

**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/1BgYNkwsB0O61p4odhnnZomkYpIrJRLjb/view?usp=sharing>
9. Shabana Sharif, Veenu (2022) Peer-Reviewed(Only) A Study of Re Modelling of the Murai Painting Through Block Printing and Painting Techniques on Indo - Western Dresses Structures,International Journal of Multidisciplinary Innovative Research (IJMIR) Page No.35-47,ISSN.2583-0228  
[https://ijmir.org/doc/Vol-3-No-1-2023/4\\_IJMIR\\_Vol%203%20No%201\\_Jan%202023.pdf](https://ijmir.org/doc/Vol-3-No-1-2023/4_IJMIR_Vol%203%20No%201_Jan%202023.pdf)
10. Veenu, 2023,bariya parampragat textiles vich kalatmak viraasat di dekhbhal,Punjabi Magazine AABRU UGC-Care List, ,Page No.216,ISSN.2456 - 253X,

## 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. Delivered an invited lecture “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 (WVOH-2018)” in Arya PG College, Panipat (Haryana) (25th, March 2018)

11. Presented paper in International conference on the topic “Preservation of artistic heritage in Indian traditional textile craft “ in international multidisciplinary conference on sustainable resurgence- Through cross cultural dimensions” organized by Department of Fashion Design, Department of Visual Arts, Department of Computer Science and Engineering and School of Computing, Graphic Era Hill University, Dehradun from 17-19<sup>th</sup> June 2022 via Microsoft Team.

## **A) 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 Webinar on “Creativity in Adversity- ambassador of Change" Held by ApeeJay Institute of Design on June 17<sup>th</sup>, 2020.
9. Attended one day international Webinar on Health and Well Being- on the topic “Know Oneself and Unfolding Oneness" Held by D.A.V. College for Girls, Yamuna Nagar on 8th June, 2020.
10. Attended one day national webinar on Technology and Design Collaboration for future Innovation in Medical and protective textiles and Apparel- Pandemic Era” organized by Department of Textile and Fashion Technology, College of Home science, Nirmal Niketan, University of Mumbai, on 5<sup>th</sup> June, 2020.
11. 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,2020
12. Attended one day international Webinar on " Reinvigorating mental health: Amid pandemic challenge" Held by Arya Girls College Ambala Cantt on May.30th, 2020.
13. Attended one day international 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,2020
14. Participated in webinar on “Envisaging Professional Opportunities in apparel and Textile Design... Now and Beyond” Faculty of Family and Community Sciences, of The Maharaja Sayajirao University of Baroda on 15<sup>th</sup> June 2020
15. Attended webinar on “Sustainable practices in textile Conservation” organized by the Department of Fabric and Apparel Science, Lady Irwin College, University of Delhi on 12th June, 2020.

16. Participated in international webinar on “Role of Fine Arts and Design in Post- Covid Era” held by Hans Raj Mahila Maha Vidyalaya Jalandhar in collaboration with Ubon Ratchathani University, Thailand on 31st July, 2020
17. Participated in 2 days FDP on “Global Unification of Textile, Apparel, Fashion, Manufacturers, Designers, Researchers, Academicians and Consumers- Challenges and solutions” held by Department of Fashion Design, Faculty of art and Design, Ramaiah University of Applied Sciences, Bengaluru on 7th and 8th July, 2022
18. Attended two days faculty development programme in E. Content Development” PowerPoint based video lectures organized by Department of Sports, Govt. Autonomous Girls, P.G. College of Excellence, Sagar (M.P.) on 8th and 9th August, 2022.
19. Participated in national conference on Recent advances in chemical, Biological & Environmental Sciences and presented paper on Adaptation of Warli Art for the Development of stencils for printing of Apparels by Multani mal Mod College, Patiala on 12<sup>th</sup>-13<sup>th</sup> April, 2023

### **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 10 Days National e- workshop on Yoga, Psychotherapy and Immunity organised by Department of yoga Education, Dr, hari singh Gaur University Sagar, MP from 11-20<sup>th</sup> June 2020.
6. Attended and participated in the 7-days Virtual national level capacity building programme on “Integration of Pedagogy and Technology in Teaching Learning from July 13 to 19<sup>th</sup> 2021 organized by Multani Mal Modi College, Patiala in collaboration with council for teacher education foundation.
7. Completed 4-Week induction/orientation programme organized by TLC, Ramanujan College, University of Delhi from 20<sup>th</sup> December 2021- 19<sup>th</sup> January 2022
8. Participated in UGC sponsored online Two week Refresher Course in Humanities , organized by MMTTC, Guru Nanak Dev University Amritsar from 21.11.23 to 04.12.23
9. Participated in 3 Days international workshop on “Pehla Kadam- An initiative towards exploring Identity jointly organised by women cell, department of English, GPEM of Govt. arts Girls College, Kota on 14<sup>th</sup>, 15<sup>th</sup> and 16<sup>th</sup> March 2023
10. Completed The NET 2020 orientation & Sensitization Programme under Malviya Mission Teacher Training Programme of University Grant Commission organised by Punjab University, Patiala held from 5<sup>th</sup> Feb. 2024 to 14<sup>th</sup> Feb. 2024

11. 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)
12. 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)
13. 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)
14. 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.
15. 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.

### **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.
- Received Exemplary services Award on the occasion of National Teacher’s Day by First Aid, Health & Safety awareness Mission and Bhai Kanhiya Institute of medical studies Patiala, Punjab on 16<sup>th</sup> Sept,2021.
- Acted as member Jury in Craft Mela-Rangla Punjab organised by District Administration Patiala from 25<sup>th</sup> Feb. 2023 to 5<sup>th</sup> March. 2023.
- Received Women Era Award on the occasion of International Women’s day by Rashtriya Jyoti Kala Manch and the Patiala handicraft W.C.I.S. on 17<sup>th</sup> March 2024.

### **Membership**

- Member Board of Studies in Home Science, Punjabi University, Patiala (24<sup>th</sup> July, 2019 till date)
- Member Board of Studies in Dress Designing and Tailoring, Punjabi University, Patiala (28<sup>th</sup> March, 2018 till date).
- Ranger Leader, The Bharat Scouts and Guides unit of M.M.Modi College Patiala.