

**Name:** Dr. Veenu Jain

**Designation:** Assistant Professor

**Specialization:** Clothing and Textiles

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### **Education**

**M.Sc. Home sc. (Clothing and Textiles)** (1993, Panjab University, Chandigarh),

**National Eligibility Test (NET)-1994**

**Ph.D.** (28<sup>th</sup> December, 2018, Jiwaji University, Gwalior)

**Title of Ph. D Thesis: “Transition of Phulkari- Traditional Folk Art of Punjab and its Revival through Artistic and Expressive Compromises.”**

### **Professional Experience:**

Department of Fashion Designing, M.M. Modi College, Patiala, India (10 Jan, 2006 to till date)

Department of Home Sc., Hindu Kanya Maha Vidyalaya, Jind( KU) India (14<sup>th</sup> Jan, 1997 to 1<sup>st</sup> August, 1998)

Department of Home Sc., D.A.V. College, Ambala city (KU) India (19<sup>th</sup> July, 1996 to 13<sup>th</sup> Jan, 1997)

Department of Home Sc., D.A.V. College, Ambala city (KU) India (1<sup>st</sup> August, 1995 to 29<sup>th</sup> Feb, 1996)

Department of Home Sc., D.S. College for girls, Ambala city (KU) India (22<sup>nd</sup> July 1994 to 24<sup>th</sup> Oct, 1994)

Department of Home Sc., I.G.N. College, Ladwa, kurukshetra( KU) India (23<sup>rd</sup> July 1993 to 15<sup>th</sup> March, 1994)

### **Teaching Interests:**

- Sustainability of Apparel & Textile Industry
- Apparel production
- Traditional Textiles & Costumes
- Fashion Merchandising and Retailing
- World Textiles
- Pattern Making
- Computer Aided Designing (CAD)
- Portfolio Development
- Textile Designing

### **Research Interest:**

- Traditional Textiles & Costumes, Computer Aided Designing (CAD), Textile Designing

## **Publications**

1. Veenu (2013) Carbon Credit Trading-Emerging business opportunities in the textile sector, the horizon, Vol. IV, 109-117. ISSN 0975-5535
2. Veenu (2014) Organic Cotton- Weaving a new path to ecofriendly textiles, the horizon, Vol. V, 130-137. ISSN 0975-5535
3. Veenu (2015) To Study the Operations Involved In Production of Velvet Upholstery in Panipat Creative Discourse, Vol .1, (2), 335-338.ISSN. 2348-9979
4. Veenu garg and Renu Bala Sharma (2015) Study to assess the attitude of consumers towards online shopping of apparels and fashion accessories. IJMER, Vol 4 Issue 9(2), 60-69.  
[http://s3-ap-southeast-1.amazonaws.com/ijmer/pdf/volume4/volume4-issue9\(2\)-2015.pdf](http://s3-ap-southeast-1.amazonaws.com/ijmer/pdf/volume4/volume4-issue9(2)-2015.pdf),
5. Veenu, Charu Katare, Renu Bala Sharma (2016)Symbolic motifs in traditional Indian textiles and embroideries, Ijress Vol. 6 (3),311-321.  
<http://euroasiapub.org/wp-content/uploads/2016/09/30ESSMarch-3350-2.pdf>
6. Veenu, Charu Katare(2016),Changing Phulkari patterns and uses with changing socio-economic status of phulkari consumers and artisans, Research Icon, vol. II (3) ISSN- 2395-6585., 286-289.
7. Veenu, Charu Katare, Renu Bala Sharma (2017) “The social commerce revolution: exploring the impact on revival of phulkari,” IJSTM, VOL. 6 (3), 116-121.  
<https://www.ijstm.com/currentissue.php?id=101>
8. Veenu, Charu Katare, Renu Bala Sharma (2018) Economic empowerment of women engaged in Phulkari- traditional handicraft of Punjab, Sustainable development of women-II. Mark books pub, N Delhi, 568-575.  
<https://drive.google.com/file/d/1BqYNkwsB0O61p4odhnnZomkYplrJRLjb/view?usp=sharing>

## **Conference / Seminars**

### **A) Resource Person / Invited Lectures:**

1. Presented paper titled “Sustainable Fashion” as Resource person in UGC sponsored national seminar on “Innovation in Fashion and Textile Designing” in M.D.S.D. Girls college, Ambala City (3<sup>rd</sup> March, 2016)
2. Deliver an invited lecture “Dart manipulation, Dyes and their classifications” in Department of Home science, Kurukshetra University Kurukshetra (10th Sept,2016)
3. Deliver an invited lecture “Pattern making, Style Reading, Recent technologies in dyes and dyeing technologies” in Department of Home science, Kurukshetra University Kurukshetra (8<sup>th</sup> Nov, 2016)
4. Presented paper titled “Green strategies in fashion” as Resource person in UGC sponsored national workshop on “Advancement and career opportunities in fashion Technology” in Guru Nanak College, Budhlada, Mansa( Punjab) (30<sup>th</sup> March,2017)

5. Presented paper titled “Recycling textile waste- an ecofriendly approach” as Resource person in DGHE sponsored national seminar on “Futuristic strategies and approaches in fashion industry” in M.D.S.D. Girls college, Ambala City (17<sup>th</sup> February, 2018)
6. Presented paper titled “Use of textile waste in generating income for empowerment” as Resource person in ICSSR and HRD Govt. of India sponsored national seminar on “Adolescent health: Issues and challenges for society” in DAV College for girls Yamuna Nagar( Haryana) (12<sup>th</sup> October,2019)
7. Presented paper titled “Ayurvastra-The therapeutic clothing from Ayurveda” as Resource person in DGHE sponsored national seminar on “Traditional lifestyle for healthy, empowered and innovative Adolescents” in DAV College for girls Yamuna Nagar( Haryana) (29<sup>th</sup> February,2020)

### **B) Paper presented:**

1. Veenu, “Domestic violence against women- a social curse” in higher education commissioner, Haryana sponsored national seminar on” women rights and Awareness” n DAV College, Ambala City (20th Feb, 2010).
2. Veenu, ” Omni Channel retailing- challenges and opportunities” in national conference on “Development issues in south Asia” by south Asian Economic Association in Punjabi University, Patiala Punjab (25th, March 2013)
3. Veenu, “Smart textiles – Woven with electronic threads “in 11th PCMA International business conference in Multani Mal Modi College, Patiala, Punjab (8th November 2014).
4. Poster presentation by Veenu,” Medical textiles- Applications and Future Perspective” in 7th national conference on Recent advances in Chemical, Biological, and Environmental sciences - RECES-2015, (31st January, 2015).
5. Poster presentation by Veenu,”Alliance between bio-technology and textile Industry- a review” in 7th national conference on Recent advances in Chemical, Biological, and Environmental sciences - RECES-2015, ( 30th January, 2015).
6. Veenu, ” Changing phulkari patterns and uses with changing socio-economic status of phulkari consumers and artisans” in national Seminar on “Global environmental changes, Health and Societies)” in Dayanand College, Ajmer Rajasthan(10th ,December 2016)
7. Veenu, ” The social commerce revolution: exploring the impact on revival of phulkari” in international conference on “Recent innovations in engineering, science, humanities and management ICRIESHM 17)” in Dev Samaj college for women in Ferozepur city Punjab (19th, March 2017)
8. Veenu, “Role of traditional crafts and their documentation in higher education” in national seminar on “ Higher education for development & role of teachers” by Bhartiya Shikshan mandal in collaboration with GSSDGS Khalsa College, Patiala, Punjab( 16<sup>th</sup> July 2017).
9. Veenu, Charu Katare, Renu Bala Sharma ”Economic Empowerment of Rural women engaged in phulkari- traditional craft of Punjab” in DGHE sponsored international conference on

“women’s work & occupational health- emerging issues , challenges& policy measures in the unorganized sector(WWOH-2018)” in Arya PG College, Panipat ( Haryana) (25th, March 2018)

### **C) Attended**

1. Attended Seminar on AIDS Awareness (20th February, 2008), Multani Mal Modi College, Patiala.
2. Attended 40<sup>th</sup> Punjab History Conference (14th - 16th March, 2008), Punjabi University, Patiala.
3. Attended 1<sup>st</sup> Annual conference of Recent Advances in Chemical Sciences- 2009 (16<sup>th</sup> -17<sup>th</sup> January, 2009), Multani Mal Modi College, Patiala.
4. Attended 7<sup>th</sup> National Seminar on Tech- vision 2020 (31st January, 2009), Desh Bhagat Group of Institutes, Mandi Gobindgarh.
5. Attended 41<sup>st</sup> Punjab History Conference (14<sup>th</sup> - 16th March, 2009), Punjabi University, Patiala.
6. Attended National conference of Recent Advances in Chemical and Environmental Sciences- RACES- 2012 (3<sup>rd</sup> March, 2012), Multani Mal Modi College, Patiala.
7. Attended 2<sup>nd</sup> National symposium on Emerging trends in Biological sciences (12<sup>th</sup> Nov. 2016), 2012), Multani Mal Modi College, Patiala.
8. Attended one day international Webinar on " Post Covid Challenges before Indian Education System" Held Jointly by CTEF( Council for teacher education foundation and Multani Mal Modi College, Patiala on May.29th,20
9. Attended one day international Webinar on " Reinvigorating mental health: Amid pandemic challenge" Held by Arya Girls College Ambala Cantt on May.30th,20.
10. Attended one day inational Webinar on " Unleash Yourself- How to pace up with difficult times and discover the power in you" Held by Smt. P.N. Doshi women's College ( S.N.D.T University Mumbai) on May.31st,20

### **Workshops and training courses**

1. Attended three months summer course in CAD in Fashion Designing at Multani Mal Modi College, Patiala. (1<sup>st</sup> june, 2007 to 30<sup>th</sup> August, 2007 )
2. Attended UGC Sponsored Faculty Development Program at Multani Mal Modi College, Patiala. (1-15 July, 2014)
3. Attended National workshop on Research Methodology at M.L.B. Govt college of Excellence, Gwalior (M.P.) (6<sup>th</sup> January, 2015)
4. Attended UGC Sponsored Faculty Development Program on “Academic writing From critical Appreciation to Publication” at Multani Mal Modi College, Patiala. (9-16 January, 2017)

5. Attended National workshop on 'Exploring Research Methods & Statistical Techniques in Applied Fashion and lifestyle technologies' at Panjab University Chandigarh(6th – 7<sup>th</sup> March, 2018)
6. Attended Faculty Development Program on "Contemporary Issues in Higher Education" at Multani Mal Modi College, Patiala. (20<sup>th</sup> – 26<sup>th</sup> July, 2018)
7. Attended Faculty Development Program on "Emerging Issues & Challenges in Higher Education" at Multani Mal Modi College, Patiala. (17<sup>th</sup> – 22<sup>nd</sup> July, 2019)
8. Attended four-day 'Nipun Camp' at the Bharat Scouts and Guides State Training Center TaraDevi (Shimla), from 29<sup>th</sup> Oct 2019 to 1<sup>st</sup> November 2019, organized by The Bharat Scouts & Guides, Punjab as Ranger Leader of The Bharat Scouts and Guides unit M.M.Modi College Patiala.
9. Attended five-day 'National Integration Camp' at the Bharat Scouts and Guides, National Youth Complex, Gadpuri, Haryana from 19h to 23d February 2020, organized by The Bharat Scouts & Guides, National Headquarter to Commemorate 150th Birth Anniversary of Mahatma Gandhi , highlighting the Central Government's 'Ek Bharat, Shrestha Bharat' scheme for Scouts, Guides, Rovers and Rangers.
10. Attended one day international Webinar on " Post Covid Challenges before Indian Education System" Held Jointly by CTEF( Council for teacher education foundation and Multani Mal Modi College, Patiala on May.29th,20
11. Attended one day international Webinar on " Reinvigorating mental health: Amid pandemic challenge" Held byArya Girls College Ambala Cantt on May.30th,2020.
12. Attended one day inational Webinar on " Unleash Yourself- How to pace up with difficult times and discover the power in you" Held bySmt. P.N. Doshi women's College ( S.N.D.T University Mumbai) on May.31st,20

### **Achievements, Awards and Recognitions**

- Successfully organized **Twelve Apparel and Lifestyle Exhibitions ( CREATIONS), Workshops** etc.
- External Evaluations and reviewer – Evaluated and reviewed M.sc Thesis. Department of Clothing, Textile and Fashion, Kurukshetra University, Kurukshetra.
- Acted as Subject Expert ( Punjabi University, Patiala) and DPI Punjab for the appointment of assistant professors in the subject of Fashion Designing
- Has been appointed as subject expert in various inspection committees to colleges under Punjabi University Patiala.

### **Membership**

- Member Board of Studies in Home Science, Punjabi University, Patiala (24<sup>th</sup> July, 2019 to 29<sup>th</sup> June, 2021).

- Member Board of Studies in Dress Designing and Tailoring, Punjabi University, Patiala (28<sup>th</sup> March, 2018 to 28<sup>th</sup>Feb, 2020).
- Ranger Leader, The Bharat Scouts and Guides unit of M.M.Modi College Patiala.