



**PROF. MAMTA GUPTA**  
**PRINCIPAL, GDC REASI**

**Contact No.: 9419200984**  
**E-mail ID: [mamta77gupta77@gmail.com](mailto:mamta77gupta77@gmail.com)**  
**Date of Appointment: 25<sup>th</sup> Oct; 1999**

## CURRICULUM VITAE

**Name** : Prof. Mamta Gupta  
**Designation** : Associate Professor  
**Department** : Commerce  
**Address** : H.No.241, Bakshi Nagar, Jammu  
**Date of Birth** : 10<sup>th</sup> August, 1968  
**Academic Qualification** : M. Phil  
**Specialization** : Marketing  
**Teaching Experience** : 23 Years

## Experiences as Head of the Department

S. No.	Year	Designation	Name of the Institution
1.	March 2020 to Dec 2023	HOD	PSPS, GCW, Gandhi Nagar, Jammu
2.	Dec 2023 to Dec 2025	HOD	GDC, Vijaypur
3.	Assumed charge as Principal, GDC Reasi on 1 <sup>st</sup> January 2026.		

## Workshops/Conferences

- Presented paper on International Conference on online learning and innovation in teaching pedagogy sponsored by Centre for Distance and online Education Aligarh Muslim University, Aligarh on 30-31<sup>st</sup> March, 2022.
- Presented paper on International Conference on Women Empowerment on 5<sup>th</sup> March,

2022.

- ☐ Introduction to SEM using AMOS at Govt. SPMR College of Commerce, Jammu – state level, sponsored by Govt. SPMR College of Commerce, Jammu on 10<sup>th</sup> January 2019.

### **Seminars/Orientation Programmes**

- ☐ National Seminar on NEP-2020 implementation using management in Higher Education sponsored by Sri Sai Ram Engineering college, Chennai on 21<sup>st</sup> April 2022.
- ☐ Environmental Pollution: impact consequences and remedial measures at GCW, Parade, Jammu – National level sponsored by J&K state council for Science and Technology, department of Science and Technology govt. of J&K on 5<sup>th</sup> Feb. 2013.
- ☐ U.G.C. orientation course at Academic Staff Collage, University of Kashmir, sponsored by U.G.C collaboration with PG Department of Education, University of Jammu on 17<sup>th</sup> Jan. 2003, session conducted – 92, Sessions attended – 91.

### **Refresher Course**

- ☐ Research Methodology for Social Science faculty members at school of Business Studies, Central University of Jammu, J&K, sponsored by Indian Council of Social Science research (ICSSR), New Delhi, (India) on 8<sup>th</sup> to 28<sup>th</sup> May, 2017 Grade-A, Jammu.
- ☐ Major concern in Social Science (MD) at UGC Academic Staff College, University of Jammu, sponsored by UGC on 24<sup>th</sup> Sept. to 15<sup>th</sup> Oct. 2009, Grade – A Jammu.

### **Webinar**

- ☐ Two days national webinar on significance of Entrepreneurship sponsored by AMET University on 24-25 May 2022, Chennai.
- ☐ International webinar on Sustainable Cultural Heritage Development sponsored by ICERT on 17<sup>th</sup> April, 2022.
- ☐ One day webinar on Writing Research proposals sponsored by Govt. SPMR College of Commerce, Jammu on 30<sup>th</sup> March, 2022.
- ☐ World Consumer's Rights Day sponsored by Govt. SPMR College of Commerce, Jammu on 18<sup>th</sup> March, 2022.
- ☐ Nature to Nurture sponsored by Vivek College Bijnor on June 2020.
- ☐ How Covid-19 will Effect Children's Mental Health sponsored by Govt. SPMR College of Commerce, Jammu on June 2020.

### **Faculty/Training Programme**

- ☐ Training program under National Intellectual property Awareness Mission sponsored

by PSPS Govt. College for Women Gandhi Nagar, Jammu on 21<sup>st</sup> Dec, 2023.

- ☐ Govt. web portals sponsored by PSPS GCW, Gandhi Nagar, Jammu on 12 to 16<sup>th</sup> Dec; 2022.
- ☐ On Emerging & Innovative Approach in Management sponsored by IIMT College on 9 to 15<sup>th</sup> June, 2022.
- ☐ On Creative Visualization Technique sponsored by JEPPIAAR College of Arts on 6<sup>th</sup> April, 2022.
- ☐ NEP-2020 sponsored by Ramanujan College, University of Delhi on 28<sup>th</sup> March to 3<sup>rd</sup> April, 2022.
- ☐ FDP on Investor Awareness for Women's for Financial Freedom sponsored by Khalsa College for Women, Amritsar on 26<sup>th</sup> March, 2022.

### OrganisedActivities

- ☐ Awareness Camp on Women Empowerment.
- ☐ Career opportunities in Higher Education and Soft Skills Requirements for Placement.
- ☐ Conducted Extension Lecturer on Digital Marketing.
- ☐ Lecture on Personality Development and Life Skills Development.
- ☐ Visit to Muskan Home: A Home for Mentally Challenged Children.
- ☐ Discussion on "Impact of Social Media" on Business.
- ☐ Visit to Blind School Louis Braille Memorial Residential School for sightless girls.
- ☐ Jointly Certificate training programme on mutual fund for students.
- ☐ Organised induction programme for B. Com Sem-I students.
- ☐ Organised Vayapar Mela, Khadi Mela and Diwali Mela.

### AdministrationActivities

- ☐ Convenor of Discipline Committee, Development Committee.
- ☐ Convenor of Career Counselling Committee, Cyber Jagrukta Committee.
- ☐ Convenor of Anti-Ragging Committee.
- ☐ Convenor of Environmental Committee.
- ☐ Convenor of CASH (Committee against Sexualisation Harassment).
- ☐ Convenor of Dean Student Welfare Committee.
- ☐ Co-Convenor of Tour & Picnic Committee & Library Committee.
- ☐ Co-Convenor of Purchase Committee.

### **ManagementActivities**

- ☐ Appointed as External Examiner of B.Com Honours.
- ☐ As a member of Board of Studies prepared Syllabus for B.Com under CBCS.
- ☐ As a member of Board of Studies prepared Syllabus under NEP for all Eight Semesters.

### **AchievementsasHOD**

- ☐ Commerce Department had its own Library by books donated by the Staff & Alumani.
- ☐ MOU's signed with Chaman Enterprises (Shastri Nagar) for Inventory Management.
- ☐ MOU's signed with Gandhi Sewa Sadan (Hira Nagar Centre for Apiculture).
- ☐ MOU's signed with J.D Metal Industries Digiana, Jammu Internship Programme on Inventory Management Analysis.
- ☐ MOU's signed with Gandhi Sewa Sadan, Jammu (career opportunities in the Khadi industry)
- ☐ Took Go Green initiative & Vertical Garden wall created in College Premises.
- ☐ Extension activity organized at GDC Vijaypur.

### **AppreciationAwards**

- ☐ Appreciation Letter received from Shri Gandhi Sewa Sadan, Gandhi Bhawan Jammu certified by Khadi & Village Industries Commission (Govt. of India).
- ☐ Appreciation Letter received from Principal of PSPS GCW, Gandhi Nagar, Jammu for outstanding work and bring new ideas to the table - and doing it with such a positive attitude and passion.

***Prof. Mamta Gupta***