

Press Release

مولانا آزاد نیشنل اردو یونیورسٹی

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MAULANA AZAD NATIONAL URDU UNIVERSITY

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## MANUU Media Centre plans Marathon AV tribute to Urdu

### Hyderabad:

On UN World Day for Audio-visual Heritage, IMC MANUU Youtube Channel will pay an extensive tribute to the rich heritage of Urdu Language and Culture with two days long playlist documentaries and other programmes starting at 8:00 AM on 26th October 2019 till 8:00AM on 28th October 2019.

UNESCO celebrates World Day for Audiovisual Heritage(WDAH) on 27<sup>th</sup> October, every year. This year the theme is "*Engage the Past Through Sound and Images*"

Instructional Media Centre, Maulana Azad National Urdu University, has planned a marathon tribute to the rich heritage of urdu language & culture by webcasting audio-visual programmes on the rich heritage of urdu language and culture for 48 hours which will be available at [www.youtube.com/imcmanuu](http://www.youtube.com/imcmanuu).

Dr. Mohammad Aslam Parvaiz, Vice-Chancellor, says that MANUU has a remarkable journey of 20 years in serving the Urdu population, promoting and preserving the rich heritage of Urdu. He further added that IMC MANUU has done an outstanding job to serve Urdu population worldwide by creating and preserving Urdu Heritage in Audiovisual form.

According to Mr. Rizwan Ahamd, Director Centre an audio visual product is one of the most powerful mediums to preserve our culture, language, civilizations and many more things associated with it. Preserve present for future generations, he said.

IMC MANUU Youtube Channel is a unique platform of audio visual programme of all academics discipline as well as general enrichment programme which are being regularly uploaded. Through multimedia Archive of channel one can watch Urdu programs in form of documentaries on different personalities, cities and different other aspects of Urdu language and culture etc. The Channel is a floating digital archive which can be viewed across the globe by billions. This is the only channel coming from an Indian soil that promotes authentic academic, cultural and enrichment content in Urdu Language. The IMC MANUU YouTube Channel is also taking measures to give the Deccani language a new life by preserving content related to the same.

Besides preserving the academic content on the channel, IMC also has a wide array of literary, cultural and enrichment programmes available online in the form of uploads and Live Webcasts which will inevitably be a treasure for the future generations. Right from the legendary Gulzar to Padma Shri awardees and National Award Winners to Academic giants, all have graced the halls of IMC on various different occasions.

MANUU Knowledge Series is an another major initiative taken by IMC. Under this series, short duration informative multimedia capsules are being produced and uploaded on IMC MANUU YouTube channel. Several films produced here have been selected for National and International festivals held across India.

(Abid Abdul Wasay)  
Public Relations Officer



Noted lyricist Gulzar's visit to MANUU



IMC, MANUU

**I M C**  
MANUU



**INSTRUCTIONAL MEDIA CENTRE**  
Maulana Azad National Urdu University, Hyderabad

[http://manuu.ac.in/Eng-Php/imc\\_profile.php](http://manuu.ac.in/Eng-Php/imc_profile.php)

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