



Ghulam Mustafa Badsha

Communication Consultant / Social Entrepreneur

Personal

Date of Birth	16 March 1957
Age	64 years young
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Education and Experiencepm

Master's Degree in Social Work with specialization in Personnel Management, Industrial Relations and Labour Welfare - passed out in 1980 from The Madras School of Social Work, Chennai, India.

Bachelor's Degree in Social Sciences - passed out in 1978 from The New College, Chennai, India.

40 years of experience in a wide variety of communication related projects including brand management, sales promotion, marketing, public relations, hospitality, real estate, repositioning of conventional organizations with new energy and image, social entrepreneurship and mentoring.

Capabilities



Creating **Awareness** of the need to make **education more purposeful and meaningful**.

Working with **Curriculum Developers** in the development and proper implementation of **Realistic Education and Training Programs**.

Enabling students, professionals and homemakers to identify their **inner strengths** and to enhance their latent talents aimed at **individual, social and global development**.

Imbibe the **Spirit of Islam** in their Value System.

Prepare Leaders, who:

- Know the Way
- Show the Way
- Walk the Way

Enable Institutions to **build, develop, enhance and establish** their own **Human and Material Capital**.

Establish a Platform to **connect challenges with opportunities and resources**.

Establish brands to facilitate implementation of both short term and long term objectives, plans and vision.

Facilitate enhancement of “Franchise models” for easier growth and development.

Build Team Spirit to achieve better morale and productivity.

Organizing seminars on emerging challenges in education, training and employment of the youth.

Engaging community leaders in taking communities to the next level.

Facilitating internship of students.

Enabling muslim students to participate and excel in competitions and activities that involve students from other faiths, without losing their Islamic Identity.

Establishing special education programs for children with learning challenges.

Initiating Corporate Social Responsibility programs and activities.

Management of Public Relations programs / press conferences / webinars.



Initiating Projects Involving

1. Organic Farming
2. Establishment of Islamic Villages
3. Establishment of Islamic Social Media
4. Counselling Services
5. Crisis Intervention Services
6. Effective Spoken English and Personality Development Initiatives
7. Hospitality and Real Estate Development
8. Consumer Research / Trade Research / Social Work Research
9. e-Publication and e-Commerce
10. Sponsorship development and management
11. Fundraising Initiatives

Strengths

- Resourcefulness

Reasonably well linked with corporates (about 400+ corporates, at local, national and international levels)

- Ability to link needs and requirements with resources of a given community
- Enabling groups and individuals to achieve goals in a shorter period of time, relatively.
- Extensive connections with Media, Real Estate and Hospitality Services and Environment Specialists.

Few Achievements

Built a sizable revenue as Director of Sales for Al-Jazeera (Arabic Channel) in the year 1998.

Established “Extra Edge” - Saudi Arabia’s first sampling and brand development agency RUN EXCLUSIVELY BY WOMEN in 2001 in Jeddah, Saudi Arabia.

Worked as Business Development Manager for TIHAMA, owned by HRH Prince Khalid bin Sultan who owned all the billboards and advertising space in all the airports in Saudi Arabia.

Established Hankook Tires (owned by Sheikh Bin Shihoon)

Established Barakat Jewellery - owned by Sheikh Yusuf Abdul Lateef Jameel.

Established Al-Maarif Educational Channel of ART (Arab Radio and Television), owned by Sheikh Saleh Kamel



Enabling students and their parents to relocate to India, from the Middle East, US, Canada and the UK, covering all aspects i.e Housing, Admissions, Education, Internship, Training, Employment, Matrimonials, retirement plans, care of the elderly, return on investments and Dawa initiatives.

Designing and producing teaching materials from an Islamic Perspective, with quotations from Quran and Hadith.

Enabling conventional business organizations and educational trusts to develop a new Islamic Identity, vision, strategy, plan and activities.

Initiating Islamic Investments with Corporates in the field of consultancy, education, manufacturing, retail, training and development of human capital.

Enabled 100s of students and young professionals to better their lives with guidance and leads for internship, jobs and careers at the local, national and international levels.

Introduced Special Education in institutions as an Integral part of the services and facilities.

Revived the Madras School of Social Work Alumni with a new direction and energy, to take the institution to the next level.

Working indirectly as medical tourism consultant with Apollo Hospitals with citizens of Oman.

I am in the process of working with my colleague Mohammed Rela of Rela Hospitals, Chennai who is a world famous specialist in liver transplant, on establishing a new hospital / medical college.

I have extensive experience in script writing, directing and producing documentaries both for commercial and social causes.

Affiliations and Mentoring

Mentoring Imran Ali Namazi of YieldMore.org and adding value to its various initiatives.

Mentoring students of The New College, The Crescent Engineering College, The Madras School of Social Work and various trusts for education and skill development



Engaged in Islamic Edutainment programs for the destitutes and orphans.