



June 14, 2023

Two-day Film Fest commenced at IUST

Awantipora, June 14: A Two-day Film Fest was today inaugurated at Islamic University of Science and Technology. The film festival organized by the Department of Journalism and Mass Communication in collaboration with Film South Asia and the Hri Institute for South Asian Research and Exchange will be held from June 14 – 15, 2023

Prof. Shakil Ahmad Romshoo (Vice Chancellor IUST) was the Chief Guest and Ms. Laxmi Murthy (Director Hri Institute for South Asian Research and Exchange) was the Guest of Honour in the inaugural function of the program. Students and faculty members from different media departments including MERC University of Kashmir, Department of Convergent Journalism Central University of Kashmir and media departments of Govt. Degree College Anantnag, Govt. Degree College Baramulla, Govt. College for Women M.A. Road and Islamic University of Science and Technology participated in the event.

In his presidential remarks, Prof. Shakil A Romshoo talked about the importance of film medium in the depiction of society and said that this medium has a wider audience and hence can have a larger impact as far as Sustainable Development is concerned. He said that in face of challenges grappling the world today such as the climate change, global warming the role of film medium in the dissemination of knowledge about these challenges, and the measures to be taken at individual as well as at a collective level can't be exaggerated. Vice Chancellor also released two editions of departmental publications The Echo and a teaser of audio program Peshkadam on G20 and Sustainable Development Goals.

Ms. Laxmi Murthy spoke about the role of art, literature and films in captivating the audiences through story telling. She also spoke about how films have the power to connect people across borders and cultures, and act as a catalyst for community upliftment.

Prof. Lily Want spoke about the importance of films in literature and called films an engaging medium with strong potential to impact communities. Welcoming the participants, Dr. Mujeeb Liyakat (I/C Head, DJMC) spoke about the theme of the festival, that is, G20 and UN Sustainable Development and talked about different initiatives being taken at the departmental level to initiate students into different aspects of the discipline of Mass Communication. Complimenting the department for organizing the film festival, Dr. Munejah Khan (Dean Humanities & Social Sciences) said that such collaborative events help in the exchange of ideas and contribute in opinion building for social good. Mr. Alok Adhikari Assistant Director Film SouthAsia, Mr. Pawas Manandhar, a film researcher also addressed the participants.

Three films titled *Taangh/Longing*, *Sita ke Badalte Roop* and *The City that Spoke to me* by Film South Asia were screened today which was followed by the Post Screening discussions. On the side-lines of the event, a photo-exhibition was also held.

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