



*Public Relations and Media Centre*

April 29, 2025

***DJMC IUST Hosts Media Career Outreach at Tral Schools***

Awantipora, April 28: Awantipora, April 29: The Department of Journalism and Mass Communication (DJMC), Islamic University of Science and Technology (IUST), conducted Community Outreach initiatives at four higher secondary institutes in Tral, Pulwama, on Tuesday.

A team comprising of faculty members and research scholars visited Government Girls Higher Secondary School Tral, Government Boys Higher Secondary School Tral, Government Higher Secondary School Batagund Tral and Government Higher Secondary School Noorpura Awantipora.

The initiative was conducted to promote awareness about the diverse career opportunities available in the media industry. The outreach witnessed enthusiastic and active participation from the higher secondary students. As part of the programme, DJMC team engaged in meaningful interactions with the students. These exchanges facilitated the sharing of valuable insights, practical experiences and professional guidance related to building successful careers in various fields of media, including journalism, broadcasting, digital content creation, film production, advertising, public relations and so on.

Addressing students, Head, DJMC, Dr Rabia Noor, deliberated on the skill-oriented courses offered by DJMC under Four Year Undergraduate Programme (FYUGP), which, she said, holds several benefits for the students. “The FYUGP aligns with India's National Education Policy (NEP) 2020 and prepares students for both higher education and employability,” she said, adding that the department offers courses that are truly skill-based like Content Creation, Podcasting, Multimedia Editing and so on.

Dr Mujeeb Iykat, Assistant Professor, DJMC, dealt at length with NEP 2020 and its implementation in the courses at DJMC. He also talked about the career prospects for the media students. Speaking on the occasion, Principal Government Boys Higher Secondary School, Tral, Riyaz Ahmad Mir, said, the community outreach programmes enhance quality education and guide students to pursue education of their own interest aligning with the NEP 2020.

The sessions concluded with the hands-on training in camera handling and videography, which was conducted by Zahoor Ahmad Gilkar from DJMC. The collaborative atmosphere fostered by the event not only broadened the participants' understanding of the media landscape but also inspired many to explore their potential within this dynamic and evolving industry.

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