

aegis of 21 Departments, 03 Centres and 01 College.

Apart from academic programs launched by the University some of prestigious national level projects are being undertaken by the University viz. Kalam Centre for Science and Technology, Satish Dhawan Centre for Space Technology, Pandit Madan Mohan Malviya National Mission on Teacher Training (PMMNMTT), Dr. Ambedkar Centre of Excellence including M.Sc (Bio-Technology) program besides University has operationalized the Kendriya Vidyalaya approved by MHRD, GOI with an intake of 300 students.

University is able to mobilize resources from various funding agencies for research (ICSSR/UGC/IUAC/DST-FIST/DBT/ SERB/ ISRO/DRDO/UGC/MHRD/AICTE / J&K Bank /M/O Textile etc.). At present, more than 84 major/minor research projects of academic and social relevance are undertaken by the faculty members. The University also has been successful in attaining an All India character by admitting students and research scholars across diverse regions of the country, thereby offering a testimony to the nationalistic bonding and the academic spectrum of the Central University of Jammu. The growth of the University clearly reflects a visible upward graph in the area of teaching and learning, quality research and publication. This progressive developmental trend is quite visible in infrastructural and support facilities including digital India initiative.

#### Important Dates:

Last date for submission of application	26-11-2022
Date of announcement of selection:	27-11-2022

For further clarifications contact Project

Director(s):

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**Patron** – Prof Sanjeev Jain, Vice Chancellor,  
Central University of Jammu

#### Advisory Committee

**Prof. Devanand**, Dean School of Basic and Applied Sciences

**Prof. Rasal Singh**, DSW and Dean School of Languages

**Dr. Vandana Sharma**, Head, Department of English

**Dr. Yashwant Singh**, Registrar, Central University of Jammu

#### Organising Committee

**Dr. Jaya Bhasin**, Chairperson, GSCASH

**Dr. Ritu Bakshi**, Associate Professor, Department of Educational Studies

**Dr. Neelika Arora**, Coordinator, Dr. Ambedkar Centre of Excellence

**Dr. Shahid Mushtaq**, I/C Head, Department of Marketing and SCM



**National Commission for Women**

*Sponsored*

**Boot Camp**

*On*

**Promotion of Work for Housewives:**

**Career-Counselling Sessions**

**for Home Makers**

**29<sup>th</sup> - 30<sup>th</sup> November, 2022**

**School of Business Studies,  
Central University of Jammu**

*in collaboration with*

**Gender Sensitization Committee  
Against Sexual Harassment  
Central University of Jammu**

## Promotion of Work for Housewives: Career-Counselling Sessions for Home Makers 29 - 30 November, 2022

### About the Training Module

Homemakers are undoubtedly the strongest pillar in a functional family. Their multitasking ability is why a household never falls apart. Given the opportunity, these women can work to support themselves and the family financially as well. All they require is a little guidance. Most of these women are already educated enough and ones that are not, they can take up courses and start off their career too. The present boot camp would result in sharing of experiences that would help in formulating a long-term perspective with regard to inculcating success skills that are essential to architect rewarding careers for homemakers. This programme would prove to be an anchor for coming out with deeper insights on developing a strategic vision and an enriched discourse that would empower homemakers to seek, develop and sustain businesses which co-exist in harmony with societal needs and aspirations.

### Methodology

The topics selected for the boot camp intend to hone up and enrich the managerial competencies of the participants in an in-depth manner from practical perspective. The proposed boot camp for homemakers, would be carried-out by experts in an interactive mode for enhancing the managerial competences of learners apart from understanding practical nuances of work from home, free-lancing and online business opportunities. The acumen of the resource persons would help in sharpening the skills of the participants. The camp will include sessions on the following aspects:

- Ice Breaking /Introductory Session
- Awareness on Govt. Schemes for entrepreneurship
- Market Trends

- Laws Protecting Women's Rights at the Workplace
- Legal Requirements for setting up a small business enterprise
- Online education and business opportunities
- Interpersonal and Professional Skills
- Basics of Financial Management
- CV Building
- Online Platforms : An introduction
- Positive Attitude and Life Skills

### Objective(s) :

- To generate awareness about Govt. schemes for Promotion of work among housewives
- To foster a culture of entrepreneurship amongst house-wives for income and employment generation
- To nurture innovative ideas by providing necessary mentoring to commercialize their ideas
- To provide insight about avenues for work from home and sensitize about online business opportunities based on the market trends and needs
- To create awareness among participants about various Part-time/online courses that help the learners to enhance knowledge and skills
- To help learners to improve interpersonal and professional career skills to facilitate them to enter the job market.
- To provide hand holding to the learners and help learners for developing market linkages

### Target Participants:

It is open for homemakers of nearby villages near vicinity of the Campus of Central University of Jammu. The programme will have the intake capacity of **60 participants**.

### School of Business Studies

School of Business Studies is offering two-year full

time MBA, MBA (Human Resource Management), MBA (Tourism and Travel Management), MBA (Marketing Management), MBA (Executive), Ph.D (Human Resource Management), Ph.D (Business Administration), Ph.D (Tourism and Travel Management), Ph.D (Marketing Management, and Add-on Certificate Course of Research Methods and Data Analysis Techniques programmes. These programmes are aimed to equip students with multifaceted skills relevant to the contemporary business in general and HRM, Tourism Management, Marketing and Supply Chain Management in particular to meet the needs of the changing and challenging social/business scenario. The School of Business Studies started functioning in 2012 with an intention to impart training to young boys and girls who would be best suited to take up the administrative, managerial and entrepreneurial challenges of the HRM/Marketing/Tourism/Supply Chain Management. The programmes cover the general management and industry driven curriculum that equips students with the analytical, strategic and policy-making skills for serving both commercial business houses and the public sector undertakings. The transactional pedagogy comprises interactive classroom sessions with active student participation through case presentations, group discussion and exposure to real life situation through frequent seminars and workshops conducted by executives and senior faculty members from various Centres of Excellence. The course and the teaching pedagogy are carefully geared up to suit highly competitive and fast changing business environment. In pursuit of driving for excellence the School of Business Studies has taken several initiatives by organising various events.

### Central University of Jammu

The Central University of Jammu started functioning from 08th August 2011 with just three Post Graduate courses and one researcher programme. University is now offering more than 50 Programmes, 03 Research Chairs under the