

# DR. IRFANA RASHID

Associate Professor, Department of Management Studies

University of Kashmir – South Campus

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## CAREER PROFILE

Versatile and research-oriented academic leader with over 13 years of progressive experience in teaching, scholarly publishing, and academic administration within the Management discipline. Demonstrates a strong track record in designing inclusive curricula, mentoring doctoral and postgraduate researchers, and contributing to national and institutional development through policy-aligned initiatives. Successfully navigated the university-accredited quality assurance processes, secured high-value research funding, and delivered entrepreneurship training at IITs and national universities under Ministry of Education programs. Brings a distinctive combination of academic rigor, institutional foresight, and community-focused innovation and entrepreneurship to higher education. Committed to advancing management education that aligns with national development goals, fosters knowledge translation, and prepares students for real-world leadership challenges.

## CORE COMPETENCIES & MAJOR HIGHLIGHTS

- **Strategic Academic Leadership and Pedagogical Innovation:** Over 13 years of experience designing and delivering management education in Strategic Management, Entrepreneurship, and Research Methods. Demonstrated success in delivering management education through hands-on learning and case-based pedagogy, coordinating academic audits, and mentoring both students and faculty peers.  
**Main Highlight:** *Achieved consistent top ranking in departmental feedback (avg. score >4.5/5), and contributed to the academic quality initiatives.*
- **High-Impact Research and Sponsored Project Leadership:** Published 30+ peer-reviewed journal articles, including in SCOPUS- and Web of Science-indexed publications (e.g., *Management Decision, Vision, Kybernetes, Asia Pacific Journal of Business Administration* etc.). Successfully managed and delivered outcomes for major national research projects.  
**Main Highlight:** *Secured ₹46+ lakhs in cumulative research funding from ICMR and ICSSR as Principal Investigator, advancing interdisciplinary work in community well-being initiatives.*
- **Institutional Quality Assurance and Academic Governance:** Held over 10 institutional roles spanning quality assurance, promotion evaluations, academic audits and strengthening the startup eco-system in the University. Spearheaded the overall functioning of the department and inclusion of IT specialization at South Campus.  
**Main Highlight:** *As DIQA Coordinator, rigorously appraised 100+ faculty applications under CAS and open Promotion frameworks. Assured the allocation of seed-capital to the aspiring entrepreneurs and on a mission to enable the healthy startup eco-system.*
- **National-Level Innovation and Entrepreneurship Training:** Designed and facilitated entrepreneurship bootcamps across premier institutes including IIT-Jammu, IIT-Madras, VIT-Vellore, Integral University Lucknow, Sister Nivedita University Kolkata etc., focusing on experiential pedagogy, startup ecosystem literacy, and design thinking.  
**Main Highlight:** *Trained and mentored 1,000+ students, educators, and startup aspirants under the Ministry of Education's initiative in partnership with Wadhwani Foundation.*
- **Academic Conference and Event Leadership:** Planned and executed 10+ academic events including FDPs, youth festivals, Personality development, skill building and research workshops, and national conferences with wide participation.  
**Main Highlight:** *Directed the 5-day SATSOAS Youth Festival which witnessed a huge participant from universities and college students across the valley. Organized a week-long Digital Marketing & AI Bootcamp in which 104 participants were trained and currently 15 of them have got internship opportunities (paid and a few unpaid). Also led entrepreneurship bootcamps across different states, engaging 1000+ cross-disciplinary learners.*
- **Thought Leadership and Public Sector Training Contributions:** Delivered 25+ invited talks and professional development sessions on academic leadership, conflict management and women empowerment for government institutes along with sessions on entrepreneurship.  
**Main Highlight:** *Served as invited speaker at DIET, SKIMS, GMCs, IITs, and administrative academies, bridging academia and public policy through knowledge dissemination.*
- **Scholarly Publishing and Editorial Leadership:** Contributed to academic literature as author, editor, and reviewer.  
**Main Highlight:** *Published and encourage my scholars to publish their work in Scopus and Web of Science quality Journals. Also Edited the interdisciplinary book Beyond the Surface: Social Factors Shaping Health.*

## EDUCATION

- **Doctor of Philosophy (PhD) in Management**  
Aligarh Muslim University, Uttar Pradesh, India, 2013  
*Thesis Topic: Locus of Control as a moderator of Role Stress and Coping Styles among Healthcare Professionals*
- **Master of Business Administration (MBA)**  
University of Kashmir, Srinagar, Jammu & Kashmir, India, 2008
- **Bachelor of Science (BSc)**  
University of Kashmir, Srinagar, Jammu & Kashmir, India, 2006
- **4-Months Residential Faculty Development Programme (FDP)**  
Indian Institute of Management (IIM), Ahmedabad, 2017

## COMPETITIVE AWARDS & FELLOWSHIPS

- UGC National Eligibility Test (NET) – Qualified for Lectureship, June 2009
- UGC Junior Research Fellowship (JRF) – Awarded June 2009
- UGC Senior Research Fellowship (SRF) – Awarded December 2011.

## WORK EXPERIENCE

### Senior Assistant Professor

*Department of Management Studies, South Campus – University of Kashmir*  
*February 2012 – Present*

- Play a key role in developing department-level operational procedures, academic calendars, and assessment protocols to standardize instructional delivery, in the capacity of the Academic Coordinator.
- Spearheaded curriculum enrichment and academic strategy for business management and Open elective courses, integrating interdisciplinary perspectives across management.
- Led student engagement initiatives by actively involving students in Business Clubs and the organization of departmental and campus-wide events, creating experiential learning opportunities that fostered real-world application and success stories.
- Facilitated career guidance sessions and skill-development workshops, supporting students in securing internships and enhancing their professional readiness.
- Founded and manage "Life Making", an active LinkedIn/WhatsApp alumni group that strengthens student–alumni connections and regularly shares internship and job opportunities to support career growth for current and former students.
- Supervise doctoral and PG research projects with a focus on identifying the Opportunities/Challenges and exploring the potential of our indigenous resources. The aim is to make a meaningful contribution to the community well-being through entrepreneurship by sensitizing and focussing the energy of our youth towards socially responsive and sustainable business models.
- Oversee academic content development and resource curation for digital learning components, particularly during the pandemic transition to blended and online delivery models.
- Recently introduced a Skill-ability enhancement course “IgniteX: From Vision to Venture” through NewGen IEDC for Integrated UG programs as an important mandate for University under NEP, 2020. The course is planned to be taught in the upcoming session, using AI-powered Learning Management System (LMS) in collaboration with Wadhvani Foundation.

## CONSULTANCY ENGAGEMENT

- Serve as Consultant & Expert Trainer with Wadhvani Foundation (National Entrepreneurship Network), delivering mentorship, training, and business model evaluation support to startup founders and educators across India.

## ACADEMIC LEADERSHIP & INSTITUTIONAL SERVICE

### Current Roles

- **Academic Coordinator, Department of Management Studies, South Campus** (Since October 2024)  
Overseeing overall academic functioning, faculty coordination, and both curricular and extracurricular development within the department.
- **Convener and Member, Campus Development/Research and Women Empowerment Committee/s**  
Supporting infrastructure, event management, and library enhancement through collaborative university initiatives. In the capacity of the member research committee, ensuring the timely coursework, RPAC reviews and other administrative

formalities. In the capacity of the convener women Empowerment, ensuring that the basic facilities for women are in place and becoming their voices and encouraging them to have voice.

- **Nodal Officer, NewGen IEDC, University of Kashmir, Main Campus** (Since January 2025)  
Spearheading initiatives to strengthen the institutional startup ecosystem and promote entrepreneurship across the region.
- **Coordinator, Directorate of Internal Quality Assurance, Main Campus** (Year 2023)  
Contributing in faculty appraisal evaluations and managing the review of CAS and Open Promotion applications university-wide.
- **Committee Member at Main Campus**, Skill Hub Development Initiatives, ATL Sarthi Scheme-NITI Aayog, Course Review Committee.  
Contributing to national policy implementation at the campus level through membership in innovation and skill-building committees.

#### ***Past Roles***

- **Academic Coordinator**, Department of Management Studies (2015–2018)  
Directed the academic and administrative functioning of the department.
- **Warden**, Girls' Hostel, South Campus (2023–2025)  
Managed residential life and student welfare for female students residing on campus.
- **Chairperson**, Women's Empowerment Committee, South Campus (2022–2024)  
Led campus-wide initiatives on gender equity, women's development, and student advocacy.
- **Academic Coordinator**, Institute of Nursing and Paramedical Sciences (2024)  
Oversaw the academic administration of allied health education programs.
- **Placement Officer**, South Campus (2021–2023)  
Facilitated industry connections and coordinated student internship and placement efforts.
- **Nodal Officer**, National Service Scheme (NSS) (2021–2023)  
Directed community outreach and social impact programs involving student volunteers.
- **Convener/Member**, Campus Committees (Various Years)  
Contributed to planning and operational management across library, development, and event-related functions.

### **RESEARCH PROJECTS & FIELD ENGAGEMENTS**

- **ICMR-Sponsored Research (Ongoing)**  
Principal Investigator for a major interdisciplinary study titled **“Role of Social Determinants in Promoting Health Outcomes: A Study for Crafting Integrating Strategies for Health and Community Partnership.”** The project explores linkages between health equity and community-based interventions, with a policy-focused translational framework.
- **ICSSR-Funded Project (2020)**  
Led a funded research initiative titled **“Rural Transformation through Sustainable Community Tourism: Opportunities and Challenges,”** examining sustainable livelihood models through community engagement in tourism. Findings informed recommendations for regional development agencies and local governance.
- **Early Industry Training Experience**  
Completed a two-month industry-oriented project titled **“Brand Awareness and Customer Satisfaction of Reliance Communications in Kashmir Division,”** providing foundational exposure to market analysis and consumer behavior metrics.

### **RESEARCH GRANTS & FUNDING HISTORY**

- **ICMR (New Delhi)** – Ongoing Project Funding: ₹42 lakhs  
Role: Principal Investigator  
Focus: Social determinants of health, strategic planning, and integrative community-based health interventions.
- **ICSSR (New Delhi)** – Completed Project Funding: ₹4 lakhs  
Role: Principal Investigator  
Focus: Community tourism as a tool for rural empowerment and sustainable development in Kashmir.

## RESEARCH SCHOLARS GUIDED/GUIDING

- **02 PhD Scholars Awarded** under supervision; **02 currently registered.**

### Awarded:

- *Dr. Aashiq Hussain Lone* – Awarded PhD in May 2023  
**Thesis Title:** *Stakeholder Led Sustainability Assessment of Organic Farming Practices: Co-Cultivation and Co-Management*
- *Dr. Shahzada Shahid Gulzar* – Awarded PhD in October 2024  
**Thesis Title:** *Entrepreneurship in Tourism: The Interplay between Cognitive and External Factors*

## PUBLICATIONS

- **I. Rashid**, Amin. F (2025). “Social Determinants of Health: A Bibliometric Analysis” accepted for publication in April issue. *Journal of Health Management* {Sage Publications; Scopus/WOS; Impact factor: 1.4}
- AH Lone & **I Rashid** (2024). "Organic farming: mapping the perceptual landscape of business competence." *Management Decision; Vol. ahead-of-print No. ahead-of-print.* {Emerald Publishing; Scopus/WOS; Impact Factor: 5.8}
- **I Rashid** & AH Lone (2024).” Organic food purchases: does green trust play a part?.” *Asia-Pacific Journal of Business Administration* 16 (4), 914-939. {Emerald Publishing; Scopus/WOS; Impact Factor: 3.6}
- AH Lone & **I Rashid** (2024). “Entrepreneurial intentions of progressive farmers: the influence of innovativeness, risk-taking and proactiveness.” *Journal of Agribusiness in Developing and Emerging Economies*, Vol. 14 No. 4, pp. 769-787. {Emerald Publishing; Scopus/WOS; Impact Factor: 2.50}
- AH Lone & **I Rashid** (2024). “Harvesting insights: a qualitative exploration of facilitators, inhibitors and information seeking in family-based sustainable organic farm businesses.” *Kybernetes*, Vol. ahead-of-print No. ahead-of-print. {Emerald Publishing; Scopus/WOS; Impact Factor: 2.50}
- **I Rashid**, Amin. F, AH Lone & Shahzada. S (2023). “Health literacy and subjective well-being amongst university students: moderating role of gender.” *Health Education*, Vol. 123 No. 5/6, pp. 121-137. {Emerald Publishing; Scopus indexed; Impact Factor= 1.85}
- Shabana.K, Snober. S, **I. Rashid**, Amin. F & Khan. M. F (2023). “Family social capital and life satisfaction among working women: Mediating role of work–life balance and psychological stress.” *The Family Journal*, Vol. ahead-of-print No. ahead-of-print. {Sage Publications; Scopus/WOS; Impact Factor: 1.2}
- AA Bhat, **I Rashid**, SU Hassan, P Kansra (2023). “Social determinants of health and health outcomes: a bibliographic review of the scientific literature from 2000 to 2021.” *Global Knowledge, Memory and Communication* 74 (3/4), 824-844. {Publisher: Emerald Insights; Scopus/WOS; Impact Factor= 2.1}
- **I. Rashid**, Amin. F (2023). “Mediating role of quality of work life between work-related social capital and life satisfaction among health professionals” *Arab Gulf Journal of Scientific Research*, Vol. 42 No. 4, pp. 1700-1715. {Emerald Publishing; Scopus/WOS}
- AH Lone & **I Rashid** (2023). “Sustainability of Organic Farming: A Review via Three Pillar Approach.” *Sustainability, Agri, Food and Environmental Research(SAFER) Vol.11 (X).* {UGC-Care listed}
- AH Lone & **I Rashid** (2022). “Sustainability Assessment of Organic Farming Practices: A Comparison of Key Tools.” *Colombo Business Journal*, Volume 13(1). {UGC-Care listed}
- **I Rashid** (2021). “The Interplay of Locus of Control and Role Stress: Evidences from healthcare Sector.” *Vision: The Journal of Business Perspective (Sage Publications)*, Vol 26 (2), pp: 1-13. {Sage Publications; Scopus/WOS; Impact factor: 3.0}
- **I Rashid** (2021). “Perceptual Differences in Economic, Social and Environmental Impacts of Tourism Development.” *Journal of Tourism: An International Research Journal on Travel and Tourism*, Vol. 21 (02), pp: 42-55. {UGC-Care listed}

- **I Rashid** (2020). “Resident’s Attitude towards Support for Future Tourism: Utilising the SocialExchange Theory (SET)” published in *Journal of Tourism, Hospitality and Culinary Arts*, Vol. 12(3), pp: 106-119. {UGC-Care listed}
- **I Rashid** (2017). “Push and Pull Factors in Entrepreneurial Intentions among Youth in a Small Imperial State.” *Indian Journal of Industrial Relations*, Vol. 53 (1). {UGC-Care listed}
- **I Rashid** (2016). “Locus of Control and Its Relationship with Other Constructs: A Systematic Review of Literature” published in *International Journal of Multifaceted and Multilingual Studies*, Vol. 3 (2). {UGC-Care listed}
- **I Rashid** (2016). “Occupational Stress and Coping Styles among Doctors: Role of Demographic and Environmental Variables.” *Vision: The Journal of BusinessPerspective*, Vol. 19 (3).  
{Sage Publications; Scopus/WOS; Impact factor: 3.0}
- **I Rashid** (2013). “Role Stress as a Barrier to Service Quality in Indian Banks: SEM Approach” published in *International Journal of Services Science*, Vol. 5 (1). {Inderscience Publishers; Scopus/WOS}
- **I Rashid** (2013). “Modeling the Relationship between Locus of Control and Role Stress.” *Indian Journal of Industrial Relations*, Vol. 48 (4). {UGC-Care listed}
- **I Rashid** (2011). “Workplace Stress among Doctors in Government Hospitals: An Empirical Study.” *Zenith-International Journal in Multidisciplinary Research*, Vol. 2 (5). {UGC-Care listed}

## BOOK CHAPTERS/CONFERENCE PROCEEDINGS

- Paper titled “Role Stress in Varied Occupational Groups” published in an edited volume “*Stress and Work - Perspectives on Understanding and Managing Stress* (2013).” By Prof. Pestonjee (IIM Ahmedabad). Publication House- **Sage Publications**.
- Paper titled “Community Based Tourism and Development of the Nations published in an edited volume *Emerging Issues in Management* (2021). Publication House: Archers and Elevators Publishing House Bangalore.
- Paper titled “A Comparative study of Role Stress among Private and Government sector employees” published in *National Conference Proceedings held at BFCMT*, Bathinda- Punjab on 21<sup>st</sup> April, 2011.

## BOOKS & EDITED VOLUMES

- ***Beyond the Surface: Social Factors Shaping Health***  
Editor | Iterative International Publishers | ISBN: 978-9357477994 | 148 pages  
An interdisciplinary volume exploring sociocultural and economic determinants of health outcomes, contributing to contemporary discourse on public health policy, community wellness, and development frameworks.

## CONFERENCES & RESEARCH PRESENTATIONS

- *DYUTI: International Conference on Health Promotion: Global Perspectives and Practices*, Rajagiri College of Social Sciences, Kerala, 2023  
**Presented paper: Health Literacy and Subjective Well-Being amongst University Students: Moderating Role of Gender**
- *7th Biennial Conference of INDAM 2022*, Indian Institute of Management Rohtak  
**Presented paper: Organic Farming Sustainability Dimensions: Triple Bottom Line Approach**
- *ICAMESM-2020: International Conference on Advances in Mechanical Engineering Sciences & Management*, Dayananda Sagar College of Engineering, Bangalore, 2020  
**Presented paper: Loopholes in Marketing of Walnuts: A Study based on Kashmir**
- *ICIET-IIMB: International Conference on Entrepreneurship Education and Training*, Indian Institute of Management Bangalore, 2015  
**Presented paper: Training Need Identification for Entrepreneurship Development: A Study on Youth Attitudes**
- *7th Doctoral Colloquium*, Indian Institute of Management Ahmedabad, 2013  
**Presented paper: Locus of Control as a Moderator of Role Stress and Coping Styles among Healthcare Professionals**
- *ICIBM: International Conference on Contemporary Issues in Business and Management*, University of Kashmir, 2013  
**Presented paper: Internal Locus of Control as a Moderator of Role Stress and Coping Styles**



- *National Conference on Contemporary Issues in Business, Management and Finance*, University of Kashmir, 2012  
**Presented paper: *Modelling the Relationship Between Locus of Control and Role Stress in Healthcare Professionals***
- *3rd International Conference on Business Management and Education (ICBM)*, Bangkok, Thailand, 2011  
**Presented paper: *Role Stress in Healthcare Professionals: A Review***

## WORKSHOPS ATTENDED

- **Faculty Development Program (FDP) – IgniteX: Vision to Venture**, Wadhvani Entrepreneur Network (Aug–Oct 2024)  
Completed a structured training focused on entrepreneurial pedagogy and experiential startup education delivery.
- **National Training Programme on Entrepreneurship Development & Management**, EDII Ahmedabad. (Dec 2023)  
Participated in a 5-day workshop covering entrepreneurship education frameworks and ecosystem development strategies.
- **Workshop on Systematic Literature Review**, SkillsEdge (Ahmedabad) by Prof. Vishal Gupta (IIM Ahmedabad).  
Trained in structured review methodologies, thematic mapping, and academic gap identification. (June 8, 2023)
- **Workshop on Crafting and Conducting High-Quality Qualitative Research**, SkillsEdge (Ahmedabad) by Prof. Vijayata (IIM Udaipur). (March, 2022)  
Completed an 8-day intensive on qualitative methods, including in-depth interviews and grounded theory approaches.
- **Workshop on Experimental Methods**, SkillsEdge (Ahmedabad) by Prof. Biswajita Parida (IIT-Delhi). (Dec 2021)  
Focused on experimental research design, causal inference, and hypothesis testing in behavioral and social sciences.
- **Workshop on Deconstructing a Research Paper with Focus on Good Writing**, SkillsEdge (Ahmedabad), Prof. JayaShree Rammohan (Great Lakes, Chennai). (Sept–Oct 2021)  
Enhanced academic writing skills with emphasis on clarity, argumentation, and manuscript structure.
- **Workshop on Manuscript Writing and High-Quality Publishing**, Prof. Vishal Gupta (IIM Ahmedabad). (June 2021)  
Covered techniques for preparing impactful research articles for SCOPUS and ABDC-indexed journals.
- **Workshop on Mediation, Moderation and Conditional Process Analysis**, Prof. Vishal Gupta (IIM Ahmedabad). (June 2021)  
Hands-on training in using PROCESS macro and SPSS for modeling complex relationships in social science research.
- **Workshop on Structural Equation Modeling**, Sharda University – Noida. (Nov–Dec 2020)  
Explored latent variable modeling using AMOS and SmartPLS for advanced data analysis.
- **Workshop on Psychometrics and Scale Development in Social Sciences**, Sharda University – Noida. (June–July 2020)  
Focused on instrument design, reliability testing, and validation techniques.
- **ICSSR-Sponsored Capacity Building Programme for Young Social Science Faculty**, Aligarh Muslim University. (March, 2016)  
Three-week academic development program emphasizing research design, funding proposals, and data interpretation.
- **Refresher Course in Management**, HRD Centre, University of Kashmir. (Jan–Feb 2015)  
Focused on recent advancements in management studies and pedagogical innovations.
- **UGC-Sponsored General Orientation Programme**, Academic Staff College – AMU. (Feb–Mar 2014)  
Covered foundational teaching strategies, ethics in academia, and higher education governance.
- **Management Development Programme (MDP) on Statistical Modelling for Data Analysis**, IIT Kharagpur (Dec 2011)  
Participated in sessions on advanced multivariate statistics and empirical model building.
- **Workshop on Research Methodology in Economics, Commerce & Management**, AMU. Mar (2010)  
Provided training in hypothesis formulation, data collection, and basic inferential analysis.

## INVITED LECTURES, TRAININGS & BOOTCAMPs DELIVERED

- **Lecture on Conflict Management Styles** (September 15, 2021)  
Orientation Programme for Government Employees, organized by Institute of Management and Public Administration
- **Lecture on Women Empowerment and Development** (March 15, 2023)  
State-level Management Development Programme (MDP) for Doctors and Nursing Professionals, Academy of Hospital Association in collaboration with GMC Baramulla

- **Lecture on Academic Leadership** (March 17, 2022)  
3-Day Planning and Management Programme, DIET Anantnag
- **Lecture on Women Empowerment and Development** (February 23, 2023)  
State-level MDP, in collaboration with Govt. Medical College & Hospital, Anantnag
- **Lecture on Conflict Management Styles** (June 8, 2023)  
MDP for doctors and nurses, SKIMS Soura, Srinagar
- **Lecture on Value Proposition** (March 22, 2025)  
Faculty Development Programme on Innovation and Entrepreneurship, Institute of Technology, Zakura Campus, University of Kashmir.

#### **IDE Bootcamp Trainer in association with the Wadhvani Foundation & Ministry of Education (MoE)**

- **SSM College, Parihaspora- Jammu and Kashmir**– 200 participants (April 29 – May 3, 2024)
- **Integral University, Lucknow-Uttar Pradesh**– 300 participants (September 23–27, 2024)
- **KCET, Narbal- Jammu and Kashmir** – 180 school educators (November 22–23, 2024)
- **Sister Nivedita University, Kolkata- West Bengal**– 200 school educators (November 29–30, 2024)
- **IIT Jammu-Jammu and Kashmir**– 300 participants from Smart India Hackathon (February 17–21, 2025)

#### **ONLINE COURSES & VIRTUAL SESSIONS DELIVERED**

- **IgniteX (From Vision to Venture) – 72 hours Online Evening Course (42 Modules)** (October–December, 2024)  
Delivered in association with the Wadhvani Foundation. This experiential entrepreneurship course was conducted via an advanced Learning Management System (LMS) and attended by students from 11 universities across India, including Chandigarh University, VIT Chennai, GTU-Ahmedabad, Teerthankar Mahavir University, and Anna University. (National Level)
- **Nexathon-2025 – Online Sessions on Problem Identification** (February 12–15, 2025)  
Delivered structured virtual sessions on “Identifying Problems from Real World” for VIT-Chennai students (National Level)
- **Elevate-2025 – Online Sessions on Customer Profiling** (February 18–20, 2025)  
Delivered live sessions on “Know Your Customer” for IIT-Madras students. (National Level)
- **Ignite Bootcamp – Online sessions on Startup Ideation** (March 19–24, 2025)  
Facilitated sessions on “Idea to Plan” for the Center of Entrepreneurship Development at Anna University, Tamil Nadu (National Level)

#### **ACADEMIC EVENTS ORGANIZED (As Event In Charge)**

- **3-Day Personality Development Workshop (Campus to Corporate – C2C Initiative)** (March 26–28<sup>th</sup>, 2017)  
Organized in collaboration with Purple Iris, Mumbai, for students of Management Studies, South Campus, University of Kashmir
- **2-Day National Conference on Entrepreneurship: Opportunities and Challenges in the Contemporary World**  
Served as Event In-Charge, organized at South Campus, University of Kashmir (April 26–27<sup>th</sup>, 2017)
- **1-Day Workshop on Managing Oneself** (March 29<sup>th</sup>, 2018)  
Organized for students of the Department of Management Studies, University of Kashmir
- **Udaan: Training-Cum Placement Drive** (June 7<sup>th</sup>, 2018)  
07 of our students were offered internship and job opportunities.
- **3-Day Workshop on Research Methodology** (March 28–30<sup>th</sup>, 2022)  
Designed for PhD scholars and early-career researchers.
- **International Day against Drug Abuse** (June 29<sup>th</sup>, 2022)  
Attended by 130 students of the Campus + Faculty and Staff of the Campus.

- **Cleanliness Drive at South Campus** (August 12th, 2022)  
Large number of students, teaching and non-teaching staff members participated.
- **Alumni Meet-Cum-Business Fest** (Sept 1<sup>st</sup>, 2022)  
The event witnessed an overwhelming participation of the department's alumni who are presently working in different capacities in the government sector as well as the corporate world within and outside the J&K UT.
- **5-Day Youth Festival – SATSOAS** (August 21–25<sup>th</sup>, 2023)  
A mega-event held at the South Campus brought together 1,000 students from schools, higher secondary institutions, colleges, and universities across Kashmir. Centered around five key UN Sustainable Development Goals viz; Drug Abuse, Screen Addiction, Domestic Violence, Climate Change, and the Preservation of Cultural Heritage; the event showcased the creativity and awareness of youth. Students conveyed powerful messages through a variety of engaging formats, including drama, debate, poetry, quizzes, skits, music, dance, stand-up comedy, and panel discussions.
- **5-Day Entrepreneurial Training Program and Promotion of Startup Culture** (March 17–21<sup>st</sup>, 2024)  
Conducted the training programme and the business idea competition across the Kashmir Valley. Many potential business ideas were presented by the aspiring entrepreneurs.
- **Week-long Digital Marketing and AI Bootcamp** (March 17–24<sup>th</sup>, 2025)  
Organized for university and college students. 104 participants were benefitted from this hand-on learning bootcamp. 15 students have got internship offers.

### **At Main Campus, University of Kashmir**

- **University Convocations (Member)** (Year 2021 and 2023)  
Served on the Seating, Hospitality, and Reception Committees during the 19th Special Convocation (2021) and the Annual Convocation (2021, 2023), and on the Gold Medal Registration Committee (2023).
- **Y-20 Consultation at University (Member of the Exhibition Committee)** (10<sup>th</sup>- 11<sup>th</sup> May, 2023)  
Delegates from 10 countries, including India, participated in the event. I played a significant role in organizing the Sustainability Exhibition as part of the Y20 activities.
- **Exhibition for Women Entrepreneurs (Member)** (July, 2024)  
Invited, Coordinated and organizing the exhibition for the Women Entrepreneurs of the Valley. Around 40 entrepreneurs displayed their businesses and interacted with the students in the Main Campus. The event was hosted by the Centre for Women's Studies, University of Kashmir

## **LANGUAGES**

- English
- Urdu
- Kashmiri