

Press Release

JMI Students and noted Radio Jockeys collaborate to learn Innovative Messaging Design and Media Advocacy on Key Public Health themes

New Delhi, 27 April 2026

The Centre for Innovation and Entrepreneurship (CIE), Jamia Millia Islamia (JMI), in collaboration with the Faculty of Dentistry, Jamia Millia Islamia, and UNICEF India, successfully organized a two-day workshop on April 24 and 25, 2026, at the university. The workshop brought together over 30 students from various departments of JMI, including Dentistry; Healthcare and Hospital Management; Hindi Mass Media; Culture, Media and Governance; and Digital Marketing, CIE, to learn from and train with Radio Jockeys (RJs) from private FM stations and interact with the Head, Jamia Radio, with the objective of strengthening public health communication on immunization and Non-Communicable Diseases (NCDs) through radio and digital platforms.

Prof. Mazhar Asif, Hon'ble Vice Chancellor, JMI, in his message to the participants emphasized that academic institutions play a crucial role in connecting knowledge with practice through meaningful collaborations. He noted that such initiatives enable students to engage with public health themes like immunization and NCDs while developing evidence-based communication, leveraging radio and digital platforms for wider societal impact.

Prof. Md. Mahtab Alam Rizvi, Registrar, JMI, in his message to the attendees of the workshop, highlighted that collaborative academic platforms are vital for experiential learning and social engagement. He stated that such initiatives empower students to translate knowledge into effective communication on public health issues, enhancing outreach through modern media and contributing to informed and healthier communities.

Aligned with the theme of World Immunization Week 2026, "For Every Generation, Vaccines Work," the workshop reinforced the role of vaccines in protecting individuals and families across life. It also brought focus to the growing importance of prevention, early awareness, and healthy behaviours to address NCDs among children and adolescents.

Speaking at the workshop, Zafrin Chowdhury, Chief of Communication, Advocacy and Partnerships, UNICEF India, said, "India's immunization program continues to reach millions of children and pregnant women every year, reflecting strong systems and commitment. Vaccines protect every generation and remain a key marker of equity, especially in reaching children who are still missed. Non-communicable diseases require

early attention, awareness, and care. Working with partners like Jamia Millia Islamia and engaging young communicators and using platforms like radio and digital media can help further awareness and understanding of healthier behaviours."

Delivering the welcome address, Prof. Rihan Khan Suri, Director, Centre for Innovation and Entrepreneurship, Jamia Millia Islamia, said, "Academic institutions play an important role in connecting knowledge with practice. Through this collaboration, students engage directly with public health themes like immunization and childhood NCDs and develop communication that is evidence-based and relevant. Radio and digital platforms together can extend the reach and impact of these messages across communities."

The workshop brought together students, radio jockeys, media practitioners, and public health experts for focused sessions on immunization and NCDs, emphasizing that young voices can help build trust, counter misinformation, and shape behaviours within their communities.

The initiative is part of UNICEF India's ongoing efforts to work with academic institutions and media platforms to strengthen evidence-based communication, build public trust, and support positive health behaviours across communities.

Prof Saima Saeed
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