JAMMU UNIVERSITY POST

BRINGING CHANGE BEAT BY BEAT

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LG Manoj Sinha Signals a New Era for Campus Storytelling by Launching JU Vaachan



A NEW CAMPUS VOICE: **LG Manoj Sinha launches JU Vaachan Podcast during Goonj 2026 at Jammu University.**

Shubham Choudhary

Jammu: For two days, the quiet, scholarly rhythms of the University of Jammu dissolved into a burst of songs, colors, and raw creative energy. Walking through the campus, the change was unmistakable: lawns typically reserved for hurried strolls between lectures turned into open-air exhibition grounds, while the usually formal General Zorawar Singh and Brigadier Rajinder Singh Auditoriums echoed with music, applause, and spontaneous team chants.This was the third edition of Goonj, the university's flagship multi-genre youth festival, held on February 27–28 under the governing philosophy of "Dissolving Boundaries, Evolving Education". Conceived in 2024 to break silos between disciplines, the 2026 festival brought together over 600 students representing 42 academic departments, off-site satellite campuses, and affiliated colleges. Inaugurated by Lieutenant Governor Manoj Sinha and steered by Vice-Chancellor Prof. Umesh Rai, the festival moved far beyond conventional college competitions. While the playing fields witnessed fast-paced sports rivalries and the galleries filled with oil paintings, photographs, and poems, Goonj anchored itself across three core pillars: Cultural Expression, Athletic Grit, and the Institutional Best Practices Showcase. Chief Guest Prof. Bechan Lal, former Vice-Chancellor of Cluster University of Jammu , emphasized that education goes beyond marks, focusing on emotional well-being, creativity, experience, and resilience.Goonj celebrated departmental achievements through stalls showcasing research, outreach, and traditions, evaluated by external experts.

This festival highlights JU's committment to multidisciplinary learning. It reflects university's focus on diverse education.

Goonj 2026: Best Practices

Media Department Script Record

Media Dept.

Jammu: The newly established Department of Journalism and Media Studies (JMS), University of Jammu, secured the 4th position in the Best Practices Showcase at 'Goonj 2026', the university's two-day youth festival, with students putting up a dazzling display of creativity and technological innovation at their stall. The department's showcase stood out as one of the most talked-about attractions of the festival, blending traditional media skills with cutting-edge technology.The highlight was an AI-powered news anchor, developed and presented by JMS students, which streamed live news bulletins at the stall demonstrating how the department is preparing students for the AI-driven future of journalism and broadcasting Adding to the buzz was a specially created Al film chronicling the life and heroics of Brigadier Rajinder Singh, the martyr credited with delaying the tribal invasion of Kashmir in 1947. The film, produced using Al tools by students of the department, was screened at the venue and drew appreciation from visitors, faculty, and dignitaries.The department's stall was also abuzz who engaged visiting professors, dignitaries and fellow students in on-the-spot conversations, capturing their thoughts and experiences as part of the ongoing "JU Vaachan" podcast launched by Lt. Manoj Sinha earlier at the festival. A photobooth set up by students of JMS turned out to be a major crowd-puller. The blend of innovation, journalistic storytelling and student creativity at the JMS stall reflected the department's growing emphasis on equipping students with future-ready skills, even as it continues to nurture traditional strengths.



JMS students and faculty members receive award at Goonj 2026.

Prof. Dushyant Kumar Rai takes charge of Media Dept



Prof. Garima Gupta welcomes the new HOD Prof. Dushyant Kumar Rai.

JAMMU: Prof. Dushyant Kumar Rai has taken charge as the Head of the Department of Journalism and Media Studies, University of Jammu, succeeding Prof. Garima Gupta. According to an official order issued by the University of Jammu , Prof. Dushyant Kumar Rai shall function as Head of the Department of Journalism and Media Studies.

Prof. Rai is a Professor in the Department of Journalism and Media Studies. Prof. Rai has been actively associated with various academic and professional initiatives of the department.

He has guided several programmes, workshops and student-oriented activities aimed at strengthening practical and professional learning in journalism and media studies. He succeeds Prof. Garima Gupta, who had been serving as the Head of the Department.

During her tenure, the department organised a number of academic and skill-development for media students. The change in leadership marks a new phase for the Department of Journalism and Media Studies, with Prof. Rai now entrusted with the responsibility of leading the department and further strengthening its academic, professional and industry-oriented initiatives.

77th Republic Day

Academic Research, Milestones Take Centrestage



- JU embraces interdisciplinary education
- Students excel in national competitions
- New-age courses expand career options
- Placements boost student employability

Jammu University celebrates 77th Republic Day with a vision for the future.

NIYATI/CHETNA

Jammu: When the tricolour fluttered open against the cool winter sky on the morning of January 26, the ceremonial bugles, crisp salutes from NCC cadets, and solemn vows felt familiar. Yet beneath the customary pageantry of the 77th R-Day, something far more structural was taking place at the University of Jammu. Taking the podium, Vice-Chancellor Prof. Umesh Rai delivered his address not as a routine catalog of platitudes, but as a blueprint of an institution undergoing rapid, deliberate evolution.Under the flagship Design Your Degree (DYD) framework and the mandate of NEP 2020, Jammu University has begun dismantling the artificial barriers that separated humanists from technologists. Undergraduates from the DYD cohort didn't just participate in external competitions over the past year—they won. From taking the national top position at Samadhan-2025 (with innovative prototypes like the 'Agri-Vimaan' drone-sharing logistics initiative) to finishing runner-up at Asia's premier science festival, the IIT Bombay TechFest, and breaking into the Top-35 at the EY-DSCI National Cybersecurity Hackathon, JU students have proved that when you unbind curiosity, excellence follows. University campuses are expanding career-focused education through Data Science, AI, Robotics, Automation, and IT programmes. Kathua and Poonch campuses have introduced new integrated and specialised degrees, while skill-based courses in cybersecurity, cloud computing, journalism, and GST enhance employability. Placement drives, including 150 overseas contracts in Dubai, further connect education with employment.

KITAB-dar-KITAB: Jammu University's Initiative against 15-Second Reels Ecosystem



JU Kitab-Dar-Kitab brings reader together through books and dialogues.

Kumari Jyoti/Aayush Mahajan

Jammu: In an era dominated by fleeting 15-second reels and algorithmic echo chambers, the simple act of sitting in a quiet hall with a physical book feels almost counter-cultural. Yet, in side the University of Jammu's Dhanvantri Library, slower, deliberate cadence found a vibrant home.

The gathering marked the rollout of KITAB-dar-KITAB, a bi-monthly reading and dialogue series conceptualized by the Dhanvantri Library in collaboration with the Indira Gandhi National Centre for the Arts (IGNCA), Regional Centre J&K, and the Translation Club of Utsaah.

The book series began with Mountain Goddesses: Finding Feminine Power from an Unexpected Place, authored by a female writer, community activist, and founder of Voice of Dogras, Manu Khajuria Singh.

Moving beyond conventional book reviews, the session explored the book as a cultural mirror, focusing on women's roles in Duggar folklore and community life.

Chief Guest Rakesh Minhas, IAS, highlighted the need for a grounded understanding of empowerment. Prof. Meena Sharma and Dr. Shruti Awasthi emphasized literary engagement and indigenous texts as tools for cultural preservation. Prof. Garima Gupta moderated the discussion.

First National-level Sprint: Over 320 Students Take Part in Jammu University 'Innovathon 1.0'

ALANKRIT/ADITI

Jammu; Inside the buzzing halls of the Jammu University, the usual academic quiet was replaced by the low hum of cooling fans, keyboard clicks, and the intense murmurs of debate. Discarded coffee cups lined workbenches littered with microcontrollers, wire harnesses, and half-sketched flowcharts. While most of the city slept, a clock was ticking down the seconds of a 48-hour sprint.This was Innovathon 1.0, the first national-level offline hackathon organized in the Union Territory of J&K, held alongside the PRAGATI-2026: Startup Fest.Hosted by the university's Skill Incubation, Innovation and Entrepreneurship Development Centre (SIIEDC), the event drew more than 100 team registrations and over 320 participants from engineering institutes, business schools, and emerging tech hubs spanning Ladakh to Tamil Nadu. After a rigorous initial screening of technical feasibility decks, 35 shortlisted teams—uniting undergraduate coders, doctoral researchers, and early-stage startup founders—converged on campus to transform abstract concepts into working prototypes.Unlike conventional academic examinations that reward textbook memorization, Innovathon was designed to throw students into the uncomfortable, exhilarating crucible of real-world product development.Inaugurating the hackathon, VC Prof. Umesh Rai challenged the room to look past surface-level apps and vanity metrics. "Universities cannot exist as ivory towers separate from societal friction," he stressed. "True innovation occurs when young minds build tools that directly relieve human burdens, create local enterprises, and answer genuine developmental needs."The energy culminated at the valedictory ceremony, graced by Governor and Chancellor Manoj Sinha alongside senior university leadership. The Chancellor lauded participants for proving that J&K's youth are no longer mere consumers of national technology, but active builders of its future.

Rashmirathi Comes to Life by Students at University

Vanshika /Neha

Jammu: A few months ago, the backstage area was an alien world to them. There were no stage marks, no call sheets, and no projection drills—only academic notebooks and textbooks. Yet, when the heavy curtains parted at Jammu's Abhinav Theatre, nearly 40 undergraduate students stood under the blinding amber stage lights, commanding the stage not as amateurs, but as an ensemble cast.

Their performance—a dramatic adaptation of Rashtrakavi Ramdhari Singh Dinkar's epic poem Rashmirathi—kicked off the Jammu chapter of the National School of Drama's (NSD) 25th Bharat Rang Mahotsav (BRM) 2026, globally recognized as one of the world's largest international theatre festivals. Selected under the Academic Presentation category, the production transformed a classroom experiment into one of the festival's most talked-about opening acts.The actors on stage were not seasoned performers from a drama conservatory.

They were students enrolled in the University of Jammu's pioneering Design Your Degree (DYD) programme. Launched in 2023 under the Special Centre for Skill Incubation, Innovation and Entrepreneurship Development Centre (SIIEDC) in alignment with NEP 2020, DYD was designed specifically to smash disciplinary silos. Envisioned by VC Prof. Umesh Rai, the production tested a pedagogical wager, that true education occurs when students step away from theoretical learnings."Theatre demands empathy, collective discipline, and deep emotional resonance," noted Prof. Umesh Rai, adding that no textbook can impart practical knowledge gained through Dinkar's contribution.

JU Nurtures Kathera Village with its 6th Outreach Programme Drive

JU POST DESK

KATHUA: Months after muddy floodwaters tore through the low-lying pockets of Kathua district, inundating homes, damaging crops, and submerging school desks, the scars remain visible across the landscape. While physical infrastructure can be patched with concrete and mortar, the quieter aftermath—the anxiety of lost possessions, disrupted school terms, and the lingering dread of the next monsoon—often weighs heaviest on the young. On a crisp morning, that unseen burden was met with open arms.

Transforming the open grounds of Government Higher Secondary School (GHSS), Kathera, into a bustling hub of support and conversation, the Kathua Campus of the University of Jammu rolled out its 6th Extension Outreach Programme.Titled "Promoting Mental Health among School Children," the initiative brought together more than 300 school students, rural elders, teachers, and university scholars. Far from being a detached academic exercise, the gathering felt like a family reunion—underscoring the deep, continuous relationship the campus has nurtured with its adopted village.

The morning was deliberately structured to address both the tangible fallout of the monsoon floods and the emotional recovery of the students.A short distance away along the village periphery, the sound of spades striking earth signaled a parallel intervention. Volunteers from the campus's NSS Unit-VI launched an ecological restoration drive, digging pits and planting native saplings across public school lands. Designed to stabilize eroded topsoil and revive green cover stripped by runoff, the plantation drive gave local school children a hands-on role in healing their own environment.



JU Kathua campus promotes mental health and environmental care in Kathera.

Chenab Valley Entrepreneurship

JU STUDENTS SHINE AT START-UP MELA

JU POST DESK

Bhaderwah: In the Chenab Valley, entrepreneurship has long been viewed through the conventional lens of seasonal tourism, local retail, or small-scale farming. But inside the lecture rooms and incubation corners of the School of Management Studies at the University of Jammu's Bhaderwah Campus, a quiet, deliberate shift has taken root.

Here, the talk is less about chasing shrinking public sector vacancies and far more about building enterprises from scratch.That ambition found its ultimate validation on a grand regional stage. At the Annual Startup Mela – Startup Idea Challenge 2025–26, organized by the Industries & Commerce Department in partnership with the Jammu & Kashmir Entrepreneurship Development Institute (JKEDI), three students from the satellite campus navigated a punishing multi-tier gauntlet to emerge as celebrated innovators of the Union Territory.The awards, conferred directly by the Chief Minister of Jammu & Kashmir, were not handed out for slick elevator pitches or borrowed Silicon Valley buzzwords. They were won through three rigorous rounds of scrutiny—surviving blind concept evaluations, feasibility audits by sector specialists, and deep-end jury defenses against dozens of competing teams from premier institutions across Jammu, Kashmir, and beyond.What set the Bhaderwah contingent apart was where they looked for their problems. Rather than designing hyper-niche tech novelties, they anchored their solutions in the lived ecological and socio-economic realities of their own terrain:Prakriti Dutt, an MBA fourth-semester scholar, clinched the top laurel along with a ₹25,000 cash grant. Her venture addressed the delicate environmental balance of mountainous eco-zones, pitching a scalable, circular-economy model that turns regional waste into commercially viable, low-impact products.For Arif, a final-year BBA student, enterprise begins at the village periphery. Honored with a ₹25,000 grant, his blueprint tackled agrarian supply-chain leakages, proposing an accessible operational framework designed to link remote cultivators and rural cottage artisans directly to higher-value consumer corridors.Demonstrating raw commercial originality, Rohit Bhagat earned high praise and a ₹10,000 cash prize for an unconventional venture proposal whose long-term scalability caught the unanimous eye of the veteran selection panel.Under the leadership of Campus Rector Prof. Rahul Gupta, the satellite center has deliberately aligned itself with Vice-Chancellor Prof. Umesh Rai's wider mandate, turning regional campuses into living engines of outcome-based, experiential learning.The achievement has placed Bhaderwah Campus on the region's emerging entrepreneurship map.It also reflects a growing culture of innovation and enterprise among students.With such initiatives, the campus is creating opportunities beyond traditional career paths. The success of its young innovators signals a promising entrepreneurial future for Chenab Valley.



Bhaderwah campus receives award during the J&K start-up mela at Bhaderwah.

Field Research Expedition By JU Students To Bhaderwah

REASI: Theoretical sociology makes sense inside a lecture hall, neatly divided across blackboards and reference texts. But when you step onto the terrace farms of village Sungli, watching an apple grower squint at erratic weather patterns, or stand in the freezing crosswinds of Guldanda talking to a roadside vendor about seasonal shifts in tourist footfall, the syllabus comes alive.

For the second-semester M.A. Sociology scholars of the University of Jammu's Reasi Campus, that transition from theory to practice unfolded during an intensive four-day field research expedition to Bhaderwah in District Doda.Designed as an experiential core component of their curriculum courses, the academic immersion took aim at two defining, interconnected crises of the modern Chenab Valley: the direct bite of climate change on traditional mountain agriculture, and the shifting economic promises of local eco-tourism.Flagging off the expedition, Prof. Sushil K. Pandey, Director of Reasi Campus, set the tone for the journey. He reaffirmed university's institutional thrust under Vice-Chancellor Prof. Umesh Rai, empahsising on hands-on, community-connected pedagogy, Prof. Pandey said that sociological imagination does not mature in isolation from societal friction. He stressed that field-based inquiry teaches students to listen to the voices that statistical aggregates miss.

MEDIA STUDENTS EXPLORE FUTURE OF STORYTELLING DURING WORKSHOP WITH RUSSIA BASED SPUTNIK IN JAMMU UNIVERSITY

MUKHTAR/ISRAN

JAMMU: A newsroom of the future may look very different from the one students imagine today. Stories can now be drafted with the help of artificial intelligence, voices can be generated, images created and video avatars produced within minutes. For young journalists preparing to enter this rapidly changing world, understanding these tools is becoming less an option and more a part of professional literacy.

It was in this context that students of the Department of Journalism and Media Studies, University of Jammu, recently stepped into a virtual newsroom of sorts during an exclusive online workshop organised by the Russian State News Agency Sputnik on "How to Use AI to Create Audio-Visual Content."The session offered students a practical glimpse into how artificial intelligence is finding its way into contemporary news production from generating text and audio to creating images and video avatars.Leading the workshop was Pavel Zaytsev, Traffic Maager, Sputnik News Agency and Radio, who introduced students to the Al in modern media. The focus was not simply on what technology can do, but on how journalists can use it effectively retaining the skills that technology cannot replace: judgement, verification and responsibility.Prof. Dushyant Kumar Rai, Head, Department of Journalism and Media Studies, said the workshop offered valuable insight into the practical workflows followed by international news organisations.He emphasised that Al tools must go hand in hand with journalistic ethics, accuracy and human creativity.Prof. Garima Gupta, former Head of the department, described the session as timely and relevant, particularly as Al continues to reshape the way news is created, distributed and consumed. She emphasised the importance of industry-academia collaborations in preparing future media professionals to navigate these changes with confidence and responsibility.



Russian Sputnik News Agency conducts AI workshop for JU students.

The initiative also reflected the University's broader emphasis on technology-integrated learning.

Under the vision of Vice-Chancellor Prof. Umesh Rai, greater interaction between academia and the media industry is helping .

Sputnik conducts exclusive workshop for JU students

Students learn AI powered audio-visual content creation Focus on AI Tools, ethics and journalistic responsibities

AI is transforming modern newsroom

students connect classroom concepts with emerging professional practices.

For the students attending the workshop, however, the most engaging part came when they began asking questions.

The workshop was moderated by Olga Dycheva, Head of Sputnik Hub in New Delhi, and coordinated by Rashpal Dasgotra from the Russian State News Agency Sputnik. Dr Pardeep Singh Bali and Dr Kumerjit Chajgotra, Assistant Professors, Department of Journalism and Media Studies, coordinated the programme on behalf of the department.

Dr Ravia Gupta, Assistant Professor, delivered the welcome remarks, while Dr Ramiyan Bhardwaj, Assistant Professor, delivered the closing remarks.

Stay Curious and Connected: Jai Prakash to Media Students

RAMNEEK/ ROSHNI

JAMMU: Journalism begins with a question. What happened? Why did it happen? Whose voice has been heard and whose remains unheard? For students preparing to enter an increasingly complex media landscape, the ability to ask those questions with curiosity, patience and responsibility may be as important as mastering any newsroom skill.

That was the spirit of an interactive session on "Past, Present and Future of Journalism" organised by the Department of Journalism and Media Studies, University of Jammu, where students had an opportunity to look beyond textbooks and listen to the experiences of someone who has spent years navigating the changing world of media.The session, held under the supervision of Prof. Garima Gupta, Head, Department of Journalism and Media Studies, featured senior journalist Jai Prakash Pandey, Editor, Sahitya Tak/Sahitya Aaj Tak, India Today Group, as the special guest.

Prof. Garima Gupta highlighted the importance of such interactions in preparing students for the realities of the media industry. She emphasised the value of objectivity, concise writing and impactful storytelling, while encouraging students to explore professional opportunities both within Jammu and beyond.The session reflected University's larger emphasis on holistic student development.



Media students gain insights from veteran journalists.

Vice-Chancellor Prof. Umesh Rai has consistently stressed the importance of connecting students with experienced professionals and creating opportunities for learning that extend beyond conventional classrooms.

Prof. Dushyant Kumar Rai delivered the vote of thanks and appreciated the resource person for sharing his experience with the students.

17th PRAKRITI Festival Turned Cinema into Conscience at Jammu University

SONIA/VISHALI

JAMMU: The auditorium lights dimmed, the chatter subsided, and the bright white rectangle took over the room. For two days, the University of Jammu didn't just screen motion pictures; it invited the raw, unpolished world inside.

This was the 17th PRAKRITI International Documentary Film Festival, an annual showcase organized by the Consortium for Educational Communication (CEC), New Delhi, in collaboration with the University of Jammu's Educational Multimedia Research Centre (EMRC). Convened on campus, the festival transformed General Zorawar Singh Auditorium into a dynamic town square where global climate distress, human dignity, and grassroots survival collided with student discourse. Director of the Consortium for Educational Communication (CEC) and an alumnus of the varsity Prof. Parikshit Singh Manhas carried deep personal resonance.

Prof. Manhas laid out an ambitious roadmap: pivoting the mandate from passive instructional broadcasting toward "Cinema for Change." He stressed that flexible frameworks like Jammu University's Design Your Degree prove that future-ready curricula must be tactile, visual, and socially grounded .

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