



December 23, 2025

IUST Industry Connect Initiative: DJMC Students Visit DIPR

Awantipora, Dec 22: As part of university Industry Connect initiative, the Department of Journalism and Mass Communication (DJMC), Islamic University of Science and Technology (IUST), organised an educational field visit to the Directorate of Information and Public Relations (DIPR), Srinagar, to provide students with practical exposure to media and communication management.

Officials including Syed Shahnawaz Bukhari, Joint Director Information, DIPR Kashmir; Burhan Hussain, JKAS, Cultural Officer and Assistant Director; and Maheer Thakur, JKAS, Information Officer, familiarised students with DIPR's role, organisational structure, and the functioning of its audio-visual and new media wings.

Addressing the students, Burhan Hussain highlighted emerging career opportunities in public relations, corporate communication, and graphic designing. Maheer Thakur briefed them on the administrative setup of DIPR, the role of public relations in governance, and the functioning of the Social Media Cell.

Students visited various sections, including the Verification Section, Audio-Visual Unit, recording studio, editing room, advertising section, establishment section, and the divisional newsroom. Amir Ganai, Designer, DIPR, also interacted with students on graphic designing and related career avenues.

The visit was coordinated by Dr. Rabia Noor, Head, DJMC, and students were accompanied by Dr. Haifaa Mohammad, Assistant Professor, DJMC.

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