



Maulana Azad National Urdu University (MANUU), established in 1998 by an Act of Parliament, is a Central University under the Ministry of Education, Govt of India promoting higher education through Urdu. Located in Hyderabad's Hi-tech City, it spans 200 acres and serves marginalized communities via regular and distance learning. Named after Maulana Abul Kalam Azad, MANUU offers 115 programs across 8 schools and 19 departments, with 18 off-campus centers in 11 states. Accredited with an 'A+' grade by NAAC, it emphasizes research, digital learning, and professional training, fostering socio-economic empowerment while preserving Urdu heritage and equipping students with contemporary skills.

The Instructional Media Centre (IMC) at MANUU is an Educational Multimedia Research Centre specializing in audio-visual production, e-content creation, educational films, community radio, and digital pedagogy. IMC has state of the art audio-visual production facilities. Dedicated to enhancing higher education through innovative technologies, IMC focuses on capacity building, advocacy, and dissemination. It aims to transform education, making learning accessible across India's diverse landscape. Actively engaged in media research, IMC explores new technologies for effective teaching. Combining education, culture, and technology, it is a catalyst for digital innovation, shaping media production and research.

Radio MANUU 90.0 FM, a pioneering community radio initiative by Maulana Azad National Urdu University (MANUU), Gachibowli, Hyderabad, at IMC serves as a dynamic platform for knowledge, culture, and empowerment. With expected broadcasting within a 10-15 km radius, it connects diverse communities with engaging and informative programming.

The station offers a rich variety of shows catering to all segments of society, covering arts, education, culture, heritage, literature, finance, commerce, history, and career guidance. Specialized programs on women's issues, health, science and technology, law, environment, media, and cinema ensure inclusive and thought-provoking content. Additionally, dedicated children's programs foster creativity and learning among young listeners.

True to its mission of community engagement, Radio MANUU 90.0 FM amplifies local voices, promotes Urdu language and literature, and bridges the gap between academia and society. By blending entertainment with education, the station not only preserves cultural heritage but also fosters informed discussions, social awareness, and skill development, making it a true voice of the people.

1. Programme Broadcast Time Slot (TIME BAND)

CATEGORY	Hours
Prime Time	09 AM – 11 AM (Original) 06 PM – 08 PM (Repeat)

2. Spots Rates

2.1 Spot Buy Rates for 10 Seconds (In Rupees)

Name of Station	Prime Time
RADIO MANUU, Hyderabad	Rs.600/- (includes both original and repeat broadcasts)

2.2 For Spot-Buys

1. Rate for more duration of spots will be calculated on a pro-rata basis and rounded off to nearest rupee.
2. 25% extra for FIXED TIME SPOT.

3. Sponsorship of an in-house Programmes

3.1 Rates for inhouse SPONSORED PROGRAMME of 30, 15 & 5 minutes duration with FCT 60 Seconds, 20 Seconds and 10 seconds respectively. (For Original and Repeat Broadcast)

Name of the station	30 Minutes	15 Minutes	5 Minutes
Radio MANUU	Rs. 5000/-	Rs. 3000/-	Rs. 1000/-

(Rates for CUSTOMISED SPONSORED PROGRAMME wherein the entire content of the programme is publicizing the products / services with NO FCT will be twice times of the normal Sponsored Programme as mentioned above. The rates will be rounded off to the nearest hundred.)

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3.2 General T & C for Sponsored programmes

1. In a 30 minutes programme, 360 Seconds can be utilized for commercials. For other duration of the in-house programme, the Rate and FCT will be calculated on a pro-rata basis and rounded off to the nearest rupee.
2. The total commercial time can be utilised by a combination of multiple sponsorships (Maximum 3) and spot-buys. The first position in the credit line would be allotted to the Sponsor who confirms first.
3. Associate sponsorship of 90 seconds FCT will be available on a pro-rata basis.
4. Opening & Closing credit lines would be free. Each client would be entitled for 5 Sec. credit line including punch line.

4. Rates for Broadcast of Campaign Songs/Jingles from Govt. Departments/PSU, (Duration One Minute 60 Seconds) with NO FCT (IN Rupees)

Name of Station	Prime Time
RADIO MANUU, Hyderabad	Rs. 2000/-

Note: For more than one minute (restricted up to 3 minutes), pro-rata rates will be Charged.

5. Rates for Trailers (IN Rupees)

Name of FM Station	Duration	Prime Time
RADIO MANUU	3.30 Minutes	Rs.1200/-
	2.30 Minutes	Rs. 900/-
	1.30 Minutes	Rs. 700/-

6. Rates for News Bulletin Sponsorship and Spots

1. For Complete bulletin sponsorship - Rs 3000/
2. Before or After News Bulletins Rs.1000/- per 10 seconds spot

7. AD Libs (live spots)

50% extra on the spot buy rate will continue to be charged

8. Classified Advertisement:

Classifieds are allowed and are accepted in 15 words only. Additional words will attract Extra Charge. Maximum 10 Additional words are permitted. Following subjects are covered under classified ads:

1. Sale / Purchase of house / Residential Plots, Old Motor Vehicles and Household Goods.
2. Matrimonial Ads.
3. Greetings on Birthday, Wedding Day/Anniversary, any other Special / Festive day or Occasion, Good wishes to Toppers of different Examinations, Entering a new house.
4. Change of place / Opening Ceremony of Shop / Business Establishments/ Hospitals / Schools.
5. Tender notices, Admission to Educational Institutions, last date for admissions.
6. Today's Engagements relating to Cultural/Literary Functions, Sports Events, School, College Functions, and Announcements regarding postponement cancellation of any functions / events mentioned earlier.
7. National Festival wishes (Holi, Deepawali, Eid and Christmas etc)

8.1. Rates for Classified:

Rs. 200/- for 15 words and Rs.20/- Each for Extra words

8.2 The following updates of ONE-MINUTE duration with FCT 10 Seconds will be charged at Rs. 1100/- and on a pro-rata basis for increased duration.

- Traffic Information
- Flight Information
- Sports, Foreign Exchange, Stock Exchange, etc.

9. PRODUCTION CHARGES:

Radio MANUU can take up production work for Spots / Sponsored Programmes

9.1. Production charges for Spot – In Rupees

Duration	Rates
Spot upto 30 seconds	Rs 3000/-
30-60 seconds	Rs. 6000/-

9.2 Production charges for an external sponsored programmes (In Rupees)

Programme	Duration	Rates
Sponsored Programme Special prog/dial.in/dial-out	15 mts.	Rs. 10000
Sponsored Programmes/Special Prog/dial.in/dial-out	30 Mts.	Rs. 20000

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9.3 Broadcast fee per programme will be charged in addition to the above production fee as per rates mentioned below

Programme Duration	Rates
Up to 15 Minutes	Rs. 2500/-
Up to 30 Minutes	Rs. 5000/-

NOTE:

1. Spots less than 30 seconds duration will not be undertaken for production. However, on demand from clients, it can be produced for a lesser duration but will be charged for 30 seconds. Rates for Spots more than 30 seconds will be charged as 60 seconds.
2. The duration of Sponsored Programmes is restricted to 15 Minutes. However, programmes having entertainment content are allowed up to 30 Minutes.
3. Though the programmes are produced by Station, Sponsored Programmes rates will be charged for the broadcast.
4. Applicable GST to be charged on production fee as well as on broadcast fee.
5. A Sponsor is entitled for free opening & closing credit lines of 5 sec. each in addition to FCT.
6. Any modification in the FCT/Spots, production will be charged an additional fee of 20% the original production cost.

10. Hiring for Radio/Audio studio

- Booking Charges : Rs.1000/-per booking (Not- Refundable)
Hiring Charges : Rs. 1000/- per hour

11. Guidelines for Ads

11.1 General Guidelines

- a) Advertisements on cigarettes, bidis or tobacco products, pan masala, alcohol drinks and other intoxicants are not allowed for broadcast.
- b) Advertisements for Medicinal products should be accompanied by the approval of the Drugs Controller before broadcast.
- c) Ads should not contain any exaggerated, superlative or misleading claim.
- d) All those engaged in advertising are strongly recommended to familiarize themselves with the AIR Code and Code of Commercial for advertising on Radio MANUU.
- e) **No Advertisement shall be permitted which**
 - I. Deride any race, caste, colour, creed and nationality;
 - II. Is against any of the directive principles, or any other provision of the Constitution of India;
 - III. Tends to incite people to crime, cause disorder or violence, or breach of law or glorifies violence or obscenity in any way;

- IV. Presents criminality as desirable;
- V. Adversely affects friendly relations with Foreign States;
- VI. Exploits the National Emblem, or any part of the Constitution or the person or personality of a National leader or State dignitary.
- VII. Depicts cruelty against animals.

11.2 The following products/services are allowed for broadcast on Radio MANUU.

- 1. Jewellery
- 2. Matrimonial Agencies
- 3. Mutual Funds approved by SEBI
- 4. Foreign Products
- 5. Family Planning Devices
- 6. Government-run lotteries
- 7. Educational Institutions (Tutorial Colleges, Computer Training Centers, etc.)
- 8. Guide Books
- 9. Holidays Resorts
- 10. Baby foods (with a Mandatory clause "Breast Milk is the best for babies up to a specific age" to be broadcast prior to the advertisement).
- 11. Advertisements relating to real estate including sale of flat/land, flats for rent both commercial and residential. While booking such ads, stations should obtain indemnity bond from Agency/Client indemnifying Radio MANUU from any legal wrangles.
- 12. Production/Internal design

Note:

- A. A statutory message up to 3 Sec. with advertisements related to soft drinks, baby food etc. is not chargeable.
- B. Advertisements shall be so designed as to conform to the Laws of the Country and should not offence against morality, decency and religious susceptibilities of the people.

12. Technical Specifications for Recording-

A. Commercial announcements/ spots recorded on pen drive in wave from confirming to the following standards-

I) Pen drive recording shall contain spoken identification announcements as follows:

Announcements giving the name of advertiser, products, the number of commercials and the duration of each in the order of recording.

II) A label shall be attached to the carton containing the programmes giving the following details

Pen drive no.....Client.....Product.....Agency..... Spot
no.....Period of broadcast.....Duration of each
commercial.....languagedate of submission

III) All recorded material should be made available well in advance every pen drive must contain a copy of the scripts of recorded material.

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B. In case of commercial announcements/spots sent through email, the format of recording shall be in wave form along with all the above requisite information in word format also.

C. In sponsored programmes, other than customized programmes, the sponsor's publicity will be limited to FCT. It cannot be part of the content. However, FCT can be spread over the programs at proper punctuation points.

13. Payment Procedure

1. For other than the Government Agencies full payment shall be made in advance.
2. When the Advertiser operates through the Accredited Agencies the payment of Ad Charges will be made on a monthly basis within 45 days, from the first of month following the date of broadcast.
3. PSU/Central/State Government are required to make payments within 30 days, from the first of broadcast.
4. Payments are to be made through NEFT/RTGS, the details of bank account number and IFSC code shall be provided at the time of contract.

14. Cancellation of Bookings:

An advertiser may cancel the bookings giving notice in writing to the Radio MANUU office / (IMC MANUU) where the booking is made, as follows:

- a) **Not less than 3 clear days'** notice in respect of Spot advertisements.
- b) Not less than 7 clear days notice in respect of Sponsored programmes.
- c) **5% cancellation charges on the gross amount** will have to be borne by the Agency/Clients in case the notice for cancellation is not received within the stipulated time as mentioned above.

15. Any Dispute shall be subject to the Jurisdiction of the Court in Hyderabad only.

16. Radio Manuu reserve the rights to revise, modify and change the rates / term & conditions without prior notice

**The Director
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Notes: Rates are applicable for a year and will be revised every year

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