

## Outdoor advertising picks up at Awantipora

### Trendy Hoardings Dot National Highway

MUHAMMAD OWAIS GURKOO

**F**amous for its historic shrines and temples, Awantipora, located in district Pulwama of south Kashmir, is now witnessing outdoor advertising boom. On travelling towards Islamic University of Science and Technology, several large and trendy advertising hoardings catch attention of the onlookers.

The road being part of the Srinagar-Jammu National Highway usually witnesses a nonstop traffic, which ensures maximum visibility for advertising hoardings. Be it Lethpora, Barsu or Jawbrara, every area of the town displays advertisements by various business entities.

Most of these hoardings aim at product promotion, while others depict messages about road safety, protection of forests and wildlife, conservation of water bodies and promotion of tourist destinations.

“Awantipora is not new to outdoor advertising. However, earlier only painted wall advertisements could be seen in the town; but for past five years now, this place is being flooded with trendy advertising hoardings,” says Fayaz Ahmad Bhat, a local. According to market observers, the concept of advertising came to Kashmir around 1988, when Chetna Advertising Agency started operations in the valley. The agency that was an extension of a Delhi-based agency, Chetna Advertisers, opened its office at Gole Market, Karannagar. Then in 1994, Chetna Advertising Agency changed its name to Helpline Advertising Services.

“There was no concept of advertising in Kashmir till 1987. Ours is the first of its kind advertising agency in the valley,” claims Haji Hayat Muhammad Bhat, proprietor Helpline Advertising Services.

“Initially we started with print advertising. Then in 1992, we got registration for electronic media as well. And right now, we are catering to all forms of advertising including outdoor advertising,” he adds.

In 1990, he recalls, another Delhi based company, namely Multimedia Advertising Agency, jumped into the field in Kashmir and the competition took off. However, he adds, soon armed uprising erupted in the valley and the business slowed down. After a couple of years, advertis-



An advertising hoarding erected at Lethpora area of Awantipora in district Pulwama.

SHOWKAT SHAFI/IUST

ing business picked up again in the valley.

Later in 1997, advertising hoardings were installed in some districts of Kashmir. Afterwards, the business reached south Kashmir as well. Experts believe outdoor advertising serves the best purpose in promotion of products, services, activities and ideas. As per them, brand promotion through outdoor media is usually more effective than through other media. “Outdoor advertisements definitely reach their audience, as they are in the public domain. People can’t ‘switch them off’ or ‘throw them out.’ They are simply exposed to them whether they like them or not,” says Hayat.

He adds that the messages communicated through outdoor media work on the advertising principle of frequency. “Since most of the messages stay at the same place for a longer period of time, people, who drive by or walk past, see the same message a number of times. Therefore, this mode of advertising is the most successful of all,” he says, adding that

heavy traffic areas, like highways, bus stops and railway stations, are ideal for erecting advertising hoardings. Contrarily, he says, radio, television and print advertisements are momentary and sporadic.

With advanced technology available, now many innovative and eye-catching designs of outdoor advertisements are being developed. Nowadays, at many places in Kashmir, one comes across several digital and animated hoardings, including Light Emitting Diode boards and frontlit and backlit hoardings.

As per advertising agents, public response towards outdoor advertising has so far been more than satisfactory. “Since the time outdoor advertising came to Kashmir, people here have developed the actual sense of advertising. And the modifications being brought into it have only added to their interest,” they say.

With a positive public response towards it, outdoor advertising seems to have a bright future in Kashmir. *Echo*

# Spread Prophet's word to humanity: Religious scholars to Muslims

AABID SULTAN

**E**minent academicians and religious scholars called on Muslim community to help propagate preachings of Prophet Muhammad (PBUH) to the world. Speaking at a day-long Seerat Conference, titled 'Prophet's (PBUH) Message to Humanity,' the orators said life of the Holy Prophet (PBUH) was the best guide for humanity in general and Muslims in particular. The conference was organized by Islamic University of Science and Technology (IUST) on June 15 at university auditorium.

Chief guest on the occasion, Prof A R Trag, vice chancellor IUST, threw light on various aspects of the Prophet's (PBUH) life and teachings. While referring to Michael Hart's book, 'The 100: A Ranking of the Most Influential Persons in History,' he said the Prophet (PBUH) had been the best philanthropist, philosopher, king, warrior, preacher, orator and judge the mankind has ever had.

Prof Trag also lauded the university students' efforts for making the first-ever Seerat Conference in IUST happen.



Vice Chancellor IUST, Prof A R Trag, delivering speech at Seerat Conference on June 15, 2011.

AABID SULTAN/IUST

Director Iqbal Institute of Culture and Philosophy, Kashmir University, Prof Bashir Ahmad Nahvi, said Prophets of Islam from time to time had guided the humankind in worldly deeds as well as religious matters.

Nahvi asked Muslim women to follow the foot-steps of Fatima-uz-Zehra (RA), daughter of the Prophet (PBUH). "Women are an important pillar of any civilization and Fatima-uz-Zahra (RA) is an ideal

example for the Muslim womanhood to follow," he said. He also expressed concern over division of Muslims into various sects in contemporary times.

Speaking on the occasion, Prof Syed Muhammad Tayyib Kamili, former head of Arabic department, Islamia College of Science and Commerce, said Muslims should shape their character in accordance with the life of the Prophet (PBUH).

"Our society is in colossal dev-

astation, so we should follow the path shown by the Prophet (PBUH) to overcome the troubles we are indulged in," he said. Kamili also hailed the IUST for organizing the conference.

Another orator, Prof Margoob Banihali, former head of Kashmiri department, Kashmir University, said the Prophet (PBUH) was being considered honest and truthful even by Kufar (non-believers) prior to his prophethood, "and we should also build such righteous character."

Later, students from all departments of the IUST and a few from University of Kashmir participated in a debate competition. Syed Sarmad, a B.Tech student of IUST, bagged the first prize, whereas the second prize was shared by IUST students Amreen Rashid and Mudasir Hajam. Hilal Ahmad of Kashmir University and Shabir Ahmad of IUST received the third prize.

Among others, Shafat Noor, district development commissioner, Pulwama, Dr Syed Saif-ud-Din Bukhari, head of Arabic department, IUST, and Dr Syed Majeed Andrabi, assistant professor, Arabic department, IUST, were present on the occasion. *The Echo*

## New session begins with new rules in IUST

MIR WEHEED

**W**ith beginning of its new academic session, the Islamic University of Science and Technology (IUST) has come up with a new set of rules to maintain discipline in the campus. The university administration is ensuring to implement the rules in letter and spirit.

"We shall be very strict in maintaining discipline in the campus, hostels and university buses so as to maintain a peaceful academic atmosphere in the varsity," the then proctor of IUST, Dr Ulfat Anjum Mir, told *The Echo*.

Ensuring a ragging-free campus is the topmost priority of the university authorities. "Infact, IUST has a zero record of ragging incidents so far," claimed Mir.

IUST is strictly enforcing the anti-ragging guidelines issued by the University Grants Com-

mission (UGC). The provisions laid down by the UGC require students to submit a written declaration that they are aware of the anti-ragging regulations.

"It is mandatory for each student, whether on rolls or seeking admission in the varsity, to submit the affidavit duly signed by them and their guardians," Mir said and warned that if any student was found guilty of ragging, he or she was liable to punishment. He maintained that they have made it a point that no illegal activity takes place in the campus.

Making IUST a 'no-smoking zone' is another goal of the proctor's office. Cigarette smoking has been strictly banned in and around the campus. "Nobody is allowed to smoke in the campus, be it student or staffer. Even the sale of cigarettes has been banned in and around the campus," said Mir, adding that they were keenly monitoring all the activities.

Besides, nobody shall be allowed to listen to

loud music on mobile phone in the varsity, "as it can distract others." "Mobile phones should be used only for the purpose of communication," said Mir. This is not all. The visitors have to register their names and purpose of the visit at the main gate of the university. The security guards have been strictly instructed to check the identity cards of the visitors. "These steps have been taken to stop any illegal material enter the campus. We have to ensure security of the university property, students and staffers," Mir said.

To mention, the university has 22 security guards to maintain law and order in the university. The guards, who reside in the university huts, work round the clock.

Moreover, he said, some suggestion boxes shall be installed in the campus so as to get feedback and suggestions from the students and ensure a friendly environment in the campus. *The Echo*

# IUST gets rank 26 in int'l environment competition

NAYEEM SHOWKAT KHAN

**B**ringing laurels to the state, the Islamic University of Science and Technology (IUST) has scored rank 26 in Great Power Race (GPR)—the international clean energy and environment competition. The university was competing with 1015 participant teams from various universities, colleges and schools across India, USA and China.

The competition was jointly organized by Indian Youth Climate Network (IYCN) and 350.org. IUST, which participated for the first time in GPR, has earned 50 points. 13 students from various departments working on 11 environment-related projects had participated in the competition.

“The university received information about the GPR quite late, otherwise the results could have been even better,” said Shazia Shafi, coordinator, Community Relations, Mantaqi Centre for Science and Society, IUST. “The participants from IUST worked on 11 projects, but could upload only eight of them due to limited time,” she said.

The purpose of the race was to start new climate solution projects at educational institutions and communities in three particular countries. In this regard, a felicitation ceremony was organized by State Pollution Control Board (SPCB) in collaboration with IYCN at Sri Pratap College, Srinagar on June 10.

Speaking on the occasion, Minister for Environment, Ecology and Forests, Mian Altaf Ahmad said the need of the hour was to make serious efforts to save the environment, “otherwise any catastrophe is imminent



Vice Chancellor IUST, Prof A R Trag receiving Great Power Race award from Minister for Environment, Ecology and Forests, Mian Altaf Ahmad, at S P College, Srinagar on June 10, 2011.

IYCN PHOTO

in any part of the world.” He said educational institutions should shoulder the responsibility of creating general awareness about environment conservation. The minister, who was chief guest on the occasion, congratulated the students of IUST and S P College for winning the competition among more than 1000 teams. “It indicates that there is no dearth of talent in our youngsters, but they need to be properly nurtured,” he said.

Vice Chancellor IUST, Prof A R Trag, chairman SPCB, Lal Chand, regional director SPCB

Kashmir, Farooq Gillani, principal S P College, Zahoor Ahmad Chat and regional coordinator IYCN, Owais Rahman, were also present at the ceremony.

Talking to The Echo, students expressed delight over the competition. “Working on clean energy project was a good exercise for us to learn how to keep our environment clean. We displayed banners and asked students to keep the campus clean, which was really great,” said Bazilla Naseer, a student of B.Tech Food Technology, IUST.

## Admissions 2011: IUST courses draw many takers

UMER IQBAL WANI/  
SHOWKAT SHAFI

**A**head of the academic session 2011-12, the admission process has been going on in full swing in Islamic University of Science and Technology (IUST). The university has received over 3000 applications for its various courses.

Assistant Registrar, Admissions, IUST, Dr S Iqbal Quraishi, told The Echo that they had received overall 3089 applications against the student intake capacity of 620. He said the

intake capacity (without payment seats) of the university was 479 and the number of payment seats available was 141.

Giving further details, he said, B-Tech Engineering received the highest number of applications that is 1632 against the intake capacity of 180. BBA and MBA courses received 333 and 303 applications, respectively, against 60 seats each. B.Tech Food Technology received 239 applications against 60 seats, MCA 148 against 60, MA Islamic Studies 96 against 40, B.Sc Actuarial and Financial Mathematics 69 against 30, MA Journalism 68

against 20 and M.Sc Food Technology 64 against 15 seats. MA English received 58 applications against 40 seats, MA Peace and Conflict Studies 42 against 20 and MA Arabic 37 against 40 seats. The student demand ratio per seat has been around 5:1 overall.

Pertinently, entrance tests for various courses were held in June and the results were declared in the same month. The admission procedure began in July. Students along with their parents were seen busy performing various admission formalities throughout the month.

“I am more than happy to get admission in such a prestigious university. It's like a dream come true,” exclaimed Shariq Ahmad, a student.

“I did not want to send my son outside the state. This university has experienced a tremendous growth in just a few years time. Hence I preferred this university for him and I am quite happy about it,” said Manzoor Ahmad Baba, a parent.

The university officials could be seen assisting the applicants and guiding them over various options available in various departments. *The Echo*

## CAMPUS TALENT

# IUST student nominated for National Media Award

UMAR KHALID

For his extensive reporting on unsung innovators in Kashmir, Tawqeer Husain, a Journalism student of Islamic University of Science and Technology (IUST), has been nominated for National Media Award. The recommendation has been made by Grass-root Innovation and Augmentation Network (GIAN) Cell, University of Kashmir. The New Media Award is given by National Innovation Foundation, India.

A budding journalist from south Kashmir's Dooru village, Tawqeer was also awarded by GIAN Cell earlier this year for reporting on innovators of Kashmir. He was felicitated by chairman GIAN Cell, Dr G M Bhat, during a programme titled 'Technology Innovations and Technopreneurship Development.'

Tawqeer has always had a passion for journalism. During his school days, he would send tens of letters



to editor Greater Kashmir, daily English newspaper. His love for journalism grew with the passage of time. "I would always feel that

journalists have the authority to question anyone. This would fascinate me a lot," says Tawqeer.

"Besides, I felt that ordinary people could not easily make their grievances heard. So I wanted to act as a bridge between them and the authorities," he adds.

Tawqeer started his journalism career as reporter with The Daily Etlalaat (English) in 2007, where he would mainly work on human interest stories. "When my first story was published in Etlalaat, I was thrilled to see my byline. I could not control my emotions and literally tears came out of my eyes," he shares.

He also worked with News Agency of Kashmir as south Kashmir bureau chief in 2007. In 2009, he started writing about unsung innovators in Kashmir for some media organizations, like RealityBites magazine and Rainbow Education Mirror. In the same year, he was awarded for his work by deputy chief minister, Tara

Chand, on legendary poet Rasool Mir's day.

In 2010, he did a series of stories on young innovators of south Kashmir for Community Radio—a radio project that was then run by Panos South Asia in collaboration with IUST.

Tawqeer is currently contributing for American Chronicle, an online magazine. He also works as freelancer with Srinagar edition of The Times of India and The Counselor Magazine. Besides, he is making a documentary film based on orphans of Kashmir along with his batchmates Zubair Mushtaq and Naureen Farooq. Tawqeer regards journalist Jehangir Rashid as his mentor in journalism.

Ask him what his biggest achievement is, he is quick to say, "It really makes me proud today, when people of my locality appreciate my work and tell me that they have now got someone, who would make their grievances heard." *—Umar Khalid*

## Anecdote

## Smoking: A slow form of suicide

KOUSAR MOHI-UD-DIN

It was my first day in Islamic University of Science and Technology. The weather was pleasant with mild sunshine and occasional cool breeze. Birds were chirping on trees. It seemed as if everything in IUST was welcoming the freshers. Delighted to find myself inside a reputed institution, I entered university canteen with a jubilant mood. I was accompanied by one of my friends. As soon as we stepped in, we met some senior students. After a brief introduction from both sides, we shared the same table. After some time, some of my other batchmates also joined the table. All of us soon became friends.

Apparently unaware of univer-

sity rules, one of the boys took out a cigarette from his pocket and lit it. This left everyone around including the canteen operator stunned.

Smoking is presently one of the leading causes of death among youth. It also drains a good amount of money from our pockets, which otherwise could be utilized for genuine purpose. Smoking can also cause various health ailments.

Everyone present there politely requested him to stop smoking. However, he refused and asked us why he should do so.

Meanwhile, I intervened. Without getting furious, I tried to convince him. Firstly, I informed him that cigarette smoking at public places was prohibited. One who violates the rule is liable to severe punishment, I

said. But this did not satisfy him.

Then I came up with another reason. I told him that smoking was presently one the leading causes of

death among youth. It also drains a good amount of money from our pockets, which otherwise could be utilized for genuine purpose. Smoking deposits tar in the lungs and chokes them, increases blood pressure and can cause lung cancer and various health ailments.

Then one of my seniors shared with us how his close friend became

victim of passive smoking. He died a painful death for no fault of his. He was the only son of his parents. His death rendered them hapless. Their dreams and aspirations were vanished forever. The deceased was a brilliant student. His death was a loss to the nation.

The anecdote moved the person smoking in canteen. He immediately mashed his cigarette and promised never smoke again. I and my senior were applauded for our efforts by one and all present there. Everyone accepted that cigarette smoking was a slow form of suicide.

I was happy to see my efforts bearing fruit. Towards the end of the discussion, all of us acknowledged the need of generating awareness among youth about ill-effects of smoking. Promising to meet again there on the same table, me and my friend headed towards our actual destination. *—Kousar Mohi-ud-Din*

# Kashmiri youth lack exposure: M K Raina

KOUSAR MOHI-UD-DIN/  
ISHFAQ G/ BILAL KUCHAY

**K**ashmiri youth possess immense talent, however the talented lot lags behind due to lack of exposure and awareness. This was stated by noted Bollywood and theatre actor-director, M K Raina, while delivering a lecture on 'Theatre and Cinema' to Journalism students. The session was organized by department of Journalism, Islamic University of Science and Technology (IUST), on June 21 at university auditorium.

Raina, however, also blamed youth for not searching the platform to exhibit their talent. "With the result, they are not able to prove themselves," he said.

Raina, who has worked in several popular films, like Taare Zameen Par, Lakshya, Tarang, 27 Down and so on, emphasized the need for students and aspirants of film making to develop creativity. "And creativity is something that cannot be developed while sitting idle. You have to constantly engage your brain and work hard enough



Noted theatre actor-director, M K Raina (centre), flanked by former director Tourism Kashmir, Muhammad Saleem Beigh, and incharge Journalism department, IUST, Monisa Qadri, at university auditorium on June 21, 2011.

NAYEEM SHOWKAT KHAN/IUST

to imbibe creativity in you," Raina told students.

A Kashmiri Pandit by origin, Raina insisted students to work for the promotion of their culture. Cultural domain, he said, is the backbone of art and identity of any nation. "Instead of western culture, I want my vernacular culture prevailing over here," he said.

He said he had worked in almost

every corner of the world and had gone through every culture. "But it is the depth of my own culture that makes me proud."

Raina, who was awarded Sangeet Natak Akademi award in 1995 and Swarna

Padak from J&K government in 1996, shared his experiences in theatre, television and film industry with students.

Raina was accompanied by Muhammad Saleem Beigh, former director Tourism, Kashmir. Praising the talent of Kashmir, Beigh underlined the need for a platform for Kashmiri youth to prove their talent.

Later the guests responded to queries from the students. Tamim Ahmad Baba, a fourth semester student posed a question to Raina that who would be his mentor in the field of art once he stepped into it. To this, Raina assured him of full support in the field.

Responding to a similar question from another Journalism student, Naureen Farooq, he said the university should organize theatre festivals, so that students can attain knowledge and inspiration regarding theatre.

The students expressed content over the interaction session. "Through this session, I have learnt many new things about art and culture," said Nayeem Showkat Khan, a second semester student.

Besides incharge Journalism department, Monisa Qadri, all the faculty members of the department were present on the occasion.

## 'Preserve literary tradition of Kashmir'

FAYAZ PEER/ SYED RUFDAIH JAN

**E**xpressing concern over decline of Kashmiri literature, speakers at a seminar emphasized the need of preserving Kashmiri language. They said it was important for the new generation of Kashmir to know how and where from the Kashmiri literature had evolved.

The seminar titled 'Literary Tradition of Kashmir' was organized by department of Islamic Studies, Islamic University of Science and Technology (IUST) on July 7 at the varsity.

Welcoming the guests, Dr Ghulam Nabi, assistant professor, Islamic Studies, said Kashmiri language

must be made a compulsory subject at least up to higher secondary level. He said even as the subject was introduced in schools around three years before, yet it was not a

Every year some 200 words vanish from every language. However, Kashmiri is suffering more than any other language

satisfactory measure to preserve the literary tradition of Kashmir.

He lamented that Kashmiri language was yet to receive the status of official language. "Before the arrival of Mughals, Sanskrit would be the official language

over here. Then during Mughal regime, it was Persian and now it is Urdu," he said.

He, however, acknowledged the role of electronic media in persever-

ing "our otherwise dying language." "Doordarshan and Radio Kashmir Srinagar have played a commendable role in preserving our heritage," Nabi said.

He also traced the origin of Kashmiri literature on the occasion.

Another speaker, Dr Showkat Hussain, incharge Islamic Studies, said it was the duty of Kashmiris to preserve Kashmiri language, which, he said, was on the verge of extinction. "Every year some 200 words vanish from every language. However, Kashmiri is suffering more than any other language," he said. During his speech, he uttered a few Kashmiri words, which no one among the audiences was familiar with.

On the occasion, students of Islamic Studies also put forward their views. They said Kashmiri should be made medium of instruction, "so that we can preserve our literary tradition of Kashmir." ❧



### INDUSTRY STUDENT INTERFACE

To provide an insight into the business journey of Kashmir-based industrialists, the School of Business Studies (SBS) organized 'Industry Student Interface' on June 2 at university auditorium. Some prominent industrialists of the valley shared their experiences in industry with students of SBS.

Waseem Trambo, noted industrialist and proprietor Trambo Cement Industry (TCI), said their motto was to provide training programmes and job opportunities to the students. "We aim at promoting university-industry linkage in order to encourage campus recruitments," he said. Besides faculty SBS, Prof A R Madoo, dean SBS, and Dr Aijaz Akbar Mir, head SBS, were present on the occasion.

### ENTREPRENEURSHIP AWARENESS PROGRAMME

Entrepreneurship is not everybody's cup of tea; one has to toil to succeed in it. This was stated by Firdous Ahmad, lecturer, J&K Entrepreneurship Development Institute (JKEDI), during an interaction session with students of School of Business Studies (SBS). The session was organized by SBS on June 6 at auditorium of the varsity.

Ahmad said entrepreneurs ought to be focused from the very beginning and should work hard enough. "Entrepreneurs are givers, not takers. They always have to think outside the box and create a vision out of nothing," he added.

He further said that Kashmiris generally lacked coordination, which, he said, was crucial in entrepreneurship. Students were later given demonstrations and exercises so as to make them understand the importance of coordination. Public Relations Officer JKEDI, Saba Nazir, informed students about various schemes offered by JKEDI for entrepreneurs. The students had a detailed interaction with experts on various aspects of Seed Capital Fund Scheme launched by the state government under Sher-i-Kashmir Employment and Welfare Programme for Youth.

### HISTORY OF INDIAN MATHEMATICS- GUEST LECTURE

Vice Chancellor, Delhi University, Prof Dinesh Singh, asked students of Mathematics to draw inspiration from mathematicians like Srinivas Ramanujan. Despite coming from a humble background, he said, Ramanujan had carved out a niche in the field of

towards Science and Mathematics in India. He made a special mention of his role in framing and fine-tuning of Actuarial and Financial Mathematics. Prof Trag also requested him to consider collaboration between Delhi University and IUST in important areas of academics.

The lecture was attended by Dr Fozia Qazi,

## IUST ADOPTS GOOGLE APPS FOR EDUCATION

The Islamic University of Science and Technology (IUST) has adopted 'Google Apps for Education' for its new email and calendar platform. Google Apps is a free suite of web-based messaging and collaboration applications exclusively for educational institutions

"Google Apps is implemented in the 'software as a service' (SAAS) model. In a SAAS model, the vendor operates and maintains the software applications, which comprise the service as well as the systems (servers, storage, data centers, etc), on which the applications run," explains Sameer Wazir, in charge, Information Technology Unit, IUST. One of the advantages of Google Apps is that the IT Unit does not need to maintain the application software, infrastructure or data center environment required to run these services. Besides, the vendor can more easily update and improve its services than would be possible if the services were implemented locally.

Google regularly updates and adds functionality to the services it offers. "This is particularly useful in the situation, where the service is essentially 'commodity,' which means the service is widely used and universally available and not something that is specific to the institution," says Wazir.

"IT Unit can free both human and fiscal resources from supporting these commodity services. We can spend those resources instead to support services that are more unique to IUST and that aren't cost effectively available otherwise," he adds.

IUST, he says, explored a number of alternatives for collaborative environments supporting these services before selecting Google Apps.

Science with his hard-work and intellect.

Prof Singh was delivering a guest lecture, titled 'History of Indian Mathematics: From the Indus Civilization to Srinivas Ramanujan' on June 13 at university auditorium. The lecture was organized by the department of Actuarial and Financial Mathematics.

Regarding IUST, Prof Singh said he found the university much better than what he had heard about it. "I can assess that students here are quite bright." He also assured his support to the varsity in achieving its objectives.

Welcoming Prof Singh, vice chancellor IUST, Prof A R Trag, lauded his contribution

head Mathematics department IUST, Prof Muhammad Amin Sofi, head department of Mathematics University of Kashmir, deans, faculty members and students from IUST and University of Kashmir.

### FIELD VISIT TO KASHMIR LIFE

The department of Journalism organized a field visit for second semester students to the office of weekly English newspaper, Kashmir Life on June 14. The KL staffers shared their experiences in media with the students.

A senior journalist traced the history of "real" journalism in Kashmir, which,

he said, evolved in 1990, "when valley witnessed overwhelming situation." The media-persons also responded to the queries raised by the students. Later students were given a tour of editorial department of the organization.

### TRANSLATION AND ORAL EXPRESSION- GUEST LECTURE

Prof Muhammad Ayub Tajdin from the department of Arabic, Jamia Millia Islamia (JMI) University, Delhi, expressed his concern over lack of Arabic Language translators in present times. Delivering lecture on 'Translation and Oral Expression,' organized by Arabic department on June 20 at university auditorium, he said one can earn whopping amounts of money if they become good translators. "There is dearth of Arabic Language translators. Arabs are eager to read about legendary poets and writers, like Mirza Ghalib, Mir Taqi Mir and others. However, they lack information regarding them because of dearth of interpreters," Prof Tajdin said. Interacting with students, Waseem Akhtar, assistant professor, Arabic department, JMI said Arabic language follows VSO (Verb-Subject-Object) sentence structure unlike English language that follows SVO (Subject-Verb-Object) structure. The lectures were followed by a question-answer session.

### THE MESSAGE OF RAMADAN- SYMPOSIUM

The department of Islamic Studies organized an inter-departmental symposium, titled 'The Message of Ramadan' on August 25 at university auditorium. 10 students from various departments participated in the symposium. Dr Showkat Hussain, in charge, Islamic Studies, said the event was being organized every year in order to spread the proper message of Ramadan to people, especially students. "It is a part of our co-curricular activities and we invite students from all the departments to participate in it," he said.

Compiled by

AABID SULTAN and UMAR KHALID

## SUGGESTION BOX

○ There is a dire need to hike the pay scale of contractual employees. Ironically, despite working as hard as their permanent colleagues, contractual employees are deprived of various benefits that accrue to regular employees.

Tanveen Kawoosa, Assistant Professor, department of Journalism

○ The university should start recreational and sports facilities for the employees as well. Moreover, a small shopping complex should be built over here to provide the merchandise for the daily use.

recreational and sports facilities for the employees as well. Moreover, a small shopping complex should be built over here to provide the merchandise for the daily use.

Tariq Ahmad, General Secretary, Islamic University Faculty Association

○ More buildings should come up in the university so as to have separate buildings for different courses. Besides,

there is a need to build more of other infrastructure as well.

Newsheen Nabi, Assistant Professor, department of English

○ There must be a proper place for offering prayers in the university. The Musallah located in the campus should be upgraded into a Mosque.

Fayaz Ahmad, Librarian

○ The university should continue organizing study tours and field trips for students pursuing various professional courses. Such field visits expose students to diverse field of knowledge and groom their skills and expertise.

Students from various departments

As told to Sabaa Malik

# 'Consistency, determination key to success'

She is the first Muslim woman from J&K to crack Indian Administrative Service examination. Despite failing twice to qualify IAS, the 25-year old did not lose heart and proceeded ahead to create history. Before achieving the feat, she had also qualified Kashmir Administrative Service examination in 2009. From her schooling to scaling heights, Ovesa Iqbal talks at length with The Echo reporter **SHAHNAWAZ DAR**.

## **A PEEP INTO YOUR FAMILY AND ACADEMIC BACKGROUND?**

I come from a village Chachoot Shamma in Leh, Ladakh. I am the youngest one in my family. My father would earlier serve as contractor and now as agriculturalist. My mother has been an educationist. Regarding my education, I have done my schooling from Moravian Mission School in Leh. Then I studied higher secondary part I from Kendriya Vidhaya-laya, Leh and part II from Government Girls Senior Secondary School, Chandigarh. After that, I pursued Chemical Engineering from Punjab University that I finished in 2007.

## **YOU ARE FIRST MUSLIM WOMAN FROM J&K TO QUALIFY IAS. WHY IS IT THAT KASHMIRI WOMEN USUALLY DO NOT QUALIFY THE EXAMINATION?**

Actually, the number of females appearing for IAS exams is usually negligible compared to that of male candidates. This gruesome situation is felt throughout the country and not only in our state.

## **WHEN DID YOU DECIDE TO GO FOR IAS?**

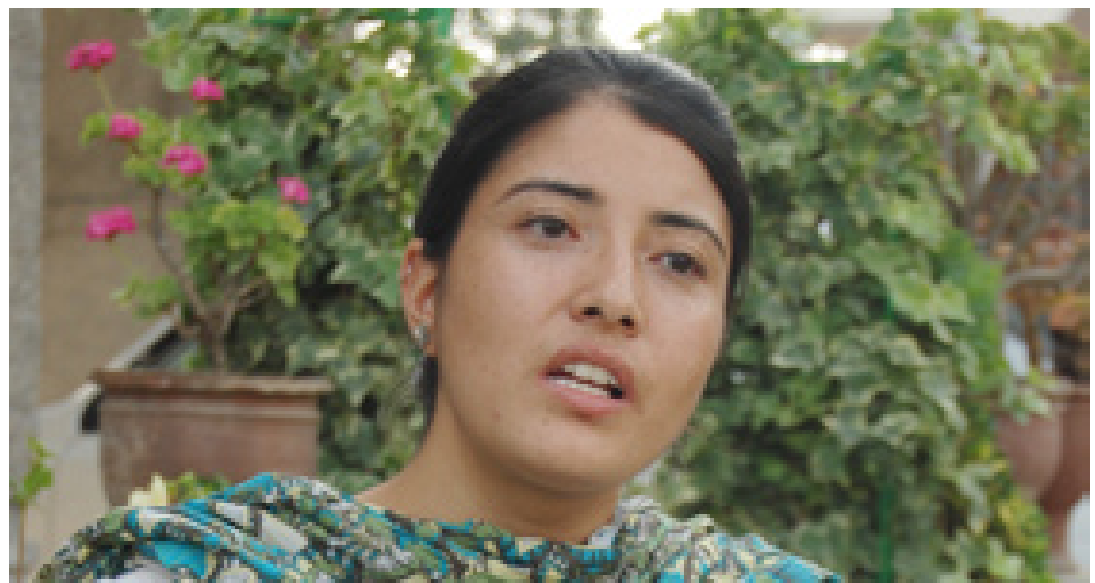
After I finished my graduation, I began to explore career options. Though I had many options available, I decided to join administration. I was further encouraged by my father, who was quite happy about my decision. And then, I began my preparations. I appeared in IAS exams for the first time in 2008.

## **YOU MEAN THIS ONE WASN'T YOUR FIRST ATTEMPT IN IAS?**

This was my third attempt. In my first attempt, I could not qualify prelims, whereas in my second attempt, I could not qualify mains. Then finally in 2010, I made it by the grace of Almighty Allah.

## **WHAT SUBJECTS DID YOU OPT FOR AND WHY?**

My optional subjects were Geography and Sociology. My natural bent of mind has always been towards technical subjects. However, I could not go for a subject like Chemical Engineering in IAS simply because it is not available there. But then I had to opt for a similar subject. So I went for Geography, which is also a technical subject. It was quite difficult for me to choose my second optional. I studied basic books of various subjects and went through the previous exam papers and finally decided to go for Sociology.



## **HOW DID YOU GO AHEAD WITH PREPARATIONS?**

I used to study for eight to 10 hours a day on an average, but I would ensure to have a productive time. During my preparations, I made it a point to strike a balance between studies and entertainment, as later is very essential to keep stress away. I also used to prepare notes. I would make a flow chart of the topics I studied, which comes very handy at the time of revision just before the exams.

## **DID YOU JOIN SOME COACHING CLASSES? AND DO YOU THINK IT IS NECESSARY?**

Yes, I have had classes for both prelims and mains. Coaching institutions act as facilitators, but one should not follow coaching blindly, as it can restrict aspirants to traditional mindset of preparing for the exams. I would say, its role is 25 per cent, whereas the rest of 75 per cent has to be done by students only.

## **AFTER QUALIFYING PRELIMS, HOW DID YOU PROCEED FURTHER FOR THE MAINS?**

I worked even harder. I had just one thing on my mind that I have to achieve my goal (Smiles).

## **TELL US ABOUT YOUR INTERVIEW SESSION?**

I remember, my interview board was chaired by Ms Rajni Razdan, member Union Public Service Commission. My whole interview revolved around Ladakh. The questions covered all the sections of the region, like economy, politics, society, flora-fauna, major issues and challenges faced by the place.

Many aspirants after qualifying prelims and mains fail to pass interview. What is your advice for them?

Before facing the interview board, one should keep in mind that members of the interview board are well-learned people. They can judge you even by just looking at you. So it is very important to be yourself and project yourself the way you are. Try to give honest answers and if you don't know anything, just admit that politely. You should never ever argue with them unnecessarily. Interview is actually a personality test; they don't just check your knowledge, but you as a person.

## **HAVE YOU APPEARED IN KASHMIR ADMINISTRATIVE SERVICE EXAMINATION?**

Yes, I have already qualified KAS exam in 2009. And I am currently undergoing training as a KAS probationer at IMPA Srinagar.

## **WHAT WOULD BE YOUR PRIORITIES AS ADMINISTRATOR?**

As an administrator, I will try my level best to reach out to people at grass-root level and work for them. I especially want to work for down-trodden people.

## **ANY SUGGESTIONS FOR ASPIRANTS OF CIVIL SERVICES?**

They need to have just two things to qualify the civil services exams that is consistency and determination. And if they have them, then nothing in the world is impossible for them. *Echo*

# B-Tech E&C wins IUST basketball tourney

FAYAZ PEER/ SHAHNAWAZ DAR

**B**-Tech Electronics and Communication (B-Tech E&C) emerged as interdepartmental basketball champions after defeating B-Tech Computer Science Engineering (B-Tech CSE) in the final match on June 17.

The team, led by Faraz Beigh, beat the opposite team 39-28 amid a large number of spectators at the basketball court of Islamic University of Science and Technology (IUST). The tournament was organized by Directorate of Physical Education and Sports, IUST.

In first quarter of the game, B-Tech E&C outscored B-Tech CSE 10-9. In second quarter, however, B-Tech CSE, led by Mustansir Khan, scored 10 baskets and took a lead of four baskets over the winning team.

During next two quarters, B-Tech E&C gave absolutely no chance to the opposite team to outscore them.



**JUBILATION:** B-Tech E&C players holding trophy with Vice Chancellor IUST, Prof A R Trag, and president Rotary Club Kashmir, Dr Amit Wanchoo (right), after winning the interdepartmental basketball tournament final on June 17, 2011.

SHAHNAWAZ DAR/IUST

The team scored eight and 15 baskets, whereas B-Tech CSE scored seven and two baskets in third and fourth quarters, respectively.

B-Tech E&C captain, Beigh, scored 21 baskets that helped B-Tech E&C clinch the university basketball title. He was declared man of the tournament for his consistent out-

standing performance. Beigh scored overall 67 baskets.

Vice Chancellor IUST, Prof A R Trag distributed trophies among winning and runner-up teams. Dr Amit Wanchoo, president Rotary Club Kashmir, was chief guest on the occasion. Among others present were Prof K A Tarzan, Director

Physical Education, K K S Jamwal, Dean Students Welfare and Prof A R Matoo, Dean Business Studies.

Pertinently, the tournament was kick-started on May 23, with six teams participating in it. The teams were divided into two pools. Pool A included B-Tech CSE, B-Tech Civil and BBA teams. Pool B comprised of B-Tech E&C, Actuarial and Finance Mathematics and MBA teams. The teams were playing under the supervision of a foreign coach of Kashmiri origin, Shahid Bhat. This was for the first time that basketball was introduced at university level.

Regarding other sports events, IUST football team has scored second position in its pool in the state-level B division football league tournament. The team, which was playing under coach Majid Makhdoomi, has won three out of four games. To mention, the tournament was organized by Jammu and Kashmir Football Association. *Echo*

## IUST Browsing Centre: Where world is just a click away

FAYAZ PEER

**A**s you step into the university browsing centre, you are greeted by a serene environment. 'Welcome to the browsing center of the IUST library,' reads the flying text on the computer desktops. Then follows a sea of information-just a click away from you.

The IUST browsing centre, located at second storey of the central library, became operational in June 2010. The centre ensures students access not only to study material but other useful information as well.

The browsing centre is equipped with 50 desktop computers with broadband internet connection. Every day over 200 students visit the center. "When the centre is fully occupied, then each student is allowed to surf internet for one hour, otherwise there are no time restrictions as such," says Mir Suhail



Students accessing information through internet at university browsing centre.

SHOWKAT SHAFI/IUST

Hameed, IT assistant at browsing centre. The centre facilitates access to various e-books and online journals. Besides, URLs (Uniform Resource Locator) for accessing these books and journals are also available for students. Social networking, however, is prohibited in the browsing centre.

Talking to The Echo, students were all praise for the facility and the cozy environment it operates in. "We are very grateful to the IUST administration for providing us with a hi-tech learning method," says Ishfaq Majeed, a B-Tech student, adding that he visits the browsing center daily in free hours to down-

load required material.

"It is a calm place to work. Besides, the internet speed is quite fast and all the useful information is accessible. There is no electricity fluctuation either. Thus, you can work with ease," opines Aaqib Ahmad, another student. "Internet also serves as alternative to scarce and outdated books. So browsing centre is useful to us in this regard as well," he adds. The university library has a unique mix of modern and traditional resources. The library also offers students access to courseware of different reputed institutions, including Massachusetts Institute of Technology, USA. IITs and IISc courseware under National Programme on Technology Enhanced Learning (NPTEL) are also available for students. "Infact, many other facilities will soon be available in library for the students. One among them is printing facility," says Prof Wajih A Alvi, chief librarian, IUST. *Echo*