

Dr. Aijaz Ahmad Khan

Media Expert / Filmmaker
Artist / Social Worker



Media expert, filmmaker, director, and art and culture advocate with over 17 years of experience. Proven ability to create compelling visual content, manage diverse teams, and lead successful media campaigns. Extensive experience in rural development initiatives, specializing in crafting impactful IEC strategies and social media campaigns. Deeply passionate about preserving and promoting Kashmiri culture and heritage.

Professional Experience

Consultant Information - Education & Communication Expert-AVs/Film Production & Media Advocacy

- Department of Rural Development and Panchayati Raj, J&K (2016 – Present)
- Served as a consultant specializing in rural development initiatives, producing films, documentaries, and awareness materials on government schemes.
- Directed and produced social development documentaries and public service films on Panchayati Raj, MGNREGA, Swachh Bharat, and Menstrual Hygiene.

- Oversaw the social media and public relations strategies for rural development projects.
- Led the development of media strategies for state and national campaigns.
- Coordinated media outreach campaigns for MGNREGA, resulting in a national recognition for successful community empowerment projects.

**Media Expert and Filmmaker (Freelance/Independent)
(2006 – Present)**

- Directed and produced over 130 films, including feature films, short films, and documentaries
- Performed in more than 630 episodes for DDK, DD1 ,DD Urdu and other National Channels
- Performed as model in more than 110 Songs including cultural.
- Produced and scripted films for Doordarshan, Zee TV, and Star Plus.
- Directed major documentaries on SDGs, rural empowerment, healthcare access, and women's issues.
- Specialized in creating engaging media content for rural development, including visual campaigns to enhance social awareness.
- Actively participated in national film festivals.

Lead Director and Cultural Advocate (Various Cultural and Social Projects) (2006 – Present)

- Directed and performed in multiple theatre productions, including national and international theater festivals.
- Collaborated with cultural organizations to revive Kashmiri heritage, folk traditions, and Islamic art forms.
- Worked as the chief director for the Kashmir Theatre Festival and Jammu & Kashmir Cultural Heritage Preservation Project.

Skills

- Film Production & Direction
- IEC Strategy Development
- Social Media Campaigns
- Event Management
- Team Leadership & Collaboration
- Scriptwriting
- Cinematography
- Acting (Theatre and Film)
- Public Speaking
- Research & Analysis
- Cultural Expertise (Kashmiri Heritage and Islamic Art)

Key Projects & Campaigns - Documentary Films (Director)

- Produced and directed dozens of documentary films highlighting the impact of MGNREGA, PMAY, JKRLM, RGSA and Panchayat Awards on rural communities.

- Focused on empowerment through employment generation, infrastructure development, and social change.
- **Swachh Bharat Mission Awareness Campaign (Media Head)**
- Developed and directed an awareness campaign promoting sanitation and cleanliness in rural areas, including films, radio jingles, and community outreach programs.
- **Menstruation Awareness Film (Director and Poet)**
- Directed and produced a groundbreaking film on menstrual hygiene, portraying women's struggles and needs, narrated by a male voice to emphasize empathy and understanding.
- **Rural Health and Education Campaign (Director and Consultant)**

Filmography & Television - Filmography

- Directed and produced over 130 films, showcased at prestigious international and national festivals.
- Key films include:
- 9 SDGs goals.
- Partav (Documentary on Rural Governance)
- Menstrual Hygiene 4 Films
- Carbon Neutral Panchayat
- Amrit Sarover in J&K
- Swachh Bharat Mission (Documentaries)
- Covid Success Stories
- Women Empowerment etc

Television

- Featured Films: Ek Tha Aslam, Chinar, South Film Boarder, Akh Daleel Loolach.
- Participated cultural and reality shows like Good Morning J&K and Youth Program on Doordarshan Kashir.

Theater Experience

- Directed and acted in numerous productions, including national and international theater festivals.
- Key Productions:
- Jaloos (National School of Drama)
- Malkash Wati Zaroor (Traditional Kashmiri Play)
- Aash (Modern Play)
- Khamoshi Ka Safar (Drama)
- Pehli Dafa (Comedy Play)
- Zindagi Ke Rang (Theatrical Performance) etc

Education

- PGD in Panchayati Raj Governance and Rural Development, NIRD Hyderabad
- PG and PGD in Journalism and Mass Communication, IGNOU
- MA Social Science (Islamic Studies), Kashmir University
- B.Ed, Kashmir University
- B.Com, Kashmir University

Awards & Honors

- Atmanirbhar Bharat Rashtriya Gramya Sashaktikaran Puraskar 2022
- Youth Icon Award 2015 (J&K State)
- Honorary doctorate in category Media, Art and Culture by Brookfield International University (BIU), USA (South Dakota) 2025
- Best Director Award: Jammu & Kashmir Film Festival (2014) and 8 more

Educational/Project Tours

- Youth Cultural Festival held at Ramnagar Jammu in 2005.
- Educational and Cultural Programmes in various Districts including leh Ladakh festival in 2005.
- Jung-e-Azadi (1857) held at Redfort Delhi in the year 2007.
- AIU 24th Inter-university youth Festival held at Punjab University 2008
- National Integration Camp held at Beed Maharashtra in 2008.
- 13th National youth Festival Chennai by NYK Govt. of India in 2008
- Jhankaar National Youth Festival held at Panjab University Chandigarh in 2009.
- One month long Business and Research tour by MTK in various cities of India including Chennai,Ernakulam, Bengaluru,Goa, Hyderabad, Mumbai, Delhi in the year 2014.
- Several other Historical trips and picnic programs conducted to build the Educational and cultural understanding.

Participation in Co-curricular and extra curricular activities:

- NYK (National Yuva Kendra) from 2006-2007.
- Theater clubs of J&K from 2005-2015
- Kashmir Theater Festival Phase-II in 2006.
- J&K state sports from 2005-2006
- Manasbal Safai Abhiyan in 2006.
- Sonzal Festivals of Kashmir university 2008-2009.
- Bahrat scouts and Guides.
- Doordarshan and other Tv Channel Programmes as Assistant Director, Producer and Artist.

Technical Qualifications

- Diploma in computers from Computer Trust of Kashmir.
- Educational Theater Workshop from National School of Drama New Delhi

Membership

- Sanguine we care society
- Human resources developmental society.
- Universal H.R.D.S Films
- Visiting faculty in Uttarakhand Heritage School of Media & Advanced Studies (UHSMAAS) - Creating Professionals, Dehradun
- Institute of Islamic Culture and civilization.
- IRRT Kashmir.

Languages

- English
- Hindi
- Kashmiri