



ISLAMIC UNIVERSITY OF SCIENCE AND TECHNOLOGY

AWANTIPORA, KASHMIR

Office of Community Connect

DJMC IUST Holds Outreach Program at Mantaqui School Awantipora

Date: 21 May 2025

Description:

The Department of Journalism and Mass Communication (DJMC), Islamic University of Science and Technology (IUST), conducted a community outreach program at Mantaqui Memorial Waqf Higher Secondary School. The visit aimed to introduce students to the diverse career opportunities in media and communication. Faculty, accompanied by DJMC students and staff, interacted with school students and alumni, offering career guidance and practical exposure. Dr. Rabia Noor, Head of DJMC, presented an overview of the Four-Year Undergraduate Programme (FYUGP) under the National Education Policy (NEP) 2020, emphasizing its multidisciplinary and skill-oriented curriculum tailored for both jobs and entrepreneurship. Dr. Mujeeb Liyakat, Assistant Professor and Community Connect Coordinator, spoke about career pathways in journalism, electronic media, advertising, and public relations. He conducted a creative ideation session and showcased success stories of DJMC alumni working with reputed media organizations locally and globally. To give students a glimpse into real-world media work, the department shared its student-run publication Times Echo and other media platforms. One-on-one interactions and group discussions further engaged students and addressed their queries. Dr. Sayar Mir, Assistant Professor, led a session on visual communication and design, while Zahoor Ahmad Gilkar, Junior Technical Assistant, offered hands-on training in photography. Given the school's proximity to IUST, both institutions explored future academic collaborations and linkages.

