



DIGITAL INITIATIVES for HIGHER EDUCATION by Instructional Media Centre, MANUU, Hyderabad

30.06.2018



Instructional Media Centre
MANUU, Gachibowli, Hyderabad-500032

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MOTTO

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

1. Overview

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

In this regard, **Instructional Media Centre of MANUU** has taken several digital initiatives to support the Govt of India's NATIONAL MISSION ON EDUCATION through ICT.




 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

 مستشرقان اور تعلیم کے شعبے کے سربراہان
 Instructional Media Centre
 مولانا آزاد نیشنل اردو یونیورسٹی، حیدرآباد
 Maulana Azad National Urdu University, Hyderabad
 Contact 948-2308832 email: imc@fmc@gnu.com

2. Digital way for Educational Excellence

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 system.



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



To democratise the opportunities of quality education, the Government launched the **National Mission on Education through ICT (NMEICT)** to translate the power of IT into expanded learning opportunities. The aim was to raise the Gross Enrolment Ratio (GER) in the higher education from 24.5 (2015-16) to 30 by 2020, and the quest to enhance the quality of education would require a **large scale expansion of the high quality education opportunities** and the Digital Technology can be leveraged to address these twin concerns of enhancing access and quality.

3. IMC MANUU - SIGNIFICANT DIGITAL INITIATIVES

In order to support the NME-ICT mission of MHRD and to democratise the opportunities of quality education and to translate the power of IT into expanded learning opportunities, 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
- MANUU Knowledge Series
- Converting Social Media into Educational Media
- Cinematheque MANUU
- Workshop on Teaching, Learning and Evaluation Online with Moodle MOOC Platform & Open Education Resources (OER)
- Two-Day National Conference on E-learning and E-technologies 'Prospects and Challenges'
- All India 24-Hours Online Film-Making Challenge
- Swayam-Prabha outreach at MANUU Campus
- Digital Outreach through MOU's with National and International Organisations / Institutions
- ODL Video Programme Production Workshop
- Outreach through Social Media
- Interface with Media Industry and visit of Legends to IMC

4. Launch of IMC Manuu YouTube Channel for Higher Education



13.12.2017
Tuesday

MANUU's YouTube channel goes live

Expected to reach over 80,000 students and help them learn Urdu

STAFF REPORTER
HYDERABAD

Launching learning into cyberspace, the Maulana Azad National Urdu University's YouTube channel for higher education went live on Tuesday.

The channel, an initiative of the university's Instructional Media Centre (IMC), is expected to reach over 80,000 students in various courses in different stages of completion in the distance mode.

Vice-Chancellor M. Aslam Parvaiz underscored that while the large number of its students stand to benefit through the YouTube

channel, the initiative would also reach a larger number of Urdu speakers who are not students.

"The books which we give in form of study material is insufficient these days as there is no teacher. This channel takes the teacher to the student's house," Dr. Parvaiz said. The Urdu speaking diaspora of the country in Europe and the USA too would benefit.

Describing the launch of the YouTube channel as a day of liberation of Urdu, Dr. Parvaiz opined that the language has been confined to 'literary ramps' and

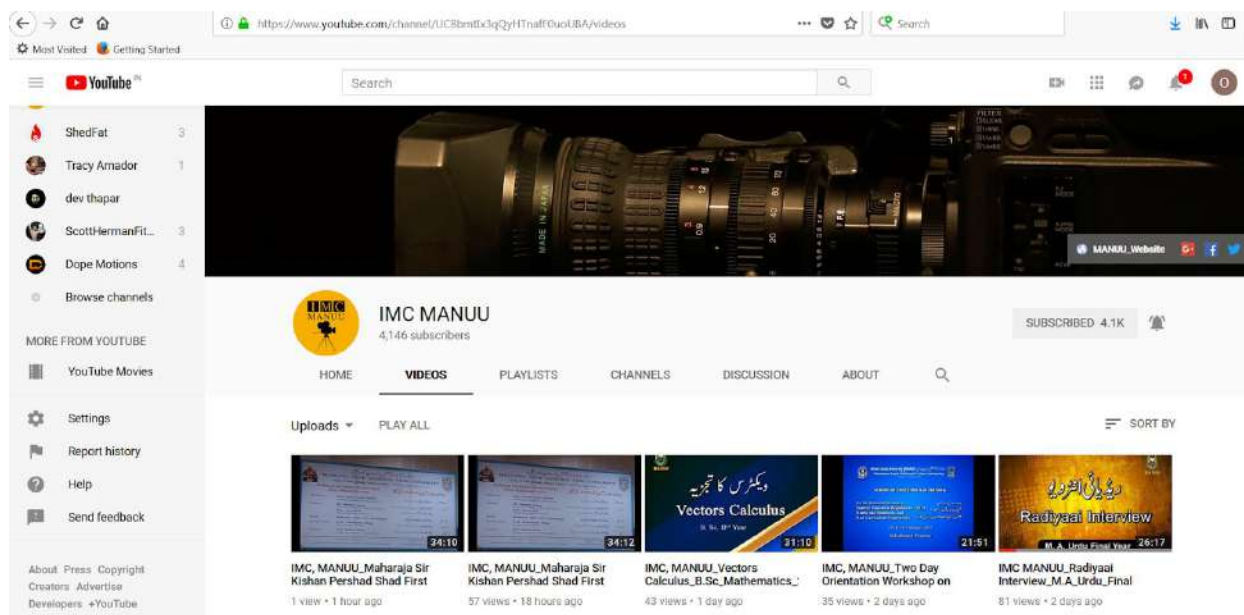
would now be associated with knowledge.

Regarding frequency of generating content, he said each department is given a schedule to record its videos. The IMC, he said, generates 30 such videos each month. "There is a good collection which already exists. This too will be made available," he said. The IMC will also start making 3-D films soon.

Touching upon how MANUU's schools would benefit, he said that the second phase of content generation would deal with this aspect.



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 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.



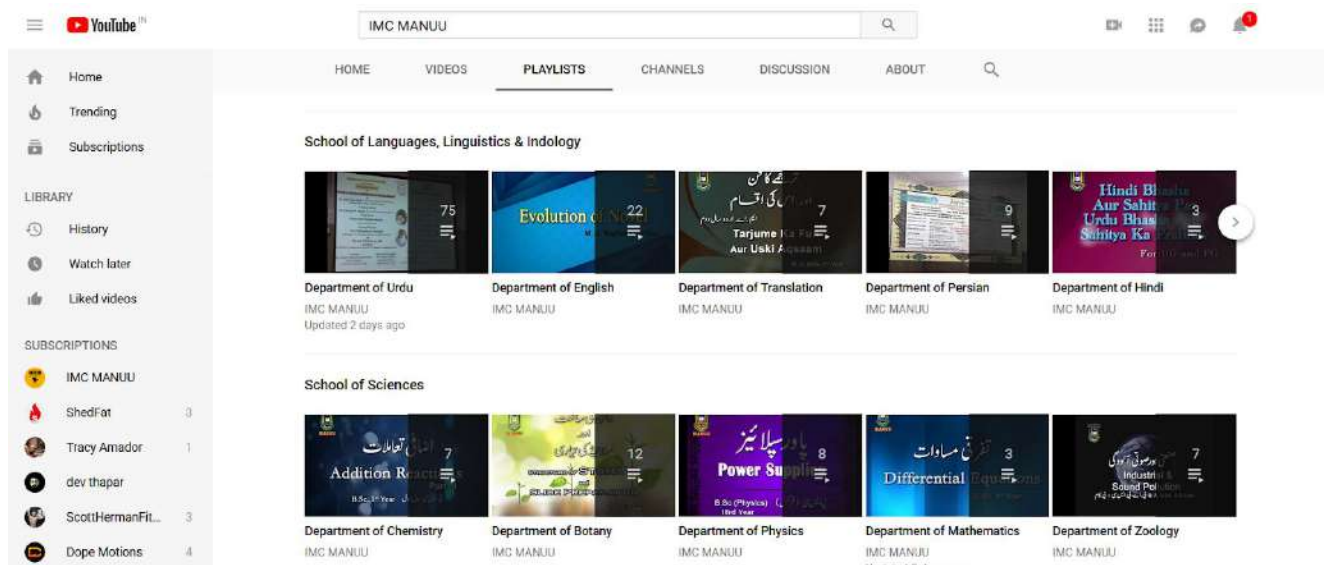
IMC's core functions on successfully running a YouTube channel where numerous curriculum based programmes, documentaries, knowledge capsules and other important programmes are uploaded on a daily basis with free access to anyone and everyone who subscribes to it.

Furthermore important event of the university is also being live streamed through this YouTube channel.

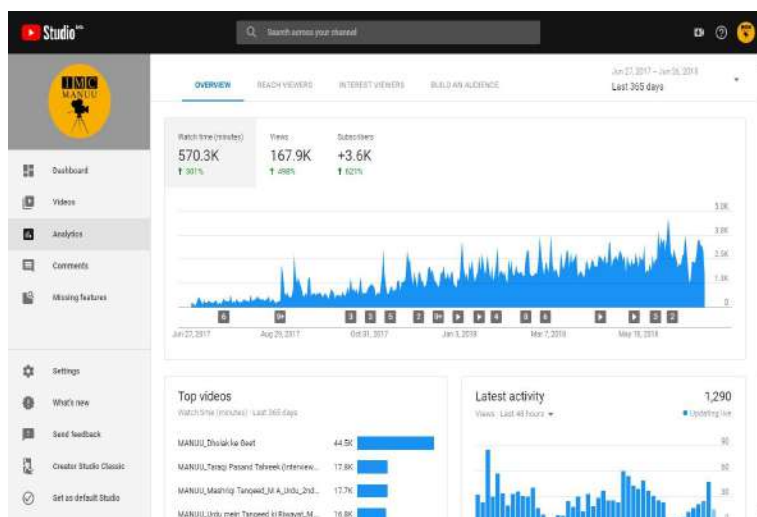
Aim is to serve and build a Knowledge Society.

4.1 Channel Overview:

Within few months of its launch the channel has crossed over 1.8 Lakhs views and over 4K subscription. 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.



Following are few analytics of IMC Manuu channel's performance.



Over just the past one year IMC has seen a

301% Increase in *watch time*.

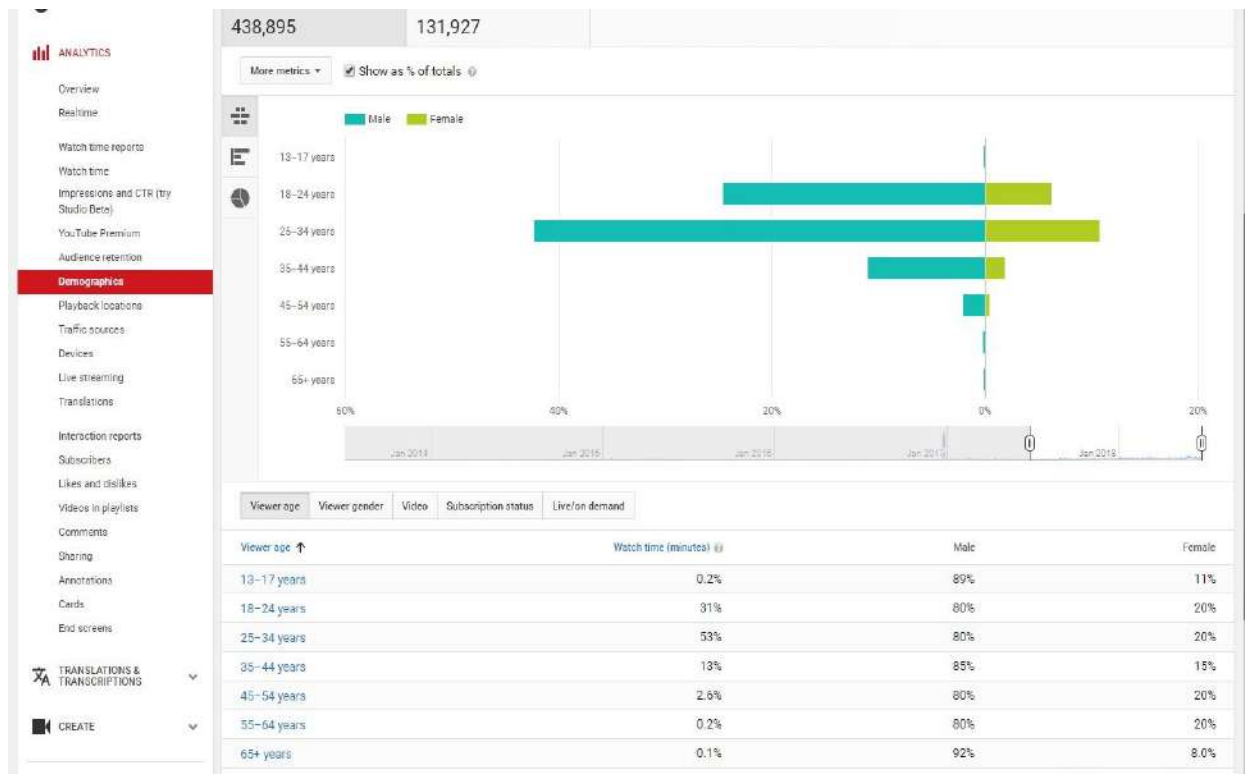
500% increase in the *number of videos watched*.

621% increase in the *number of subscribers*.

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.

4.2 Demographic:

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



The graph clearly shows that the IMC Youtube channel is very popular within the age group of **25-34 years** with them taking up **53%** of the total watch time.



Telangana Today

Urdu made accessible: Univ launches YouTube channel

CITY BUREAU
Hyderabad

Making access to higher education content in Urdu easy, Maulana Azad National Urdu University (MANUU) launched its YouTube Channel on Tuesday.

The channel — created by Instructional Media Centre (IMC) — has a repository of curriculum-based audio-visual programmes on sciences, social sciences, life sciences, education and training, arts and languages in Urdu. Students and teachers can access the audio-visual programmes, apart from important events, seminars, workshops and sym-

MANUU's channel has audio-visual programmes on sciences, social sciences, life sciences in Urdu

posiums on the channel.

The channel also caters to general audience with a wide array of enrichment programmes, documentaries on Urdu language and culture. Prof. Aslam Parvaiz, V.C. of MANUU, said the varsity will use all social media platforms to impart education to students. Anyone can access

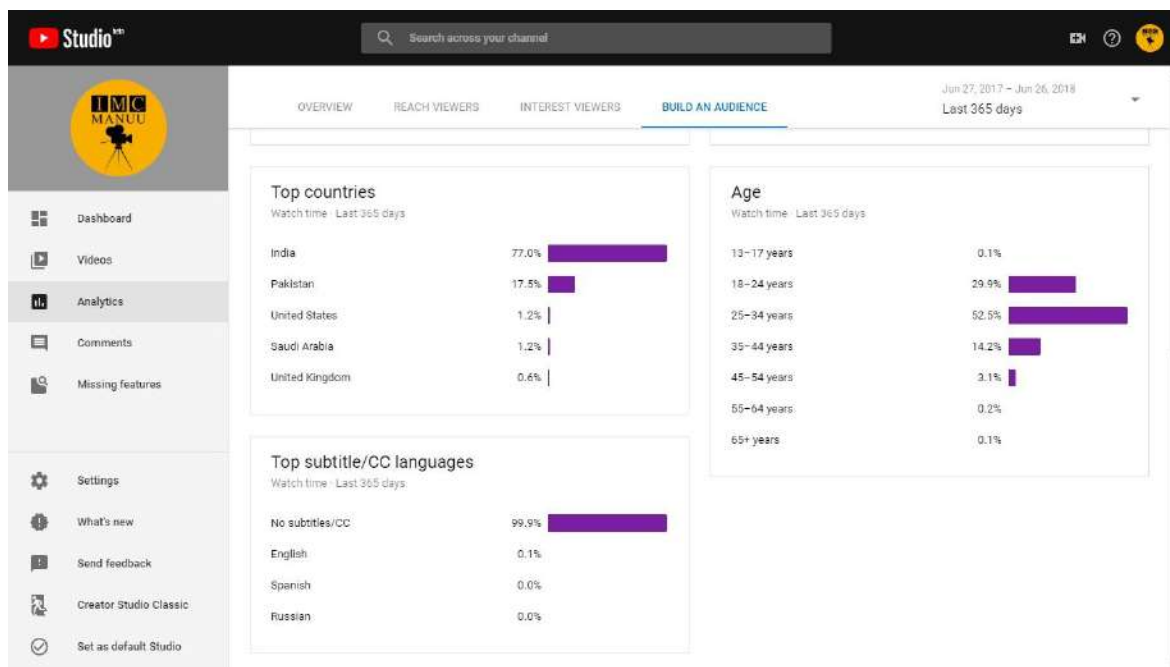
the content from anywhere through the channel, he said. Rizwan Ahmed, director of IMC, said close to 200 programmes were made available on the channel. As and when new content is created, it will be uploaded, he said.

The VC also launched an IMC poster and logo, Cinematheque MANUU Signature Film and MANNU Knowledge Series.

Cinematheque, a film club of the IMC was launched as part of the campus enrichment programmes, wherein classic education programmes, films and documentaries will be screened for students and staff.

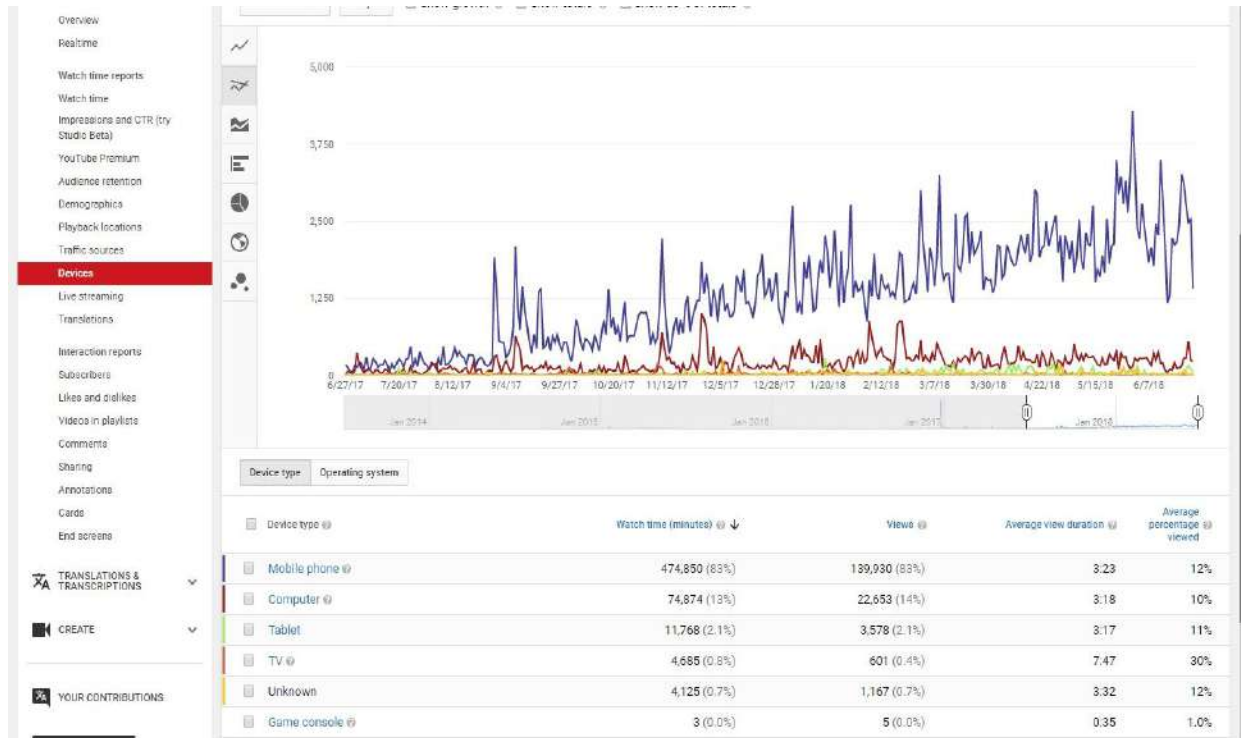
4.3 Viewership:

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



IMC is proud of the fact that they **have viewers from United States, KSA, and United kingdom**. Although most of our viewership (**77%**) comes from India.

4.4 Devices used by subscribers:



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

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 Mallaredevpally 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.

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

83% from mobile phones

14% from computers.

2.1% from tablets.

4.5 Engaging comments on Video Lectures by our Subscribers:

Studio Search across your channel

IMC MANUU

PUBLIC HELD FOR REVIEW 0 LIKELY SPAM 38

Filter

	ayse interviews sage b hamare iye mahiya kiye jaye,,,bohot acha laga sun k Shalifa Bukhari • 1 hour ago REPLY 0 replies		MANUU_An Interview with Intezar Hussain on Urdu...
	A much needed presentation. Thanks Asmer Jamal • 1 hour ago REPLY 0 replies		IMC, MANUU_Nayee Nasal Ke Farogh Mein Hamara Kirdaar
	Very nice Abdul Hameed • 13 hours ago REPLY 0 replies		IMC, MANUU_Nayee Nasal Ke Farogh Mein Hamara Kirdaar
	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, Siddhinhath college, West Bengal Shyamasree Sur • 13 hours ago REPLY 0 replies		IMC, MANUU_Nayee Nasal Ke Farogh Mein Hamara Kirdaar
	Md. Shahid aap ne sab ras khoob ache tarike se sajaya hai sir iskiyie aapke sukar gujar hai sir. Md Shahid • 22 hours ago REPLY 0 replies		MANUU_Sabras-Urdu ki Pehli Dastan_M.A_Urdu_2nd...

Studio Search across your channel

IMC MANUU

PUBLIC HELD FOR REVIEW 0 LIKELY SPAM 38

Filter

	Md. Shahid aap ne sab ras khoob ache tarike se sajaya hai sir iskiyie aapke sukar gujar hai sir. Md Shahid • 22 hours ago REPLY 0 replies		MANUU_Sabras-Urdu ki Pehli Dastan_M.A_Urdu_2nd...
	I am proud of you SHAMA ANJUM • 1 day ago REPLY 0 replies		MANUU_Dahan ke Mukhtalif Aqsaam(Types of Stomata)_B.Sc 2nd...
	ma shaa allah sir ,nice concept SHAMA ANJUM • 1 day ago REPLY 0 replies		MANUU_Dahan ke Mukhtalif Aqsaam(Types of Stomata)_B.Sc 2nd...
	Sir, Great thought You are doing extraordinary works. Society needs 'Professor' like you.Jugantar Mishra.Asst.Prof. Teacher Educator,West Bengal,India. Jugantar Mishra • 1 day ago REPLY 0 replies		IMC, MANUU_Nayee Nasal Ke Farogh Mein Hamara Kirdaar
	Mashallah sir great... Remembered me old days with you Syed Zubair • 1 day ago REPLY 0 replies		IMC, MANUU_Nayee Nasal Ke Farogh Mein Hamara Kirdaar

YouTube Studio interface showing comments for the channel IMC MANUU. The channel name is visible in the top left. The comments are in Urdu and English, with some mentioning "MashaAllah" and "great work". The video thumbnails are visible on the right side of the comment list.

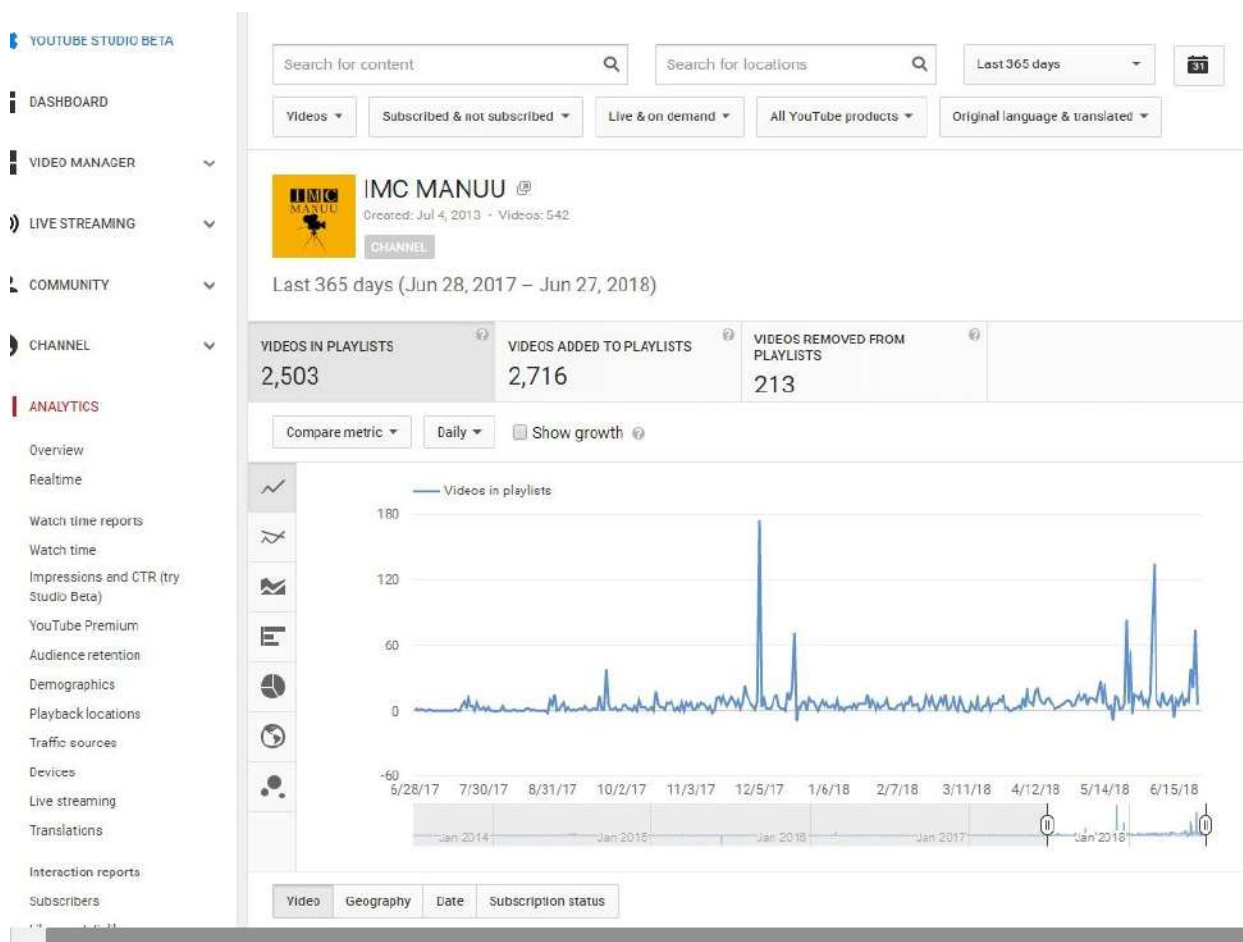
Another screenshot of YouTube Studio comments for the channel IMC MANUU. This screenshot shows a different set of comments, including one from "good information" and another from "Fabulous bro". The channel name "IMC MANUU" is visible in the top left. The comments are in Urdu and English, with some mentioning "good information" and "Fabulous bro". The video thumbnails are visible on the right side of the comment list.

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.

4.6 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 **2500** videos (and counting) have been added to playlists by their subscribers.

This proves that IMC's production are popular among it's viewers and are sincerely making an impact online.

5. MANUU Knowledge Series



MANUU Knowledge Series is an important digital initiatives to enrich the Students community and general audience with wide array of topics which have shaped Human History and are of general interest.

The Manuu Knowledge Series was *introduced 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.

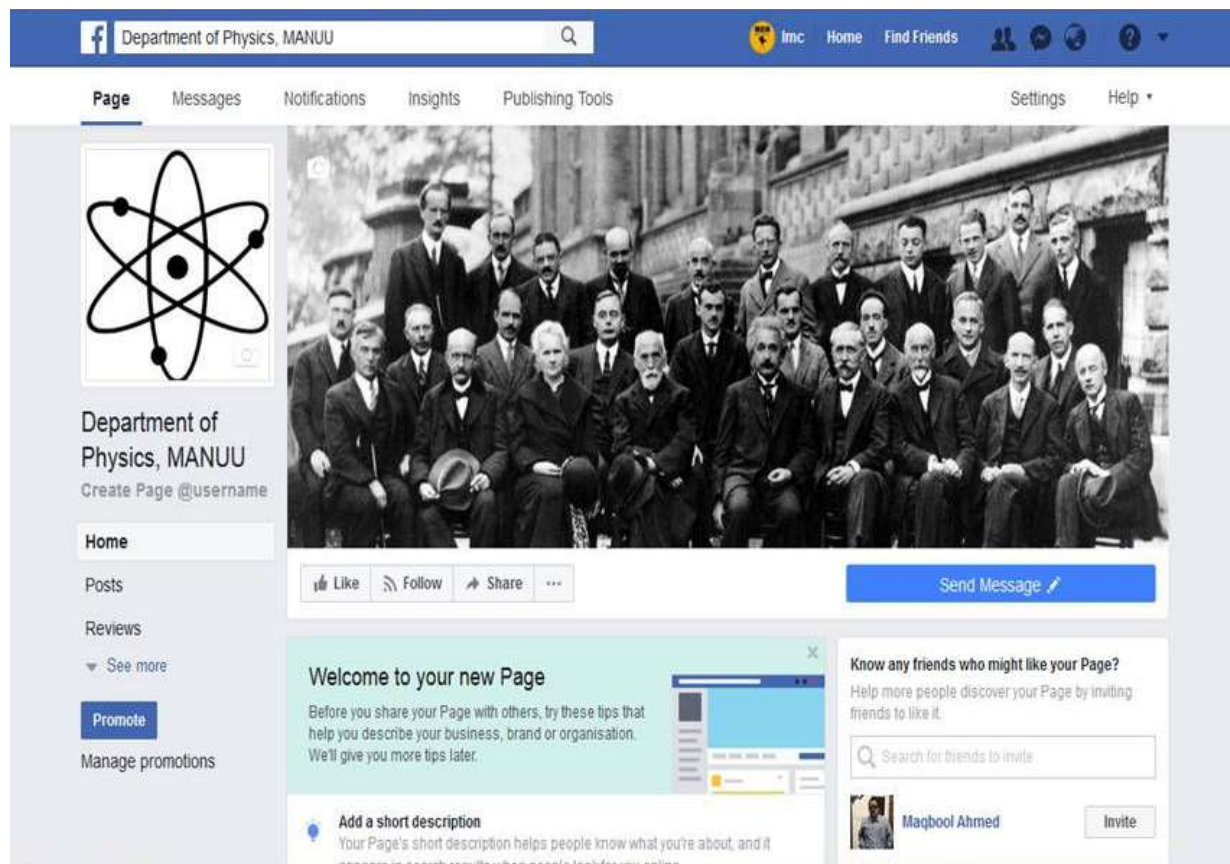


The following are the topics being covered under MANUU knowledge series

- 100 Great Scientists Who Shaped World History
- 100 Great Indians
- 100 Most influential Persons/leaders in History
- 100 Great Science Discoveries of All Time
- 100 Famous Urdu Media Personalities
- 100 Great Urdu Writers and Poets
- 100 Most important Health, Nutrition, Environmental and Social issues which affect our lives

6. 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.



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 experiment where in 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.

7. 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"



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.

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

8. 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/telanganatoday/>) | Published: 4th Dec 2017 12:55 am | Updated: 3rd Dec 2017 11:33 am

Dr. Shakeel Ahmad, Pro Vice-Chancellor, MANUU, Hyderabad, presents a certificate to Prof. K. Srinivas, National University of Educational Planning and Administration (NUEPA), Hyderabad.

Hyderabad: A three-day workshop aimed at enhancing the use of Information and Communications 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, DOE, 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.

انجمنی اہداس 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، آموختن، ایشیاب (اوپن ایڈیٹس ویسٹ) و ماسک ویکٹوری ریسورسز، مودول کے لیس انٹرنیشنل
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
Honble 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 : 27th November 2017, 10:00 AM
Venue : CPDUMT Auditorium
Organised by Instructional Media Centre

Workshop Co-ordinator
Md.Imtiyaz Alam
Jr. 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.

9. 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 20th and 21st 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. It 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.

افتتاحی اجلاس میں آپ سے شرکت کی درخواست کی جاتی ہے
 You are cordially invited to join us for the Inauguration

National Conference قومی کانفرنس
ای۔ لرننگ اور ای۔ ٹیکنالوجی
E - LEARNING & E - TECHNOLOGY
Prospects & Challenges

Inauguration
 at 10:00 AM, 20th Feb.

Learning
 e

Patron
 Prof. Shakeel Ahmad
 Pro Vice Chancellor

Chief Patron
 Dr. Mohammad Aslam Parvaiz
 Vice - Chancellor

Guidance
 Dr. M.A. Sikandar
 Registrar

Conference Director
 Rizwan Ahamd
 Director, IMC

Conference Convenor
 Md. Imtiyaz Alam
 Jr. Research Officer, IMC

20-21 February, 2018, Venue : CPDUMT Auditorium
 Organized by Instructional Media Centre, MANUU

Some eminent academician 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.

10. 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 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.



Theme of the film was announced at the beginning of 24 hours on 6th 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 8th 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

11. 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.



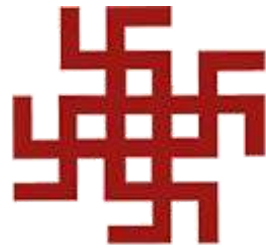
12. Digital Outreach through MOUs with National and International Organisations / Institutions



INPUT, a non-profit organisation of public television programme makers and broadcasters, organises an annual conference to discuss and challenge the boundaries of public TV. INPUT keeps all screened programmes archived in the INPUT Archive. The Archive serves as an educational resource and gives a detailed insight into the history of international public television broadcasting. As the Archive serves as an educational resource, not only for broadcasters - several research papers have been written on INPUT material.

A Memorandum of Understanding was created with INPUT for organising three days of *THE BEST OF INPUT AND MINI INPUTS* in August every year at Preview Theatre, Instructional Media Centre, MANUU, Hyderabad. This is in last stages of finalisation. The annual INPUT programme at MANUU will benefit the Film/TV professionals of MANUU

- By professional discussions on public television programmes, including the practice of its craft and in all its variations.
- It will offer television professionals an opportunity to get to know and discuss what is being done outside one's own cultural and national boundaries and discover new views, ideas and techniques;
- To explore our common interest and responsibilities as communicators can be served through conferences and meetings among those who plan and create television programmes, providing them with the opportunity to view and analyze each other's work, to discuss programme rationales and to share ideas;
- To promote among professionals a broad range of creativity, shared experience and information, in all aspects of public television.



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.



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.

THE HANS INDIA



MANUU signs MoU with 4Yuva

THE HANS INDIA | May 31, 2018 , 08:32 PM IST

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.

13. 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 it's production quality.



14. 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



IMC



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.



Staff is being sensitised to build up aspirations by sharing success stories on social media to connect with rest of the world through social media.

15. Interface with Media Industry and visit of Legends to IMC

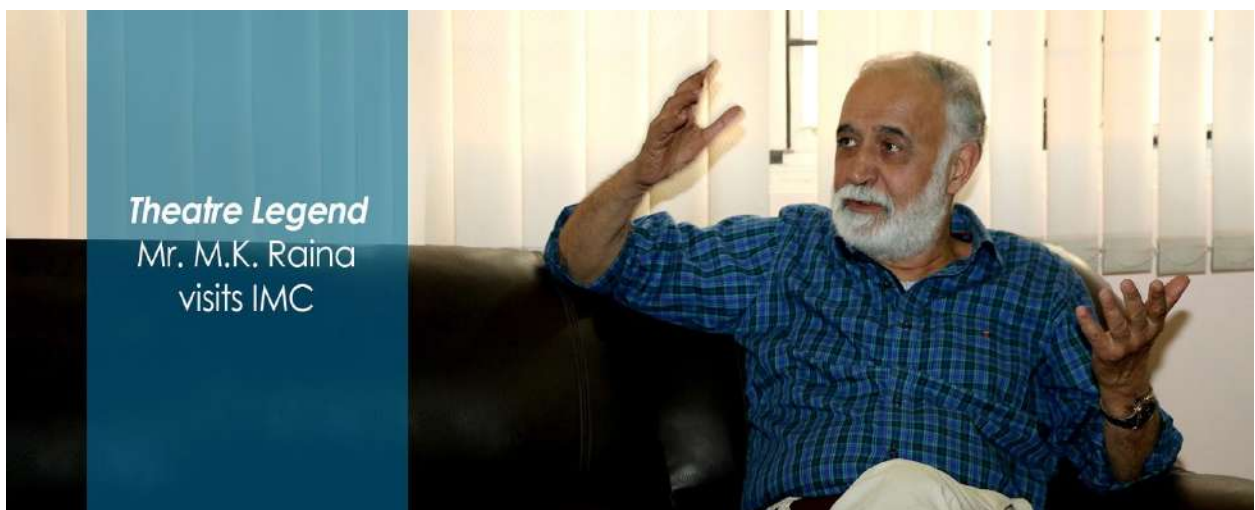


Instructional Media Centre has established strong links with Media industry leaders and experts and believe that this interface is very important as it helps in Human Resources Development and Technical upgradation. Regularly legendary personalities and experts visit Instructional Media Centre and their 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.





16. Formation of various committees to improve the utilisation 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.

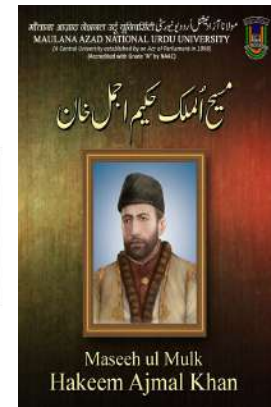
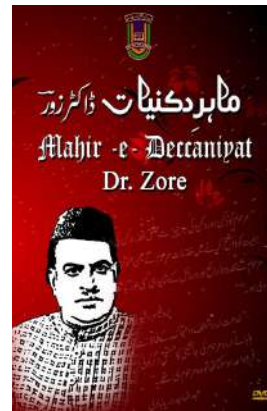


Also, a high level Academic Coordination committee has been constituted under the chairmanship of the Honorable Vice Chancellor to accelerate, analyse and introspect the plan multimedia programme production periodically.



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

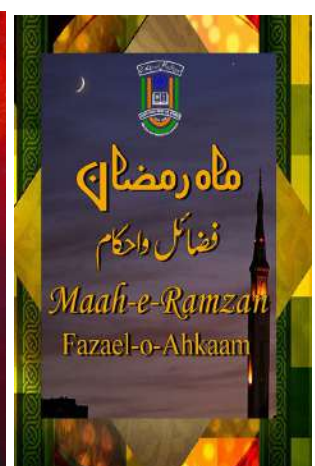
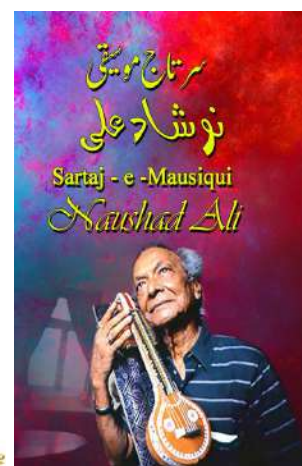
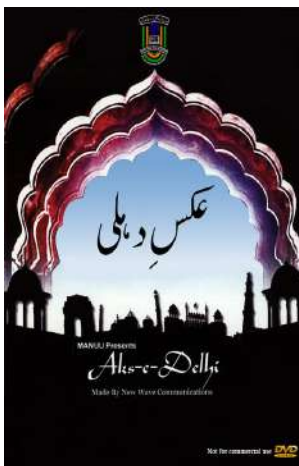
17. Digital Archive of Audio-Visual Resources



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.

Programmes Produced by IMC : At a Glance

Sl.No.	Type of Programme	No. of Programmes
1	Curriculum based Programmes Produced	248
2	Enrichment/Special Programmes Produced	045
3	Documentaries Produced	065
4	Audio Programmes Produced	010
5	MANUU Knowledge Series Programmes Produced	007
6	Seminars, Conferences, Special Lectures, Events etc. Produced	528
Grand Total:		903



**Instructional
Media Centre
Presents**

**Urdu Poetry &
Film Songs (Part - 2)**

IME / 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 -

25th March 2011 at 12:00 noon, DDE Auditorium

مولانا آزاد نیشنل اردو یونیورسٹی
MAULANA AZAD NATIONAL URDU UNIVERSITY
(A Central University established by an Act of Parliament in 1986)
(Accredited with Grade "A" by NAAC)



شہنائی کا شہنشاہ
استاد بسم اللہ خان



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

18. Future Plannings in Digital Domain

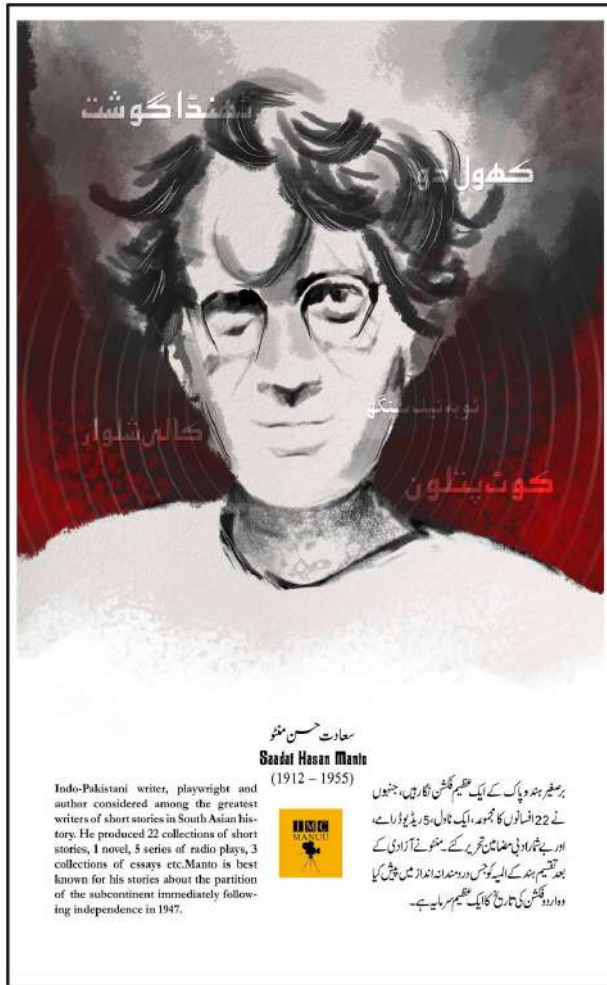
Creation of Digital Gallery of Urdu Media Legends in IMC corridors and Digital Urdu Media Resource Centre

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.

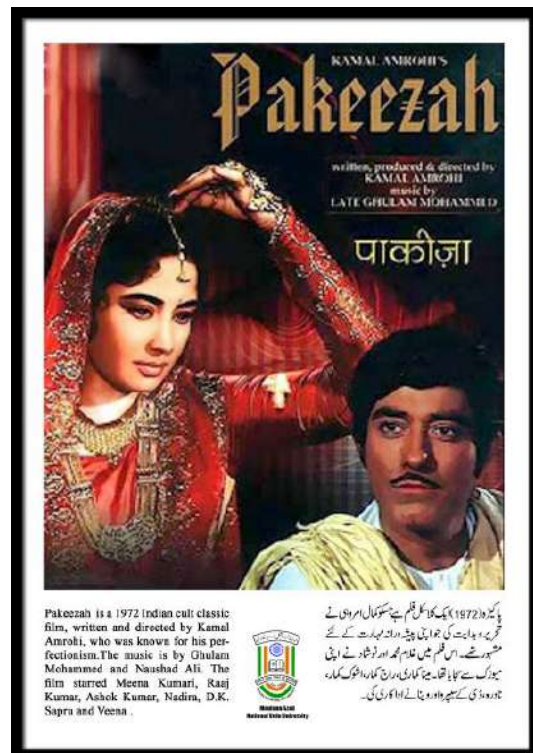
It is also planned to establish a Digital Urdu Media Resource centre (UMRC) under Media Centre. It is a dedicated body/Centre for the cause of Urdu media and Urdu which will promote preservation, research and studies in promotion and development of Urdu and Urdu Media in an organized way.



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.

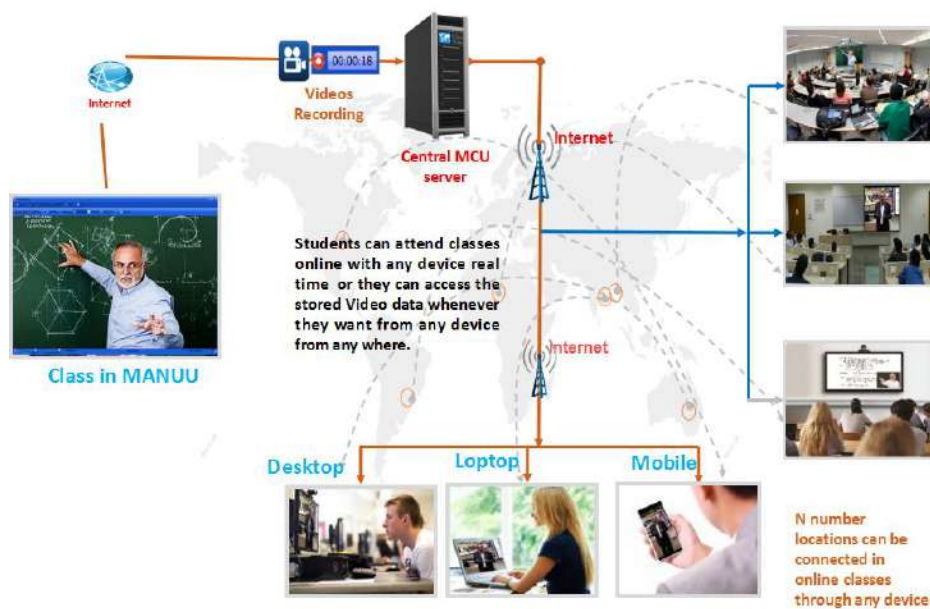
The task of Urdu Media Resource Centre will be to create an Digital archive of material to be used for debates, research and theoretical studies in Urdu media, both by scholars and practitioners.

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





Online classes E-Learning






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.



INSTRUCTIONAL MEDIA CENTRE
Maulana Azad National Urdu University, Hyderabad

http://manuu.ac.in/Eng-Php/imc_profile.php

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12th December, 2017