

DJ Sandhu to be BC Regional Innovation Chair on Canada-India Business and Economic Development

When UCFV went looking for the right person for to fill its new BC Regional Innovation Chair on Canada-India Business and Economic Development, the successful candidate ended up being close at hand.

Longtime UCFV business professor **DJ Sandhu** has been appointed to the chair, after serving for the past three years as a special advisor to UCFV president **Skip Bassford**. Sandhu is also a member of the provincially appointed Asia Pacific Trade Council.

The BC Regional Innovation Chair on Canada-India Business and Economic Development is co-funded by the community and the provincial government. The community contribution comes from a \$2.5 million endowment created by a successful community fundraising campaign for the UCFV Centre for Indo-Canadian Studies. The provincial government contributed \$1.25 million through its Leading Edge endowment fund.

As chair, Sandhu will serve as an influential resource for decision makers and Canadian businesspeople, including those who are familiar with the Indian market and those who want to break into it.

"We're delighted that DJ Sandhu has agreed to take on this very important role at UCFV, one that will extend far beyond the confines of our campuses," said UCFV president Skip Bassford. "DJ has exactly the skill set and attitude needed to help us achieve our goal of facilitating greater

economic and educational ties between our region and India."

Sandhu brings more than 20 years of marketing and teaching experience to this new position. He has a strong background in marketing consulting for Fortune 500 companies such as Johnson & Johnson and has taught for UCFV since the early 1990s. He earned his BBA and MBA at Simon Fraser University and also teaches business there. He has extensive experience developing international markets and launching companies involved in financing new manufacturing ventures.

Sandhu has served as a special advisor to UCFV. He is also a member of the India Market Advisory Group, the working group of the Province's Asia Pacific Trade Council. Sandhu has been formally working on UCFV's India initiatives since 2004 in his special advisor role. He played a key role in the establishment of the UCFV Bachelor of Business Administration degree program in Chandigarh, India, and in the creation of partnerships with several Indian post-secondary institutions, including Panjab University, which has established a Canadian Studies centre, and Guru Nanak Dev University.

In 2006, he helped UCFV become the only Canadian post-secondary institution to establish an education society — along with a new campus — in India. The society is a platform available for other post-secondary institutions to use to launch their programs in India without

having to collaborate directly with an Indian partner.

This particular research chair grew out of a desire on UCFV's part to play a role in fostering economic and academic links between British Columbia and India, reflecting the fact that the university college is located in the Fraser Valley, home of one of the largest Indo-Canadian communities in Canada. Hundreds of community supporters matched the Province's contribution to reach the total of \$2.5 million for the chair endowment.

UCFV offers 24 courses in its Canada-India Studies program and plans to soon be offering a certificate, minor and ultimately a major in Canada-India Studies.

UCFV has also hired several other new faculty whose expertise complements the new focus on Indo-Canadian studies. Here are profiles.

Rita Dhamoon to join Philosophy and Politics department

Dr. Rita Dhamoon, who some will remember for her lecture on the kirpan issue at UCFV last year, joins UCFV as a faculty member in the Philosophy and Politics department this year. Dr. Dhamoon comes to UCFV after spending the past two years as the Grant Notley memorial postgraduate fellow in the Political Science department at the University of Alberta. While visiting UCFV last year Dr. Dhamoon was a guest on CBC's On the Coast radio program with Priya Ramu.

Dr. Dhamoon specializes in the theory of identity, especially as it relates to questions of multiculturalism, gender, democracy, and citizenship. Her research focuses on questions of power and racialization in contemporary Canadian society. She has a special interest in the politics of Indo-Canadian identity, and she is very much looking forward to working closely with the Centre for Indo-Canadian Studies. Dr. Dhamoon obtained her BA from the University of Essex and an MA from the University of Loughborough, both in the United Kingdom. She completed her PhD at the University of British Columbia. She will start at UCFV in August.

Geography welcomes new scholar with interest in India

A cultural geographer with a strong research interest in India is the newest member of the UCFV Geography department. Dr. Garry Fehr will join UCFV in August, moving from the University of Guelph. His PhD dissertation research activities are situated in central and northern India and focus on understanding how the combination of globalization, bureaucratic decentralization, and economic liberalization are filtered through social institutions of class, caste, gender, and corruption.

Currently, he is investigating how the processes of globalization influence the livelihoods of the rural poor and the condition of the forests in central India. This research uses an integrated political

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Professor DJ Sandhu, the new BC Regional Innovation Chair on Canada-India Business and Economic Development at the ceremony announcing this new position.