NAAC A++
NIRF 34TH

UNIVERSITY OF KASHMIR

EMRC CEC

EDUCATIONAL MULTIMEDIA RESEARCH CENTRE

UNIVERSITY OF KASHMIR



From educational media to digital learning, we transform knowledge into practical learning tools.

EMRC Srinagar produces, distributes, and preserves academic resources using audio-visual media and digital platforms.

KNOWLEDGE • CREATIVITY • TECHNOLOGY

WHO WE ARE?

Three Ideas, One Purpose: *Making Knowledge Accessible.*

We are a team of educators, producers, engineers, cinematographers, graphic artists and technical professionals who translate knowledge into meaningful audio-visual and digital learning experiences.

EMRC is hosted by the University of Kashmir, a prestigious institution of higher learning accredited with an A++ grade by NAAC, and operates within the framework of the University Grants Commission (UGC) and the Consortium for Educational Communication (CEC), New Delhi.

From educational television and documentaries to MOOCs, animation and digital learning resources, we combine pedagogical purpose with creative and technical expertise.





RESEARCH • EDUCATION • MULTIMEDIA

WHAT WE DO?

We produce content across platforms to support formal curricula & flexible learning.

TRANSFORMING KNOWLEDGE INTO LEARNING

EDUCATIONAL TELEVISION & FILMS

Curriculum-based programmes that explain complex ideas through audio-visual storytelling.

MOOCS & DIGITAL LEARNING

MOOCs, e-content and digital resources for accessible as well as flexible education.

EDUCATIONAL BROADCASTING

Courses for the Life Sciences channel under SWAYAM Prabha.

DOCUMENTARY FILMMAKING

Documentaries on social, cultural and scientific subjects of public interest.

RESEARCH & EDUCATIONAL TECHNOLOGY

Research to improve the quality and reach of educational content.

OUR PRODUCTION CAPABILITIES

A 4K-capable studio, professional editing suites, and a multimedia lab for graphics and animation.



61
MOOCs

411
DTH
PROGRAMMES

1000
LEARNING
OBJECTIVE
REPOSITORIES
(LORs)

135
DOCUMENTARIES

2347
ETV
LECTURES

WHAT HAVE WE ACHIEVED?

23
NATIONAL
AWARDS



23 NATIONAL AWARDS

23 national awards, plus recognition at national and international film festivals.

EDUCATIONAL CONTENT PRODUCTION

Television programmes, documentaries, MOOCs, and multimedia resources across many subjects.

DIGITAL LEARNING & BROADCASTING

Courses for SWAYAM Prabha and online content for higher education.

CAPACITY BUILDING & OUTREACH

Orientation workshops promoting MOOCs and digital learning in colleges.

CREATIVE & TECHNICAL EXPERTISE

Professional capabilities in video, sound, editing, graphics, animation and digital archiving.

OUR JOURNEY CONTINUES

EMRC Srinagar remains committed to strengthening digital pedagogy and finding new ways to share knowledge.

A LEGACY OF LEARNING & CREATIVE EXCELLENCE

WHERE ARE WE HEADED?

Education is shifting toward AI, interactive platforms, and digital media. EMRC Srinagar focuses on adapting these tools to support digital teaching and content creation.

FUTURE PRIORITIES

Apply AI tools to support media production workflows while retaining human editorial control.

Develop interactive, multimedia-rich resources beyond standard video formats.

Partner with higher education institutions to adopt new educational technology and course delivery models.



GET IN TOUCH

We invite educators, researchers, filmmakers, and institutions to collaborate on digital content and academic media.

AREAS OF ENGAGEMENT

- Educational content development
- MOOCs and online learning
- Audio-visual production
- Educational technology research
- Training and academic outreach



SCAN TO CONNECT

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