



**31st of March, 2021**

The Lieutenant Governor JKUT & Chancellor, University of Jammu, Sh. Manoj Sinha released renowned singer Jubin Nautiyal's music album 'Tujhe Bhoolna Toh Chaha' at General Zorawar Singh Auditorium, University of Jammu. Made under the banner of T-Series and filmed in the picturesque settings of Kashmir valley, the song also features Abhishek Singh, an IAS & actor, and daughter of the soil, Samreen Kaur.

Speaking on the occasion, the Lt Governor termed the occasion as yet another milestone in the direction of making J&K- a preferred shooting destination for the film-makers. The aesthetic beauty of J&K has been beautifully captured through the song. It also marks the revival of J&K's halcyon days of being a cinematographer's delight, he added. The Lt Governor observed that J&K has always been a famous film-shooting destination. The golden era is back and many filmmakers are ready to shoot their movies, web series and music albums in the UT. J&K Government is all set to welcome the film-makers from all over the world again. We want to bring back the 1980s era to the film industry in J&K, and make Union Territory the most favourite destination of filmmakers worldwide, said the Lt Governor. Highlighting the reformative measures being taken by the UT Government for making J&K a hub for filmmaking, the Lt Governor observed that the UT Government has developed one of the finest Film Policies which will revive J&K's incredible glory in Indian Cinema. For facilitating the film-makers, and encouraging the local talent, besides providing more livelihood opportunities to the youth, the J&K Administration has recognized Film as an industry, he added. Once again, the natural beauty and untapped potential of J&K will be put up in the canvas of cinema worldwide. Work is underway to develop Film city, Film Training Institute, production house and National School of Drama's regional campus in the UT in coming days, the Lt Governor maintained.

Sharing his experiences, Jubin Nautiyal called J&K- the most beautiful place in the world. He urged the filmmakers from across the world to come to J&K and experience its beauty. Sh. Abhishek Singh, IAS, who is the leading actor of the newly released song, expressed his gratitude towards the J&K Government for the support provided during the filming and promotion of the song.

Prof. Manoj Kumar Dhar, Vice Chancellor, University of Jammu, in his address highlighted the measures taken by the University for promoting innovation, entrepreneurship and skill development.

Live performances by Jubin Nautiyal and Abhishek Singh, supported by the artists of Saptak music band, received a standing ovation from the audience. Jubin Nautiyal infused the patriotic spirit in the celebrations of Azaadi ka Amrut Mahotsav by singing a patriotic song. Nandani Kapoor,

a students of University of Jammu alongwith local artists presented Duggar Cultural Bonanza and enthralled the audiences.

Prominent among others present on the occasion were Rajeev Rai Bhatnagar, Advisor to Lt Governor; Nitishwar Kumar, Principal Secretary to Lt Governor; Mukesh Singh and M.K Sinha-ADPs; Prof. Ashok Aima, Vice Chancellor, Central University Jammu; Prof. Bechan Lal, Vice-Chancellor, Cluster University of Jammu; Sanjeev Verma, Commissioner/Secretary to the Government Department of Forest, Ecology and Environment; Ramesh Kumar, CEO, Shri Mata Vaishno Devi Shrine Board; Dr. Raghav Langer, Divisional Commissioner, Jammu , senior officers , faculty members of Jammu University, scores of students attended the launching event.

The event was organised by the Department of Students Welfare under the guidance of Prof. Prakash Antahal, Dean Students Welfare, Prof. Anupama Vohra, Chairperson Campus Cultural Committee, Prof Samridhi Arora, Co-Chairperson, Campus Cultural Committee, Prof. B.K. Bajaj, Associate Dean, SW, Dr. Preetam Singh, Assistant Dean, SW, members of Campus Cultural Committee and was coordinated by Mansi Mantoo, Media Officer, Ifra Kak, Cultural Officer and Sumeet Sharma, Drama Instructor.