



Sher-i-Kashmir
University of Agricultural Sciences & Technology of Kashmir,
Shalimar, Srinagar - 190025

Office No. 0194-2461271 / Email: registrar@skuastkashmir.ac.in

Subject: Engagement of Strategic Advisor for Institutional Funding, CSR Facilitation, Institutional Branding & Event Management

NOTICE INVITING EXPRESSION OF INTEREST (EOI)

SKUAST-K invites **Expressions of Interest (EOIs)** from experienced and qualified individual professionals for engagement as **Strategic Advisor** to provide professional advisory support for institutional funding mobilisation, Corporate Social Responsibility (CSR) facilitation, preparation of Detailed Project Reports (DPRs) and funding proposals, institutional branding and conceptualisation and management of flagship University events.

1. Scope of Engagement:

The Strategic Advisor shall provide professional advisory support in the following areas:

- Mobilisation of financial resources through CSR initiatives, CPSEs, Central/State Government schemes and other institutional funding channels.
- Preparation, refinement and vetting of Concept Notes, Preliminary Project Reports (PPRs), Detailed Project Reports (DPRs), funding proposals and related project documentation.
- Strategic liaison and facilitation with corporate organisations, Government departments, ministries, funding agencies, foundations and other stakeholders.
- Advisory support for institutional branding, communication strategy, digital visibility and promotion of the University's achievements and initiatives.
- Conceptualisation, planning and management support for flagship University events, outreach programmes, investor/funder interactions and other institutional engagements.
- Any other advisory assignment entrusted by the University in furtherance of its institutional objectives.

2. Eligibility Criteria:

Applicants shall be individual professionals possessing:

- Demonstrated experience in facilitating or securing funding through CSR, Government or other institutional funding mechanisms.
- Proven expertise in preparation of Concept Notes, PPRs, DPRs and funding proposals.
- Experience of advisory or strategic engagement with Government Departments, Government Institutions, Universities or other public sector organisations.
- Demonstrated experience in institutional branding, communication strategy and event management.
- Documentary evidence supporting all claims relating to qualifications, experience and professional engagements.

3. Evaluation Methodology:

The EOIs received shall be evaluated by a Committee constituted by the University on the basis of the following credential-based evaluation matrix:

Criteria	Maximum Marks
Track record in securing/facilitating CSR, Government or institutional funding	30
Experience of engagement with Universities/State Institutions	25
Experience of engagement with Government Departments/Institutions, including Ministerial/Government Offices	20
Institutional Branding and Event Management	15
Proposed approach and understanding of the University's funding priorities	10
Total	100

for

4. Terms & Conditions of Engagement:

- The engagement shall be purely advisory in nature and shall not constitute employment under the University.
- The selected Strategic Advisor shall be entitled to a retainerhip/professional fee of *Rs. 75,000/- (Rupees Seventy-Five Thousand only) per month.*
- In addition to the monthly retainerhip, assignment-specific professional fees, wherever applicable, shall be governed through a separate Engagement Order/Memorandum of Understanding (MoU) and shall be payable only from the sanctioned project/funder budget. Such payments shall not constitute a charge on the University's own funds.
- Submission of an Expression of Interest (EOI) shall not confer any right or claim for engagement.
- The University reserves the right to accept or reject any or all EOIs, wholly or partly, without assigning any reason thereof.
- The engagement shall not confer upon the selectee any right or claim for regular appointment, continuation, extension, absorption, or any other form of employment under the University. The selectee shall further undertake that, in the event of termination or discontinuation of the engagement by the University at any stage, he/she shall have no claim whatsoever against the University on any account.
- The selectee shall maintain strict confidentiality of all information, documents, records, and data relating to the University that may come to his/her knowledge during the course of the engagement and shall not disclose the same to any person or organization without the prior written approval of the competent University authority. The selectee shall also disclose any actual or potential conflict of interest and shall not undertake any assignment or activity that may adversely affect or conflict with the interests of the University during the period of engagement.
- The period of engagement shall initially be **six (06) months**, extendable based on satisfactory performance and the requirements of the University.

5. Submission of EOI:

Interested professionals shall submit:

- Detailed Curriculum Vitae/Profile;
- Documentary evidence in support of eligibility and experience; and
- A brief note outlining their understanding of the assignment and proposed approach.

The EOI, complete in all respects, shall be addressed to the **Registrar, SKUAST-Kashmir, Main Campus Shalimar, Srinagar** by or before **31.07.2026**. Late or incomplete submissions shall not be considered.

For further details, interested applicants may contact the Office of the Registrar, SKUAST-K, Main Campus, Shalimar, Srinagar during working hours.

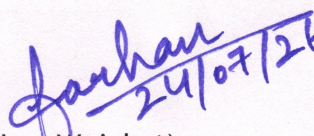
Sd/-
(Prof. Azmat Alam Khan)
Registrar

No. Au/Adm/GAD/Eoi-SA/26/8915-28

Dated: 24.07.2026

Copy to:

- All Officers of the University.
- Professor Incharge, ARIS, SKUAST-K, Shalimar for uploading on University website.
- Chairman, Media Cell, SKUAST-K, for publication in at least two local dailies in UT of J&K.
- University Advertisement Notice file (w.3.s.c.)
- Notice Board


(Farhan Wajahat)
Assistant Registrar (GAD)