



JAMMU & KASHMIR TRADE PROMOTION ORGANIZATION
INDUSTRIES & COMMERCE DEPARTMENT

Jammu & Kashmir Trade Promotion Organization

Industries & Commerce Department, Govt of J&K.

6th Floor, JLN Udyog Bhawan, Jammu / 3rd Floor, Sanat Ghar, Bemina, Srinagar

Email: contactjktpo@gmail.com Phone: 0191-2479924

Subject: Constitution of Committee to Examine Proposal from Central University Jammu for Potential Collaboration.

Office Order No: JKTPO/J/358/65
Dated: 28/10/2024

A Committee comprising the following is constituted to evaluate the proposal of the Central University Jammu and explore potential areas of collaboration with the said national-level institution, particularly in areas of common interest.

SNo.	Name	Designation
1	Mr. Mirza Shahid Ali	General Manager
2	Mr. Sourabh Sharma	General Manager
3	Mr. Vishal Ray	Faculty

Terms of Reference:

1. The Committee is tasked to thoroughly review the proposal submitted by Central University Jammu to assess its relevance and feasibility for collaboration.
2. The Committee shall explore whether there is any scope of collaboration in areas of common interest with the said national level institution.
3. The Committee is authorized to hold discussions/interactions with the concerned authorities of the Central University Jammu, as deemed necessary, to gather further information and clarify any points in the proposal.

Further, the Committee is requested to provide recommendations within 07 days from the issuance of this order.

Issued with the approval of the competent authority.


General Manager,
JKTPO



JKTPO J&K <contactjktpo@gmail.com>

Request for Collaboration-reg.

1 message

shahid kuj <shahid@cuammu.ac.in>
To: JKTPO <contactjktpo@gmail.com>, director-industries@jk.gov.in

1 April 2024 at 05:34

Mr. Khalid Jahangir, JKAS
Director, Industries & Commerce Department
Managing Director, J&K Trade Promotion Organization
6th Floor Jawaharlal Nehru Udyog Bhawan
Railhead Complex, Jammu
Union Territory of Jammu and Kashmir

GREETINGS FROM CENTRAL UNIVERSITY OF JAMMU!

Respected Sir

I take pleasure in emailing you for the first time from Central University of Jammu which was established in August, 2011 under an Act of Parliament, GOI to offer quality education, training, research, consultancy and outreach activities besides striving to emerge as a Centre of Excellence in due course of time. We at School of Business Studies at present are offering Doctoral, Masters' and Vocational Degree Programmes at Undergraduate level viz. Business Administration, Human Resource Management, Marketing Management, Tourism Management, Banking and Financial Services and Retail Management. These Programmes have been designed to augment the pool of quality human resources for catering to diverse needs of the corporate sector as well as for other occupational pursuits in government and other social sectors. In pursuit of striving for excellence in a short span of time a number of initiatives have been taken to energize academic rigor, entrepreneurship, scholarship among the faculty and students. Right from its inception, School of Business Studies places special emphasis on inculcating social/corporate values and skills required for decision making processes besides developing core competencies in functional domains to acquire requisite business acumen.

It is our constant endeavor to collaborate with the Govt. agencies/Departments for conducting outreach activities of local and national importance. In this context we propose to sign an MoU with an aim at equipping tribal youth of UT of J&K with basic market driven skills to make them employment-ready and facilitate them to enter the job market alternatively facilitating them to start their own venture. Broadly proposed MoU will cover following aspects across the Union Territory of Jammu and Kashmir viz.

1. Social Audit, Evaluation and Impact Assessment Studies
2. Leadership and Management Development Programmes
2. Handholding of beneficiaries and training of Master Trainers
4. Capacity Building and Skilling, Re-skilling and Upskilling Initiatives /Vocational Programmes
5. Third Party Physical verification of Beneficiaries' Various Schemes
6. Evaluation of Capacity Building Programmes and Training Needs Assessment

Apart from the details indicated above other aspects as per requirement of the Department will be included. With your multifaceted contributions in establishing, grooming and nurturing institutions, and with very positive and impactful contributions in addressing a variety of policy issues, all of us here at the University are, in particular, keen to sign an MoU/collaborate with the Department. I am looking for your active support and encouragement by providing us an opportunity to serve the Tribal youth of Jammu and Kashmir. It is pertinent to mention here that our Project team comprises experienced faculty members who have successfully conducted research/consultancy/capacity building programmes and outreach activities sponsored by various National and International agencies. In this regard, I am forwarding the brief profile of Project Team for your information and kind consideration. I shall be looking forward to an early intimation about the signing of MoU besides welcoming any query in this regard.

With best regards

Dr Shahid Mushtaq

Nodal Officer, Community College

Nodal Officer, Vocational Degree Programmes

Nodal Officer, Pradhan Mantri Kaushal Vikas Yojana 4 (PMKVY 4.0)

Coordinator, Faculty Induction Development Cell (FIDC)

Project Director ICSSR STP/MRP

Nodal Officer, University Collaboration Initiative- Mission Youth, J&K

Project Director, Skilling Initiative(s) of Department of Tribal Affairs, UT of J&K

Co-Project Director, Project on Employability Training, Department of Higher Education, UT of J&K
Former Head, Department of Marketing & SCM
Coordinator, MBA (Executive) Programme
School of Business Studies, Central University of Jammu,
Rahya-Suchani (Bagla), Samba-181143
Vice Chairman, Indian Society for Training and Development. Chandigarh Chapter
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2 attachments

 **Shahid CV Format 11-02-2019.doc**
96K

 **Jaya Bhasin CV.doc**
64K

Brief Profile of Dr. Shahid Mushtaq

Dr. Shahid Mushtaq is presently working as faculty member School of Business Studies, Central University of Jammu and Vice Chairman, Indian Society for Training and Development, Chandigarh Chapter. He is having more than 12+ years of teaching, research, training, consultancy and administrative experience of working in different organizations. He has published papers in various national and international journals of repute including ABDC/Scopus/UGC-Care list and 04 M.Phil & 05 PhD were awarded under his guidance besides 02 scholars pursuing their PhD. He has completed 01 International Collaborative Project, 29 training, Capacity building, research and consultancy projects and another 03 are in-progress.

He is actively associated with conducting outreach activities in Jammu and Kashmir which includes capacity building programmes for underserved communities, social awareness campaigns, sports activities, Skill Development courses for Tribal Youth under Tribal Youth Engagement Project Phase-I, Project on Employability Training for learners of HEIs across Jammu and Kashmir, Upskilling Training Programme for Women under RPL Category, Homestay Entrepreneurship Development Programme, Skill Gap Survey in District Samba etc. He has contributed a lot for general development of the institution by organizing and coordinating various academic/research activities viz. Faculty Development Programmes, National Seminars/Conferences/Workshops, HRD Congress, Interactive Sessions, Short Term Course on Research Methodology for Management and related disciplines, World Tourism Day, Friday Club Activities, Book Exhibitions in general and Communication Workshops, Outreach activities, Entrepreneur Festival(s), Corporate and Academic interactions for the students of MBA, MBA (HRM), MBA (MM) in particular sponsored by various agencies viz. ICSSR/UGC/DST-NIMAT, AICTE / J&K Bank /NCW/M/O Textile/DHE, UT of JK/Tribal Affairs, UT of JK , NITI Ayog etc. from time to time. He has conducted many collaborative projects including 01 International Project with Ball State University, USA, India Mission Public Diplomacy Grants and in last five years able to establish global and national linkages with institutions many institutions like Aston University, UK (2018), Cornell University, New York, USA, (2022), The University of Texas at Austin, (2022), The University of Kansas, (2023) & George Mason University (2023).

He was involved in formulating course structure and syllabi of various courses offered by the Department(s) of HRM & OB and Marketing & SCM besides preparation of number of project proposals submitted by the department to various agencies for funding. Some of the major projects submitted by him have been approved.

He has to his credit establishment of University Business Incubation Centre which aims at identifying and nurturing of Innovative Ideas for commercialization particularly Grass root innovations besides providing IP protection to Incubatees. He has also established Community College for offering vocational courses to underserved communities besides mobilized resources for offering B.Voc programmes in Retail Management, Tourism Management and Banking & Financial Services besides starting Faculty Induction Development Cell. He was faculty trainer for entrepreneurship for implementation of PMYUVA scheme of GOI. He held various administrative positions in the University/School/Department level Head, Department of Marketing and Supply Chain Management, Assistant Director, Directorate of Internal Quality Assurance (DIQA), Coordinator, MBA Programme (2018-21) & MBA (Executive) 2021-onwards, Nodal Officer, Vocational Programmes and Manager, University Business Incubation Centre.

Besides the above institutional contribution he has been awarded with AIMS Research & Innovation Fellowship Grant (ARIF) for the year 2021-22, Dr. S. Radhakrishnan Postdoctoral Fellowship in Humanities and Social Sciences (including languages) for the year 2014-15, received Merit-cum-Means Scholarship in 2007, Best National Service Scheme Volunteer for the year 2004, Received Commendation certificate from D.I.G Rajouri-Poonch range 2004, Awarded Medal by the Civil Defence Organization, J&K for active participation in its activities (2003). Apart from above mentioned academic, research, extension activities and administrative contribution he is able to make a significant contribution in terms of industry-academia, local, national and international linkages by signing Memorandum of Understanding (MoUs)/ bilateral agreements. He was instrumental in NAAC Accreditation, Academic and Infrastructural Audit of the University besides obtaining approval of Management programmes from All India Council of Technical Education (AICTE).

(Dr. Shahid Mushtaq)

Brief Profile of Prof (Dr.) Jaya Bhasin

Prof. (Dr.) Jaya Bhasin is working as Professor School of Business Studies, Central University of Jammu. She is presently Heading, Department of Human Resource Management and Organisational Behaviour besides being Dean, School of Business Studies, Central University of Jammu. She is also Chairperson, GSCASH and Principal, Community College. She held the position of the Director, Directorate of Internal Quality Assurance (DIQA), Chairperson, University Business Incubation Centre and Proctor, Central University of Jammu. Dr. Bhasin has a rich and varied experience of around 20+ Years as a Professional Trainer, Resource Person and as faculty at the University level. She is member of apex academic bodies of Central University of Jammu and also held the position of I/c Vice Chancellor in 2020 in absence of Vice Chancellor.

Dr. Bhasin started her career as an HRD Executive with HRH Group of Hotels, Udaipur, Rajasthan and has also been associated with Mohan Lal Sukhadia University, Udaipur as a regular visiting faculty. Dr. Bhasin is a certified trainer from Government of India.

Dr. Bhasin has worked with the Jammu and Kashmir Institute of Management and Public Administration, Jammu and has conducted nearly 40 training programmes for the State Administrative Service Officers. Her area of specialization is HRM and OB. She has authored 7 books and has nearly 50+ publications to her credit which are published in the Journals of National and International Repute including ABDC/Scopus/UGC-Care list.. Dr. Bhasin has successfully guided 09 PhDs, 05 M.Phils and 03 candidate are pursuing PhD under her guidance. Dr. Bhasin has carried out many Projects including 01 International Collaborative Project, 29 training, Capacity building, research and consultancy projects sponsored by different funding agencies. At present 03 Projects are in-progress.. She is recipient of AIMS-ARIF and Indo-Canadian Shastri Fellowships.

(Prof Jaya Bhasin)

9/24/24, 11:08 AM

Gmail - Request for Consideration-reg.



JKTPO J&K <contact@jktpo@gmail.com>

Request for Consideration-reg.

1 message

shahid cuj <shahid@cujammu.ac.in>
To: JKTPO Jammu <contact@jktpo@gmail.com>

24 September 2024 at 07:21

Respected Sir

In continuation to my earlier communication I am thankful to your for giving me an opportunity to associate with JKTPO. In this regard, would like to apprise you that I have quickly gone through the schemes initiated by the Govt. to support entrepreneurs and I would like to suggest the following for your information and kind consideration for increasing the success matrix of these schemes.

- 1) National/ International Board of Mentors
- 2) Empanelment of Market Connect Consultants
- 3) Identification of Role models for talks, target audience to include parents- extended family members for communications.
- 4) Empanelment of national level advertising agencies for brand building.
- 5) Jammu and Kashmir e-Commerce Portal be developed for listing of GI Tagged and Other Products from J&K in an integrated online trading platform -

(Test Marketing of Saffron, Agricultural Products made from GI tagged ingredients of J&K like Jam (to reduce dependency on tourism) at prominent places at international level and other platforms to increase the visibility of products globally

- 6) A Jammu and Kashmir UT Holding Company be established to acquire and accumulate stakes and IPs of supported enterprises as an indicator variable of success of these schemes through its valuation, a facilitator of investments and as a bulwark against predatory Venture Capital rounds. Also this holding company will be responsible for undertaking events and activities for Jammu and Kashmir Brand building exercise which facilitate first generation entrepreneurs.

Further I would like to inform you that I am preparing a brief note for building a sustainable ecosystem under these schemes. As discussed during the meeting I have already shared the details of few experts having domain expertise in entrepreneurship ecosystem creation, establishing market linkages and skill gap survey report of district Samba for your reference. Also I would request you to consider our earlier proposal initiated by the School of Business Studies.

With best regards

Dr Shahid Mushtaq

Vice Chairman, Indian Society for Training and Development, Chandigarh Chapter

Former Head, Department of Marketing & SCM

School of Business Studies, Central University of Jammu,

Rahya-Suchani (Bagla), Samba-181143

+91-7006199806,shahid@cujammu.ac.in,qazihm@gmail.com

www.cujammu.ac.in

*GM/S/O Asst Faculty (VR)
May examine this
all priority.
24/9/24*

On Fri, 19 Apr 2024, 12:10 pm JKTPO Jammu, <contact@jktpo@gmail.com> wrote:

Sir,

This is with reference to your correspondence regarding the collaboration with JKTPO. We appreciate the proposal you have submitted, and we would like to inform you that your proposal is currently under consideration with our team. Given the potential benefits of this collaboration, we are keen to explore this further.

In light of this, we would like to invite you for a meeting at JKTPO office at 6th Floor, Jawaharlal Nehru Udyog Bhawan, Jammu on 22nd of April, 2024 at 11:00 AM for further detailed discussion on this matter with the Managing Director, JKTPO.

We look forward to discuss the same in detail and explore how we can work together effectively to achieve our mutual goals. We request you to kindly confirm your availability for the said date and time. We look forward to hear back from you soon.

<https://mail.google.com/mail/u/0/?ik=7e86428c93&view=pt&search=all&permthid=thepd-f:1811040403685408218%7Cmsg-f:1811040403685409218&...> 1/3

02/24/24, 11:08 AM

Gmail - Request for Consideration-reg.

Thanks & regards,



Jammu & Kashmir Trade Promotion Organization (JKTPO)
(Industries & Commerce Deptt, J&K Government)

Jammu: 6th Floor, JLN, Udyog Bhawan, Railhead Complex, Jammu 180012
Kashmir: 3rd Floor, Sonot Ghar Complex, Baramulla, Srinagar. 190018

Contact: 0191-3510239 | **Email:** contact@jktpo@gmail.com | **URL:** <http://www.jktpo.in/>



On Mon, 1 Apr 2024 at 05:34, shahid cuj <shahid@cujammu.ac.in> wrote:

Mr. Khalid Jahangir, JKAS
Director, Industries & Commerce Department
Managing Director, J&K Trade Promotion Organization
6th Floor Jawahar Lal Nehru Udyog Bhawan
Railhead Complex, Jammu
Union Territory of Jammu and Kashmir

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Respected Sir

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With best regards

<https://mail.google.com/mail/u/0?ik=7e68426c93&view=pt&search=all&permthid=thread-f:1811040403685408216%7Cmsg-f:1811040403685408218&...> 2/3