



## IUST Opens Pizza Hut



Fond of pizza but worried about hygiene? Now you no longer need to worry. Islamic University of Science and Technology's (IUST) Food Technology department has come up with a pizza hut serving hygienic and delicious pizza... **PAGE : 3**



## IUST Celebrates Int'l Peace Day

To mark International Peace Day, a day-long art exhibition was held at Islamic University of Science and Technology (IUST) on September 17. The exhibition was ... **PAGE : 4**

## Willow wicker products find no takers



Owing to declining demand of willow wicker products in Kashmir markets, thousands of workers associated with the craft have been rendered idle. As per the ... **PAGE : 7**

# NAAC PAYS MAIDEN VISIT TO IUST

**Assesses varsity for accreditation, interacts with officials**

ZUBAIR AMIN/MUZAMIL SHAFI

To evaluate it for accreditation, National Assessment and Accreditation Council's (NAAC) peer team visited the Islamic University of Science and Technology (IUST) on September 7-10. A team of six experts, led by the chairperson Prof S R Shetye, Vice Chancellor, Goa University, assessed functioning of the university.

Prof Shetye was accompanied by Prof KNS Yadava, Vice Chancellor, Rani Durgawai Vishwavidyalaya and Prof Harish Narang, former Professor, Centre for English Studies, Jawaharlal Nehru University. Other members included Prof A Sridharan, former Deputy Director and Advisor, Indian Institute of Science, Dr A Kumar, Professor and Director in Management, Bhavnagar University, Gujarat, and Dr Gautam Sanyal, Professor and Dean, National Institute of Technology, Durgapur.

During a formal interaction with NAAC peer team in the conference hall, IUST Vice Chancellor Prof A R Trag apprised them about the achievements and growth of the university through a PowerPoint presentation. He informed the team about the intake capacity, faculty, infrastructure and facili-



NAAC peer team interacting with IUST officials and faculty on September 7, 2015. **AAMIR ALI/IUST**

ties being provided to students.

The VC also acquainted them with the challenges the university is faced with. "Despite being in its formative years, this university stands high and students of the state prefer to study here," he said.

During the session, many questions were raised by the NAAC team, to which Prof Trag and heads of various university departments responded.

Issues related to contractual assistant professors, who have been working for past

**"Despite being in its formative years, this university stands high and students of the state prefer to study here"**

five to six years, were also discussed. To one of the questions posed by a NAAC member as to 'what if they leave', Prof Trag said, "It is not just a profession but a mission for them."

Department heads and NAAC peer team discussed at length recently introduced credit-based system in the varsity. The team was informed that students are now being given a choice to opt for subjects from other disciplines as well.

Prof Trag also apprised NAAC members about the sports and other extracurricular activities of the varsity. Meanwhile, Prof Narang inquired about the working of the National Service Scheme (NSS) and

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## Team visits deptts, centres



NAAC member taking stock of university workshop on September 8, 2015. **SHAHBAAZ AHMAD/IUST**

SHAH UZRAT/AAMIR ALI

During their four-day visit to Islamic University of Science and Technology (IUST), the six-member National Assessment and Accreditation Council (NAAC) peer team assessed university departments, laboratories, workshop, library, health centre, hostels and canteen.

In each department, the team interacted with head and faculty of the department. They mainly inquired

**The team was highly impressed with us and appreciated the way we run the department of Journalism and Mass Communication"**

about the courses being offered, intake capacity in various courses, and achievements of the departments, like publications, workshops and events

organised, and so on.

"The team was highly impressed with us and appreciated the way we run this department," shared Dr Ruheela Hassan, Head, department of Journalism and Mass communication.

Head, department of English Language and Literature, Dr Munejah Khan, told The Echo that the NAAC peer team suggested them to introduce certificate courses in English language and pronunciation, "which would help

CONT. ON ■ PAGE 2 **THE ECHO**

# Food adulteration rampant in Valley

**Poses threat to consumers: Health experts**

## RASHID HASSAN

With food adulteration blooming unblushingly in Kashmir, locals are demanding curbs on the practice. They allege that it has turned into a "money-spinning industry" for food companies.

"The market checking squads and concerned laboratories prepare false reports in exchange of kick-backs they receive from food companies, which add life-threatening chemicals in food materials," says Suhail Ahmad of Pulwama, adding, this way government is encouraging such manufacturers and companies.

Locals opine that adulterated substances found in the edible commodities speak volumes about "money-orientated" minds of company owners as well as people at the helm. "These sullyng materials have worsened our health, while doctors suggest us not to consume the food materials of market because of health related issues," says

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- brought to justice"

Javaid Ahmad of Pampore.

To mention, over the past couple of years, food products of some of the companies operating in Jammu and Kashmir have been found to be adulterated. Two big Kashmir-based corporate houses, Kanwal Agro Food



Industries and Khyber Agro farms, too have come under the scanner.

In 2013, the Srinagar Municipal Corporation had asked people to refrain from using 'Kanwal Saunf' powder, which was said to contain "harmful colouring agents". Similarly, Food and Drug Department found traces of detergent in milk products of the Valley's leading brand 'Khyber'. The companies, however, denied any adulteration of their food products.

A year later, the Central Food Laboratory in a test report declared that it had found milk samples of Khyber to be adulterated with detergents and declared them unfit for human consumption. Lately, many international food brands have been found to be adulterated, including Maggie, Kellogs, Kinder Joy,

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Venky's, etc. More than 400 products were rejected this year by Food Safety and Standards Authority of India (FSSAI).

Health experts caution that chemicals like calcium carbide, sodium benzoate, sodium nitrate, iron powder and brick powder added in the food materials, vegetables and coal drinks are highly toxic, which can cause "cancer, diabetes, heart related diseases, stomach problems as well as neurological disorders."

"Food adulteration has become a serious threat for the survival of life. The food materials available in market contain toxic ingredients, which can cause cancer and other deadly diseases," says Dr Waseem Ahmad, a physician.

Sub-standard food materials are believed to be most harmful for children and old-aged people, as "toxic substances in food materials affect natural growth of kids". "I am afraid about the health of my children. I make sure they take only home-made food to schools, for foods available in markets are injurious to health," says Dilshada of Natipora.

Senior Advocate, Syed Sharif Geelani, suggests people to make use of the laws and acts against food adulteration passed by state and central government. "Prevention of Food Adulteration Act 1954 and Food Safety and Standards Act 2006 are meant to safeguard people from the cheap adulterators," says Geelani.

When contacted, In charge Supplies, Consumer Affairs and Public Distribution (CAPD), says, they have been conducting regressive market checking on regular basis. "Whosoever is found guilty will be charged and booked as per the law," he says.

"It is right as well as duty of people to inform the department about sale of substandard food materials, so that the law violators could be brought to justice," he adds.

THE ECHO

From page 1...

## NAAC...

National Credit Corps (NCC). To this, Director Physical Education, IUST, Prof K A Tarzan said, "We are doing everything what NSS and NCC are supposed to do."

As per university officials, NAAC peer team has given positive remarks about the overall functioning of IUST. The university is expected to get a satisfactory grade from the NAAC.

## Team...

students to have a firm command on the language."

NAAC members visited various other departments as well, including Islamic Studies, Food Technology, Arabic Language and Literature, etc.

"NAAC members recommended us to appoint more people as Associate

Professors in the department," said Dr G N Ganaie, Head, Islamic Studies department.

Meanwhile, NAAC team also visited university library, where they took stock of books, computer systems and online catalogue available for students. They also interacted with Prof Wajih Alvi, Chief Librarian, who informed them about books available in the library and students' access to online journals.

"Our annual budget is Rs 20

lakh, which we spend on books, online systems and various other services for students," Prof Alvi added.

Later, NAAC members reviewed rates of different food items sold in canteen and checked medicines available in the health centre. They also assessed the equipment installed in university laboratories and interacted with technical staff regarding functioning of machines and facilities being provided to students.

# IUST Opens Pizza Hut

## Students relish hygienic, reasonable pizza

**SHAH MOHSIN/SYED KAISER ANDRABI**

**F**ond of pizza but worried about hygiene? Now you no longer need to worry. Islamic University of Science and Technology's (IUST) Food

sandwich, muffins, tea, coffee, juices and soft drinks at 50 percent discount on market rates," says Aashiq Hussain Shah, hut keeper.

Head, Food Technology department, Dr Abida Jabeen, says the pizza hut, which earlier also department had desired to

Photo :SHAH MOHSIN/IUST



Technology department has come up with a pizza hut serving hygienic and delicious pizza.

The hut was thrown open for university students and faculty on September 6 after Minister of Education, Naeem Akhtar, suggested to the department to set up a pizza hut in the varsity.

"Praising the food items prepared by Food Technology students, the minister directed us to open a pizza hut to develop a sense of entrepreneurship among students," says Farooq Braziloo, instructor, Food Processing Technological Centre (FPTC), IUST.

To mention, the minister had visited the university on July 10. While reviewing food processing unit and laboratories of the Food Technology department, he was impressed with the work of students. He instantly recommended opening a pizza hut in the campus to be run by Food Technology students.

"The hut has been funded by the university and built under the supervision of the Food Technology department. The department also furnished seed money to its students to purchase ingredients required in the food processing unit, where pizzas are baked," says Braziloo.

Keeping students' health into consideration, the pizza hut serves hygienic and nutritious machine-processed food on reasonable rates. "We serve veg-pizza,

**"Praising the food items prepared by Food Technology students, Minister of Education directed us to set up a pizza hut to develop a sense of entrepreneurship among students"**

build, is functional in the university on 'no profit, no loss' basis. "Moreover, we are looking forward to build a community kitchen, which will serve meals to the entire teaching and non-teaching staff of the university," she shares.

Talking to The Echo, students and faculty expressed elation over the opening of pizza hut in the varsity. "We are grateful to the university administration for taking this step. Pizzas served by the hut taste really good apart from being hygienic and affordable," says Beenish, an IUST student.

# Talent club enthrals NAAC



Vice Chancellor Prof A R Trag along with NAAC members releasing music composition of Manan Khan, a B.Tech Civil Engineering student, at university auditorium on September 8, 2015. **SAQIB UR REHMAN/IUST**

**ZUBAIR AMIN**

**S**plendid musical and acting performances by students of Islamic University of Science and Technology (IUST) mesmerized the National Assessment Accreditation Council (NAAC) peer team. Under the banner of 'IUST Talent Club', students from various departments of the university organised a cultural programme that enthralled one and all in the auditorium.

On the occasion, a series of performances and a skit based on social awareness was presented by the students. The programme began with celebrated Kashmiri traditional dance 'Rouf'.

Audiences were captivated especially when a skit 'Idiot Box: Zara Sochye' was presented by a group of students led by a Journalism student, Syed Kaiser Andrabi.

Pointing finger at daily media discourse, the skit stressed that rather than presenting sensationalised content, media should highlight the escalating social issues.

Manan Khan, a B.Tech Civil Engineering student, won hearts of audiences, when he sketched a painting that depicted agony of Kashmir. Meanwhile, his music composition, 'Aye Khuda', to which he has lent his voice as well, was released by Vice chancellor Prof A R Trag.

Later, Furqan, a B.Tech student, stunned everyone by presenting a western rap. Towards the end of the programme, Furqan and Burhan presented a music jamming of guitar and table, 'Saaze Baheest'.

Prof Trag and NAAC members admired the students for their energetic performances. "I am touched by the vibrancy and the talent they have," said Dr S R Shetye, Chairperson NAAC team.

**THE ECHO**

# NAAC team interacts with students, faculty

**SHAH UZRAT/AAMIR ALI**

**A**part from assessing various departments and university progress, National Accreditation and Assessment Council (NAAC) held interaction sessions with university faculty, students and alumni.

While addressing a session with students at auditorium on September 8, the NAAC peer team said they intended to get students' feedback about the university, "which would help the university to perform better."

Many students praised the university for providing erudite environment to them. "I am very happy for being a part of this varsity. It has been merely a month when I joined this institution, but it seems I have been here for past many years, for the atmosphere here is conducive and encouraging," one of the stu-

dents said.

The team, however, accentuated upon students to come up with suggestions with regard to the university. "Satisfaction is the biggest enemy to development. When you will learn to ask 'why', there from progress would come," Prof Prof S R Shetye, chairperson NAAC peer team, told students.

An Engineering student suggested transforming the university into a residential campus. "Doing so, it would soon find place in top ranked universities of the country," he said.

The NAAC members concluded the session after jotting down students' suggestions. Later NAAC peer team held two separate interaction sessions with university faculty and alumni. The team invited suggestions from the faculty for bringing improvement in the functioning of the varsity. They also encouraged them to share with them the issues concerning them.

# Travel spreads knowledge: Prof Trag

## IUST HOLDS NATIONAL SEMINAR ON ARABIC TRAVELOGUE

**SHAH UZRAT**

Admiring the role of Arab travelers in reforming Arabic language and literature, Vice Chancellor Prof A R Trag said there is a dire need of such explorations in spreading the knowledge.

Speaking at the inaugural session of two-day national seminar, 'Travelogue in Arabic literature', Prof Trag said, people need to explore the world in order to learn about different cultures, "like Arab travelers have been doing". "It is necessary to get exposed to different things if you want to attain excellence in every field," he said.

The seminar was organised by department of Arabic Language and Literature, IUST, on September 29-30. The aim of the seminar was to draw attention to contribution of Arab travelers in documenting various facets of the Arab world.

Prof Muhammad Sanaulah of Department of Arabic, Aligarh Muslim University, who was keynote speaker on the occasion, said the Arab travelers have played a huge role in exploring



Prof Muhammad Sanaulah of Department of Arabic, AMU, delivering keynote address at university auditorium on September 29. SHAHBAAZ AHMAD/IUST

the history and geography of the Arab world, and reforming the Arabic language and literature.

"They have done a commendable work in exploring various places in Arab and revolutionising the Arabic language," he said, adding that

their exploration has set a paradigm for generations to come.

Speaking on the occasion, Prof Mujeeb-ur-Rehman, Chairperson, Centre for Arabic and African Studies, said with the advances in tech-

nology, world is accelerating at rapid pace and bringing in new opportunities.

"This age of technology is opening doors for youth to explore their caliber. All they need to do is to search ways, by which they can tap various opportunities available globally," he said.

Stressing the importance of knowing different languages, he said, everyone should try and learn a new language "so as to attain perfection in every sphere".

Admiring IUST for its speedy progress, Prof Rehman said the university is playing a tremendous role by encouraging debates on genuine things.

Among others were present Registrar IUST, Prof A G Rather, Prof Manzoor Ahmed Khan of Department of Arabic, University of Kashmir, IUST deans, and heads and faculty members of various departments.

The inaugural session was followed by technical sessions, wherein research papers based on the theme were presented by faculty and scholars from various universities across the country.

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# IUST Celebrates Int'l Peace Day

## Holds art exhibition; students paint peace

**UFAQ FATIMA/ SADAF AJAZ**

To mark International Peace Day, a day-long art exhibition was held at Islamic University of Science and Technology (IUST) on September 17. The exhibition was organised by IUST's Department of Journalism and Mass Communication (DJMC) and Centre for International Relations (CIR) in collaboration with non-governmental organisation, Save the Children.

Theme of the exhibition was 'Paint Peace', in which students of various departments participated and drew different paintings depicting peace.

Seventh semester Civil Engineering student, Muhammad Mutahir, bagged the first prize for his painting that portrayed global peace through images of dove and earth. Second and third prizes were bagged by third semester B.Tech students Raja Altaf and Barkat Muhammad Mir, respectively.

Speaking on the occasion, Vice Chancellor Prof A R Trag said, children need peace and everyone should try to contribute towards "making a peaceful environment for them." "Such events are important for shaping their minds, for they enjoy and express through such activities," said



IUST students drawing 'peace' on the eve of International Peace Day at university lawns on September 17, 2015. MIR BURHAN/IUST

Prof Trag, who was chief guest on the occasion.

He also appreciated DJMC and CIR for organising the event and encouraged them to hold more of such events in future.

State Manager, Save the Children, Sharif Bhat, said, they have been working for the development of children in Kashmir for past 40 years, "and organising such events has helped us to understand children in a better way."

"Events like these always help us to make projects for children. However, when it comes to draw peace in Kashmir, children always present a

confused picture," he added.

Save the Children's Advocacy Communication and Campaign Coordinator, Asma Dhar said the main purpose of the exhibition was to know "how students interpret peace", and added that they provide a platform for students to express themselves.

Talking to The Echo, students expressed delight about participating in the exhibition. A painting made by Syed Kaiser Andrabi, a DJMC student, portrayed the message of oneness by showing world without borders. "God created this world without any border, but we, humans, created borders. So we only can abolish them," he said.

# DJMC holds 2-day Photography workshop



Noted photographer Sameer Ashraf guiding Journalism and Mass Communication students on August 25, 2015. AAMIR ALI/IUST

**ZUBAIR AMIN/ AAMIR ALI**

Kashmiri students possess talent as well as passion for photography, "however, they do not get the right opportunities." This was stated by award-winning photographer, Sameer Ashraf, at two-day workshop on 'Photography' at Islamic University of Science and Technology (IUST) on August 24-25.

"I have been conducting workshops across the Asia Pacific. I found Kashmiri students brilliant of all, but unfortunately, here we lack the institutions that could help them," said Ashraf, who was chief resource person on the occasion.

He added that Kashmir lacked the basic amenities like equipment and photography labs "that could have helped to promote this art."

The workshop was organised by Depart-

ment of Journalism and Mass Communication (DJMC), IUST, in collaboration with Sony India Pvt Ltd—an internationally renowned electronics conglomerate. It aimed at helping Journalism students learn vital camera technicalities.

Ashraf, who has earlier worked with MTV, BBC, Discovery and National Geographic networks, represented Sony in the workshop.

In addition to technicalities of camera, students were taught the basics of various genres of photography, including wild life, landscape and portrait photography.

Earlier, welcoming the guest and participants, Dr Ruheela Hassan, Head DJMC, said the purpose of the workshop was to provide the students with the basic knowledge of photography. "The department shall be organising more of such workshops in future," she added.

THE ECHO

ASSETS OF IUST: **BUSINESS SCHOOL**

## Creating self-employment opportunities

**ZUBAIR AMIN**

In an endeavour to impart entrepreneurial and managerial skills to students of the Valley, the Business School of Islamic University of Science and Technology (IUST) was established in 2006.

The school is among the oldest schools of the university with an intake capacity of 210. With an aim to build up private employment sector in the state, the school offers management courses, like MBA, BBA and integrated MBA. It also offers research programmes in Business Administration.

"The school began functioning with MBA course in 2006, followed by BBA in 2008 and I-MBA in 2012. And now we offer PhD programme as well," says Prof A R Matoo, Dean, Business School.

Prof Matoo opines that offering courses like I-MBA in Kashmir proves to be useful, "as such courses help students acquire jobs across the globe."

With minimal job opportunities in the government sector, Business School, since its inception, has been striving to impart skills training to students and thus creating self-employment opportunities.

"As there is less potential of finding jobs in government sector, students set up their own business ventures after attaining training from the university," divulges Prof Matoo, adding, this helps in generating employment to other educated youth as well.

Interestingly, two of the pass-out students of the school have set up their own cafe near university campus. Moreover, many pass-out students are working with various international, national and local organisations.

"Besides working in Indian telecommunication companies and banks, our students are also

**"As there is less potential of finding jobs in government sector, students set up their own business ventures after attaining training from the university"**

time after government jobs, students should improve their marketability skills to stand on their own.

"We have got varied sectors in business, like handicrafts, horticulture, agriculture and tourism, which can be handled well only by people skilled in managerial techniques," he says.

Talking about challenges faced in running the school, Prof Matoo says it takes a lot to get the best possible results from the students. However, he says, the school has always handled

**"We have got varied sectors in business, like handicrafts, horticulture, agriculture and tourism, which can be handled well only by people skilled in managerial techniques"**

tours and projects.

"This year, a batch of 19 students is going to Dubai for an industrial tour, which is first of its kind in Kashmir," says Prof Matoo.

Lashing out at government for not enhancing the industrial sector in Kashmir, Prof Matoo says, "lack of industries here compels students to move outside for jobs."

Talking to The Echo, students seemed to be interested either in looking after their already established businesses or starting a new business of their own.

Sauleh Naqash, an I-MBA 3rd semester student, says, "I already run a business in handicrafts, which needs proper management skills. MBA is a course that helps you learn how to manage your resources. So I find this course proper to manage my business."

Similarly, Shumail Gani, a 1st year BBA student, says, she has decided to set up her own business enterprise after graduating from IUST.

"Government has no jobs available for the educated youth. So by establishing my own business, I can provide employment to many educated youngsters besides earning for myself," she says.



A faculty member of Business School delivering lecture to students in its Smart Class.  
MUZAMIL SHAFI/IUST

working in international organisations in places like Dubai," says Prof Matoo.

Prof Matoo suggests that rather wasting their

such problems by switching to innovative ways of teaching, like organising workshops, industrial

## Girl with 'high-tech' goals

**AAMIR ALI**

She cherishes a dream to set up a venture in the field of Information Technology. She has been dreaming of excelling in Computer Sciences right since her teenage. And it didn't take her long to accomplish her dream.

Insha Aeja Kanue, currently pursuing Bachelor of Technology in Computer Science Engineering at Islamic University of Science and Technology (IUST), is well versed with programming languages, viz., C, C++ and python, and is also familiar with HTML, CSS, JS, PHP, CMS (Drupal) and other software.

Insha believes if one has a determination to do something, "nothing can stop



Insha Aeja Kanue

them". "Once a relative told me that I would struggle in this field and I gave him a befitting reply. Just because somebody assumes that he or she might struggle doesn't mean they should not even try," says Insha, who joined IUST in 2013.

"I believe, failure is an option. So you should not be afraid to fail. Do what you love and love what you do," she suggests.

Insha has worked as a researcher for a project sponsored by a UK-based NGO, Conciliation Resources. Over the past couple of years, she has organised various technology workshops in IUST. She has also participated in numerous national level Hackathons, technology based workshops and other competitions. Besides, she serves as college representative for the Entrepreneurship Cell (E-Cell) IIT Bombay, a non-profit organisation run by students.

Insha did her schooling from Kendriya Vidyalaya, Anantnag, and higher secondary from Kendriya Vidyalaya, Srinagar. Her love for technology landed her in IUST's B.Tech department.

Apart from the technical knowhow she has, Insha has a knack for writing, painting and photography. Currently she is writing a biography on her uncle with regard to Kashmir's pro-freedom movement. She has also been actively participating in photography exhibitions, including the one organised by Centre for Research and Development Policy (CRDP) recently.

Insha has a message to share with girls in Kashmir. "You cannot afford to be coy or stupid, for you are living in the information age. Most importantly, you should strive to innovate to make world a better place to live in," she shares.



## Non-communicable diseases on rise in Kashmir: Health experts

Change in lifestyle and lack of awareness are the major reasons for rise of endocrine disorders in Jammu and Kashmir. This was stated by Dr M Ashraf Ganaie, Assistant Professor, Department of Endocrinology and Metabolism, All India Institute of Medical Sciences (AIIMS) at Islamic University of Science and Technology (IUST) on August 21.

Dr Ganaie, who delivered a comprehensive lecture on 'Emergence of Non-Communicable Diseases (NCDs)', said such diseases are on surge in the state and are going to be "number one killers in the coming years".

Dr Ganaie along with a team of 30 doctors visited the varsity for a medical camp, organised by IUST health centre in collaboration with AIIMS Delhi, Sheri-Kashmir Institute of Medical Sciences, Soura, Government Medical College, Srinagar, and University of Kashmir.

The camp aimed to create awareness and on-spot screening of NCDs, like obesity, diabetes, thyroid disorders and Polycystic Ovarian Disease (PCOD). Hundreds of patients were examined by the team of doctors and were asked to give blood samples to test them for uric acid, sugar and glycated haemoglobin A1C.

Doctors insisted patients on taking measures, which can prevent them from such diseases. Many health care and pharmaceutical companies provided free medicines to the patients, who attended the camp.



## DJMC visits Padgampora's flood-hit families

Department of Journalism and Mass Communication (DJMC), Islamic University of Science and Technology (IUST), organised a field visit for its Print Specialisation students to Padgampora village of district Pulwama on August 27.

The purpose of the field visit was to help students get hands-on experience in gathering facts for news and feature stories. The students visited various flood affected families in the village under the supervision of Dr Rabia Noor, faculty and editor, DJMC.

Flood victims, whose houses were fully or partially damaged in devastating floods last year, narrated their sufferings to DJMC team.

"The field visit proved to be useful for us and we learnt a lot. We would like to have more of such activities in future," said Shah Uzrat, a Journalism student.

Compiled by  
**ZUBAIR AMIN and  
AAMIR ALI**



**Photo-credits:**  
**MUZAMIL SHAFI,  
AAMIR ALI and  
MIR BURHAN**



## Journalism students attend film screening event

Journalism and Mass Communication students attended a film screening event at University of Kashmir on September 3.

The 32-minute documentary film 'September Himalayan Floods: (Un)Avoidable Deluge' was screened in university's Media House Auditorium. The film was produced by Dr Shahid Rasool, Director Educational Multimedia Research Centre (EMMRC), University of Kashmir, and his team. It mainly focussed on causes of September 2014 floods and tried to find out answer to various questions pertaining to the subject.

The event was presided over by Prof Khurshid Iqbal Andrabi, Vice Chancellor, University of Kashmir. It was also attended by academicians, media professionals and other invited media students.

## 'Kashmiri students lack exposure'



Describing Kashmiri students "as bright and hardworking as others", Muhammad Saud Kashmiri, a Valley-based motivational speaker and award winning Malaysian graduate, said Kashmiri students, however, "lack exposure and self-confidence".

"I have seen many students here, who are good at their studies, but cannot express themselves because of lack of exposure and self-belief," said Saud, who is youth development and leadership consultant at International Islamic University, Malaysia.

He was speaking at the event, Maximising College Life, at Islamic University of Science and Technology, on September 10.

During his motivational speech, Saud enlightened students about personality development, leadership skills and confidence building.

Explaining the "self-concept" of life to the students at a crowded auditorium, Saud said life takes turn towards betterment, "when one understands himself".

"You should never complain about yourself when things are not working in your favour. Instead you should believe yourself and move forward," he said.

Saud has been training Kashmiri students regarding youth development since August 2015 under the banner 'Unstoppable'. He has been conducting motivational seminars and lectures throughout the colleges and universities of the Valley.

*(With inputs from Shah Uzrat)*



## IUST hosts blood donation camp

Islamic University of Science and Technology's health centre organised a day-long blood donation camp at university premises in collaboration with Lalla Ded Hospital, Srinagar, on September 17.

A team of technicians headed by Dr Javaid Iqbal, noted haematologist, and blood bank officials of LD Hospital visited the university on the occasion.

As many 121 units of blood were donated by IUST students and faculty. "University students and faculty, particularly females, responded positively towards this holy cause," said Dr Iqbal.

A Journalism student, Aabid Bhat, expressed contentment after donating blood. "It is the moral responsibility of everyone to care for others. I am sure this small effort of mine shall save someone's life," he shared.



## IUST holds Seerat Conference

Islamic University of Science and Technology (IUST) held a Seerat Conference at university auditorium on October 29.

Maulana Rahmatullah of Dar-ul-Ulum Rahimiyah, Bandipora delivered a lecture on 'Moral Dimensions of Prophet's Seerah'.

The speakers deliberated on moral teachings of the holy Prophet Mohammad (peace and blessings be upon him) and stressed that the only way to success is to follow Prophet's Seerah (life).

The conference was attended by deans from various faculties, heads of various department and university students.

# Willow wicker products find no takers

## 50,000 workers lose livelihood

**MSAJAD**

**O**wing to declining demand of willow wicker products in Kashmir markets, thousands of workers associated with the craft have been rendered idle.

As per the president of Handicraft Workers' Association, Naseer Ahmad, around 50,000 people have lost their livelihood "due to decline in the demand of willow-wicker."

Willow wicker is one of the famous crafts of Kashmir. Almost 90 percent of the willow wicker products come from Ganderbal and Kulgam districts of Kashmir Valley, where nearly 70 percent families are dependent upon this trade.

The families who make their living by preparing and supplying finely intertwined willow

**"Our children have no future in this trade. Most probably, these wicker baskets will be seen in museums after sometime"**

wicker products like baskets are now facing numerous hurdles owing to decline in the craft.

"It is very likely that this ancestral craft will be extinct in next few years. As a community, we strongly feel that we have to find an alternate livelihood if something immediate is not done by government to save the art," says Ghulam Muhammad, an artisan and expert in this trade.

"Our children have no future in this trade. Most probably, these wicker baskets will be



Willow-wicker weavers preparing baskets in Ganderbal district of Kashmir Valley. M SAJAD/IUST

seen in museums after sometime," he adds.

Stakeholders hold a number of factors responsible for the decline. "Chinese and Assamese products are giving a tough competition to our products, which is a major cause for the decline of the craft. Then the art has fallen into the hands of many untrained people, who do

not do justice with it," opines Manzoor Ahmad, a dealer.

He says many traders have been selling substandard crafts in the name of Kashmir's willow wicker, which too has resulted in the decline of craft industry. "Nowadays dealers buy even substandard products, and hence customers

do not receive quality product," he says.

Handicraft Officer, Farooq Ahmad Shah, says, since the raw material is costly, rates of Kashmiri willow wicker products have increased. "Contrarily, China and Assam's raw material is cheaper than local material, which makes their products affordable," he adds.

### » SUGGESTION BOX

» The university should make WiFi Internet service accessible for students. **Sheikh Junaid Anjum, B.tech student**

Muzamil Shafi, Journalism and Mass Communication student

» The university timings need to be rescheduled in view of winter season, as we often reach home late in evening when it is dark.

**Marena, Food Technology student**

» More number of benches should be made available in the university lawns.

**Journalism and Mass Communication students**

» Printing and Photostat facilities should be made available for students in every department.

**Saqib Mujtaba, B.Tech Civil student**

» There should be more washrooms available for students and proper place for performing ablution in the university.

**Polytechnic students**

» The university library should make e-book facility accessible for students, especially for the books that are recommended in our syllabi.

**MBA students**

**As told to Shah Uzrat**

## Srinagar: City of Shrines

Not many places in the world are such where numerous great Sufis have lived and have shrines named after them. But Srinagar city is one such place that provides home to shrines of numerous revered saints. In fact, Srinagar, the summer capital of Jammu and Kashmir, is popularly known as the 'City of Shrines'. Some of the shrines have historical importance in addition to religious significance attached to them. The architecture of these monuments is particularly unique, mostly constructed of wood and brick stone masonry. **Photos and text by UMAR VRAY**



**HAZRATBAL:** The name of the shrine comes from the Urdu word Hazrat, meaning respected, and the Kashmiri word bal meaning place. It houses a relic, the *Moi-e-Muqaddas*, believed by many Muslims of Kashmir to be hair of the Holy Prophet Muhammad (peace and blessing be upon him).



**KHANQAH-I-MOALLA:** The shrine is located on the banks of River Jehlum in Shaheer-e-Khaas. One of the oldest shrines in Kashmir, it was built by Sultan Sikandar in 1395. The *Khankah-i-Moulla* is dedicated to Hazrat Shah-i-Hamadan or Mir Syed Ali Hamadani (RA), who came to Kashmir from Hamadan in Persia in 13th century.



**DASTAGEER SAHAB:** Dastageer Sahab shrine is a 200-year-old Sufi shrine of Sheikh Syed Abdul Qadir Jeelani located in Khanyar area of Srinagar. The shrine holds an ancient Quran written by Hazrat Abu Baqar Siddique (RA) and Hazrat Ali (AS). The shrine was badly damaged in a fire incident on June 25, 2012 and has been reconstructed.



**NAQSHBAND SAHAB:** Naqashband Sahab shrine is named after the well-known Bukhara mystic, Khwaja Syed Baha-ud-Din, the founder of a Sufi order. It is a significant shrine located between Dastgeer Sahab shrine and Jamia Masjid, Srinagar. Part of its compound was converted into martyrs' graveyard in the memory of 1931 martyrs.



### **BULBUL SHAH SAHAB:**

The shrine of Hazrat Bulbul Shah (RA), the first Muslim saint, who came to Kashmir from Turkistan, is located at Kawdara area of old city. This is also the first mosque of Kashmir built by Sultan Sadr-ud-din (Rinchan Shah), who was a Buddhist prince and was reverted to Islam by Hazrat Bulbul Shah (RA).



**MAKHDOOM SAHAB:** The shrine holds the mausoleum of Hamza Makhdoom Kashmiri (RA), also called Mehboob-ul-aalam, and is popularly known as Makhdoom Sahab. He was a sixth century Sufi mystic scholar and spiritual teacher, also known as Sultan-Ul-Aarifeen. The shrine is located at Hari Parbat.

## The Echo

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The opinions expressed in the write ups are those of the authors and do not necessarily reflect the policy of the department of Journalism and Mass Communication.