



**PUBLIC RELATIONS OFFICE  
JAMIA HAMDARD  
(A Govt. Aided Deemed to be University)  
Hamdard Nagar, New Delhi-110062**

Dated: 25/11/2025

**PRESS RELEASE**

**Department of Management, SMBS, Jamia Hamdard Successfully Organized Six-Day Faculty Development Programme on Leveraging Digital Communication & Marketing for a Sustainable Green/Blue Economy.**

New Delhi, November 25, 2025: The Department of Management, School of Management and Business Studies (SMBS), Jamia Hamdard, New Delhi, in collaboration with AICTE Training and Learning (ATAL), successfully conducted a six-day Faculty Development Programme (FDP) titled “**Leveraging Digital Communication & Marketing for a Sustainable Blue/Green Economy.**” The programme was held online from November 17 to 22, 2025.

The FDP was inaugurated by **Prof. Mohammed Rafik Quresh** (King Khalid University, Saudi Arabia) and **Prof. Neel Mani Prasad Verma** (Former Vice Chancellor, BBAU Central University, Lucknow), in the esteemed presence of **Prof. Reshma Nasreen** (DSW, Jamia Hamdard) and **Prof. (Dr.) Syed Nadimul Haque** (Dean, SMBS). All dignitaries emphasized the relevance of such initiatives and congratulated the programme coordinators, **Dr. Mohammed Jamshed** and **Dr. Asad Ahmad** (Assistant Professor, Department of Management), for their efforts.

The FDP featured expert resource persons from academia and industry who delivered insightful sessions. A total of 80 faculty members and research scholars from various institutes across the country participated. The programme proved highly beneficial, offering participants a comprehensive understanding of contemporary research trends and evolving digital marketing practices.

The valedictory session was graced by **Dr. Tauseef Zia Siddiqui** (Environmental and Compliance Advisor, LNG Canada) and **Prof. (Dr.) Manu K. Vora** (Chairman and President, Business Excellence, Inc., USA). Both speakers highlighted the vital role educators play in inspiring students to become agents of positive change.

**Prof. Syeedun Nisa** (Head, Department of Management) and **Prof. (Dr.) Syed Nadimul Haque** (Dean, SMBS) also attended the session and commended the smooth and effective coordination of the event.

The AICTE-ATAL FDP at Jamia Hamdard successfully equipped faculty members with advanced digital communication tools and ethical marketing approaches, empowering them to contribute meaningfully to the global shift toward a sustainable Blue-Green economy.

**Md. Tauhid Alam**  
(M) 9810185303



**ATAL**



**JAMIA HAMDARD**



**AICTE**

**DEPARTMENT OF MANAGEMENT**  
**SCHOOL OF MANAGEMENT & BUSINESS STUDIES**  
**JAMIA HAMDARD**  
 INAUGURAL SESSION

**FACULTY DEVELOPMENT PROGRAMME**  
**LEVERAGING DIGITAL COMMUNICATION & MARKETING FOR A SUSTAINABLE**  
**BLUE/GREEN ECONOMY**

**17TH - 22ND NOVEMBER 2025**  
**6PM-9PM**



**Janab Hamam Ahmed Sb**  
Hon'ble Chancellor  
CHIEF PATRON



**Prof. (Dr.) M. Afshar Alam**  
Hon'ble Vice-Chancellor  
PATRON



**CHIEF GUEST**  
**Prof. MOHAMED RAFIK NOOR MOHAMED QURESHI**  
 King Khalid University, Saudi Arabia



**Prof. Reshma Nasreen**  
Dean Students' Welfare



**Guest of Honour**  
**Prof. N.M.P. VERMA**  
 Former VC BBAU Central University



**Prof. Syed Nadimul Haque**  
Dean of SMBS



**Prof. Syeedun Nisa**  
HOD, Department of Management

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Fahad Afzal

Matuob Hasan

Sudhir Patil

Dr. Ariba Naz

Dr. Mohd Yousuf Javed

Syed Zakir Hussain M...

Dr. Mohd Shafeeq

Prof Dr. Reshma Nasr...

NMP Verma

S.N.Haque

M

Mohammad Juned

ruchika takker

Asad Ahmad

R

42 others

Mohammed Jamshed

People

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IN THE MEETING

Contributors 56

- M Mohammed Jams... (You) Meeting host
- A Ahok Kumar Mishra
- A Ajith kumar Shah

6:14 PM | zgd-mxmy-xdj
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**ATAL**

**JAMIA HAMDARD**

**AICTE**

DEPARTMENT OF MANAGEMENT  
SCHOOL OF MANAGEMENT & BUSINESS STUDIES  
JAMIA HAMDARD  
VALEDICTORY SESSION  
FACULTY DEVELOPMENT PROGRAMME  
LEVERAGING DIGITAL COMMUNICATION & MARKETING FOR A SUSTAINABLE  
BLUE/GREEN ECONOMY  
17<sup>TH</sup> - 22<sup>ND</sup> NOVEMBER 2025

Janab Hamad Ahmed Sb  
Hon'ble Chancellor  
CHIEF PATRON

Prof. (Dr.) M. Afshar Alam  
Hon'ble Vice-Chancellor  
PATRON

Chief Guest  
Prof. (Dr.) Manu K Vora  
Chairman and President- Business  
Excellence, Inc. USA

Guest of Honour  
Dr. Tauseef Zia Siddiqui  
Environmental and Compliance Advisor  
LNG Canada

Prof. Syed Nadimul Haque  
Dean - SMBS

Prof. Syeedun Nisa  
HOD, Department of Management

**22ND NOVEMBER 2025**  
**7:30PM-8:30PM**

DEPARTMENT OF MANAGEMENT  
SCHOOL OF MANAGEMENT & BUSINESS STUDIES  
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November 22nd, 2025

Babar Khan

Dr. Arham Adnan

Mohammed Jamshed

Arif Anwar

Prof. Syeedun nisa

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38 others

Mohammad Musab

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