



INSTRUCTIONAL MEDIA CENTRE

Maulana Azad National Urdu University

VISION

DOCUMENT

VISION DOCUMENT



Instructional Media Centre
Maulana Azad National Urdu University
Gachibowli, Hyderabad-500032

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10 YEARS VISION DOCUMENT

A Long Term Perspective

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Motto

*Reaching the unreached &
Large scale expansion of the
knowledge and high quality
education resources
through Digital Medium*

Preface

The technology of digital education has the possibility to revolutionise the higher education scenario in the near future and it is bringing in sweeping changes in the Higher Education landscape. The education through digital means 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.

Maulana Azad National Urdu University has established a state of art Instructional Media Centre(IMC) at its main campus to complement the students studies with high quality audio-visual content through Digital interfaces thus ensuring inclusive and equitable quality education and promoting lifelong learning opportunities.

Since many of the targeted learners were first generation learners, therefore besides, providing the free access to curriculum based e-learning material, IMC also aims 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 the learners for their overall growth and to ensure the unity and integrity of all knowledge. Therefore, several 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 by IMC which have been widely appreciated and won accolades at National and International platforms. These enrichment programmes are available to masses free of cost all across the globe and targets the general public as well. IMC very well recognises the fact that Education and gaining knowledge is the birth right of every citizen and the media technology can play an important role in serving the public. As part of the social responsibility, IMC is regularly producing enrichment programmes.

Instructional Media Centre(IMC), helps the university in complementing the student's studies with a variety of digital content which are made available to students through MANUU e-content platform and IMC MANUU Youtube channel for higher education which are the digital repository of curriculum based audio-visual programmes of various streams like Science, Social Science, Life Science, Education and Training, Arts and Languages etc as well as other enrichment programmes.

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 which has been envisaged in NEP 2020 as well. Digital Technology can be leveraged to address these twin concerns of enhancing access and quality. IMC has devised several strategies to reach out to the Urdu lingual minority of India through several virtual initiatives.

In order to democratize the opportunities of quality education and to translate the power of ICT and media into expanded learning opportunities, the Digital Initiatives by Instructional Media Centre aims to provide higher education content to the target audience in their mother tongue. 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.

IMC MANUU Youtube channel viewership has crossed a subscription of over 89000, slowly reaching the 100k mark.

About the Centre

Since the conventional systems of education has not been able to keep up with the growing needs and the essential qualitative expansion of higher education system, to address the needs of Higher Education through powerful mediums of Television and Radio along with appropriate use of information & communication technology, UGC established over 20 Media Centres in various universities and institutions in the country. Instructional Media Centre (IMC) is one such Media Centre established at MANUU Hyderabad.

Instructional Media Centre (IMC) is the Educational Multimedia Research Centre for development and dissemination of audio-visual/e-content. 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. 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.

Aim of the Centre is to produce and disseminate the Higher Education content through Audio-Visual Medium to the Urdu diaspora.

The basic infrastructure of IMC consists of one Video studio, one Audio studio, associated control rooms, and a comprehensive post production facility by way of audio edit suites, non-linear editing, computer graphics & animation etc. A set construction workshop, props & costume stores, make-up room, and a tapes library are an integral part of the infrastructure. In addition, the IMC also houses one e-class room.

Besides producing the curriculum based Audio-visual programmes, the Instructional Media Centre also provides consultancies in the field of distance education, e-content production, social media and higher education, Film & TV production, etc.

The Media library of the Instructional Media Centre preserves the audio-visual content of various genres ranging from higher education content to documentaries on rich cultural heritage of Urdu to programmes of general interest to National/ International workshops and seminars and the highly revered MANUU Knowledge Series capsules enriching a wide range of audience on a wider array of topics.

Vision Overview

The Media Centres have very demanding and challenging tasks. It is demanding as they have to produce high quality educational video programmes within a stipulated time so as to meet the never ending needs of higher education digital platforms.

The task is challenging because they have to creatively produce quality educational video programmes and generate e-content material in a variety of fields with the help of academic personnel of the university system. To meet the demand, the Centre works as a production, dissemination, training, research and capacity building Center.

Therefore, an explicit vision is essential for the growth & development of the center which stirs the imagination & motivates all the stakeholders to a greater level. The long term vision statement identifies the bottle necks & their possible solutions in order to mobilize efforts in a focused manner.

A 10 years vision plan is a roadmap that will serve as the template to achieve our desired goals in the coming years.

The Media Centre strives to achieve the following objectives -

- Understand the significance of education in general, and higher education in particular, in the global and Indian contexts.
- To set up a proper facility for producing educational programmes and generating e-content material.
- Research related to optimizing the effectiveness of the programmes.
- Networking and collaboration with other educational agencies in India and abroad in the field of educational communication.
- Training and overall human resource development in the field of educational communication.
- Studying, promoting and experimenting with new techniques / technologies that will increase the reach and / or effectiveness of educational communication.

The Vision



To provide Leadership in the sector of Educational Media through innovative digital content production, its dissemination and promoting Skill Building, Consultation, Training, Innovation and Outreach in Instructional Media. It also seeks to innovate and promote the new concepts & practices in educational media, thereby experimenting with new technology for advancement in E-Learning and providing a forum for the active involvement of academics and scholars in the creation of appropriate educational content.



Mission

“To produce and disseminate the multimedia programmes for Higher Education in Urdu and also to uplift the standards of media software, thereby serving the needs of the industry, society and Urdu Community through education, training and advocacy.” To create the appropriate infrastructure for digital learning and develop innovative and responsible educational professionals in the practice, development and management of Media and Communication.

Vision Goals

PARAMETERS	GOALS
E-LEARNING INFRASTRUCTURE	<ul style="list-style-type: none">• Augment and Strengthen the existing infrastructure and setting up proper facility for producing A/V educational programmes and generating e-content material• Upgrading the existing digital learning facilities as per the industry standards to ensure the high quality digital learning experience.
OUTREACH & COMMUNITY ENGAGEMENT	<ul style="list-style-type: none">• As part of social responsibility, creating appropriate enrichment e-content on multiple topics such as health, environment, gender, cinema, media etc. and conducting appropriate workshops, lectures, film festivals etc to reach a large and diversified audience• Creating appropriate platforms for the purpose such as Community Radio• Engaging with Target Audience through Social Media.• Launching the Annual IMC News Letter• Launching the Annual Educational Cinema International Film Festival to promote Digital Educational Content
E-CONTENT PRODUCTION	<ul style="list-style-type: none">• Production of high quality Educational programmes (Audio/Visual and Web Based) and related support material• Dissemination of Educational programmes through various modes as OERs• Providing a forum for the active involvement of academic and other scholars in the creation of appropriate educational programmes.
SKILLING THE YOUTH	<ul style="list-style-type: none">• Developing new skill based Short duration training programmes in the field of Film, Television and other areas which are need based, job oriented to enhance the employability of youths
FACULTY DEVELOPMENT	<ul style="list-style-type: none">• Launching appropriate professional development programmes/ trainings/workshops for the faculty members in the area of e-content development and its integration into pedagogy.

PARAMETERS	GOALS
COLLABORATIONS	<ul style="list-style-type: none"> • Networking and collaboration with educational agencies in India and abroad in the field of educational communication. • Sustain and improve existing collaborations
PROMOTING A MULTI-DISCIPLINARY APPROACH	<ul style="list-style-type: none"> • Producing and disseminating the free of cost digital content dealing with language, culture, media, gender, environment, history, sciences, social science, life sciences, health etc to promote multidisciplinary
RESEARCH	<ul style="list-style-type: none"> • Conducting Research activities related to optimizing the effectiveness of e-content and scaling up the existing research. • Studying, promoting & experimenting with new technology that will increase the reach and / or effectiveness of educational communication.
INNOVATION	<ul style="list-style-type: none"> • Studying, promoting and experimenting with new techniques / technologies that will increase the reach and / or effectiveness of educational communication. • Creating new avenues for Digital Learning such as Mobile Apps.
CONSULTANCIES	<ul style="list-style-type: none"> • Providing consultancies in the field of Digital Learning, Film/TV production and other related areas of communication
DIGITAL LIBRARY	<ul style="list-style-type: none"> • Augmenting the existing media library and developing into a fully automated -digitized library
CAPACITY BUILDING	<ul style="list-style-type: none"> • Training and overall human resource development of Educational Media professionals in the field of educational communication to keep pace with the technical advancements • Creating training avenues for Film, Television and Mass Media students



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