



# ISLAMIC UNIVERSITY OF SCIENCE AND TECHNOLOGY

## AWANTIPORA, KASHMIR

### Office of Community Connect

#### **Community Outreach initiatives at four higher secondary institutes in Tral, Pulwama**

**Date: 29-04-2025**

#### **Description:**

The Department of Journalism and Mass Communication (IJMC), 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 Noorpora Awantipora. The initiative was conducted to promote awareness about the diverse career opportunities available in the media industry. As part of the programme, IJMC 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, and so on. Addressing students, Head, IJMC, Dr Rabia Noor, deliberated on the skill-oriented courses offered by IJMC under Four Year Undergraduate Programme, Dr Mujeeb Ilyas, Assistant Professor, IJMC, dealt at length with NEP 2020 and its implementation in the courses at IJMC. 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 IJMC. 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.

