



ISLAMIC UNIVERSITY OF SCIENCE & TECHNOLOGY (IUST) AWANTIPORA, KASHMIR

Public Relations and Media Centre

May 8, 2025

DJMC IUST conducts Community Outreach initiative at Awantipora, Tral schools

Awantipora, May 07: The Department of Journalism and Mass Communication (DJMC), Islamic University of Science and Technology (IUST), held community outreach initiatives at two higher secondary institutes on Wednesday.

The faculty members along with students and staff from the department visited Hajahad Public Higher Secondary School, Awantipora, and Government Higher Secondary School, Dadasara Tral. The programme aimed to introduce students to a wide spectrum of career opportunities within the media and communication industry.

While addressing the students, Dr Rabia Noor, Head DJMC, highlighted the key features and advantages of the Four-Year Undergraduate Programme (FYUGP). Stressing that the programme is aligned with the National Education Policy (NEP) 2020, she elaborated on the range of skill-oriented courses offered under FYUGP. She also talked about the media platforms offered by the department for its students.

Dr Mujeeb Liyakat, Assistant Professor and Community Connect Coordinator, DJMC, briefed the students about how to build careers across various media domains, including journalism, broadcasting, advertising, public relations and so on. Dr Sayar Mir, Assistant Professor, DJMC, instructed the students about graphic designing, while Zahoor Ahmad Gilkar, Junior Technical Assistant, DJMC, gave a hands-on training in photography to them. A quiz programme was also held with the students, who showed keen interest in the programme. The programme has encouraged many aspiring students to explore media studies as a career option.

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