

**New Media Technologies:**

## **EMRCs could act as independent virtual universities: Expert**



**Srinagar, March 7:** To equip television professionals and digital content producers with technical skills, industry insights and innovative techniques required to produce high-quality digital content, Educational Multimedia Research Centre (EMRC), Kashmir University (KU), Thursday concluded its three-day national workshop with a valedictory ceremony held here.

Titled 'New Media Technologies for the Capacity Building of Digital Content Producers' was sponsored by the University Grants Commission (UGC). Around 40 content producers from 17 media centres spread across the country participated in the training sessions, an official press release issued here read.

Renowned film makers from the Film and Television Institute of India (FTII), Pune, Mahesh Digrajkar, Aniket Vijayanand and Shafqat Habib, Producer EMRC along with technical team of the centre conducted the technical sessions for all the three days through a blend of lectures, hands-on exercises and group discussions to gain more practical and industry insights.

In her message, KU Vice Chancellor, Prof Nilofer Khan flagged the issues concerning the student community and the impact new media technologies can have on the overall working of an educational setting and pedagogy, the release read.

"We need to promote and adapt to new media technologies such as the ICT-based teaching-learning at all academic levels to stay relevant in today's fast-changing dynamics of education," Prof Khan stated.

Dean Academic Affairs, Central University of Kashmir (CUK), Prof Shahid Rasool; Director, Convocation Complex, KU, Dr Nisar Ahmad Mir; Director, EMRC, KU, Dr Salima Jan; senior officers and officials from EMRC besides all the participants attended the valedictory ceremony.

Prof Shahid Rasool was felicitated on the occasion for his contributions in laying the foundation of the Centre and lifting it to a new high.

Highlighting the role of media centre (EMRCs) in the successful implementation the National Education Policy (NEP)-2020, Prof Shahid said: “EMRCs across India could act as standalone virtual universities -- given the kind of work they do and the kind of quality content they produce,” adding that EMRC, Srinagar institutionalised professionalism in its ethos and is considerably contributing to the corporate affairs of the university.

Terming EMRC, Srinagar as the “backbone” of the university functioning, Director, Convocation Complex, KU, Dr Nisar Ahmad Mir, said that the Centre has been supporting the university in tough and trying times while ensuring KU’s sustainable academic image through its various public relations initiatives.

“EMRCs a great asset to the academic landscape of our nation and we need to work towards empowering these Centres to make them industry-ready and generation-ready,” Dr Nisar reiterated.

underlining the significance of the digital modes of teaching-learning in today’s technology-driven and technology-marketed workflow, Director EMRC, Dr Salima Jan said that with the digital landscape evolving constantly and rapidly, staying ahead of the curve is vital to maintain a competitive edge.

“At the core of EMRC’s mission is that spirit of liberating education from the confines of a classroom by adapting to the new media technologies for an impactful, resourceful and meaningful digital repository,” Dr Salima said. Dr. Tariq Abdullah and Aijazul Haq Senior Producers of the centre also spoke on the occasion.

The ceremony ended with a certificate distribution among the participants.