



Public Relations and Media Centre

August 30, 2024

IUST's Media Students Visit DDK Sgr; Meet DDG, Jt Dir and other Officials

Awantipora, Aug 29: The Department of Journalism and Mass Communication (DJMC) at the Islamic University of Science and Technology (IUST) Wednesday organised a field visit to Doordarshan Kendra Srinagar for its television journalism students. The visit under Industry Connect initiative aimed to provide students with first-hand experience of operations at a television broadcasting station particularly the Regional News Unit at DDK.

During their visit, the students visited various facilities and functions within the Kendra including the News Unit, Production Control Rooms, Earth Station, Studios etc. The students had the opportunity to interact with senior officials from Doordarshan Kendra Srinagar, including Deputy Director General (Engineering) S. Sanjeev, Joint Director, Press Information Bureau, Srinagar and RNU, DDK Qazi Salman, and other key personnel including News Editors RNU DD Srinagar Shabir Dar and Sheikh Mudasir Amin and Producer Asif Nabi Khan, The visit provided valuable insights into the processes involved in recording, editing, lighting, live transmission, uplinking, and downlinking of different feeds. In line with their practical requirements, the visit provided students with a unique opportunity to witness the behind-the-scenes workings of a television network and were briefed on camera operation, lighting, and editing.

The students were accompanied by Coordinator Industry Connect DJMC Dr. Monisa Qadiri and Instructor in Television Journalism, and Technical Assistant Mr. Zahoor Ahmad. HoD DJMC Dr Mujeeb Liyakat said, "The visit is part of IUST's extensive activities undertaken under the university's flagship Industry Connect Program envisioned by Vice Chancellor, Prof Shakil Ahmad Romshoo major, which aims to bridge the gap between academia and industry.

Issued by PR&MC, IUST