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DJMC IUST organises national-level Film Festival 2026

Awantipora, Oct 15: The Department of Journalism and Mass Communication (DJMC), Islamic University of Science and Technology (IUST), organised the national-level Film Festival 2026 on Thursday. The festival brought together aspiring filmmakers and students from diverse educational institutions to celebrate cinema and creative storytelling.

As many as 27 short films and documentaries were screened on the occasion, of which 22 were shortlisted for the competition among school, college and university students participating from various states of India. A film from IUST titled 'Deception' by Afnan Manzoor bagged the best film award, 'Compulsion' from Amar Singh College received second film award, 'Bindiya' from Central University of Haryana received third best film award, while DJMC IUST's 'Lemonade' received the special Jury-mention award.

Prof. Shahid Rasool, Dean Academic Affairs, Central University of Kashmir, Bollywood actor-director Mir Sarwar and filmmaker and Founder, Renzu Films, Danish Renzu were the jury members for the competition.

In his presidential address, Prof. Shakil Ahmad Romshoo, Vice Chancellor, IUST, underlined the importance of film making and storytelling through cinema to promote skilful creativity among students and institutions. He stressed that inherent creativity is often stifled by the conventional education system. "However, universities are now building ecosystems for innovation and entrepreneurship while keeping in view the ethical use of technology and media," said Prof. Romshoo, who was the chief guest on the occasion.

Dean Academic Affairs, IUST, Prof. Sheikh Ajaz Bashir, and Dean School of Humanities and Social Sciences, IUST, Dr. Afroz Ahmad Bisati joined as the guests of honour.

Earlier, welcoming the guests and participants, Dr. Rabia Noor, Head, DJMC, stressed that media education must extend beyond the classrooms and textbooks, adding that the Film Festival 2026 is one such initiative, "designed to provide a platform to emerging filmmakers to showcase their talent, and learn from experienced practitioners of the art and craft of filmmaking."

Meanwhile, a special edition of *Times Echo*, IUST news magazine, titled 'IUST@2047: Special Edition on Institutional Development Plans' was unveiled on the occasion. The edition brings together the IDPs of various departments, centres and offices of IUST, reflecting their roadmap for growth towards a developed India by 2047.

The participating institutions included DJMC IUST, Government College for Women M.A. Road, GDC Anantnag, Amar Singh College, Green Valley Educational Institute, Heritage School Jammu, SRM Welkin School Sopore, Media Education Research Centre, University of Kashmir, Central University of Haryana, Central University of Punjab, and Government Medical College and Hospital, Chandigarh and Government College for Women, Jammu, among others. Besides, five other films produced by DJMC IUST were screened on the occasion.



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The screening was followed by a post-film panel discussion of jury members, moderated by Dr. Haifaa Mohammad Ahsan, Assistant Professor, DJMC, IUST. Formal vote of thanks addresses were presented by Dr. Ruheela Hassan, Dean Outreach and Dr. Sayar Ahmad Mir, Assistant Professor, DJMC, IUST. Dean of Students, Dr. Monisa Qadiri, Dean Research Dr. Aabid Shalla, Finance Officer, Sameer Wazir, CEO CIED-IUST, Prof. Parvaiz Mir, Coordinator Community Radio Station, Dr. Mujeeb Liyakat, among other University officials, were also present on the occasion.

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