd Courtney, Producer, CEO Mammash V. – USA

Manoj Kulkarni, 24Frames Entertainment – India

Salimata Traoré Agbani, Member of the African Parliament Group – Morocco

Tony Ojoke, President ICT African Foundation – Nigeria

**FINAL DECLARATION**

**Invited as an Expert on Cinema for the XXIII Euromediterranean Conference.**

The 23rd Edition of the Euromediterranean Conference is titled “Expanded Cinema From Screens to Platforms in the Age of Covid”.

Organised during the Venice International Film Festival by OCCAM-Italy and CICI-ICFT, UNESCO, Paris



Invited as International **Jury Member** for India International Science Film Festival 2021 ISFFI, Goa  
Organized by Ministry of Science & Technology, Ministry of Earth Science, Govt. of Indian, Govt. of Goa, National Centre for Polar and Ocean Research (NCPOR) and Vijnana Bharti

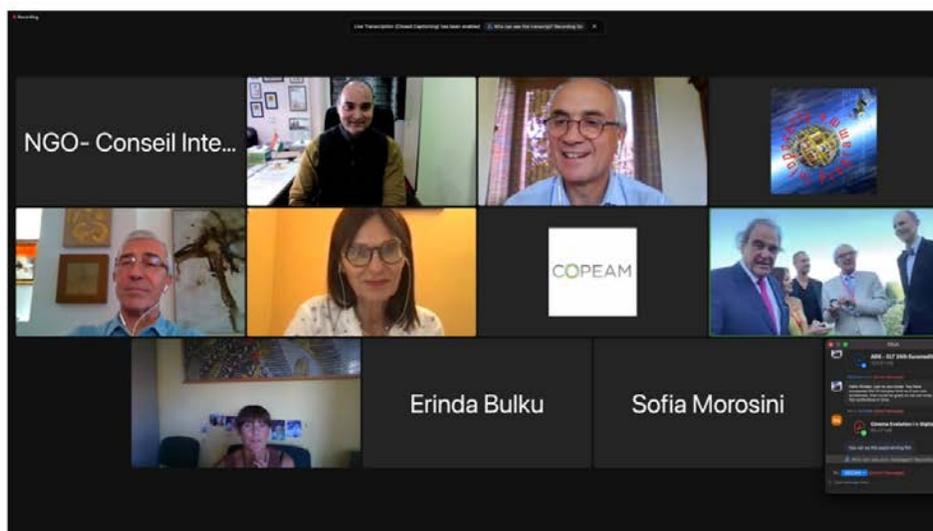


Director IMC delivered a Masterclass  
at the Mumbai International Film Festival 2022  
**Expanded Cinema from  
Screens to OTT Platforms**

Delivered a **Masterclass** at the **Mumbai International Film Festival 2022**, Mumbai  
Organized by The Films Division of Ministry of Information & Broadcasting, Government of India



Invited as a National Jury Member at the 12th National Science Film Festival of India, Bhopal, Madhya Pradesh  
Organized by Vigyan Prasar, Ministry of Science & Technology, Govt. of India



September 2022  
Invited as an expert speaker to XXIV EURO-MEDITERRANEAN CONFERENCE ON CINEMA  
Organized by OCCAM, Milan, Italy | CICT-ICFT, UNESCO Paris at Venice International Film Festival

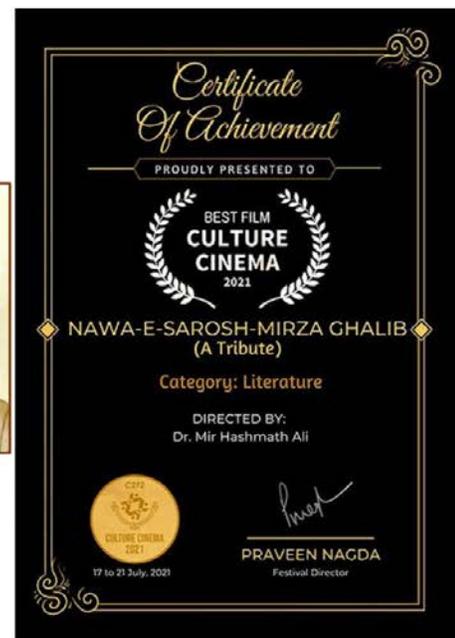


Invited as a speaker for a Panel discussion on  
"Challenges and Opportunities to Promote Gender Sensitivity in the Media"  
Organized by Population First, Mumbai

## 18. Laurels



# NATIONAL AND INTERNATIONAL RECOGNITIONS







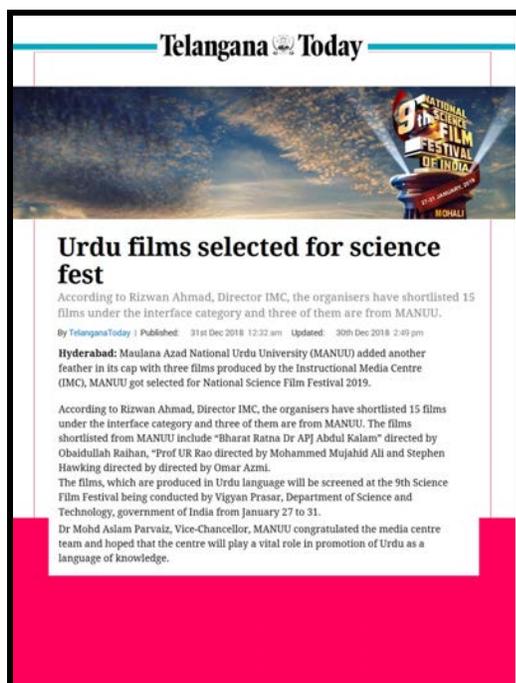


### Nominated Films

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 Trust
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 REsearch 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, Uttarakhand
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



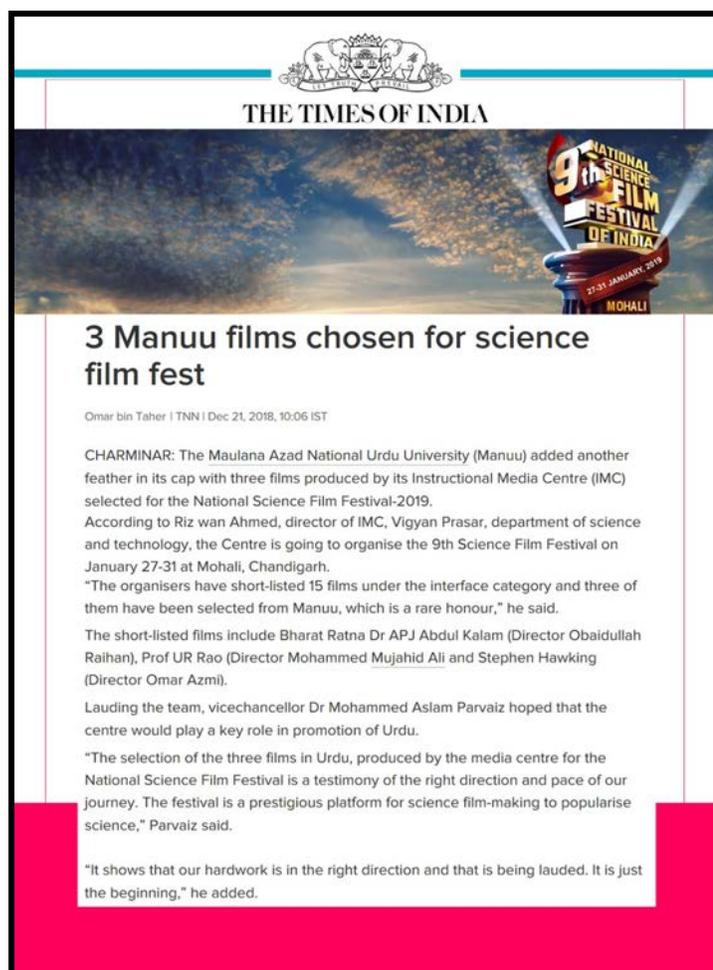
The Instructional Media Centre pierced through the National Science Film Festival 2019 with three Nominations in Competitive Category.

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

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.





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.

THURSDAY, 22 AUGUST			
	11:30 AM	2:00 PM	4:30 PM
Carnival Cinema SCREEN A		1 <b>The Wallet</b> Director: Saumitra Singh 14:20 M	2 <b>NF Chor</b> Director: Somu Mitra 12:46 M
	5 <b>Rupya / 5 Rupees</b> Director: Piyush Chandrakant Parjua India, Hindi, 2018 (85 M)	Hoxing Director: Christophe Lenoir Ireland, France, India English 2017 (80 M)	Sui Dhaga Director: Sharat Katariya India, Hindi, 2018 (122 M)
Dinabandhu Mancha SCREEN B	3 <b>NF Paws Prints</b> Director: Utthara Unel 14:19	5 <b>NF&gt; Aristotle</b> Director: Amir Badr 9:02	6 <b>NF Mrigtrishna (Mirage)</b> Director: Rantu Chetia 4:02
	4 <b>NF Virtual Attraction</b> Director: Sophie Picciotto 14:59		
Rabindra Bhavan SCREEN C	Mukhomukhi Director: Kamleshwar Mukherjee India, Bengali, 2017 (119 M)	13:00 Aaron Director: Omkar Shett India, Marathi, 2018 (115 M)	15:30 Satta Director: Hashibur Reza Kalso Bangladesh, Bengali, 2017 (120 M)
	7 <b>NF&gt; Stephen Hawking</b> Director: Omar Azmi 11:28	9 <b>NF The Canvas</b> Director: Srikanth N S 9:54	10 <b>NF Gateway of India</b> Director: P. Rajendra 3:00
	8 <b>NF A Day in A Hospital a comedy of snores</b> Director: Kaushik Roy 10: 14 M		
	Ahaa Re Director: Ranjan Ghosh 120 M India, Bengali, 2019 (120 M)	The Song of Sway Lake Director: Ari Gold USA, English, 2017 (100 M)	Maawer Anchal Directors: Baiju Sonar Tikam Sharma India Rajasthan, 2018 (160 M)
2:00-3:30 PM Panel Discussion at Dinabandhu Mancha : Careers in Film Making			
FRIDAY, 23 AUGUST			
	12:30 PM	3:00 PM	5:30 PM
CARNIVAL CINEMA SCREEN A	11 <b>NF Key to the Secrets</b> Director: Nicole Ferrari 17 M	13 <b>NF Dreams</b> Athithya Kanagarajan 9:39 M	15 <b>NF Flash of Bullets</b> Director: Sourish Dey 7:00 M
	12 <b>NF Bedroom Secrets</b> Director: Maralena Grafakos 4:11 M	14 <b>NF Mirza Ghalib</b> Director: Dr. Mir Hashmath Ali 15:10M	16 <b>Bharat Ratna Dr APJ Abdul Kalam</b> Director: Obaidullah Raihan 14:10 M
Dinabandhu Mancha SCREEN B	A Thousand Pieces Director: Veronique Meriadec France, French, 2018 (82 M)	The Great Indian Escape Dir: Taranjiet Singh Namdhari India, Hindi, 2019 (117 M)	Elysium Hernalsiense Director: Bernhard Kammel 76 M Austria, English, 2017 (76 M)
	17 <b>Sardar Patel</b> Director: K Shridhar 3:00	19 <b>NF&gt; Death of an Audience</b> Director: Ajay Giri 12:05	20 <b>NF She</b> Director: Ranjeeta Kaur 3:00
	18 <b>NF H3 - He, Him &amp; Himself</b> Shylaja Chetkur 12:05 M		
	Aharemon Director: Pratim D Gupta India, Bengali, 2018 (110 M)	Bulbul Director: Binod Poudel Nepal, Nepalese, 2018 (117 M)	Sangharsh Director: Parag Patil India, Bhojpuri, 200 18 (135 M)
	21 <b>NF Firdaws</b> Director: Mayur Puri 17 M pecuniary	23 <b>NF A Second Thought</b> Director: Mrinalini Gandhi 4:23	24 <b>NF Hair Cut</b> Director: Pradeep Khairwar 2:13



Vigyan Prasar  
**International Science Film Festival of India**  
 6<sup>th</sup> to 8<sup>th</sup> November 2019, Kolkata  
 Satyajit 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.	Searching...The Next Road
22.	Startup, Fostering Innovation, Startup and Entrepreneurship Ecosystem
23.	Super Food Moringa
24.	Swechhata 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 its fifth India International Science Film Festival from 5th - 8th November.

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.

## 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.

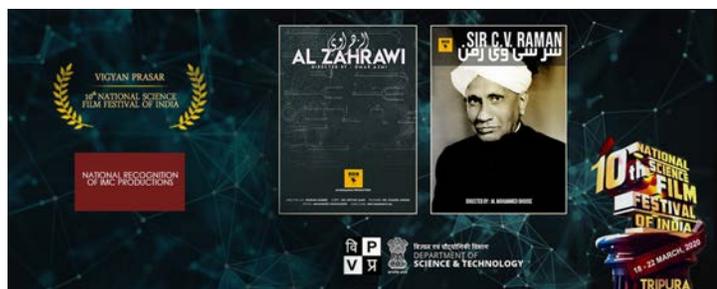
The second edition of the Global Cinema Festival organised by the Film Federation of India (FFI - an apex body of Films in India).

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.

S. N.	Title of The Film
1.	Al Zahrawi
2.	Bat Woman (The Night Warriors II)
3.	Cellular Insights - A Relentless Quest
4.	Chalti Kaa Naam Ooshma (Heat, Always on the Move)
5.	Crime Science - DNA & Digital Detectives
6.	Crime Science - Traffickers, Guns & Vr Commanders
7.	Decoding Disaster
8.	Drishiti - Adding Vision to Airports
9.	E-Nose: Sensing New Frontiers in S & T
10.	Ethanol: The Alternative Fuel
11.	Exploring Science of Weather and Climate
12.	Filariasis Free India...A Hope (Asha)
13.	India: Leader in Vaccine Development and Manufacture
14.	Ocean Thermal Energy Conversion- Untamed Energy
15.	On to Nature Friendly Building
16.	Rays of Hope
17.	Sir C.V. Raman
18.	Sir Fred Hoyle; The Man Ahead of Time
19.	Startup. Fostering Innovation, Startup and Entrepreneurship
20.	The Founder



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.

## 19. The Annual MKS Lecture Series

Annual Lectures / Talks by Eminent Media Personalities are being organized by the Centre. IMC considers this practice a social responsibility to educate the audience in general on different perspectives and aspects of media.



### **MANUU Knowledge Series** **ENRICHMENT LECTURES** By Prominent Media Personalities

Education and gaining knowledge is the birth right of every citizen of this world. Unfortunately, there are only a few who get a chance to be a part of the formal education system. Recognizing the potential 21st century digital platform in disseminating content to a large and diversified audience, IMC MANUU created MANUU Knowledge Series.

You are cordially invited to join us for the Inaugural ceremony of

**MANUU KNOWLEDGE SERIES ENRICHMENT LECTURE**

**TECHNICAL WORKSHOP ON LIGHTING, CAMERA TECHNIQUES AND SOUND**

**Speakers**

**"Cinematic Language & Human Development"**  
by **Padma Shri A. K. Bir**  
National Award-winning Filmmaker, Screenwriter and Director

**"Content Creation & Consumption in 21st Century"**  
by **Mr. Ravi Shankar**  
Content Creator & Sr. Faculty  
Media Education, NIFT, Wazirpur

**Patron**  
Dr. Mohammad Aslam Parvaiz  
Hon'ble Vice-Chancellor

**Supervisor**  
Prof. Shakeel Ahmad  
Pro Vice-Chancellor

**Audience**  
Dr. M.A. Sikandar  
Registrar

**Workshop Director**  
Riwan Ahmad  
Director, IMC

مسزکز ذریعہ ایچ اے ڈی اینس و قادیان  
**INSTRUCTIONAL MEDIA CENTRE**  
Maulana Azad National Urdu University, Hyderabad  
http://manuu.ac.in/eng/medc.htm, gmca@imc.org

Seven times National Award winning filmmaker Padma Shri Awardee Shri A K Bir delivers the first MKS lecture

Instructional Media Centre, MANUU cordially invites you to join us for the second

**MANUU KNOWLEDGE SERIES ENRICHMENT LECTURE**

**INDIA'S FILM HERITAGE Rich, Diverse, Endangered**

by **Mr. Shivendra Singh Dungarpur**  
National award-winning filmmaker, architect and the founder of Film Heritage Foundation

ہندوستانی فلمی ورثہ  
ثروت مند، متنوع یا خطرے میں

**Patron**  
Dr. Mohammad Aslam Parvaiz, Hon'ble Vice-Chancellor

**Supervisor**  
Dr. M. A. Sikandar, Registrar

**Workshop Director**  
Riwan Ahmad

مسزکز ذریعہ ایچ اے ڈی اینس و قادیان  
**INSTRUCTIONAL MEDIA CENTRE**  
Maulana Azad National Urdu University, Hyderabad  
http://manuu.ac.in/eng/medc.htm, gmca@imc.org

For second MKS lecture, IMC collaborated with the world famous Film Heritage Foundation



  
مانو نالوج  
3<sup>rd</sup> MANUU Knowledge Series  
Enrichment Lecture

Tessa Jolls  
On Media Literacy :  
A Mandatory Human Right

Tessa Jolls, CEO & President, Centre for Media Literacy, CA, USA

**Third MKS lecture, in collaboration with Centre for Media Literacy, USA**



  
مانو نالوج  
MANUU KNOWLEDGE SERIES  
ENRICHMENT LECTURE 2022  
**MEDIA FOR PEACE**  
BY PROF. K.G. SURESH  
Vice Chancellor, Makharia Chaturvedi University, Bhopal  
May 24, 2022

## 20. 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 in Hyderabad graced the occasion which was presided over by our

**Telangana Today**

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

By TelanganaToday | Published: 25th Oct 2018

**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.

Hon'ble Vice Chancellor, Dr. Mohammed Aslam Parvaiz.

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.




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## MANUU Film Club

Considering the importance of cinema in social life and to compliment studies with intellectual-cultural activities.  
**IMC MANUU launched a film club titled as "Cinematheque MANUU" on 26th October 2018.**

The club was inaugurated with the Irani Film Festival. Ever since, the Instructional Media Centre has organised several film festivals under the Cinematheque MANUU banner which has been received well among the entire MANUU fraternity.

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



## 20a. Iranian Film Festival 2018

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.

### Cinematheque MANUU

- ▢ Considering the *importance of cinema* in social life, IMC MANUU launched a film club titled as **"Cinematheque MANUU" on 26th October 2018.**
- ▢ The idea behind Cinematheque MANUU is to **offer students the chance to complement their studies with activities related to culture and personal development.**
- ▢ First Consul, Consulate General, Islamic Republic of Iran in Hyderabad and Mr. Mohsen Ashouri, Cultural Attache, Islamic Republic of Iran in Hyderabad graced the occasion which was **presided over by our Hon'ble Vice Chancellor, Dr. Mohammed Aslam Parvaiz.**



Cinematheque MANUU launched  
with an Iranian Film Festival organised in  
collaboration with Iran Culture House

## 20b. 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 in creating a 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 its 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 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".



## 20c. Iranian Film Festival 2020



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.



## 20d. 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.





## Open Air Screenings

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

In association with **India Film Project, Mumbai**

- 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**.
- 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.
- A total of 40 films were received of which the winner was a group of students of Media and Communications from Manipal Academy of Higher Education, Manipal University called **"Indie Movement"**.



## Women Empowerment & Cinema Film Festival

In collaboration with MOBILE FILM FESTIVAL, PARIS, FRANCE

## 21. 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.

## 22. Digital Outreach through MOUs

### With National and International Organisations / Institutions

To further improve the quality of the digital content, broaden the scope of the project, MOUs with national and international organizations such as National Cultural Audio-Visual archive of India, The Observatory on Digital Communication, Italy *in Consultative Status with the UN ECOSOC* have been signed.

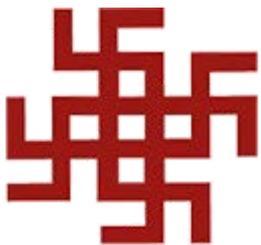


The National Academy of Legal Studies and Research [NALSAR], Hyderabad entered into a Memorandum of Understanding with IMC, MANUU for Production of one of MHRD's MOOCs Project allotted to NALSAR University.

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 :

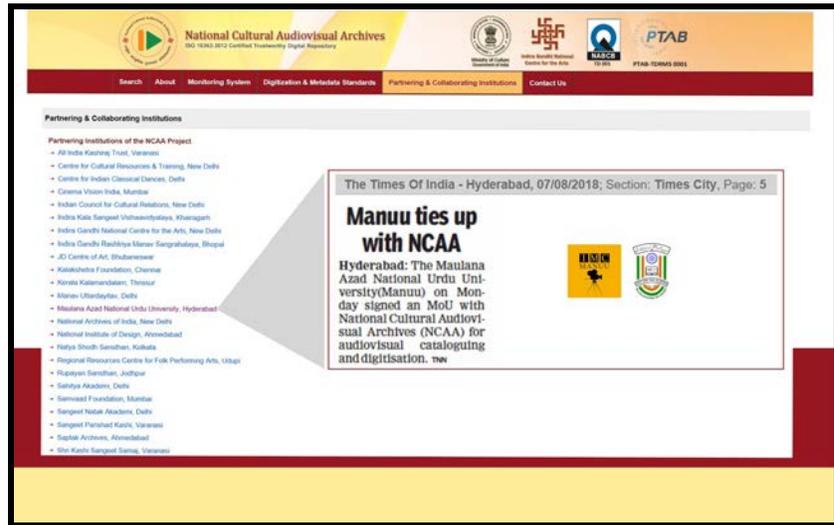
- I. Training and Research in the field of Educational Media, Film and TV Technologies.
- II. Provision for Scholarship for short term, long term trainings and courses.
- III. Exchange of media professionals, academics, students and scholars.
- IV. Organising International Seminars, Conferences and Symposium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



**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.

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.



MoU Signed on 21st December 2019



A fruitful venture with the Nalsar University of Law, Hyderabad.  
IMC recorded and produced an entire learning module consisting of more than 80 episodes.

#### Communication University of China



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 :

Training and Research in the Field of Educational Media, Film and TV Technologies.  
Provision for Scholarship for short term, long term trainings and courses.  
Exchange of media professionals, academics, students and scholars.  
Organising International Seminars, Conferences and Symposium on various aspects of communication.  
Film and Television Production trainings, co-productions and organising Film Festivals.  
Film and T.V. Art Design trainings.  
New Audio-Visual Media trainings.  
Digital Broadcasting Technology Trainings.  
Hindi Language Teaching Exchange.  
Publications and Material Exchange.

#### NCAA, Min of Culture, Govt of India



- 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.
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#### News 18 Network



- 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.

MoUs



**NRIUMSD, Hyderabad**  
Ministry of Ayush, Govt

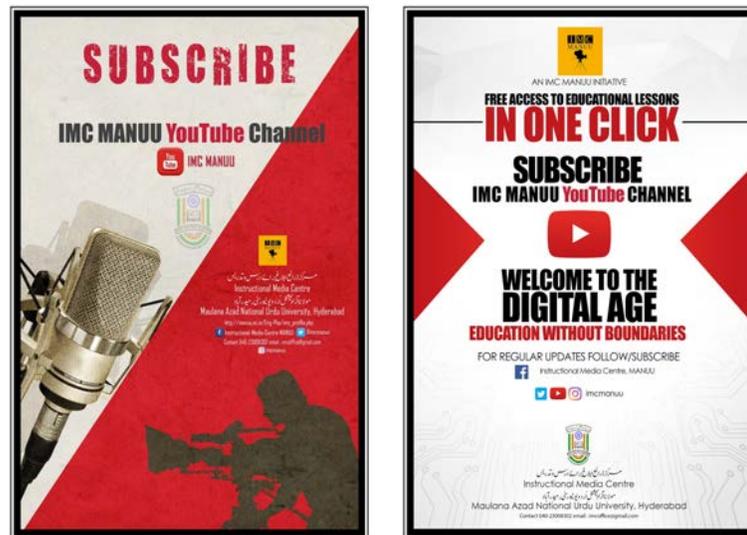


**OCCAM**  
LIMITED LIABILITY COMPANY  
OCCAM OBSERVATORY OF DIGITAL COMMUNICATIONS  
ITALY

## Other MoUs

## 23. 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.



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.



*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.

## 24. 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.



## 25. Formation of various committees to improve the utilization 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.

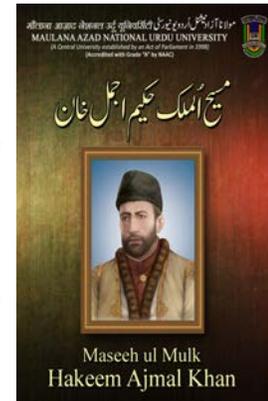
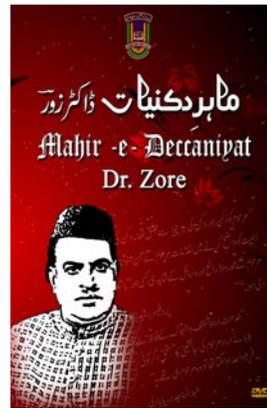
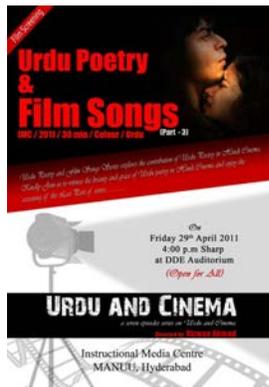


Also, a high level Academic Coordination committee has been constituted under the chairmanship of the Honorable Vice Chancellor to accelerate, analyse and introspect the plan multimedia programme production periodically.



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

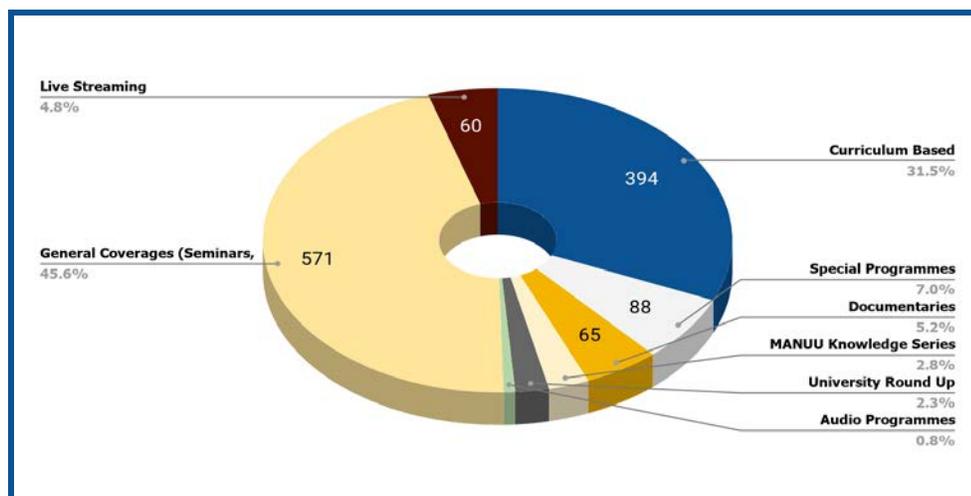
## 26. Digital Archive of Audio-Visual Resources



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





**Instructional Media Centre Presents**

**Urdu Poetry & Film Songs (Part - 2)**  
 IMC / 2011 / 30 min / Colour / Urdu

**a series on URDU AND CINEMA**  
 Directed by Rizwan Ahmad

This series is a part of six episodes project on Urdu and Cinema. Kindly Join us to witness the beauty and grace of Urdu poetry in Hindi Cinema and enjoy the screening on -

**25<sup>th</sup> March 2011 at 12:00 noon, DDE Auditorium**

*Open for All*

MAULANA AZAD NATIONÁL URDU UNIVERSITY  
 (A Central University established by an Act of Parliament in 1998)  
 (Accredited with Grade "A" by NAAC)

**شہنائی کا شہنشاہ**  
**استاد بسم اللہ خان**

**DDE**  
 Not for commercial use

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

## 27. 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 Dastango 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.”

## 28. Official Launch of IMC MANUU Webportal

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 to*



*promote the digital content in Urdu Language. 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 stop shop to 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/>

CEC
SWAYAM
SWAYAM PRABHA
DOE
MANUU
UPCOMING IMC EVENTS



## INSTRUCTIONAL MEDIA CENTRE

MANUU HYDERABAD

مرکز برائے تدریسی ذرائع ابلاغ



HOME
ABOUT
INFRASTRUCTURE
STAFF
COMMITTEES
OUTREACH
DIGITAL INITIATIVES
AUDIENCE RESEARCH
IMC IN NEWS
CONTACT




### DIGITAL INITIATIVES 2.0 PRESS CONFERENCE




#### DIGITAL INITIATIVES

”

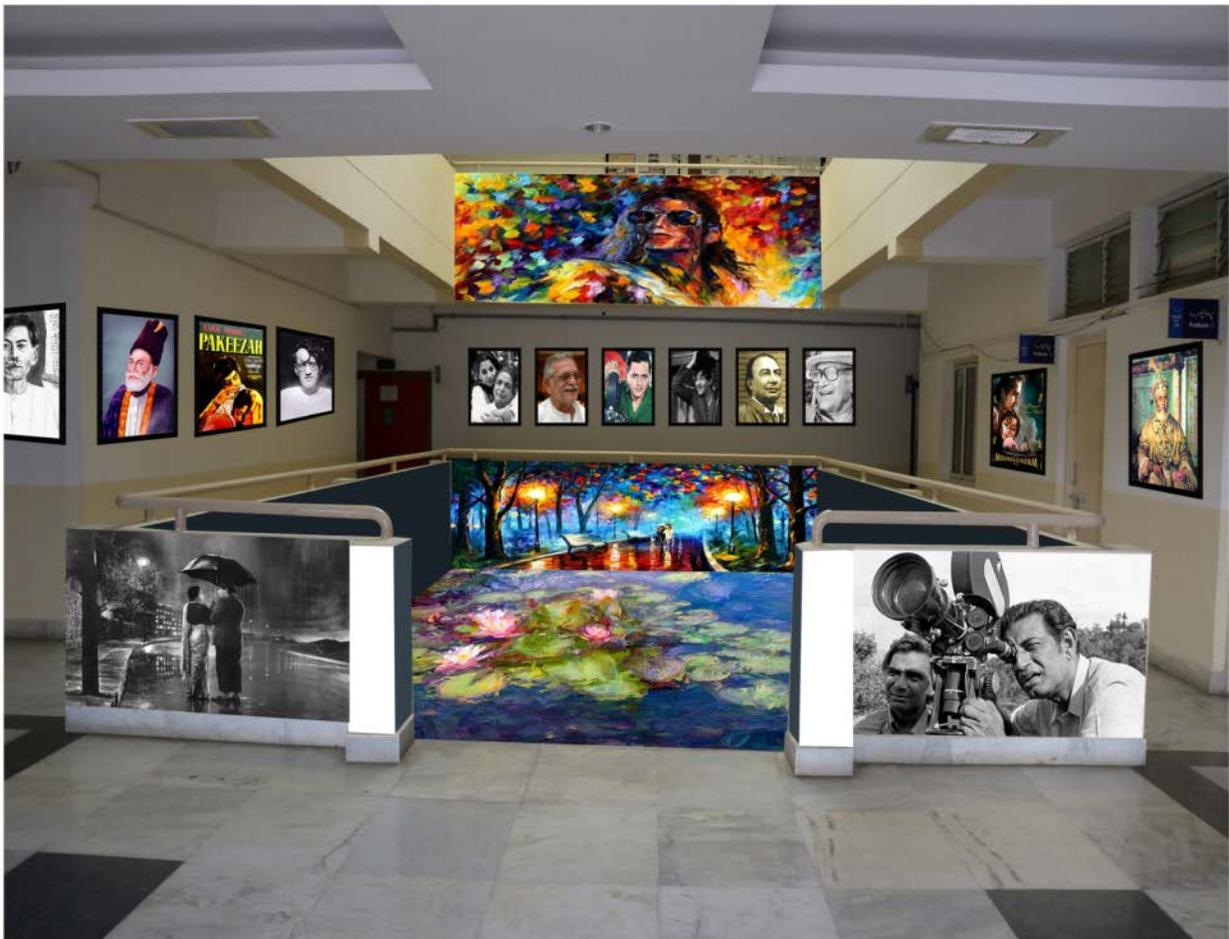

## MANUU E-CONTENT



## 30. Future Plannings in Digital Domain

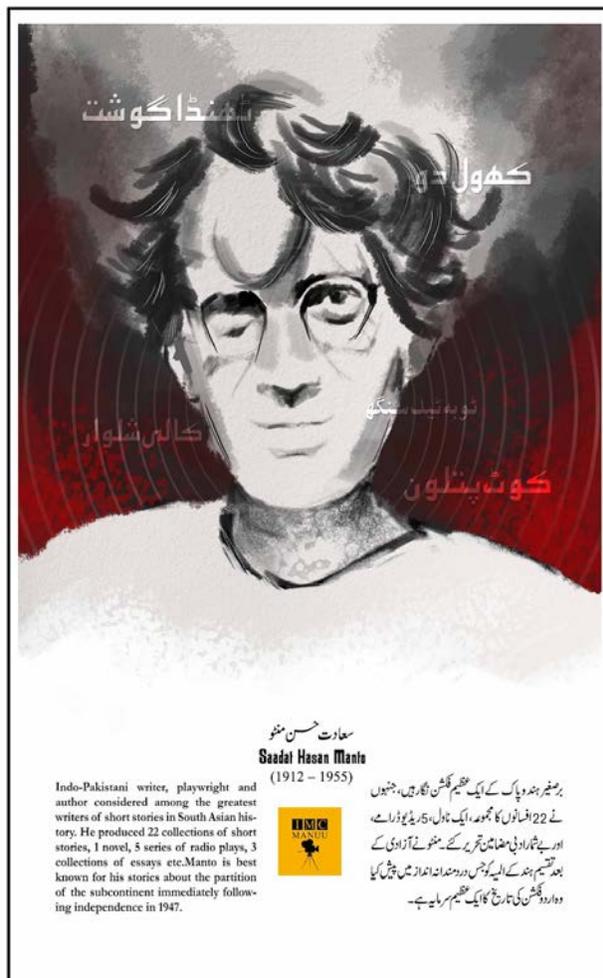
### Creation of Digital Gallery of Urdu Media Legends in IMC corridors and Digital Urdu Media Resource Centre

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.

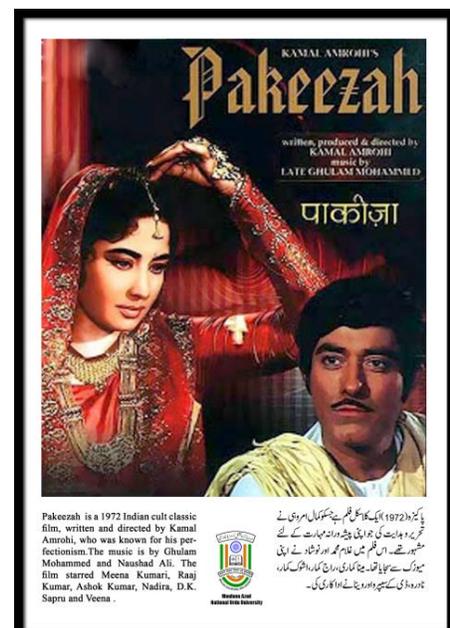
It is also planned to establish a Digital Urdu Media Resource centre (UMRC) under Media Centre. It is a dedicated body/Centre for the cause of Urdu media and Urdu which will promote preservation, research and studies in promotion and development of Urdu and Urdu Media in an organized way.



otherwise as well, so that exclusive and comparative studies can be made.

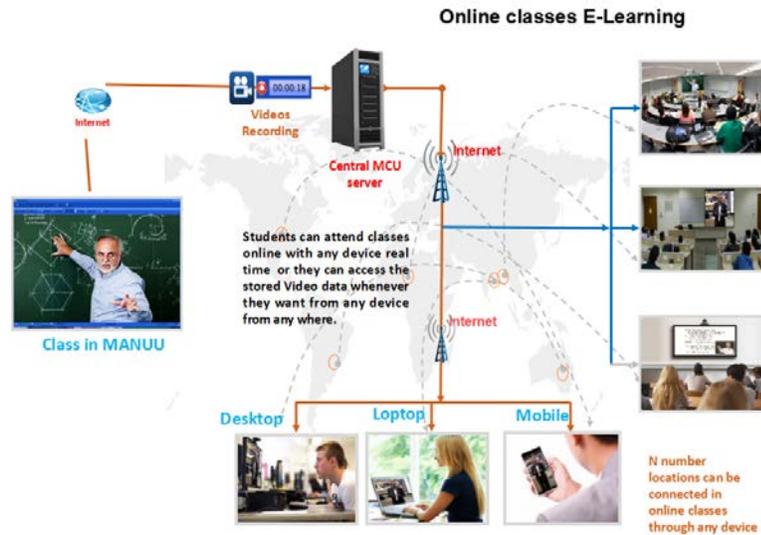
The task of Urdu Media Resource Centre will be to create an Digital archive of material to be used for debates, research and theoretical studies in Urdu media, both by scholars and practitioners.

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



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



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.

# MANUU RADIO



**COMING UP**



**Instructional Media Centre  
MANUU, Hyderabad**  
(An ICFT-UNESCO Member)



imcmanuu | [www.imcmanuu.com](http://www.imcmanuu.com)

**Rizwan Ahamd**

Director

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