



29TH JANUARY 2025 : ISSUE #2 EVENT II  
2005 CONVENTION ANNIVERSARY SPECIAL



# KNOWLEDGE SERIES LECTURE

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# DIVERSITY OF CULTURAL EXPRESSIONS IN THE DIGITAL AGE

## OPPORTUNITIES AND CHALLENGES

**29th January 2025**  
**11:30 AM Preview Theatre, IMC, MANUU**



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# ABOUT MANUU KNOWLEDGE SERIES



Recognizing the transformative role of 21st-century digital platforms in connecting with a broad and diverse audience, IMC MANUU has launched the MANUU Knowledge Series (MKS). This initiative represents a significant digital effort by IMC to engage and educate audiences on a wide array of topics that have shaped human history and remain relevant in contemporary discourse. The series is designed to enhance understanding and foster exploration in the dynamic fields of media, imagery, language, and sound.

IMC MANUU considers this endeavor a vital social responsibility, aimed at informing the public and offering diverse perspectives on various aspects of media and culture. As part of this initiative, the Centre produces short films and organizes the Annual MANUU Knowledge Series Lectures and Talks, which feature renowned figures from the media and cultural sectors.



*The MKS lecture is part of the MANUU Knowledge Series (MKS), an initiative by IMC MANUU that acknowledges the transformative role of 21st-century media and digital platforms in connecting with a broad and diverse audience. By exploring the dynamic fields of media, imagery, language, and sound, the MKS aims to enhance understanding and foster intellectual exploration.*

*IMC MANUU considers the Knowledge Series a vital social responsibility, offering an opportunity to inform the public and present diverse perspectives from leading figures in the media and cultural sectors.*

*The audience for these events comprises film and television students, scholars, industry professionals, and members of the general public. Through the MANUU Knowledge Series, IMC aims to inspire dialogue, promote cultural literacy, and contribute to the ongoing enrichment of media education and practice.*



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Past

DISTINGUISHED  
SPEAKERS

**Padma Shri A. K. Bir**

Eminent Filmmaker and  
Cinematographer

**Shivendra Singh  
Dungarpur**

Founder and CEO,  
Film Heritage Foundation

**Tessa Jolls**

CEO, Centre for Media Literacy  
California USA

**Prof. K. G. Suresh**

Vice Chancellor, MCU Bhopal

**Mr. Vikramjit Roy**

Former G.M, NFDC







*About the*

## **6 T H M K S L E C T U R E**

### **“Diversity of Cultural Expressions in the Digital Age:**

**Harnessing Opportunities and Navigating Challenges”**

This year, the 6th MANUU Knowledge Series Lecture will focus on the theme, “Diversity of Cultural Expressions in the Digital Age: Harnessing Opportunities and Navigating Challenges,” aligning with the principles of UNESCO's 2005 Convention on the Protection and Promotion of the Diversity of Cultural Expressions. The lecture aims to raise awareness among the younger generation about the critical importance of culture and its diverse expressions in the rapidly evolving digital landscape. The lecture will inspire young students to appreciate the vital role of cultural diversity and equip them with the knowledge to harness digital platforms as powerful tools for cultural expression. This initiative reinforces MANUU's commitment to nurturing a deeper understanding of culture's significance in shaping a more inclusive and sustainable future.



**"DIVERSITY IN CINEMA  
BRINGS THE WORLD'S  
MANY STORIES TO LIFE,  
UNITING US THROUGH  
SHARED HUMANITY."**



United Nations  
Educational, Scientific and  
Cultural Organization



Diversity of  
Cultural Expressions







## Meet the Expert Resource



# SIDDHARTH Kak



### **Siddharth Kak: A Visionary in Arts, Media, and Culture**

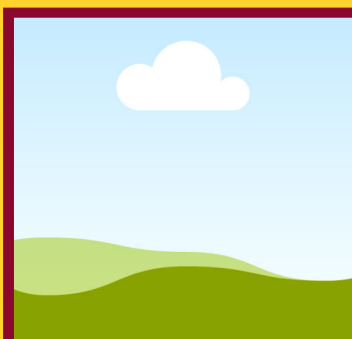
Siddharth Kak is a distinguished filmmaker, TV presenter, and cultural visionary. He studied at The Lawrence School, Sanawar (1957–1963), excelling as an athlete and scholar, receiving the President of India's Silver Medal for Best All-Round Student in 1963. He later graduated with an M.A. in History (Hons) from St. Stephen's College, University of Delhi, earning accolades for his academic and athletic achievements. Kak began his career with prestigious organizations like the Indian Express, Voice of America, and the Tata Administrative Services, holding key roles such as Advertising & PR Manager for Tata Exports and Executive Assistant to Jamshed Bhabha.

Transitioning to media in 1980, he founded Cinema Vision India, a quarterly film journal, and created acclaimed documentaries on figures like Raj Kapoor, Baba Amte, and Bachendri Pal. His films, Everest '84 and India, Through the Looking Glass, won national recognition. Kak became a household name with Surabhi, a cultural series aired from 1991–2001, which reached over 100 million viewers. It set a record in the Limca Book of Records for highest viewership and was a symbol of India's rich cultural identity. As the founder of the Surabhi Foundation, he has produced over 1,000 documentaries and programs, including Bhoomi, Mano Ya Na Mano, and Hunnarbaaz: Mission Skill India. He also conceptualized the "Living Heritage" project, envisioning a unique cultural experience combining education and entertainment.

A published poet and writer, Kak authored Looking In, Looking Out and Surabhi Ke Sau Sawal. His Surabhi Archive, one of India's largest cultural collections, is being digitized with IGNCA. Recently, he produced acclaimed documentaries on the Sundarbans and Varanasi, highlighting ecological and cultural heritage. Siddharth Kak continues to inspire through audio-visual lectures on India's cultural diversity, backed by his unmatched archive and decades of experience.



**Chief Patron**  
**Prof. Syed Ainul Hasan**  
Hon'ble Vice Chancellor  
MANUU



**Patron**  
**Prof. Sk. Ishtiyaque  
Ahmed**  
Registrar  
MANUU

**Event Director**  
**Mr. Rizwan Ahamd**  
Director  
Instructional Media Centre



**Event Convener**  
**Mr. Shakeel Ahmad**  
Engineer Gr-I  
Instructional Media Centre



# TEAM IMC

|                              |                        |
|------------------------------|------------------------|
| <b>Mohammad Mujahid Ali</b>  | Producer-I             |
| <b>Dr. Md. Imtiyaz Alam</b>  | Research Officer       |
| <b>Aamir Badr</b>            | Producer-I             |
| <b>Omar Azmi</b>             | Producer-I             |
| <b>Obaidullah Raihan</b>     | Cameraperson           |
| <b>Shaik Rahimuddin</b>      | Cameraperson           |
| <b>Mohd. Gulam Ahmed</b>     | Graphic Artist         |
| <b>Dr. Mir Hashmath Ali</b>  | Production Assistant   |
| <b>Dr. Mohd Abdul Muneer</b> | Production Assistant   |
| <b>M. Mohammad Ghouse</b>    | Production Assistant   |
| <b>Ayesha Begum</b>          | Professional Assistant |
| <b>Mahammed Gayasuddin</b>   | Technical Assistant    |
| <b>Satish Kumar Gupta</b>    | Technician             |
| <b>Syed Salahuddin</b>       | Technician             |
| <b>Shaik Manjoor</b>         | Technician             |
| <b>Abdul Mujeeb</b>          | U.D.C                  |
| <b>Ahjaz Ahmed</b>           | L.D.C                  |
| <b>Minhaj Khan</b>           | Editor                 |
| <b>Mohammad Faiyz</b>        | Editor                 |
| <b>Shaik Deedar Ullah</b>    | D.E.O                  |
| <b>K.Mahesh</b>              | Office Attendant       |
| <b>Abdul Shukoor</b>         | MTS                    |

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