

**Media and Communication Society in collaboration with Career Development Center, Sukkur IBA University organized a Flagship Event Film Fest 2022.**



Vice Chancellor, Sukkur IBA University, Prof. Dr. Syed Mir Muhammad Shah graced the event as Chief Guest. He addressed the occasion on Monday and said that the Film Fest event will encourage our students to communicate their talents publicly and effectively for spreading awareness on social public issues by developing videos on soft issues. Public Service messages are very important and they can be used to launch various awareness campaigns. The work of our students is praiseworthy and the Media and Communication Department will fill the industry gap by providing quality media graduates.

Earlier, Mr. Ahmed Ali Hingoro, Patron, Media and Communication Society presented the welcome note.

Twenty short film videos were submitted by the students (contestants). Prof. Dr. Syed Mir Muhammad Shah along with Dr. Muhammad Ramzan, HoD Media and Communication, and Mr. Qazi Abdul Wahid, Director, Career Development Center Shah distributed the prize money cheques (awards) among the winners.