



# Urdu Media Center



**Prospectus**

Contact:  
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UTTAR PRADESH URDU AKADEMI



## Are you looking for an exciting career?

It's a smart move to consider The U.P. Urdu Akademi Media Center, the state's leading hands-on training facility! We are a government institute that provides you the skills you need for an exciting career in traditional or online radio.

Learn in months, not years, how to be confident broadcasting professional with our hands-on training that makes you feel like you're getting trained on the job. Akademi trainers are supposed to be working around as the successful broadcasters.

As a student you will feel well-prepared for your career knowing that you are pursuing your chosen career at a respected institution. You will learn on state-of-art equipment, spend most of your time hands-on in the studio, and trained with working industry professionals. Individual attention, a conducive learning environment, and our passionate staff ensure that your training and educational experience will be thorough and rewarding.

## Mission statement

The mission of The U.P. Urdu Akademi Media Center is to provide those with a sincere desire for careers in Radio with their best opportunity for entry-level positions in the industry. The Akademi accomplishes our mission by screening applicants for talent and desire, and providing complete, comprehensive training in a hands-on environment, coaching by working professionals, and mentoring on an individual basis.

## Convenient Location

The UP Urdu Akademi Media Center is in Gomtinagar, of the state capital of Uttar Pradesh.... Lucknow, just right side as you land towards Polytechnic from the flyover from Hazratganj. The campus is easily accessible from all parts of the city through public transport system as well as personal vehicle.





# People to Hold You



**Hon'ble Shri Yogi Aditya Nath**  
Chief Minister, Uttar Pradesh  
President, Uttar Pradesh Urdu Akademi

**Professor Emeritus Asifa Zamani (Padmshree)**  
Chairperson, Uttar Pradesh Urdu Akademi



**S. Rizwan**  
Secretary, Uttar Pradesh Urdu Akademi

**Alok Srivastava**  
Cordinator, Media Center, Uttar Pradesh Urdu Akademi



**Anwarul Hasan, Rj FM Rainbow, Lucknow**  
Trainer

**Lalit Singh Pokhariya, Theater Writer/ Director/ Actor**  
Trainer



**Urmil Kumar Thapaliyal, Former News Reader, AIR**  
Trainer

**Raja Awasthi, Actor/ Director/Writer**  
Trainer



**Saurabh Sharma, Musician/ Sound Recordist**  
Trainer

**M. Faisal Riyaz, Cinematographer/ Editor/ Director**  
Trainer



And Many More....



**No** one has more fun than professionals in radio. Personalities of all kind hosting shows ranging from the most energetic of modern music to more calm, thoughtful interviews. Not only that, but behind the scenes are passionate professionals who manage the production and masterfully piece everything together into the programs you love to listen to. If anyone has ever told you that you should be on the radio, or that you have a good voice or if you have ever been fascinated by the world of radio, then you could be well-suited for a fun, rewarding career in Radio Broadcasting, where no two days are the same!

### **Becoming a Confident Radio Broadcaster**

The UP Urdu Akademi Media Center offers high quality; professional radio broadcast training in a personal setting. With small classes, modern facilities, and industry experienced instructors, you get to enjoy developing up-o-date skills and growing through professional mentors. Our radio broadcasting course is a complete, comprehensive training workshop that gives you combined hands-on training and live broadcasting from fully equipped studios. More than half of the time you spent in the studios; you'll be on the air, doing newscasts, commercial production utilizing state-of-the-art technology.

**You will become skilled in a variety of areas, including:**  
Radio Programming, Commercial Production, News, Voice-overs, Sports Casting  
Copyrighting, Music Programming, Station Management, Broadcast Sales and  
above all you will gain elementary knowledge of Urdu Language.

In addition, the Akademi offers 4 weeks of Vocal Coaching where we teach voice, diction and speaking techniques. As you get ready to graduate, we offer career guidance to help you get the job you want!

### **Career Opportunities In Radio**

As a graduate of this program, you will be well qualified to pursue opportunities working as a/an:

On Air Personality  
Newscaster  
Sports Reporter  
Podcaster  
Internet Radio Station Operator or Host  
Producer  
Promotion Director  
Voice Over Artist  
And More!



### **An Accredited Institution**

UP Urdu Akademi is a unit of State Government of Uttar Pradesh and is consistently working for the preservation of Urdu Language and culture since 1972. The then Uttar Pradesh government established this Akademi under registration of society's act with a motto of establishing an Urdu institution to look after the development of the Urdu language, literature, cultural heritage. This institution has compiled many programs in its fold for cultural and educational goals.

### **Modern Facilities**

Our facilities enable our students to fulfil their career objectives. The campus is just under approximately 20,000 sq. ft. of area with fully equipped audio and video studios and editing facilities along with an auditorium, Lecture room, Library, personal instruction room and a state of art lounge for you and your classmates to enjoy.

### **Why Best Training With Urdu Akademi?**

At Urdu Akademi, we had made full arrangements to set up a Internet Radio Channel for the best practice of our students to produce and broadcast their shows, worldwide.

Now entire world is your's to explore, experiment and let the global community listen you.

### **Duration**

The Certificate Course in RJ and Radio Technology with primary introduction of Electronic Media is of 3 Months Duration. For Which the forms may be filed any time at the Akademi Media Center.

**Batches in an academic session:**

**February to May**

**May to August**

**August to November**



## Who Hires Akademi Grads?

Akademi graduates will be compatible to work with some of the largest and most exciting radio stations of the country, such as AIR FM, AIR Primary Stations, Radio City, Radio Mirchi, BBD FM, CMS Radio, Red FM and thousands of many more... As well as hundreds of community and internet radio setups

## Find Your Place in the Growing Broadcasting Industry

Broadcasting is a rewarding career unlike any other. With the right training, mentorship, and on-the-job skills, you could enjoy working creatively in a variety of on-air, production, or online positions with today's popular stations and programs. When it comes to getting that training, you won't find a more engaging and personal experience than with the Uttar Pradesh Urdu Akademi Media Center.

Here is what you need to know before you apply to our programs:

### Admission Requirements

Applications for admission to the Media Center maybe submitted any time by those at least 18 years of age and who have graduated high school.

Each eligible person asking about the Media Center will be invited to a no cost, no obligation personal interview. During the interview, the visitor gets a complete tour of the facilities and learns important facts about the industry, The Akademi, the staff, and careers available. There is time for discussion and a question and answer period. Applicants will be given a voice/talent evaluation to see if they have the potential for a career in broadcasting. Entrance into the Akademi is based, in part, on the results of that evaluation. The Urdu Akademi will make reasonable accommodations for those who have mental or physical disabilities.





### **Termination of Enrolment/Reinstatement**

The Akademi may dismiss any Student who violates the Rules of Conduct, falsifies documents, or fails to fulfil their financial obligations. Also, Students who incur two consecutive week's absence or fail to return from a Leave of Absence as scheduled will be dismissed automatically. A student has 5 days in which to appeal termination. Students who is dismissed may apply for readmission no less than 30 days after their termination date. Applicants rejected by the institution will lose the registration fee. If the student does appear for class, doesn't start the program, or merely changes their mind on attending, they will not be refunded any fee paid. Students who is dismissed may apply for readmission no less than 30 days after their termination date.

### **Make Your Broadcasting Career Dreams a Reality**

We understand that career training is a large investment for your future. It is commitment both time-wise and financially, and for many people, it would not be possible without some sort of financial assistance.

At the Uttar Pradesh Urdu Akademi, we believe that everyone who has potential in our industry should have the chance to build the skills and confidence they need to enjoy as a career in broadcasting. Because of that, we will work with you on every step of the way to find the financial aid options that will help you make your dreams a reality. For the same akademi is providing offered courses at the lowest possible rates and had made arrangements to give installment benefits to the weaker section of the society.

### **Contact Us**

Take the first step toward a brighter future today. Get the information and support you need to make an informed decision, and get on the path to an exciting new Broadcasting or Production career. Fill out the form to request more information on our programs, class schedules, financial aid options for those who qualify and more.





## ADMISSION FORM (TO BE FILLED IN CAPITAL LETTERS ONLY)

NAME OF THE CANDIDATE:		FIRST:	MIDDLE:	
SURNAME:				
FATHER'S NAME:				
MOTHER'S NAME:				
PRESENT ADDRESS:	HOUSE NO.:	MOHALLA/ GRAM/ SOCIETY		
LOCALITY:	CITY:	STATE:		
PERMANENT ADDRESS:	HOUSE NO.:	MOHALLA/ GRAM/ SOCIETY		
LOCALITY:	CITY:	STATE:		
Contact Number:	(Mobile)	(Landline)		
ADHAAR NUMBER:			PAN CARD NUMBER:	
DRIVING LICENCE NUMBER:			BANK ACCOUNT NUMBER:	
IFSC CODE:	BANK NAME & BRANCH:			
DATE OF BIRTH:	DAY	MONTH	YEAR	
PLACE OF BIRTH:	AGE IN YEARS: <small>(AS ON 1<sup>ST</sup> JAN. OF THE CURRENT YEAR)</small>		YEARS:	DAYS:
EDUCATIONAL QUALIFICATION:	<small>(LAST EXAM PASSED)</small>		OVER ALL PERCENTAGE:	
SUBJECTS OF THE LAST EXAM:				
REASON TO JOIN THIS COURSE: <small>(MAX 10 WORDS)</small>				
SOURCE OF INFORMATION ABOUT THIS COURSE:				
EXTRA QUALIFICATION: <small>(IF MORE THAN 1 MENTION POINT WISE IN 1 WORD)</small>				
ANY SPECIFIC ACHIEVEMENTS:				
HAD EVER PERFORMED FOR DOORDARSHAN OR ALL INDIA RADIO?		(TICK OR YES)	(TICK FOR NO)	

Disclaimer:

I, ..... S/O, D/O .....

Dully Erisure That All The Information Provided By Me Is True To My Knowledge And Agree To Follow The Rules And Regulations Of The Academy. I Know That I May Be Expelled From The Curriculum If Found Guilty Against Any Misconduct.

AFFIX A SELF  
ATTESTED  
PASSPORT SIZE  
PHOTOGRAPH

(Signature of the Candidate)

(Signature of the Parent/ Guardian)

Contact Number.....



