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UNIVERSITY OF KASHMIR

EMRC

EDUCATIONAL MULTIMEDIA RESEARCH CENTRE

2026

ANNUAL REPORT



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Content

	Page No.
Message from the Vice-Chancellor	1
Introduction	2
Mandate	3
Infrastructure	4
MOOC under production	5
MOOCs offered in January 2026 Semester	5
MOOCs offered in July 2026 Semester	9
DTH courses	13
Activities 2026	14
Consultancy projects	15
Individual activities	17
EMRC staff	18
The way forward	19

CONSORTIUM FOR EDUCATIONAL COMMUNICATION (CEC)

EDUCATIONAL MULTIMEDIA RESEARCH CENTRE (EMRC), UNIVERSITY OF KASHMIR

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UNIVERSITY OF KASHMIR



Message from the Vice-Chancellor

It gives me immense pleasure to present the Annual Report 2026 of the Educational Multimedia Research Centre (EMRC), University of Kashmir. The report reflects the Centre's continued commitment to educational broadcasting, multimedia production, digital learning and the dissemination of knowledge through innovative technologies.

In the evolving landscape of higher education, EMRC plays an important role in developing quality educational content and promoting technology-enabled learning. Its efforts contribute to making education more accessible, engaging and effective for diverse learners.

I appreciate the dedicated efforts of the Team EMRC in advancing the Centre's academic and professional objectives. I am confident that the Centre will continue to embrace innovation, strengthen its outreach and contribute meaningfully to the University's pursuit of academic excellence. I extend my best wishes to the entire EMRC team for continued success in its future endeavours.

Prof. Nilofer Khan
Vice-Chancellor,
University of Kashmir

Introduction

23 NATIONAL AWARDS

EMRC is all about what its first three letters stand for. Education, Multimedia and Research.

We digitize education and that is what the demand of the modern age is. We produce educational television programmes, make documentaries on a wide range of subjects, develop the digital educational content and offer the latest global format of teaching and learning called Massive Open Online Courses – MOOCs for short. Besides MOOCs, we reach our students through an educational model called Direct-to-Home (DTH) covering courses in Life Sciences and liberating education from the four walls of classroom. Under the aegis of the University Grants Commission (UGC) and the Consortium for Educational Communication (CEC), New Delhi, the Centre aims for excellence. Keeping pace with rapidly evolving technology and honing the pedagogical craft is what defines our progress. We invest in upgrading audio-visual technology and digital platforms and that expands our reach to different socioeconomic backgrounds.

We have a state-of-the-art professional infrastructure. From studio-grade 4K video capture and prompt engineering to classical and 3D VFX graphic art and animation lab, we visualise ideas and imagination. We disseminate it for today, preserve it for tomorrow. This interplay of creative pedagogy and cutting-edge technology has won 23 national awards alongside numerous accolades from educational quarters.

In a line, EMRC is committed to offer education in all its brevity, beauty and depth.

61 MOOCs

411 DTH PROGRAMMES

1000 LEARNING OBJECTIVE REPOSITORIES (LORs)

135 DOCUMENTARIES

2347 ETV LECTURES



Mandate

We aim to generate, disseminate, and, preserve knowledge, producing world quality audio-visual programmes for standardised formal education as well as flexible, need-based non-formal education. We aspire to harvest the potential of advanced multimedia technology and content-sharing platforms through continuous pedagogical advancements and a multidisciplinary approach.



Our mandate includes:

Production and development of MOOCs

Running the DTH 'Life Sciences' channel under SWAYAM Prabha

Production of educational television films

Development of educational multimedia and e-content

Development of a Learning Object Repository (LOR)

Making socially and culturally relevant documentaries

Conducting research across all spheres of educational technology

Organising College outreach programmes



Infrastructure

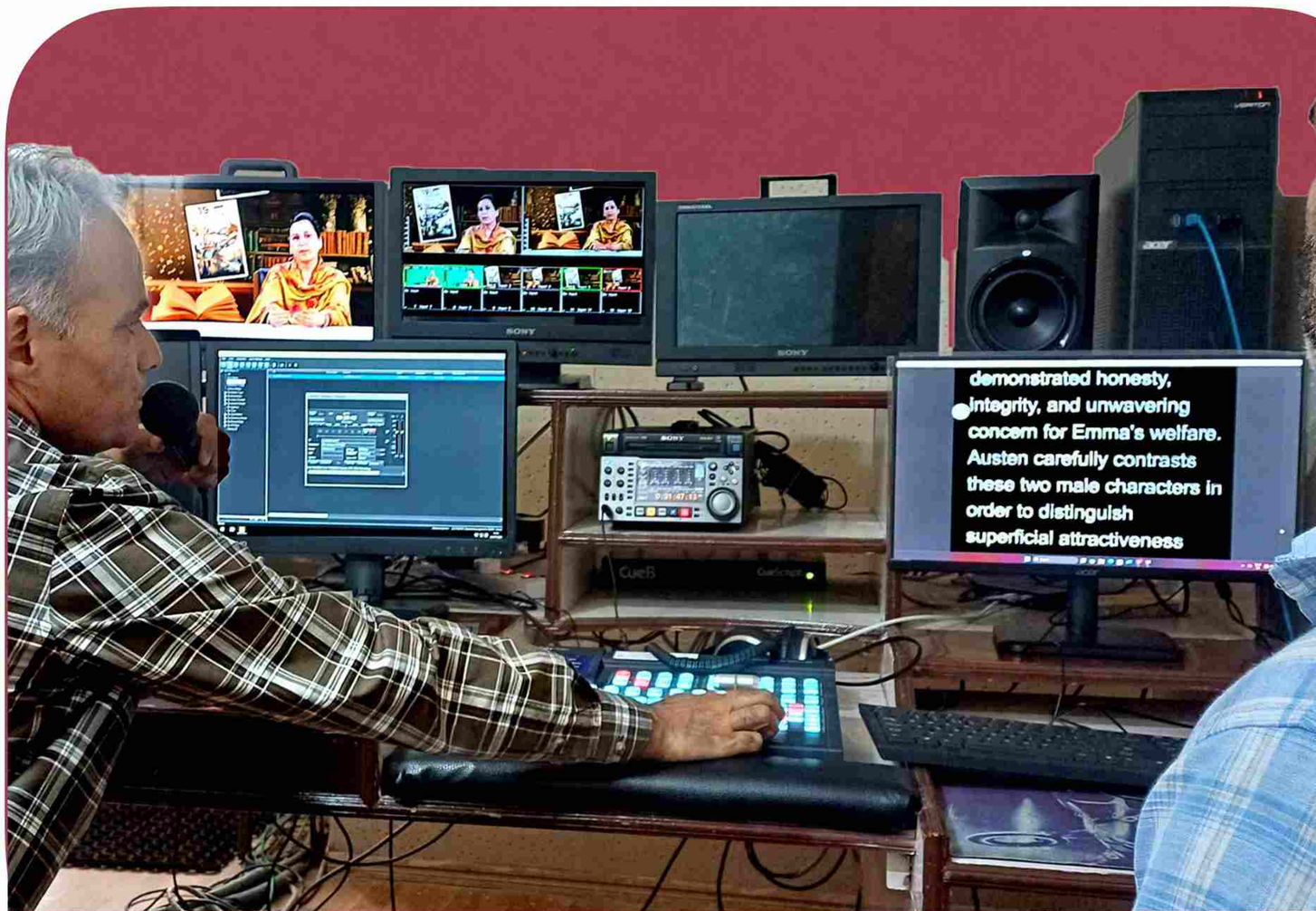
The heart of our Centre is our professional audio and video studio. Equipped to industry standards, our studio offers top-notch audio and video recording capabilities for educators.

We work on professional editing suites like Final Cut Pro, Adobe Premiere Pro, and DaVinci Resolve, enabling our staff to experiment with visual effects and sound design while continually improving our overall production quality. In our multimedia lab, our graphic artists create digital and hand drawn graphics as well as 3d and classical animation for MOOCs, DTH courses and documentaries.

Our library is the record of what we have done so far. It's not just a collection of things, it's an archive. It's a repository of films, documentaries, video lectures and books on literature, visual art, science, social science and a wide range of subjects.

We look forward to future, but we don't forget the past. Our museum showcases the legacy equipment and old classical technology once used in audio-visual production. It's a visual story that silently – and nostalgically - narrates the evolution of educational television.





MOOC Under Production

01
Fresh MOOC



Title:
19th Century British Literature
Course Coordinator:
Prof. Sadaf Shah
Producer:
Ajaz-ul-Haque

Fresh MOOCs offered in January 2026 semester

CEC
CONSORTIUM FOR EDUCATIONAL COMMUNICATION (CEC)

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Covering diverse disciplines including Humanities, Social Sciences, Life Sciences and Law, EMRC Srinagar offered numerous online courses during the January 2026 semester.



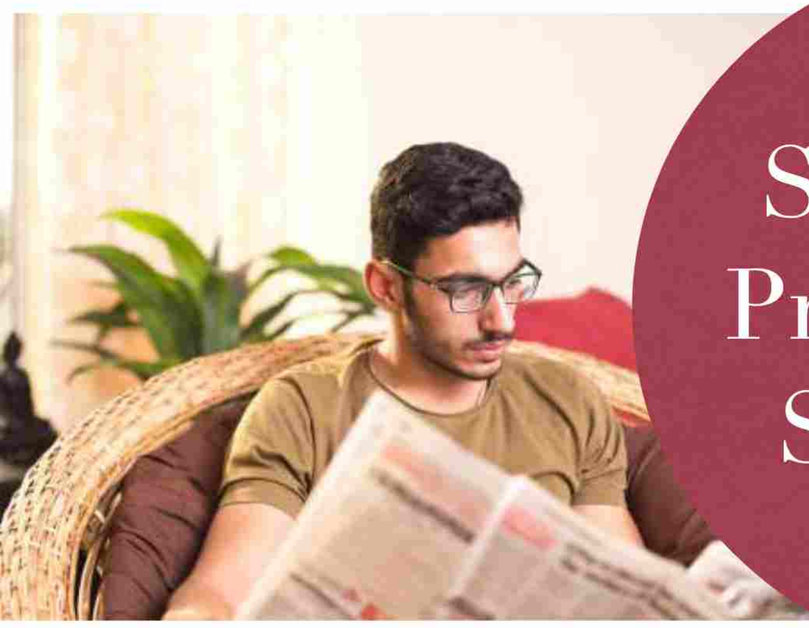
Educational Psychology

Subject: **Education**
Credit: **4**
Duration: **12 Weeks**
Course Level: **Undergraduate**
NCrF Level: **4.5**
Course Coordinator: **Dr. Aamina Parveen**
Producer: **Shafqut Habib**
Enrollment: **6,337**



Cytogenetics

Subject: **Microbiology**
Credit: **4**
Duration: **12 Weeks**
Course Level: **Undergraduate**
NCrF Level: **5.0**
Course Coordinator: **Prof. M. Naimat Ali**
Producer: **Akmal Hanan**
Enrollment: **1,326**



Sampadan Prakriya aur Saaj Sajja

Subject: **Hindi**
Credit: **5**
Duration: **12 Weeks**
Course Level: **Undergraduate**
NCrF Level: **4.5**
Course Coordinator: **Ms. Naairah Qureshi**
Producer: **Dr. Tariq Abdullah**
Enrollment: **126**



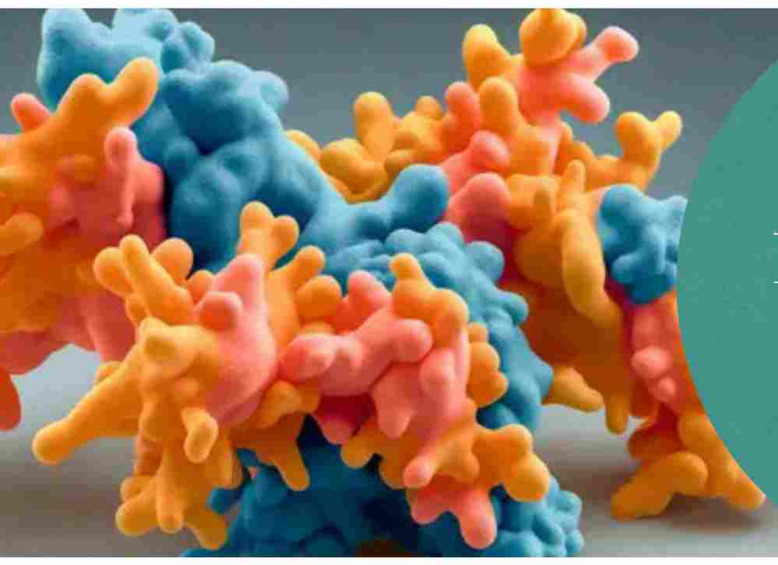
Embryology of Angiosperms

Subject: **Microbiology**
Credit: **2**
Duration: **8 Weeks**
Course Level: **Undergraduate**
NCrF Level: **5.5**
Course Coordinator: **Prof. Manzoor Ahmad Shah**
Producer: **Manzoor Ahmad Dar**
Enrollment: **818**



Administrative Law

Subject: **Law**
Credit: **2**
Duration: **8 Weeks**
Course Level: **Undergraduate**
NCrF Level: **4.5**
Course Coordinator: **Dr. Aneeda Jan**
Producer: **Manzoor Ahmad Dar**
Enrollment: **1,397**



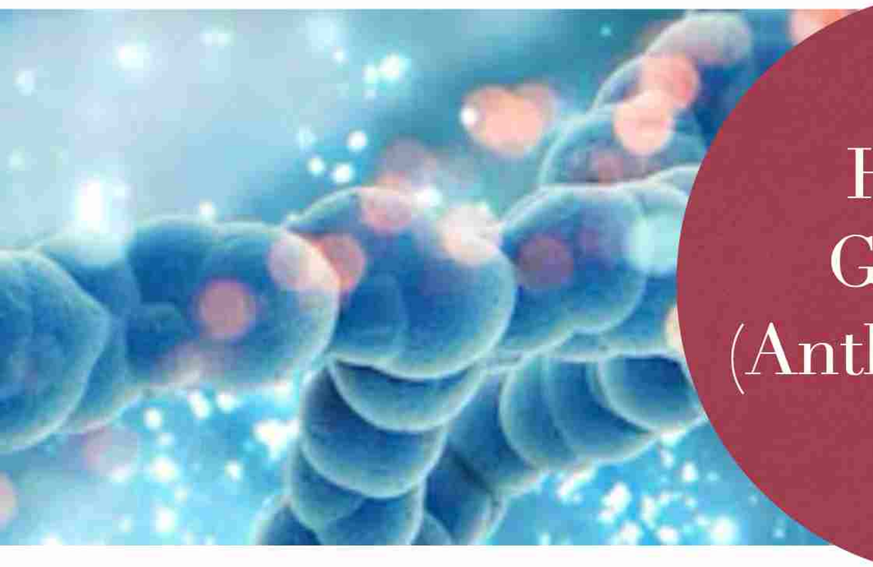
Enzymology

Subject: **Zoology**
Credit: **4**
Duration: **12 Weeks**
Course Level: **Undergraduate**
NCrF Level: **5.0 — 6.5**
Course Coordinator: **Prof. Bashir A. Ganie**
Producer: **Shafqut Habib**
Enrollment: **897**



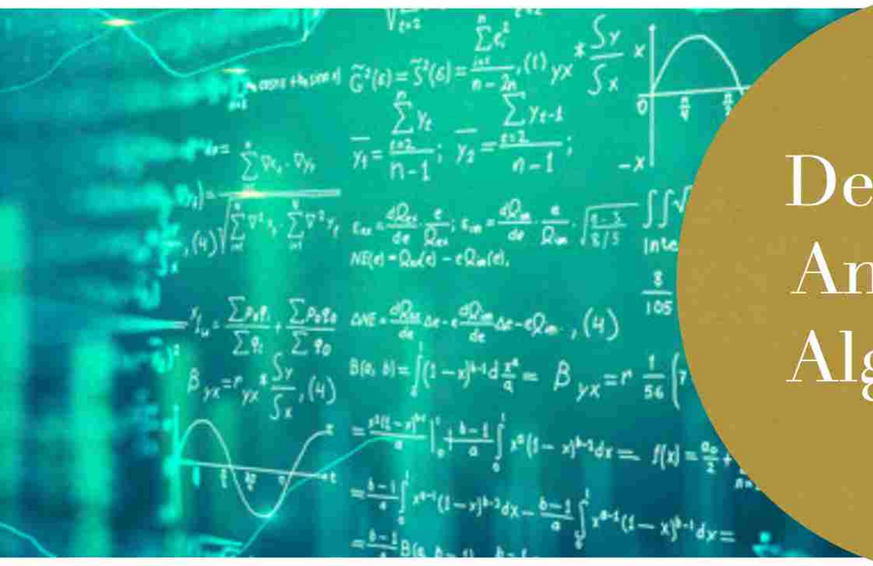
Modern Political Philosophy

Subject: **Political Science**
Credit: **5**
Duration: **12 Weeks**
Course Level: **Undergraduate**
NCrF Level: **5.5**
Course Coordinator: **Dr. Himabindu M.**
Producer: **Dr. Tariq Abdullah**
Enrollment: **516**



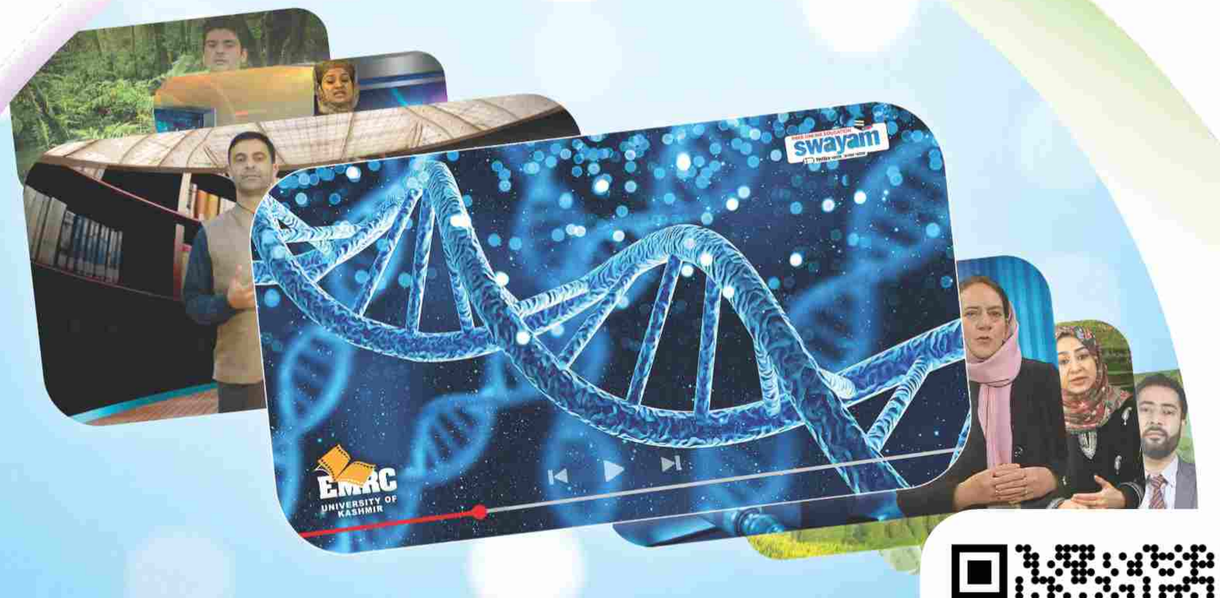
Human Genetics (Anthropology)

Subject: **Anthropology**
Credit: **4**
Duration: **12 Weeks**
Course Level: **Undergraduate**
NCrF Level: **5**
Course Coordinator: **Dr. Manzoor A. Mir**
Producer: **Akmal Hanan**
Enrollment: **1,229**



Design and Analysis of Algorithms

Subject: **Anthropology**
Credit: **4**
Duration: **12 Weeks**
Course Level: **Undergraduate**
NCrF Level: **5.5**
Course Coordinator: **Dr. Faheem Syed Masoodi**
Producer: **Akmal Hanan**
Enrollment: **1,287**





Environmental Pollution and Global Issues

Subject: **Environmental Science**
Credit: **4**
Duration: **12 Weeks**
Course Level: **Undergraduate**
NCrF Level: **4.5**
Course Coordinator: **Dr. Javid A. Parray**
Producer: **Er. Abdul Rashid**
Enrollment: **1,585**



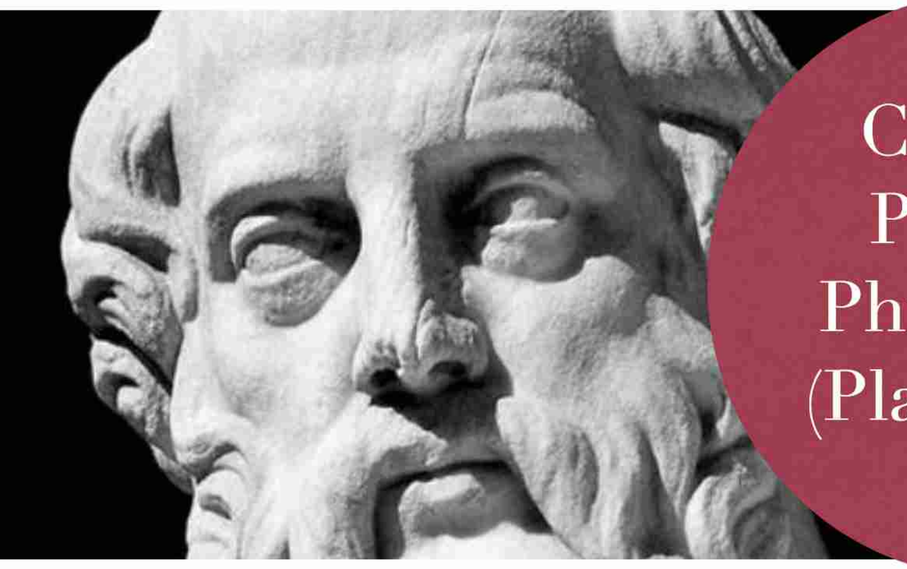
Economic Botany

Subject: **Botany**
Credit: **4**
Duration: **12 Weeks**
Course Level: **Undergraduate**
NCrF Level: **6**
Course Coordinator: **Prof. Irshad Ahmad Nawchoo**
Producer: **Inam ul Rehman**
Enrollment: **3,149**



Development Administration

Subject: **Political Science**
Credit: **5**
Duration: **12 Weeks**
Course Level: **Undergraduate**
NCrF Level: **5.0**
Course Coordinator: **Dr. Khalid Wasim Hassan**
Producer: **Dr. Tariq Abdullah**
Enrollment: **487**



Classical Political Philosophy (Plato-Marx)

Subject: **Political Science**
Credit: **4**
Duration: **12 Weeks**
Course Level: **Undergraduate**
NCrF Level: **5**
Course Coordinator: **Dr. Manzoor A. Mir**
Producer: **Akmal Hanan**
Enrollment: **1,726**

MOOCs Offered in July 2026 Semester



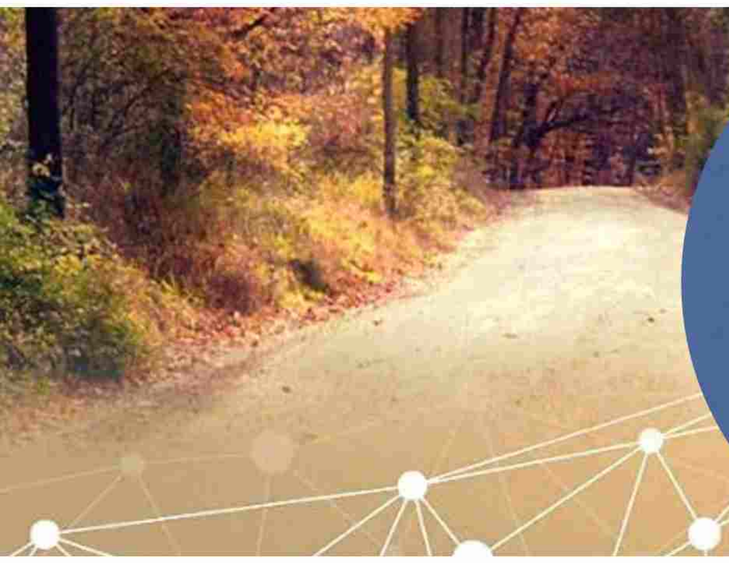
Biodiversity and Ecological Resources

Subject: **Bioresource**
Credit: **4**
Duration: **12 Weeks**
Course Level: **Undergraduate**
NCrF Level: **5.0**
Course Coordinator: **Dr. Javid A. Parray**
Producer: **Er. Abdul Rashid**
Enrollment: *Scan QR code for the latest info*



British Romantic Literature

Subject: **English Literature**
Credit: **5**
Duration: **12 Weeks**
Course Level: **Undergraduate**
NCrF Level: **5.5**
Course Coordinator: **Dr. Mukhtar Ahmad Dar**
Producer: **Inam ul Rehman**
Enrollment: *Scan QR code for the latest info*



Complex Ecosystem Dynamics

Subject: **Environmental Sciences**
Credit: **2**
Duration: **6 Weeks**
Course Level: **Undergraduate**
NCrF Level: **5.5**
Course Coordinator: **Dr. Syed Maqbool Geelani**
Producer: **Manzoor Ahmad Dar**
Enrollment: *Scan QR code for the latest info*



Corporate Law

Subject: **Law**
Credit: **5**
Duration: **12 Weeks**
Course Level: **Undergraduate**
NCrF Level: **5.5**
Course Coordinator: **Dr. Heena Basharat**
Producer: **Ajaz-ul-Haque**
Enrollment: *Scan QR code for the latest info*



Effective Decision Making

Subject: **Psychology**
Credit: **2**
Duration: **6 Weeks**
Course Level: **Undergraduate**
NCrF Level: **5.5**
Course Coordinator: **Dr. Muhd. Muzammil**
Producer: **Dr. Akmal Hanan**
Enrollment: *Scan QR code for the latest info*



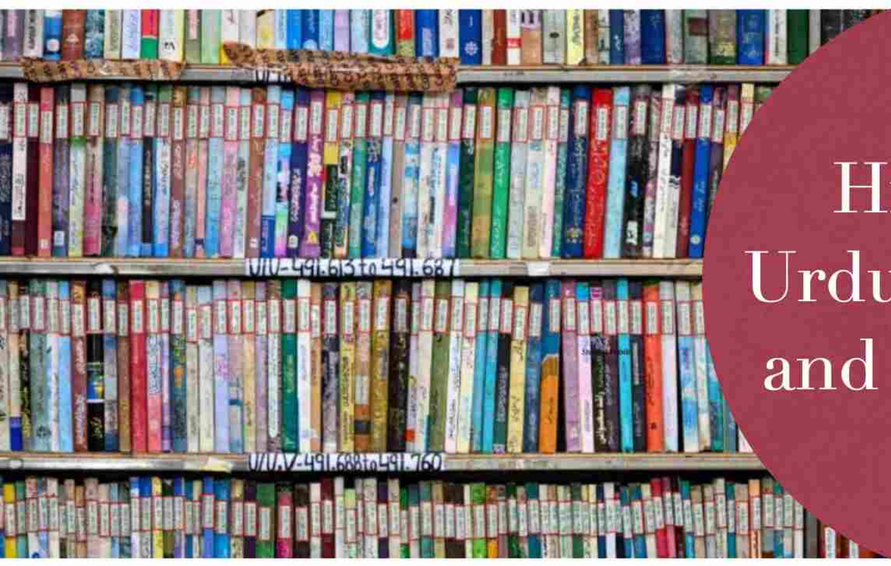
Environmental Geography

Subject: **Environmental Studies**
Credit: **5**
Duration: **12 Weeks**
Course Level: **Undergraduate**
NCrF Level: **5.5**
Course Coordinator: **Dr. Nowsheen Shameem**
Producer: **Shafqut Habib**
Enrollment: *Scan QR code for the latest info*



History of India-II

Subject: **History**
Credit: **5**
Duration: **12 Weeks**
Course Level: **Undergraduate**
NCrF Level: **5.0**
Course Coordinator: **Dr. Younus Rashid**
Producer: **Dr. Tariq Abdullah**
Enrollment: *Scan QR code for the latest info*



History of Urdu Language and Literature

Subject: **Urdu**
Credit: **5**
Duration: **12 Weeks**
Course Level: **Undergraduate**
NCrF Level: **5.0**
Course Coordinator: **Dr. Shah Faisal Jan**
Producer: **Dr. Tariq Abdullah**
Enrollment: *Scan QR code for the latest info*



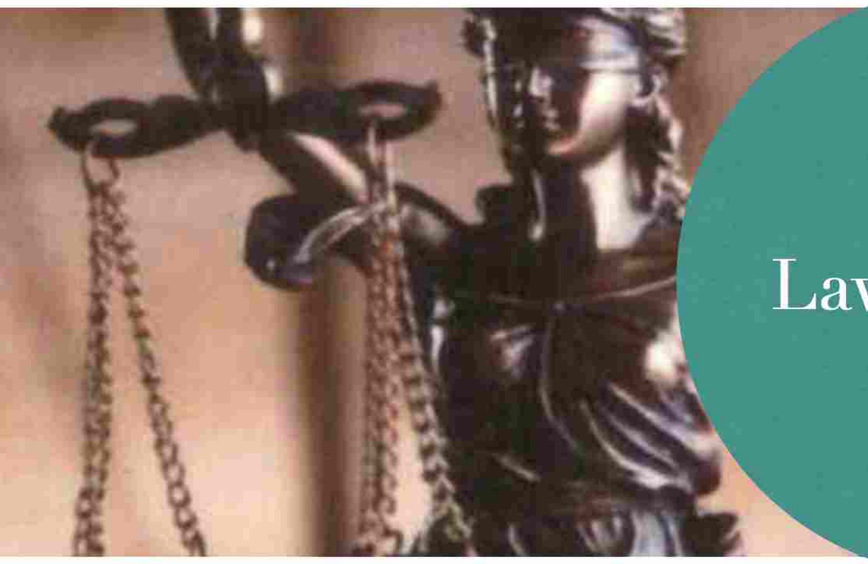
Human Population Genetics

Subject: **Microbiology**
Credit: **4**
Duration: **12 Weeks**
Course Level: **Undergraduate**
NCrF Level: **6.0**
Course Coordinator: **Dr. Manzoor A. Mir**
Producer: **Dr. Tariq Abdullah**
Enrollment: *Scan QR code for the latest info*



Hydrology and Oceanography

Subject: **Earth Sciences**
Credit: **5**
Duration: **12 Weeks**
Course Level: **Undergraduate**
NCrF Level: **6.0**
Course Coordinator: **Dr. Farooq Ahmad Dar**
Producer: **Manzoor Ahmad Dar**
Enrollment: *Scan QR code for the latest info*



Law of Torts

Subject: **Law**
Credit: **2**
Duration: **6 Weeks**
Course Level: **Undergraduate**
NCrF Level: **5.0**
Course Coordinator: **Dr. Aneeda Jan**
Producer: **Manzoor Ahmad Dar**
Enrollment: *Scan QR code for the latest info*



Mental Health and Adjustment

Subject: **Psychology**
Credit: **4**
Duration: **12 Weeks**
Course Level: **Undergraduate**
NCrF Level: **5.5**
Course Coordinator: **Bilqees Aslam Shah**
Producer: **Er. Abdul Rashid / Shafqut Habib**
Enrollment: *Scan QR code for the latest info*



Peace and Conflict Resolution

Subject: **Political Science**
Credit: **2**
Duration: **6 Weeks**
Course Level: **Undergraduate**
NCrF Level: **5.5**
Course Coordinator: **Dr. Khalid Wasim Hassan**
Producer: **Dr. Tariq Abdullah**
Enrollment: *Scan QR code for the latest info*



Psychological Foundation of Education

Subject: **Education**
Credit: **4**
Duration: **12 Weeks**
Course Level: **Undergraduate**
NCrF Level: **5.0**
Course Coordinator: **Dr. Aasia Maqbool**
Producer: **Mohammad Faheem ul Islam**
Enrollment: *Scan QR code for the latest info*



Psychology For Health And Well-Being

Subject: **Psychology**
Credit: **5**
Duration: **12 Weeks**
Course Level: **Undergraduate**
NCrF Level: **5.5**
Course Coordinator: **Dr. Yasir Hamid Bhat**
Producer: **Dr. Tariq Abdullah**
Enrollment: *Scan QR code for the latest info*



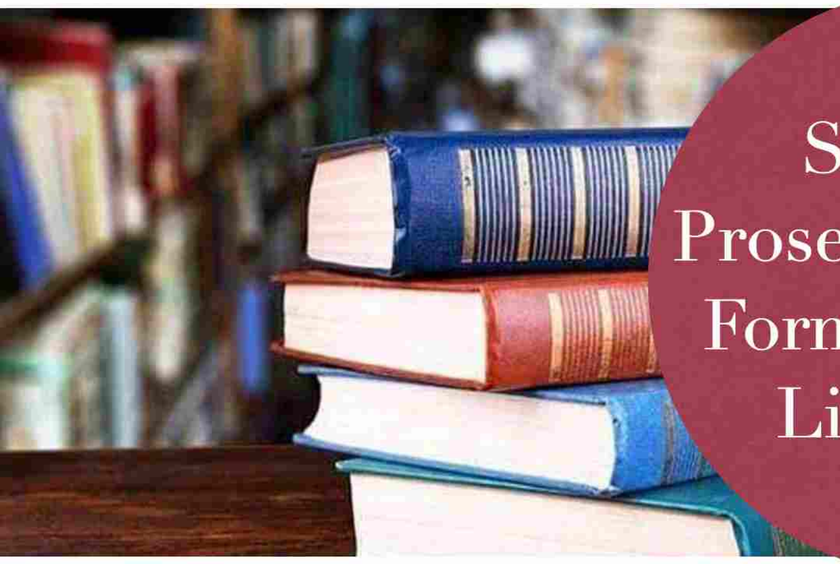
Psychology of Motivation and Learning

Subject: **Psychology**
Credit: **2**
Duration: **6 Weeks**
Course Level: **Undergraduate**
NCrF Level: **5.0**
Course Coordinator: **Dr. Manzoor Ahmad Rather**
Producer: **Akmal Hanan**
Enrollment: *Scan QR code for the latest info*



Soft Skills

Subject: **Humanities**
Credit: **2**
Duration: **8 Weeks**
Course Level: **Undergraduate**
NCrF Level: **5.5**
Course Coordinator: **Dr. Tasleem Ahmad War**
Producer: **Ajaz-ul-Haque**
Enrollment: *Scan QR code for the latest info*



Study of Prose and Poetic Forms in Urdu Literature

Subject: **Urdu**
Credit: **2**
Duration: **6 Weeks**
Course Level: **Undergraduate**
NCrF Level: **5.0**
Course Coordinator: **Dr. Mushtaq Hussain Magloo**
Producer: **Shafqut Habib**
Enrollment: *Scan QR code for the latest info*

Scan the QR code
for the latest happenings
at EMRC Srinagar



DTH Courses Produced and Submitted to CEC under SWAYAM Prabha

SPANDAN-05 (Life Sciences Channel)

As part of its mandate to support national broadcasting of higher education content, EMRC Srinagar has produced and submitted the following DTH courses for SPANDAN-05 (Life Sciences Channel) to Consortium for Educational Communication (CEC) (40 programmes each):



Programmes

Bioresources–I
Fundamentals of Bioresources: 40
Bioresources–II
Plant Resources: 40
Bioresources–MD Bioindustries: 40
Bioresources–SEC Mushroom Cultivation Technology I & II: 40
Bioenergy and Biofuels: 40
Biofertilizers & Biopesticides: 40
Biomedicine & Bioprospecting: 40
Biocosmetics: 40









Activities 2026

06 October

Producer Dr. Tariq Abdullah, Production Assistant Inam ul Rehman and Technical Assistant Er. Abdul Rashid Bhat served as resource persons for an orientation course on MOOCs conducted at Degree College, Sopore



07-10 September

Producer Shafquat Habib served as a jury member and delivered masterclasses for film students at the 5-day 1st International Film Festival of Jammu and Kashmir on Sep 07–10.



26 September

Production Assistant Inam ul Rehman directed the documentary *Chinar Man: The Silent Planter* and selected as a finalist for the Jackson Doc Fest 2026 (USA): September 2026



25 September

Producer Dr. Tariq Abdullah, I/C Producer Akmal Hanan and Technical Assistant Er. Abdul Rashid Bhat conducted an orientation course on MOOCs at Government College for Women, M.A. Road, Srinagar on Sep 25 and served as resource persons.



29 September

Producers Ajaz-ul-Haque and Dr. Tariq Abdullah, alongside Technical Assistant Er. Abdul Rashid Bhat, served as resource persons and conducted an orientation course on MOOCs at Amar Singh College, Srinagar on Sep 29 2026



01 August

Prof. Syeda Afshana assumed charge as I/c Director, EMRC Srinagar on Aug 01



06 October

Prof. Syeda Afshana, Director EMRC, Participated in the SWAYAM Advisory Committee meeting at the Vice-Chancellor's Secretariat to shortlist and map MOOC courses for the July 2026 semester on Aug 17



24 August

Prof. Syeda Afshana, Director represented EMRC Srinagar in an official meeting with Director CEC in New Delhi on Aug 24

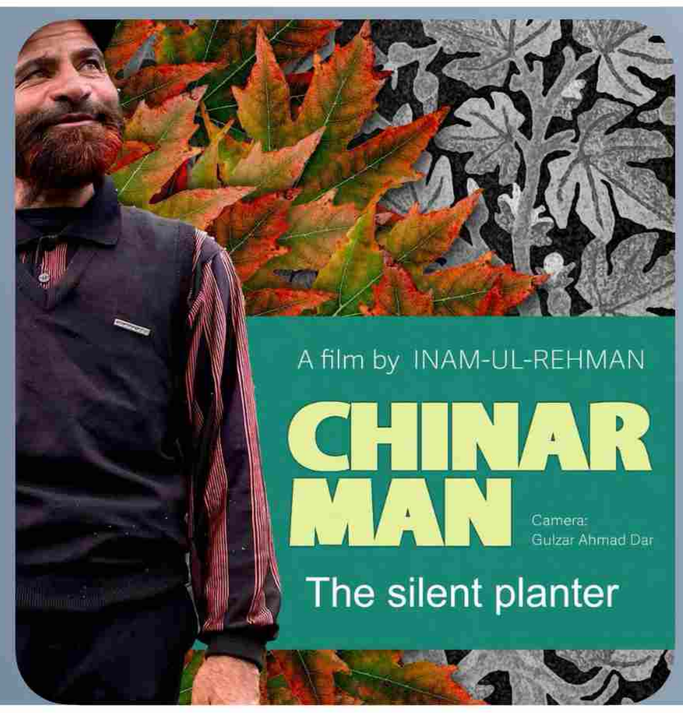


29 August

Production Assistant Inam ul Rehman attained New York Global Short Film Fest Semi-Finalist status for the documentary ***Chinar Man: The Silent Planter***.

29 September

Won the Jury Recognition Award for the documentary at the Palaeoscience Film Festival of India (BSIP Lucknow)



Consultancy Projects

July



Dr. Tariq Abdullah (Producer)

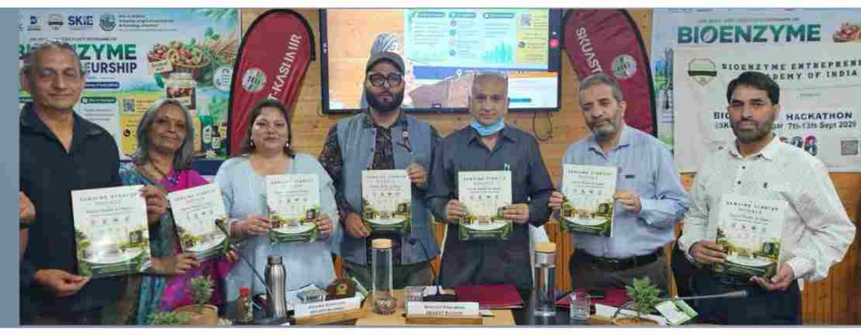
Directed institutional documentary for Government Degree College for Women, Baramulla (Consultancy Fee: ₹1,49,000)

He also directed official College Tarana for Sheikh-ul-Alam Memorial Degree College, Budgam (Consultancy Fee: ₹60,000)



April

Technical Assistant Er. Abdul Rashid Bhat served as resource person for educational outreach events at SKUAST-Kashmir and the Islamic University of Science & Technology (IUST), Kashmir on Apr 22, the World Earth Day.



Former I/c Director Dr. Salima Jan) attended the UGC Head Office meeting in New Delhi to finalize budget estimates for FY 2026-27 on **Apr 29–30**



March

Former I/c Director Dr. Salima Jan represented the Centre at the 27th CEC-UGC Educational Film Festival held at Gautam Buddha University, Greater Noida, UP on Mar 27–28.



February

Former I/c Director Dr. Salima Jan attended the 107th Coordination Committee Meeting at CEC, New Delhi on **Feb 02**



Screened ***Chinar Man: The Silent Planter*** at the 9th International Folklore Film Festival, Kerala held on Jan 15–20.





Shafquat Habib (Producer)

2026: Supervised and conducted practical media internships for students of Media Education Research Centre (MERC), University of Kashmir

Produced and directed the updated 2026 edition of the University Tarana, at EMRC Srinagar. 2026:



Ajaz-ul-Haque (Producer)

Mar 09, 2026: Conducted practical skill tests for online editor applicants at SKUAST-Srinagar.

May 18, 2026: Delivered a guest lecture at MMTTC, University of Kashmir.

Jul 22, 2026: Nominated as Subject Expert for evaluating research and media projects by IUST.

Aug 31, 2026: Delivered a lecture by the Department of Journalism and Mass Communication, IUST.

Sep 18, 2026: Evaluated projects as an External Expert for Central University of Kashmir



Akmal Hanan (I/c Producer)

Nov 2025: Awarded Best Documentary Award (Memento & Certificate) at the Kashmir World Film Festival, Srinagar.

Jan 23, 2026: Screened documentary Trans Kashmir at the Chennai Documentary Film Festival (jointly organized by ICAF and Mindscreen Film Institute at NFDC Tagore Hall, Chennai).



Er. Abdul Rashid Bhat (Technical Assistant)

Jul 23-25, 2026: Produced and directed the documentary Layers of Silence (The Karewas of Kashmir), winning the Best Documentary Award at PRITHVI 2026 – Palaeoscience Film Festival of India (BSIP Lucknow).

Served as a panelist for "Science Communication for Public Engagement: Media, Academia and Cinema in Dialogue."

Apr 22, 2026: Served as resource person on World Earth Day at SKUAST-Kashmir.

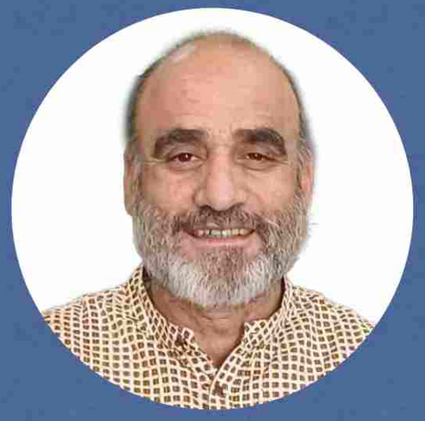
World Water Day: Served as resource person at Government College for Women, M.A. Road, Srinagar.

EDUCATIONAL MULTIMEDIA RESEARCH CENTRE (EMRC), UNIVERSITY OF KASHMIR

Staff






















Prof. Syeda Afshana
Director

Shafqut Habib (Producer), Ajaz-ul-Haque (Producer), Dr. Tariq Abdullah (Producer)

Muzaffar Ahmad (Assistant Engineer), Akmal Hanan, Inam-ul-Rehman, Manzoor Ahmad Dar (Production Assistants), Abdul Rashid Bhat (Technical Assistant),

Sajad Rasool (Graphic Artist) Gulzar Ahmad Dar, Shahnawaz Shah (Cameramen), Akhtar Hussain Khuroo, Shakeel Ahmad Wani, Basharat Saleem Bhat (Technicians)

Gowhar Hafiz (Personal Assistant), Fairoz Ahmad Dar (Junior Professional Assistant), Mohammad Mubashir Wani (Accounts Assistant), Shahnawaz Ahmad Dar (Stenographer), Mohammad Ovais Mir, Shaista Shafiq (Lower Division Clerks), Talib Hussain Bhat (Unit Helper), Rouf Ahmad Beigh (Peon),

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UNIVERSITY OF KASHMIR

The Way Forward

EMRC Srinagar aspires to become a hub for digital pedagogy and educational content creation. We will continue to deliver curriculum-based and non-formal education through accessible, flexible platforms. Our focus remains on expanding reach, adapting to new technologies, and advancing online education to meet future challenges.

EDUCATIONAL MULTIMEDIA RESEARCH CENTRE

2026 Annual Report

Scan the QR code below for the latest happenings at EMRC Srinagar

Educational Multimedia
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Srinagar, 190006
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