



**Minutes of the Meeting of 5th Annual Advisory Committee of IMC held on
March 7th, 2024 at 12:30 Afternoon**

The 5th Annual Advisory Committee meeting of the Instructional Media Centre was held on 7th March, 2024 in the Conference Hall of the Centre. The meeting was chaired by the Hon'ble Vice- Chancellor.

The meeting was attended by the following members:

1.	Prof. Syed Ainul Hasan, Hon'ble Vice Chancellor	Chairperson
2.	Prof. Sk. Ishtiaque Ahmed, Registrar	Member
3.	Dr. Nakul Prashar, Former Director, Vigyan Prasar, Ministry of Science and Technology, G.o.I	Member
4.	Prof. Mohd Razauallah Khan, Director DDE, MANUU	Member
5.	Mr. Mohd. Mujahid Ali, Producer -I	Special Invitee
6.	Dr. Md. Imtiyaz Alam, Jr. Research Officer	Special Invitee
7.	Mr. Md. Shakeel Ahmad, Engineer Gr-I	Special Invitee
8.	Mr. Aamir Badr, Producer-I	Special Invitee
9.	Mr. Omar Azmi, Producer-I	Special Invitee
10.	Mr. Rizwan Ahamd, Director IMC	Member-Convener

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

With permission of the Chair, Director Instructional Media Centre (IMC) explained the meeting agenda items for discussion, consideration and resolution. Following agenda items were put up before the committee.

MEETING AGENDA

Report Presentation (Jan 2023-Dec 2024)

Programme Production

YouTube Channel Analytics

National and International Recognitions

Outreach Activities



POINTS FOR DISCUSSION AND RATIFICATION

Item No. 1

Allocation of Budget to sustain

1. E-Content Production
2. Outreach Programmes
3. Technical Maintenance
4. MANUU Knowledge Series Productions
5. Trainings/ Workshops/ Seminars/ MKS lectures, etc.
6. Outdoor shootings
7. Community Radio
8. New launches

Item No. 2

Launch of Community Radio Station (CRS)

1. Current status of CRS Establishment
2. CRS Launch Plan and proposed timeline
3. Audio Editor Hiring (Contract Basis)

Item No. 3

Incentive for Resource Personnel to record E-Content

Item No. 4

Procurement of ACs and Furniture for technical spaces and staff

Item No. 5

Production Vehicle and Posting of Driver at IMC

Production vehicle is mandatory to carry sophisticated equipment and for outdoor shoots.

Item No. 6

Technical Upgradation

Upgradation of Television Studio, E-Classroom and Other Facilities.

Item No. 7

Urdu Media Legends Gallery

Creation of Digital Gallery of Urdu Media Legends.

Item No. 8

Launch of Educational Cinema Film Festival

An outreach programme to highlight and promote Educational Cinema.



Item No. 9

Implementation of UGC promotion Policy for IMC Staff

Thanks to the Chair for presenting the case before UGC.

Item No. 10

Any other point with the permission of the chair



Report Presentation

A. Programme Production

Director IMC presented the overview of the Instructional Media Centre and briefed the committee about the production activities and new initiatives taken by IMC. The Director, IMC presented a table highlighting the breakup of productions for the year 2023 which included the Curriculum based programs, special programmes, documentaries, MANUU Knowledge Series productions and other digital initiatives .

Sl. No.	Type of Programmes	01 Jan 2023 - 31 Dec 2023
1	Curriculum based Programmes	059
2	Special Programmes	012
3	MANUU Knowledge Series	006
4	Urdu Nama	054
5	Shaheen-E-Urdu	012
6	Taleemi Khabar Nama	052
7	Other Academic Resources Seminars Conferences Workshop & Special Lectures, ETC	167
	TOTAL	362

B. YouTube Analytics Survey

Director IMC highlighted the reach of IMC MANUU YouTube Channel all across the world and its fast growing subscriptions which is benefiting the students and Urdu community with curriculum based programmes and other enrichment programmes. He presented brief details of uploaded programmes. Youtube channel Analytics consisting of the metrics - subscribers, realtime views, audience demographics, video subscribers, traffic sources of channel's videos etc. were presented before the committee and appreciated.

C. National and International Recognitions

Two films of Instructional Media Centre, produced under MANUU Knowledge Series won accolades at the 24th CEC UGC Educational Video Festival organized by Consortium for Educational Communication (CEC), an Inter University Centres set up by the University Grants Commission. The film "Alzahravi" bagged the best film award in the category of Best Visual Effects & Animation whereas "Polymer, the



promise of PDMS” was recommended for citation under Best film/Documentary award category. The film "Alzahravi" by Mr Omer Azmi, Producer IMC explores the life, struggles, and achievements of the renowned scholar, Alzahravi, and his contributions to the field of medicine. "Polymer, the promise of PDMS” by Mr. Obaidulla Raihan, Cameraperson, is a thought-provoking film based on a research output by the researchers from Central University of Hyderabad, where they have developed a polymeric material which is Graphene base smart composite material which will revolutionise the technology in near future.

D. Besides, Director, IMC was invited to following events of National and International repute as an expert

1. Mr. Rizwan Ahmad, Director, IMC was nominated as a member of the advisory committee of Prof. G Ram Reddy Center for Research & Development (GRCR&D), Dr. B.R. Ambedkar Open University, Hyderabad on 04th May 2023.
2. Invited as External Expert for the selection committee for the position Video Editor under Transforming India through Strengthening Panchayati Raj Institutions (TISPRI) Phase-II for National Institute for Rural Development and Panchayati Raj, Hyderabad on 12th May 2023.
3. Invited as a Resource person to deliver a session on “Media engagement for scientists” during a three day Short term Course "Science Communication and Public Engagement" Organised by Capacity Building commission, Vigyan Prasar, FAST India and CACTUS from 25- 27th May 2023 at Administrative Staff College of India (ASCI), Bella Vista, Hyderabad.
4. Invited as an Expert Speaker for “25th Euro Mediterranean Conference on Cinema” at sidelines of Venice Film Festival Italy to speak on "Cultural root & digital creativity", organized by the Italian committee of the International Council for Film and Television & Audio Visual Communication & OCCAM, Italy in the ambit of the 80th Venice International Film Festival. Held on 8th September 2023.
5. Invited as an international expert by UNESCO to its headquarters in Paris for a high level panel on AI in the Audio-Visual industry organized by UNESCO headquarters, Paris, France from 18th October to 20th October 2023
6. Invited as the International Jury Member for 54th International Film Festival of India 2023. Organized by the Ministry of Information & Broadcasting, Government of India & ICFT-UNESCO to IFFI Goa during 20th to 28th November 2023.
7. Invited as a Media Expert by Commonwealth Educational Media Centre of Asia (CEMCA), New Delhi to validate e-content(a COL-Commonwealth of learning project) of the National Institute for Rural Development and Panchayati Raj (NIRDPR) on 29th November 2023.



D. Outreach Activities

The Hon'ble Chair was apprised about the activities organised by IMC throughout the year.

1. Screening of the film "Other Kohinoors - The Rocks of Hyderabad "

Screening of the film "Other Kohinoors - The Rocks of Hyderabad " A film by Uma Magal was organised on 17th February 2023 with a mission to educate and create awareness regarding natural geo-heritage, to appreciate the consequent culture that the city is blessed with, and to advocate for related interventions in the planning of Hyderabad's developments. More than hundred students, faculty members and citizens of the city watched the Documentary film.

2. Workshop on E-Content Production Techniques

IMC conducted a six day workshop on "**E-Content Production Techniques**" from 20th to 27th February 2023 for faculty members of the university. Over 50 staff members attended the workshop. Prof. Syed Ainul Hasan, Vice-Chancellor presided over the inaugural session. The Resource persons were Mr Rizwan Ahamd, Director, IMC, Dr. Md. Imtiyaz Aam, Research Officer, Mr. Mohd. Mujahid Ali, Producer-I, Mr. Md. Aamir Badr, Producer- I, Mr. Omar Azmi, Producer- I, Mr. Obaidullah Raihan, Cameraman. The Hon'ble Vice Chancellor, Prof. Syed Ainul Hasan also distributed the certificates to all the participants. Prof. Ishtiaque Ahmed, Registrar of the university also joined during the valedictory. Mr. Md. Shakeel Ahmad, Engineer-I, was the convener of the workshop.

3. Gender & Cinema Film festival

Instructional Media Centre (IMC) & Department of Women Education jointly organised a two day Film Festival on "Gender & Cinema" Film Festival held on 1st & 2nd March 2023 at Preview theatre, IMC.

4. Documentary Filmmaking Workshop

Instructional Media Centre (IMC), in association with Indian Documentary Producers Association (IDPA), Mumbai, organized a three days workshop on "**Documentary Filmmaking**" from 16th March to 18th March 2023. Fifty participants from MANUU and other Media institutions attended the workshop. The Hon'ble Vice Chancellor, Prof. Syed Ainul Hasan presided over the inaugural session. Prof. Siddiqui Mohd. Mahmood, OSD II and Registrar I/c spoke on the importance of documentary films. The Resource persons were Mr. Sanskar Desai, President, IDPA , Award winning film makers Mr. Kamlesh K. Mishra and Dr. Santosh Pathare. Mr. Mohd. Mujahid Ali, Producer- I, was the convener of the workshop.



5. Urdu Film Festival

The Centre organised the first-ever three day "Urdu Film Festival". A tribute to Urdu Language and Culture & Indian Cinema from 17th to 19th March 2023. The Hon'ble Vice Chancellor, Prof. Syed Ainul Hasan inaugurated the festival at IMC Preview theatre. Dr. Md. Imtiyaz Alam, Research Officer, IMC was the convenor of the festival.

6. G-20 Film Festival

Instructional Media Centre organised a three day **G-20 Film Festival** from 13th June 2023 to 15th June 2023 at Preview theatre as part of G-20 University connect programme. The Blockbuster Film 'RRR' was screened as the inaugural film. Total 17 films from G-20 countries were screened during the three day event. The Hon'ble Vice Chancellor, Prof. Syed Ainul Hasan presided over the inaugural session. H.E Mr. Gareth Wynn Owen, British Deputy High Commissioner to Andhra Pradesh & Telangana graced the occasion as guest of honour. Ms. Nalini Raghuraman, Political Economy Adviser, British High Commission, AP and Telangana also attended the event along with other dignitaries.

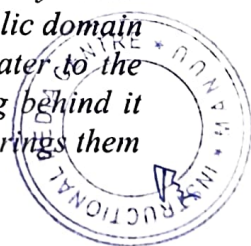
7. Photography Masterclass

IMC, MANUU in collaboration with the U.S Consulate General, Hyderabad presented a Photography Masterclass with Nolan Riyan Trowe (Eminent Artist, CA, USA) at IMC preview theatre on 28th November 2023.

Deliberations and Resolutions on the report:

The Hon'ble Chair, Prof. Syed Ainul Hasan, external expert Dr Nakul Prasahar, Director, Vigyan Prasar, Ministry of Science and Technology, GoI and other committee members appreciated the multiple efforts of IMC in the Academic and Outreach domain. The Chairman and other committee members also appreciated the commitment and work ethics of the centre's staff.

The Hon'ble Chair also sought clarifications on the Outreach programmes. The Director IMC explained the concept of outreach and said multiple programs are being produced under MANUU Knowledge Series to enrich the society through dissemination of knowledge through audio visual media consisting of a myriad of topics ranging from environment, human rights, education, culture, science and technology, arts, health and nutrition etc. As part of social responsibility, all these audio visual programmes are being disseminated in the public domain through social media. The Hon'ble Chair also emphasised that since we also cater to the Madrasa student so we should also focus on these institutions which are lacking behind it would be good if this centre produces some program on Madrasa education and brings them



to mainstream. Besides, the Chair also emphasised that there are a number of Urdu organisations working abroad and links can be developed with them as well. He further said, since DDE is also taking some initiative towards Madarsa education, collaborative efforts may also be worked out to make it more useful. External expert, Dr Nakul Prashar also appreciated the idea of developing a link with Madarasa and Urdu Organisation.

Director IMC apprised the committee that IMC is already tagging lots of Urdu organisations during the uploading of general enrichment content and will further identify the madrasas and other Urdu organisations internationally for better reach of the content.

POINTS FOR DISCUSSION AND RATIFICATION

Item No. 1

Allocation of Budget to sustain

1. E-Content Production
2. Outreach Programmes
3. Technical Maintenance
4. MANUU Knowledge Series Productions
5. Trainings/ Workshops/ Seminars/ MKS lectures, etc.
6. Outdoor shootings
7. Community Radio
8. New launches

Director, IMC briefed the Hon'ble Chair about the budget allocation of the centre, a comparative table of budget allocation to Media Centre was presented before the committee where it was showcased how the Media Centre's budget has been cut gradually over the years. He emphasised that it is becoming increasingly difficult to run the centre in the meagre budget. Director IMC explained that activities have gone up but the budget has reduced and with community radio launch it will become very difficult to run the center's activities. Therefore, a proper budget allocation of at least Rs 5.25 lakhs for the above mentioned heads is required for smooth functioning of the centre.



Allocation of Budget to IMC

Items of Expenditure	Provisional Allocation for the year 2017-18 (Rs.)
Stationery/Consumables/Contingencies	30,000.00
T.V.Shooting/Recording	150,000.00
AMC for specialized equipment of IMC	250,000.00

TOTAL ALLOCATION 4,30,000

2017-18

Recurring Budget Allocation for the year 2018-19 (Rupees)		
Sl.No.	Department	Provisional Allocation for the year 2018-19
64	Instructional Media Centre	
64A	Stationery/Consumables/Contingencies	20,000.00
64B	T.V.Shooting/Recording	1,50,000.00
64C	AMC for specialized equipment of IMC	1,00,000.00
64D	Enrichment lectures by eminent Media Professional	15,000.00
64E	Organising film festival	20,000.00
64F	Advisory committee Meeting	40,000.00
64G	Cinematheque (Film Club), purchase of classic, award winning film	30,000.00

TOTAL ALLOCATION 3,75,000

2018-19

Sl.No.	Department	Budget Allocation 2023-24 Revised
01	Instructional Media Centre	
01A	Stationery/Consumables/Contingencies	15,000
01B	T.V.Shooting/Recording	50,000 ✓
01C	AMC for specialized equipment of IMC	50,000 }
01D	Organising film festival	25,000
01E	Advisory committee Meeting	15,000

TOTAL ALLOCATION 1,55,000

2023-24

Budget Proposed by IMC For the Year 2024-25

Stationery/Consumables/Contingencies	50,000
T.V. Shooting / Recording / E-Content Production	1,00,000
Maintenance / Repair for Equipment of IMC	50,000
Advisory Committee Meeting	25,000
Community Radio	1,00,000
Workshops & Trainings Seminars Conferences Lectures Film Festivals etc	2,00,000

PROPOSED ALLOCATION

5,25,000



The Hon'ble Chair mentioned that no doubt the activities of the centres have increased and this should match the budget allocation as well. The Chair instructed Director IMC to bring it to his knowledge during the upcoming Budget allocation. He also expressed his concerns regarding the gradual cutting of centre's funds inspite of the fact that the centre is performing exceptionally well in dissemination of knowledge through the digital medium.

1. Current status of CRS Establishment
2. CRS Launch Plan and proposed timeline
3. Audio Editor Hiring (Contract Basis)



Government of India
Ministry of Communications
Department of Telecommunications
Wireless Planning & Co-ordination Wing,
4th Floor, Connaught Place,
New Delhi-110028.

Letter Number: L 14654/130093-07001 Date of Issue: 24-01-2004

WIRELESS OPERATING LICENCE

To: individual, corporate body and wireless telegraph installation
(Subject under Section 4 of the Wireless Telegraphy Act, 1948)

1. Licence Particulars: Version: 001

Licence Number: 00000000000000000000 Total Station: 1 Valid till: 24-01-2004

Name of the Licensee: 001 Wireless Area Network Data University
Address: Wireless Area Network Data University, Madhavaram, Hyderabad
Range Point: TELANGANA, 500028

Purpose of Services Utilized:

2. Licensed Frequency & other technical parameters

Transmitter -Receiver Frequency range	Bandwidth	Working Mode	Mode of Operation	Power
000000	000000	000000	0000000000	000

3.1 Quantity of licensed equipment

Fixed		Mobile		Port		Power		ICD
Quantity	Bandwidth	Quantity	Bandwidth	Quantity	Power	Quantity	Bandwidth	Station
0	0	0	0	1	1	0	0	0

Current Status of CRS Establishment

- All licences/permissions have been obtained from Ministry of I&B and Telecommunications.
- Electrical work for studio setup has been completed.
- Transmission Tower foundation work to start.

Community Radio
and be finished

The Director IMC also emphasised upon the proper allocation of budget for the programming of the Community Radio.

The Director IMC also stressed that to run the Radio station we need a professional audio editor, which will be crucial for programme packaging and styling.

Deliberations and Resolutions:

The Hon'ble Chair expressed his happiness in the establishment of Community Radio and said that starting it would be a matter of prestige and pride for the university. Director IMC requested for a minimum allocation of funds and an audio editor to run the community radio station. The Chair agreed for the allocation of the budget for Community Radio and to engage an Audio Editor and further asked the Director IMC to identify a suitable person for this job.

Item No. 3

Incentive for Resource Personnel to record E-Content

Director IMC informed the committee that due to lack of incentives for resource persons for E-content recordings, very few faculty members are turning up for e-content production. Stressing on the point, he said that earlier the university was paying some amount as an incentive for e-content production to the resource persons from the DDE budget. Somehow it has been discontinued which is affecting the e-content production. He also mentioned that other Media Centres of the country are paying an amount for e-content production.

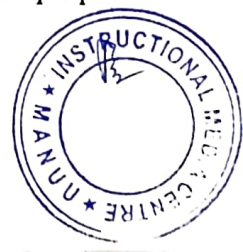
Deliberations and Resolutions:

The Hon'ble Chair agreed to the request and advised Director DDE and Director IMC to discuss the issue mutually and resolve it so that E-content is regularly provided to the distance learners as well as for the campus students. The Chair also emphasised the role of e-content during NAAC accreditation process and appreciated the role of IMC's contributions to the NAAC report through its unique digital initiatives, especially e-content.

Item No. 4

Procurement of ACs and Furniture for technical spaces and staff

The Director IMC brought to the Hon'ble Chair's attention that the furniture and Air Conditioners at the centre are damaged, resulting in repeated system malfunctions and health issues amongst staff members. He further stated that long sitting hours on faulty furniture is resulting in medical issues for the staff. Furthermore, the ACs which were purchased 10 to 15 years ago are not working properly. That's why purchase of new furniture and ACs is essential at IMC as staff work on high end systems which require air conditionings and proper furniture.



Deliberations and Resolutions:

The Hon'ble Chair advised the Registrar to assess the situation and do needful for the Centre as AC and good furniture is mandatory to work efficiently for production crew.

It was noted that the furniture and AC's have become obsolete and need to be replaced with suitable mobilisation in future.

Item No. 5

Production Vehicle and Posting of Driver at IMC

Director, IMC informed the committee that though the IMC has a post of Driver but neither Driver nor Vehicle is available at IMC and this is the only Media Centre of the country where vehicle is not available and in most of the cases IMC staff is using their own vehicles for outdoor shoots. He further informed the committee that the point of vehicle and driver was raised during the last Audit as well. He requested the Chairperson to address this issue as this is a big impediment in outdoor production. He also added that a production Vehicle and Driver are indispensable for IMC to carry forward Production activities and to carry sophisticated equipment and during outdoor shoots.

Deliberations and Resolutions:

The Hon'ble Chair agreed to the need and requirement of the production vehicle, for which he inquired about the price of the vehicle and said that it can be purchased in the next financial year. The chair instructed Director IMC to move a financial proposal in this regard with vehicle design and complete specifications.

Further, external expert Dr Nakul Prashar emphasised the need of vehicle for IMC and suggested FORCE Urbania type of vehicle which can adjust the production crew and production equipment both.

Item No. 6

Technical Upgradation

Upgradation of Television Studio, E-Classroom and Other Facilities.

Director, IMC explained the immediate requirement of upgrading the TV Studio, E-Classroom and other IMC facilities. He stated that it is essential to the functioning of the studio and continued productions. He further brought to the notice of the committee that the equipment in TV Studio and the Production Control Room have become obsolete long back, because of which a makeshift setup including outdoor ENG Cameras and laptops are being used inside the studio for production



Deliberations and Resolutions:

The Chair took note of the current situation of the technical requirements of the centre and expressed his concerns. He further stated he already has knowledge of this situation and is trying long and hard to pursue the matter with the funding agency, i.e. UGC whenever possible. He also enquired about the budget estimate required for the technical upgradation of the studio and said such huge amounts are not possible for procurement in one go and advised to put budgetary proposals in a segregated manner, so that technical upgradation can be done in instalments, taking into account the current financial situation.

Dr. Nakul Parashar, External Member, expressed his willingness to help for technical upgradation. He also requested from Director IMC to get in touch with NCSTC, Govt of India, still a few days remaining from this financial year.

Item No. 7

Urdu Media Legends Gallery

Creation of Digital Gallery of Urdu Media Legends.

Director, IMC proposed to create a Gallery dedicated to Urdu Media Legends in the IMC foyer area. He explained the idea of the gallery as a tribute to Urdu media legends who deserved to be promoted in public space.

Deliberations and Resolutions:

The Hon'ble Chair agreed and asked Director IMC to prepare a budgetary estimation for the Creation of a gallery of Urdu Media Legends.

Item No. 8

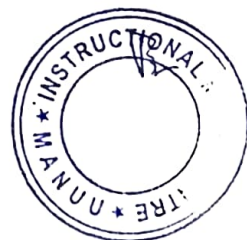
Launch of Educational Cinema Film Festival

An outreach programme to highlight and promote Educational Cinema.

Director, IMC requested for the permission of the Hon'ble Vice Chancellor to start an annual Educational Cinema Film Festival, an outreach program from the university's platform to promote educational cinema helping in creating a better world.

Deliberations and Resolutions:

The Hon'ble Chair appreciated the idea and said that the proposed festival could be a great platform for sharing and presenting a variety of educational cinema dealing with several social issues. Further he asked Director IMC to search for sponsorship for conducting this kind of event to make it grand and meaningful.



Item No. 9

Implementation of UGC promotion Policy for IMC Staff

Thanks to the Chair for presenting the case before UGC.

The Director IMC thanked the Chair and Registrar for the efforts made and presenting the case before UGC. He requested the Hon'ble Chair and the Registrar to pursue the case with UGC so that the implementation process could be started.

Deliberations and Resolutions:

The Hon'ble Chair also expressed his concerns over the promotional policies for the staff of the Media Centre and assured that the University authorities are in favour of the case. He further asked the Registrar to keep a close track with the UGC officials to get a positive response for the case.

The Registrar apprised the Hon'ble Chair and committee members regarding the current development at the UGC.

Item No. 10

Any other point with the permission of the chair.

Conversion of Instructional Media Centre to a Research Centre

Based on IMC's performance and its academic activities and the appreciations from NAAC peer teams, the Hon'ble Chair suggested that this Centre has been doing lots of academic activities and has a huge potential to flourish as an Academics and Research Centre. The Hon'ble Chair further suggested adding research in the Centre's name which will give more significance to the Center's efforts in academia.

The external member Dr. Nakul Parashar, External Member, appreciated and endorsed the idea and said this would be an excellent move to make this centre more research oriented. He further stated that under the able leadership of Mr. Rizwan Ahamd and his team and patronage of the Hon'ble Vice Chancellor, the centre will definitely reach new heights.

The Director IMC apprised the committee that all the media centres of the country have been named as "Educational Multimedia and Research Centres-EMMRCs' ' and have a mandate for research in educational media. As the core mandate, IMC is involved in instructional design, producing academic content and audience research as well. An annual research work based on the audience is also taken up regularly and it would be apt to add Research word in line with other media centres of the country. Director IMC suggested renaming IMC as IMRC (Instructional Media and Research Centre) and thanked the Chair and committee members for exploring the academic dimensions to the Centre's efforts.



R

Deliberations and Resolutions:

The Hon'ble Chair advised the centre to put up a file in this regard.

The Advisory Committee meeting concluded with gratitude to the Chair and other Committee members.

Pipras

