

## ACADEMIC PROFILE

**Name** : S.R.SHANMUGAPRIYA  
**Designation** : ASSISTANT PROFESSOR  
**Department** : COSTUME DESIGN & FASHION  
**Domain id** : shanmuga@vcw.ac.in  
**Mobile Number** : 9842589195  
**Academic Qualification** : M.sc, Mphil

Examination	Subject(s)	University	Year of Passing
Under Graduate	BSc., Costume Design and Fashion	Bharathiar University, Coimbatore.	May-2002
Post Graduate	MSc., Textiles and Clothing	Bharathiar University, Coimbatore.	May-2004
M.Phil.,	Textiles and Clothing	Mother Teresa Women's University, Kodaikanal	Aug -2008

### Teaching Experience

P.G.: 2 Years  
U.G.: 17 Years, 6 months

### Field(s) of Specialization

- Fashion Marketing
- Fashion Portfolio

### Publications

Journals

- International :1

### 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”

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

#### International

- Attended :2

#### National

- Attended :5

#### State

- Attended :10

#### On Campus

- Attended :15
- Resource Person :1

### Membership

#### Academic Bodies

1

- Member – Board of Studies in UG Costume Design and Fashion, Vellalar College for Women, Thindal–Erode, from - 2008-2023
- Member in Board of Studies - (UG) – Bharathiar University – Coimbatore, from 2022

**On Campus Committees / Clubs / Forums**

- Co ordinator in Bravura club 2018 onwards
- Member in IIC 2020 onwards
- Member in PTA Association 2020 ONWARDS

**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