



**MEMORANDUM OF UNDERSTANDING**

**BETWEEN**

**THE COMMUNICATION UNIVERSITY OF CHINA,  
BEIJING**

**AND**

**THE MAULANA AZAD NATIONAL URDU UNIVERSITY, HYDERABAD,  
INDIA**

**FOR**

*Collaboration in the field of Film and Television Production, Film  
and TV Art Design, International Film and Television  
Co-Production, New Audio-Visual Media, Digital Broadcasting  
Technology, Academics and Languages*

## MEMORANDUM OF UNDERSTANDING

This Memorandum of Understanding (MoU) is made on this 11<sup>th</sup> of September 2019 at Hyderabad, between Communication University of China, Beijing (herein after referred to CUC).

### AND

Maulana Azad National Urdu University, India, Hyderabad (A Central University established by an Act of Parliament in 1998) (herein after referred to as MANUU).

### WHERE AS:

The Communication University of China (CUC) is a public university in Beijing. Formerly known as the Beijing Broadcasting Institute (BBI), it is one of the Project 211 key universities directly administered by the Ministry of Education of the People's Republic of China. The predecessor of the school was a training center for technicians of the Central Broadcasting Bureau that was founded in 1954. In April 1959, the school was upgraded to the Beijing Broadcasting Institute approved by the State Council. In August 2004, the BBI was renamed into the Communication University of China.

### AND WHERE AS:

MANUU is a central university established by an Act of parliament with the mandate to offer educational programmes and courses in the Urdu medium to students across the country and abroad in the distance education mode as well as in the on-campus mode. Its Instructional Media Centre producing Educational video programmes for higher education, documentary films, awareness video etc.

Communication University of China, located in Beijing, China, and Maulana Azad National Urdu University located in Hyderabad, India recognizing their common interests in many academic and educational fields, valuing institutional cooperation, and wanting to promote such cooperation in a more structured fashion, develop and carry out collaborative activities, and agree this MOU is not legally binding, but facilitates and develops a mutually beneficial educational relationship.

### FIELD OF COOPERATION as :

1. Trainings, Researches in the field of Educational media, Film & TV Technologies
2. Provision for scholarship for short terms, long term training & courses
3. Exchange of media professionals, Academics, Students and scholars
4. Organising International Seminars, Conferences and Symposium on various aspects of communications
5. Film and Television Productions Trainings, Co-productions and Film Festivals
6. Film and TV Art Design trainings
7. New Audio-Visual Media trainings
8. Digital Broadcasting Technology trainings
9. Hindi Language Teaching Exchange
10. Publications and Material Exchange

## **I. Exchange Programme**

### **1. Exchange of Senior Professionals/FILM/TV Professionals/Technicians/other Academic Staff**

CUC may send Senior Professionals/FILM/TV Professionals/Technicians/other Academic Staff(s) to MANUU to attend advanced trainings/ studies program. MANUU may send Senior Professionals/FILM/TV Professionals/Technicians/other Academic Staff(s) to CUC for advanced Trainings/studying or conducting research. Both parties agree to mutually send above staff to the other party for giving trainings /lectures etc. On the equal basis, some concrete operation details, such as the number of exchange, the period of staying with the other party and treatment and so on will be discussed by the two parties before the exchange is conducted in the future.

### **2. Exchange of Students and Scholars**

In principle, CUC and MANUU agree to mutually send students and scholars to study/research, to the other party. On the equal basis, some concrete operation details, such as the number of exchange students/scholars of various streams, the period of staying with the other party and treatment and so on, will be discussed by the two parties before the exchange is conducted in the future.

### **3. Academic Publication and Material Exchange**

The two institutions will exchange books and relevant academic materials (including textbooks) written by their staff, for teaching, trainings and translating, as resources permit. Each institution will respect the other's policies on copyright and intellectual property rights.

### **4. Joint Academic Conferences**

Communication University of China and MANUU will collaborate in organization of conferences on issues of mutual concern and interest. Conferences will be held in either China or Hyderabad, India, as agreed to by both institutions, and subject to securing the necessary financing or sponsorship, including via the collection of conference fees.

### **5. Reciprocal Visits**

The leaders of two institutions, or other representatives, may visit the other institution at appropriate and agreed times for reviewing the exchange results and for promoting exchanges in new fields. The cost of such visits will be covered in a manner that is agreed to by both parties, in advance.

### **6. Co-Productions and Film Festivals**

To explore our common interest and responsibilities as communicators through conferences, training and meetings amongst professionals from both sides who plan and create film, television content, both sides will provide them the opportunities to showcase, view and analyze each other's work and discussing content rationales and share ideas. Further to promote & train the Film / TV professionals from both side to develop them as a driving force within society, both sides will provide opportunities to co-produce Film/TV content.

### **7. Exploring New Production Technologies**

To achieve maximum benefits from the Production Technologies, both sides will Share the latest film / TV & broadcast technology developments with both side professionals trainings for betterment of human society & helping in establishing the state of art technology for media productions.

### **8. Developing Short Term/Long Term Trainings and Programmes in the Field of TV and Film Production**

To meet the growing demands of fast changing media technologies, both Sides will explore in creating new avenues for Media Professional's trainings. Following fields may be explored by both sides.

- 1) Trainings and Researches in the field of Educational media, Film & TV Technologies
- 2) Provision for scholarship for short terms, long term training & courses
- 3) Exchange of media professionals, Academics, Students and scholars
- 4) Organising International Seminars, Conferences and Symposium on various aspects of communications and Languages.
- 5) Film and Television Productions Trainings , Co-productions and Film Festivals including International Film/TV Productions.
- 6) Film and TV Art Design trainings
- 7) New Audio-Visual Media trainings
- 8) Digital Broadcasting Technology trainings
- 9) Hindi Language Teaching Exchange

### **9. Research**

Researches in the field of Educational media, Film & TV Technologies and other Academic disciplines as mutually agreed by both Universities.

### **II. Scheduling and Regulations Governing Visits**

In all cases of exchanges under this Agreement, the trainings, lectures, research, programmes, exchanges concerned will be subject to the regulations and timetable of the University that they will visit.

### **III. Modification and Termination of the Agreement**

This agreement may be modified at any time, subject to the approval of both parties. With respect to any proposal to modify the agreement, six months written notice shall be given to the other party. This Agreement may be terminated by either party on six months written notice without prejudice to the persons already engaged in a current program of exchange.

### **IV. Duration and Renewal of the Agreement**

The Agreement shall come into force from the date of signature by the competent authorities of both institutions, and shall be valid for 5 years in the first instance. This agreement may be renewed for a further 5 years, with the express written agreement of both parties.

### V. Signature of the MOU


The MOU is signed in duplicate in Chinese and English, both texts being equally authentic.

### VI. Single Point Contact

To establish the communication after the MOU signing both sides will nominate a single point contact. Mr Rizwan Ahamd, Director, Instructional Media Centre, MANUU, Hyderabad shall be the contact at MANUU, Hyderabad and Vinne Wang, Deputy Director, International Office, CUC shall be the contact at CUC.

  
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Communication University of China  
Witness:



  
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Maulana Azad National Urdu University  
**VICE-CHANCELLOR**  
Witness: Maulana Azad National Urdu University  
Gachibowli, Hyderabad - 500 032 (T.S.) India



## 中国传媒大学与莫拉纳阿扎德国立乌尔都大学

### 合作备忘录

此备忘录是关于影视制作、影视艺术设计、国际影视联合制作、新视觉媒体、数字广播技术、研究与语言教学的学术交流备忘录。此备忘录由位于中国北京市的中国传媒大学与位于印度海得拉巴市的莫拉纳阿扎德国立乌尔都大学于 2019 年 \_\_\_\_\_ 签署。

中国传媒大学是位于北京的一所公立大学，教育部直属的“211 工程”重点建设大学。其前身为创建于 1954 年的中央广播事业局技术人员训练班。1959 年 4 月，经国务院批准，学校升格为北京广播学院。2004 年 8 月，北京广播学院更名为中国传媒大学。莫拉纳阿扎德国立乌尔都大学是印度议会法案下建立的一所重要大学，为印度国内外学生提供在校或远程的乌尔都语言教学的课程或教育项目。该校的教学媒体中心制作高等教育、纪录片、教育视频等教育类节目。

位于中国北京的中国传媒大学与位于印度海得拉巴的莫拉纳阿扎德国立乌尔都大学在学术和教育等领域有许多共同的兴趣点，双方认为合作很有价值，双方希望开展协作活动，促进彼此间的合作关系的发展。双方一致同意这个备忘录不具备法律约束力，仅旨在协调发展互惠的合作关系。

#### 合作领域：

- 1、教育类媒体、电影电视技术领域的培训、研究；
- 2、双方为短期、长期的培训或课程提供资助；
- 3、传媒专业人员、学者、学生的交换；
- 4、组织传播领域的国际性讲座、学术会议和研讨会；
- 5、电影电视制作的培训、共同制作和电影节；
- 6、电影电视艺术设计的培训；
- 7、新视听媒体的培训；

- 8、数字广播技术的培训；
- 9、印地语教师交换；
- 10、出版物与资料的交换。

## 一、 学术交流

### 1、高级专业人才/电影电视专业人才/技师/其他学术人员交流

双方可以互派高级专业人才/电影电视专业人才/技师/其他学术人员交流到对方进修或者做研究。双方同意互派教授到对方学校开办讲座或培训。在对等的基础上，诸如交流人员的数量、在对方学校停留时间及待遇的具体操作问题，在交流实施之前双方协商解决。

### 2、学生和学者交流

双方原则上同意互派学生到对方学校学习/研究。在对等交流的基础上，交流学生数量、在对方机构停留期限、待遇等具体操作方法在交流项目实施之前双方协商解决。

### 3、学术材料和出版物交流

双方交流各自教授撰写的书籍和相关学术材料（包括教材），在作者许可的前提下，用于教学、培训和翻译。任何一方应该尊重对方的版权、知识产权的政策。

### 4、联合举行学术会议

双方将就共同关心的问题联合组织学术会议。经双方协商同意，会议可以在中国或印度举行。双方同意下，双方可以通过收取会费等方式筹措必要的赞助和资金支持。

### 5、互访

两校领导，或领导人的代表，将在适当的时候互访，以视察交流成果和开拓新的交流领域。互访的费用负担将在访问之前由双方协商解决。

### 6、联合制作和电影节

通过双方策划制作电影电视内容的专业人员之间进行会议、培训等活动，探索双方作为传播者的共同的兴趣和责任。双方将提供展示、观看、分析对方作品、讨论内容理念、分享观点的机会。为进一步培训双方的电影电视专业人员，使

其成为社会的有用之才，双方将提供联合制作电影电视内容的机会。

## 7、探索新制作技术

为最大化制作技术的应用，双方将培训双方专业人员，以分享最新的电影电视广播技术，从而促进社会改善和发展媒体制作的最新技术。

## 8、发展电影电视制作领域的短期/长期培训等项目

为满足快速发展的媒体技术的需求，双方将在以下领域探索创造传媒人才培养的新路径：

- 1)、教育类媒体、电影电视技术领域的培训、研究；
- 2)、双方为短期、长期的培训或课程提供资助；
- 3)、传媒专业人员、学者、学生的交换；
- 4)、组织传播学领域的国际性讲座、学术会议和研讨会；
- 5)、电影电视制作的培训、共同制作和电影节（包括国际电影电视制作）；
- 6)、电影电视艺术设计的培训；
- 7)、新视听媒体的培训；
- 8)、数字广播技术的培训；
- 9)、印地语教师交换。

## 9、研究

在教育性媒体、电影电视技术方面以及双方同意的其他学科领域内进行研究合作。

## 二、 关于访问的规定

在此协议下的所有培训、讲座、研究、交换等交流活动中，有关教师、研究人员和学生应遵守被派往机构的管理规定和日程安排。

## 三、 修改和终止协议

在双方同意的情况下，可以在任何时候修改协议。修改协议提议方应提前 6 个月以书面形式通知对方。协议双方任何一方想终止协议，需提前 6 个月通知对方。在终止协议前，不得损害当前交流项目有关人员的利益。

## 四、 协议有效期和更新

协议自签署之日起生效，五年内有效。之后，经双方书面同意，可续签五年。



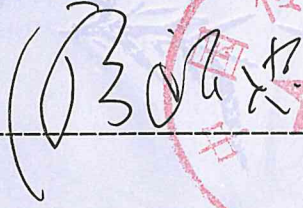
## 五、 协议的签署

此协议一式两份，每份以中文和英文写成，两种文本同等作准。

## 六、 联系人

为便于协议签署后相关事宜的沟通联系，双方将各自指定一名联系人。莫拉纳阿扎德国立乌尔都大学联系人为：教学媒体中心主任 Rizman Ahamd 先生。中国传媒大学联系人为：国际交流与合作处王文渊老师。

中国传媒大学

  
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见证人：

莫拉纳阿扎德国立乌尔都大学

  
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**VICE-CHANCELLOR**  
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