

of Business Studies has taken several initiatives by organising various events.

Programme Schedule

Time	Activity
09:30 am	Registration
10:30 am	Inauguration
10:40 am	Lighting of Lamp
10:50 am	Welcome Address
11:00 am	Presentation of bouquet to Chief Guest & other invited dignitaries
11:10 am	About the Workshop
11.30 am	Tea Break
12:05 pm	Discussion on Findings of the Study with Stakeholders
12:20 pm	Sharing of Best Practices by Post Office and Banks
01:00 pm	Round Table Discussion about Implementation of SSY in Border Areas of Jammu Region
02:00 pm	Lunch Break
02:30 am	Panel Discussion on SSY and Women Empowerment-A Way Forward: All SSY A/c holders, Lead Banks and Post Offices
03:30 pm	Feedback of SSY Beneficiaries
04:00 pm	Remarks of dignitaries
04:20 pm	Remarks of Chief Guest
04:30 pm	Vote of Thanks
	National Anthem
	Tea Break

Registration Link:

Click on the link to register for the workshop:
<https://shorturl.at/FJK47>



For further clarifications contact:

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Project Co-ordinator & Directors

Prof. Jaya Bhasin, Project Coordinator
 Dr. Shahid Mushtaq, Project Director
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Azadi Ka
Amrit Mahotsav



Sukanya Samridhi Yojana



Workshop

on

**“Sukanya Samridhi Yojana & Women Empowerment:
 Perspectives, Challenges & Way Forward”**

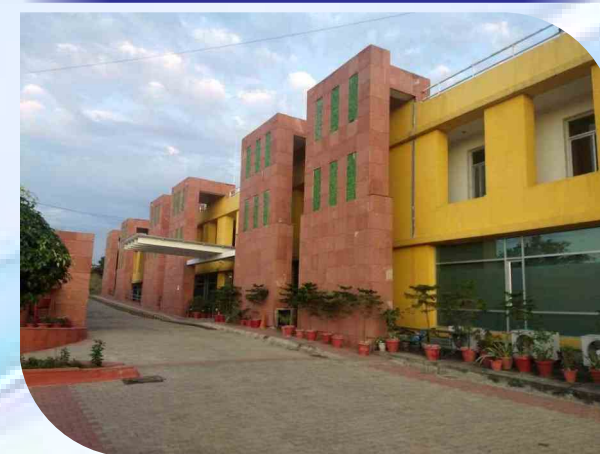
Under

**Short Term Empirical Research Project
 (Collaborative)**

Sponsored by

**Indian Council of Social Science Research
 (ICSSR), New Delhi**

6th March, 2024



Organised By

**School of Business Studies, Central University of Jammu
 Rahya- Suchani (Bagla), Samba, J&K -181143**

About the Workshop

The Sukanaya Smridhhi Yojana (SSY) is a government initiative aimed at promoting female empowerment in India. This empirical study focused on analyzing the scheme in border areas of Jammu region, UT of J&K. The study explored different dimensions of the scheme and analyzed its impact on women empowerment. The proposed workshop is being organized to disseminate the findings of the survey with key stakeholders. The insights from the survey and feedback of stakeholders will facilitate better implementation of the scheme besides identifying best practices and potential challenges ahead. This workshop aims to contribute to the growing body of knowledge on female empowerment initiatives and also serve as a basis for further research and policy initiatives in the domain of gender equality and socio-economic development. This workshop would prove to be an anchor for coming out with deeper insights on developing a strategic vision and an enriched discourse that would empower women.

Methodology

The proposed workshop would be carried-out by Project Team, Experts in an interactive mode for dissemination finding of the study with stakeholders. The workshop will help stakeholders in understanding practical nuances about the scheme. The acumen of the Project Team, resource persons, stakeholders would help to understand diverse perspectives and prevailing scenario of the scheme in border areas of Jammu region. The 1-day Workshop will include sessions on the following aspects:

- ✓ Ice Breaking /Introductory Session
- ✓ Discussion on Findings of the Study with Stakeholders
- ✓ Sharing of Best Practices by Post Office and Banks
- ✓ Round Table Discussion about Implementation of Sukanya Samridhhi Yojana in border areas of Jammu Region
- ✓ Panel Discussion on SSY and Women Empowerment- A Way Forward
- ✓ All SSY A/c Holders, Lead Banks and Post Offices
- ✓ Feedback of SSY Beneficiaries

Objectives of the Workshop

- ✓ To generate awareness about SSY for promoting women empowerment through financial inclusion

- ✓ To hold discussions on findings of the study with stakeholders
- ✓ To provide insight about best practices followed by Post Office and Banks for implementation of the scheme
- ✓ To seek feedback of SSY a/c holders, Lead Banks and Post Offices
- ✓ To initiate discussion about Implementation of Sukanya Samridhhi Yojana in Border Areas of Jammu Region and suggest SSY and Women Empowerment-A Way Forward

Expected Participants:

It is open for SSY beneficiaries, representative of lead banks, post offices, Policy Experts, Academicians, Students, Researchers & Research Scholars, Stakeholders, ASHA Workers, Post officials and other category respondents, Dean of the Schools, Other Dignitaries, Panchayat Pradhan/Members, University Vice Chancellors, HoDs and field agencies involved in implementation of SSY are likely to participate in the event. The programme is expected to have more than 100 participants besides local media professionals (Print/Electronics) shall be invited for coverage of the event.

Central University of Jammu

The Central University of Jammu started functioning from 8th August 2011 with just three Post Graduate courses and one research programme. University is now offering more than 50 Programmes under the aegis of 22 Departments, 03 Centres and 01 College.

The programmes include Integrated Five year Degree Programmes, 01 Four Year Degree Programme, 17 Post Graduate, 22 Research oriented, 04 engineering and 03 Vocational types at Under-graduate level. University has succeeded in establishing research Chairs, "The Swami Vivekananda Chair", "Dr. Ambedkar Chair" and "Maharishi Dayanand Sarhswati".

Apart from the above 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 (PMMMNTT), Dr. Ambedkar Centre of Excellence, Centre for Yoga and Naturopathy, UGC-MMTTC, DBT, GOI sponsored 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 /NCW/M/O Textile/Tribal Affairs/DHE etc.). At present, more than 40 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.

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), Ph.D (Human Resource Management), Ph.D (Business Administration), Ph.D (Tourism and Travel Management) and Ph.D (Marketing Management, 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 equip 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