



Public Relations and Media Centre

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Former Director CBC interacts with IUST's media students

Awantipora, June 02: The Department of Journalism and Mass Communication, Islamic University of Science and Technology (IUST), hosted Senior Indian Information Service (IIS) officer, and former Director, Central Bureau of Communication (CBC), J&K and Ladakh, Ghulam Abbas, for an interaction session with students and scholars on Tuesday. The session titled 'Communication System in Government of India and Role of IIS Officers' was held as part of the Industry Connect initiative of the department.

Welcoming the guest, Dr. Rabia Noor, Head, DJMC, said, it is important for the media students to have awareness about government media and the functioning of Indian Information Services as well as employability opportunities available for them. "Such interaction sessions play a crucial role in bridging the gap between classroom learning and real-world practice," she said.

Interacting with the students, Ghulam Abbas (IIS) said, government media acts as a crucial bridge between the Government of India and the public by simplifying official information and delivering it in a clear and accessible manner.

"At the same time, we actively gather feedback from the people and adapt our communication accordingly. Through various public information campaigns, we aim to sensitize citizens and ensure that government initiatives reach them effectively, ultimately benefiting society at large," he said. He comprehensively provided the students with a road map to pursue career in the information wing of civil services.

Dr. Monisa Qadri, Dean of Students, IUST, said, communication with the citizens is a strategic practice and requires professional and intellectual proficiency. "The lecture is part of the department's initiatives towards creating a deeper understanding of the industry and building a responsible pool of efficient communicators," she said.

Dr. Haifaa Mohammad Ahsan, Assistant Professor, DJMC, conducted proceedings of the session. The event concluded with a question-answer session and a formal vote of thanks by Dr. Arif Nadaf, Assistant Professor, DJMC.

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