

GENERAL INFORMATION AND ACADEMIC PROFILE

Name (in Block Letters) : Tmt.S.R. SHANMUGAPRIYA
Designation : ASSISTANT PROFESSOR
Department : COSTUME DESIGN \$ FASHION
Email id : shanmuga@vew.ac.in

Academic Qualification : M.Sc., M.Phil.,

| Examination | Subject(s) | University | Year of Passing |
|----------------|---------------------------------|--|-----------------|
| Under Graduate | B.Sc., Costume Design & Fashion | Bharathiar University Coimbatore. | May 2002 |
| Post Graduate | M.Sc., Textiles & Clothing | Bharathiar University Coimbatore. | May 2004 |
| M.Phil., | Textiles & Clothing | Mother Teresa women's University kodikanal | May 2008 |

Teaching Experience:

P.G. level : 2 Years

U.G. level : 16 Years

Research Experience : 02 Years

Field(s) of specialization under the Subject/Discipline

- Fashion Portfolio
- Fashion Marketing

Research Projects

❖ Completed :

- VET Funded Community Research Project (VET-CRP) – Intuitional Project: Duration of 6 months – Entitled as “A Comparative Study on Consumer Buying Behavior in Branded Vs Unbranded Women’s Wear in Erode City”

Awards/ Recognitions

- Recognition under prior learning (RPL) at Erode – Self Employment Tailor (QP.NO. -AMH/Q1947) by National Skill Qualification Framework Level – 4 Conducted on 28/01/2019. Government of India Ministry of Skill Development & Entrepreneurship

Papers Presented/Attended/Resource Person in Conferences / Seminars / Symposia / FDPs / Workshops:

- ❖ National Level
 - Attended : 04
- ❖ State Level
 - Attended : 05
- ❖ Institution Level
 - Attended : 05

Membership in Academic Bodies

- Member in Board of studies, Vellalar College for Women, (Autonomous).
- UG Question paper setter in Autonomous Colleges and Universities

Membership in Committees / Clubs / Forums in the College

- Co-coordinator in BRAVURA CLUB (2018-2019 onwards)
- Member in IIC (2020 onwards)
- Member in PTA Association (2020 onwards)