



Dr. Neelam; Mbl no:+919213098653; E Mail: [neel040776@gmail.com](mailto:neel040776@gmail.com)  
Professor, Academician, Blogger, Author

## PROFESSIONAL SYNOPSIS

**Blog:** [www.craftnewsbyneelamas.blogspot.in](http://www.craftnewsbyneelamas.blogspot.in)

**Subjects for teaching;** Retailing management, Branding and promotion, Apparel and visual merchandising and Garment manufacturing process, Design Projects, costumes in cinema, Fashion Forecasting, Fashion clothing history, Embroidery, Textile Artistry, research methods in design, and Production planning and control, Quality Fashion theories , **User Interface and User Experience design .**

**Universities worked with:** UG and PG, Degree courses in Design at Mahamaya University, Noida, and Asian School Media Studies, AAFT School of Fashion, Marwah Studios, SNTD University Mumbai, Mewar University, Manav Rachna University Faridabad, Mody University, MS University Baroda. Syllabus Advisor at Just Design Institute and Amor Design institute Ahmedabad, Guest Professor and **Syllabus Advisor at MS University Baroda. Bikaner Technical University Rajasthan.**

**International University worked with:** University of Central Lancashire, Preston UK and Algonquin College Canada

**Academic management:** UG, PG and Diploma courses for Retailing, Textile, Animation, Interior, Graphics, Jewelry and Fashion Communication. Handled responsibility of Academic management, right from writing of academic calendar to its quality delivery and monitoring.

**Projects:** Turnkey projects from Production houses and set up of design education schools. Funded projects

**School Promotion and Marketing:** Seminars for career counseling, PDP sessions for students, Strategic planning for marketing and Promotion of education programs, monitor its procedures, and its implementation.

**Placements and Internship:** Arranging campus placements, internship and developing PR relations

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for Institute Industry Interface and placements.

**Event Management:** Fashion shows handling at college level. Successful conduct of fashion shows, Convocation, Seminars, National level competitions.

**Published Research Papers are available online. Google it by "Neelam Agrawal Srivastava".** Online research work has reach and International Viewership of "1236" at Academia.edu.in.

**Citation of Research Paper:** citation received is 6 in no.

**International Research Recognition:** Research papers have international viewership by 72 countries.

### **INDUSTRY EXPERIENCE**

- CAD Pattern Making BPO. Revenue processing model to develop patterns from export houses. 2005. It was PDS Job work from Export houses.
- Consultancy to arrange skill enhancement workshops in benevolence "Brother Sewing machines", for sewing machine mechanic. 2004
- Consultancy to arrange skill enhancement program with ILFS. 2004
- Consultancy to Export house turnkey project for Elegance export. 2005
- Consultancy to Industrial engineering projects from in Style Export. 2006
- Consultancy Shantanu and Nikhil Designers. Done VM for Photo Shoot set up. Year 2015.

### **Funded projects:**

Under Development Commissioner Handicrafts project for train the artist worth 5 Lakhs.

Consultancies worth 60 K to sharda University

### **WORKSHOPS TAKEN**

1. Visual merchandising at MS University Baroda
  2. **Fashion accessories** at MS University Baroda
  3. Design Thinking FDDI Jodhpur
  4. Design Thinking at LISSA New Delhi
  5. Design projects at LISSA New Delhi
  6. Power dressing at Nucleus IT company Noida
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7. Problem solving and decision making at Volkswagen Pune
8. Employee Fashion show at Samsung Noida
9. Self-styling at JIET Group of Institutions
10. Soft Skills Symbiosis
11. Soft Skills Mody University
12. Textile Testing and Fashion Accessories NGF Palwal
13. FDDI Jodhpur: Consumer Behaviour and Marketing
14. NIFT Jodhpur: Sustainable Studies and design thinking
15. ATAL FDP: Banasthali Vidhyapeeth: Basics of Research
16. MS University Baroda: Evolution of Saree dress material, year 2021 and 2022.
17. MS University Baroda: Fashion Industry Management
18. Resource person at FDP for ten days Faculty refresher program on “Teacher and Teaching in Hei’s” on Classroom Psychology, 11-22 ,Sep 2023
19. Resource person at FDP 7 days National level FDP, on Quality Teaching and Learning in HEI’s, on Mentoring students in HEI’s. 11 August 2023

#### **INTELLECTUAL PROPERTY DEVELOPED AT PREVIOUS WORK PLACES:**

- ✓ JIET Design Carnival, JIET Designer Meet, JIET Design Festival
- ✓ Textile Incubation Center @ Mody University
- ✓ AAFT: Global Fashion Week, Art Arcade (Quarterly arranged Art exhibition), AURA (Quarterly arranged fashion Show), Magazine
- ✓ SOFD Avant Garde college magazine and Fashion Club
- ✓ Satya Fashion Institute: Vaibhav Design National Level competition
- ✓ ALT College; PDS BPO
- ✓ Just Design Institute: Just Design Designers Forum
- ✓ Design Carnival and Annual Design Festival, JIET Group of Institutions Jodhpur

#### **INTERNATIONAL TOURS TO STUDENTS**

- ✓ Educational tour to retail students to Dubai for study for study of visual merchandising
- ✓ Design students to Bhutan for study of their crafts

<b>PROFESSIONAL JOURNEY : 1999-2025</b>
Currently working at Sharda University as professor and deputy CoE since Dec 2020

May 2019 to Dec 2020 (School Set up Project)	Professor JIET Group of Institution Bikaner Technical University JIET Institute of Design
April 2016 to 2018 ( Head College of Fashion Design and Merchandising)	Mody University
June 2018- 2019, <b>(Professor) Head Visual Merchandising</b>	<b>Symbiosis University</b> Retail Department ( Set of Visual Merchandising Department for Retail in collaboration with Shoppers Stop)
June 2013 to March2016, <b>Founding Associate Dean/ Professor</b>	<b>AAFT School of Fashion, Noida Film City, Marwah Studio, Mewar University</b>
July 2011 to June 2013, <b>School Head</b>	<b>School Head Satyam Fashion Institute, Noida Sec-62, SNTD University Mumbai</b>
March 2008 to June 2011, <b>HOD Creative Arts</b>	<b>Manav Rachna International University, Faridabad</b> <b>HOD Creative Arts, Member Academic Council</b>
Jan 2007 to Feb 2008, Head	<b>JD Institute of Fashion Technology , HauzKhas</b>
June 2003 till Dec 2006 , <b>Principal</b>	<b>ALT Training college, New Delhi</b>
1999 to 2003, <b>Centre Head</b>	<b>Head of Institution IEC SAF, Gwalior</b>

## **PROFESSIONAL SKILLS**

- NAAC documentations
- Looking into admission
- Academic planning and monitoring execution
- Leaderships and strategic planning
- Planning and monitoring academic growth by arranging value added courses
- Liaoning for affiliations and university conducts
- Creating budgets and policies
- Fundraising and applying for grants
- Writing and interpreting reports and data
- Arranging and maintaining students mentoring and growth sheets
- Monitoring academic excellence in delivery and results
- Monitoring internships and placements
- Curriculum development and updating

## **PROFESSIONAL ACHIEVEMENTS**

- ✓ Startup project at ALT college: Starting and running of three diploma and three certificate courses
- ✓ Startup project at Manav Rachna International University, setting of Creative Art Design Department
- ✓ Startup project at AAFT School of Fashion, Film city Noida. Setting of Four B Design courses and four Diploma courses.
- ✓ Funded project worth Rs.30 Lakhs
- ✓ Introduction and Affiliation of courses to Bikaner Technical University and AICTE
- ✓ Introduction and tie of JIET Design Institute with Directorate commissioner of Handicraft
- ✓ Designers Festival at Meharangarh Art Gallery Jodhpur. It's an open platform to showcase designer's product by designers and artist. An initiative to bring designers and artist on one platform.
- ✓ Workshops arranged with Brother Sewing machines for sewing machine mechanics
- ✓ Manav Rachna International University: worked for International University Tie up, course mapping and entire communication with Two Universities, University of Central Lancashire and Algonquin College Canada.

## **PATENTS**

1. Pyramid meditation chair :343721-001
2. Smart Portable Holocaustic projector for art industry:428725-001

## SEMINARS AND WEBINAR CONDUCTED

- ✓ SATYAM FASHION INSTITUTE: Action research in Education
- ✓ AAFT SCHOOL OF FASHION
  - Talk with industry experts: Speakers MD of Li Fung and Fbb
  - Designers Meet: designer Varija Bajaj, Niket Mishra, Sonia Jetley and AamirZakir
  - Talk with Industry Experts: Designer RajdeepRanawat
  - Talk with Industry Experts: Designer LeenaBidani
  - Talk with Industry Experts: Speakers from Ministry of Textile, Kaushik Ghosh, John uche Jesus
- ✓ Mody University: International Seminar Society of Dyers and Colorist: International Speakers
- ✓ Jiet Group of Institutions:
  - Webinars: Design and Sustainability: Speakers M.D Mr. Anjani Prasad Achroma , Dr. Monika textile Expert, Designer Ms. Sugandha Jain, Professor KavitaBanasthali
  - Webinar: Communication in new era: Speaker: Senior retired Journalist and Editor in chief Mr. Nitin Saxena
  - Webinar: industrial printing: speaker Dr. Monika

## ACADEMICS

- ✓ PhD. June 2017. JRNRV Udaipur. Skills Analysis of employees working in Branded Apparels at Delhi NCR location.
- ✓ MBA Retail Management (Specialization Fashion and Luxury Brands) Dr. B R Ambedkar University, Agra.
- ✓ Specialization in Females wears in 2000 from IFGMT, Kalkaji New Delhi,
- ✓ PG Diploma in Apparel Production Management in 2006 from ALT Training College Bangalore.
- ✓ Diploma in *fashion designing and merchandising* from IEC SAF in 1996-97, New Delhi, M-22, C.P. At present this is IEC University Baddi.
- ✓ BSc. Jiwaji University, Gwalior in 1993-96 in first Division.

## CERTIFICATIONS

- ✓ Design Thinking from Algonquin college Canada
- ✓ UI from California Institute of Arts
- ✓ Fundamentals of UX Design from California Institute of Arts
- ✓ Management of Fashion Luxury Companies from Bacconi University
- ✓ Psychology from University of Yales
- ✓ Reiki master certificate
- ✓ Professional Photography from Michigan State University
- ✓ Sustainable Fashion Copenhagen Business School

## **ADDITIONAL EDUCATION**

Masters of Arts English literature Jiwaji University 1997

### **PUBLICATIONS**

#### **BOOKS**

- (1) Zorig Chusum: Thirteen arts of Bhutan; Notion Press
- (2) Two chapters in Book Merchandise Management, Symbiosis Education Group.
- (3) A Handbook on Indian Apparel Industry, Lambert Academic Publishers, London, and Kindle Direct Publishing and Hardcover on Amazon Publications
- (4) Chapter on Time management for MBA program for Rural Education Maharashtra Government
- (5) e-Book Story book: Kindle Direct Publishing
- (6) E-Book: Concepts of Visual Merchandising
- (7) Trends in Design Technology and Business Mode: IOAT Academy Publisher: March 2023
- (8) Editor for the Book Research in Multidisciplinary Subjects: The Hill Publication 2023
- (9) Traditional Textile Printing Methods Vol. 1 Amazon .com

#### **BOOK EDITED**

- Experiments in Art and Design in affiliation of Sharda University, Vol.1 Inksquill Publisher
- Experiments in Art and Design in affiliation of Sharda University, Vol.2 Inksquill Publisher
- Design Tech IOA publisher
- Concepts of Digital, Visual and Fine Arts and its Applications
- Trends in design Technology and Business Models IOTA publisher, Jan 2023

#### **COPYRIGHT**

- Manual of Retail window display: Visual Merchandising: L-151137/2024

#### **RESEARCH PAPERS**

- ✓ Skills requirements and analysis in Ready Made Garment Industry, Apparel Views VOL., XI/Issue NO. 06, June 15
- ✓ Differentiating Edge - A relation between employee and organization, ICAHT 2011 Souvenir, October 30, 2011

- ✓ Seam engineering in Apparel industry, fiber2fashion, June 28, 2008
- ✓ Advance Analytical methods of training, Fibre2Fashion, November 20, 2009
- ✓ Skills Augmentation in Readymade garment Industry, IMED JMSR ISSN No. 9758429 Vol. 6 No. ,I July - Dec 2013
- ✓ Skills requirement analysis at the production floor in readymade garment industry, Asian Journal of Management Science and Education AJMSE, Oyama Japan, Vol 3, No. 1 Jan 2014, Online ISSN: 2186-845X
- ✓ Elements influencing buying behavior in working females, ABS International Journal of Management ISSN 2319-684X Vol. 1 Issue 2, Sep 2013  
([http://abs.edu.in/newsite/wp-content/uploads/2014/03/Volume\\_1\\_Issue\\_2.pdf](http://abs.edu.in/newsite/wp-content/uploads/2014/03/Volume_1_Issue_2.pdf))
- ✓ Exploring job skills and requirements in Branded Apparel Manufacturing Industry Personnel, BVIMR Management Edge, Print ISSN, 0976-0431 Jan 2014
- ✓ Analysis of Skills of Sewing Operators in Ready Made Garment Industry, [http://www.academia.edu/7440603/Research\\_paper\\_on\\_sewing\\_operators\\_pdf](http://www.academia.edu/7440603/Research_paper_on_sewing_operators_pdf) (Viewership of 1136)
- ✓ Apparel Merchandiser Skill requirement Analysis in Branded Readymade garment Industry, (<http://www.ijirset.com/current-issue.html>, Volume 5, Issue 2, Feb, 2016, [10.15680/IJIRSET.2015.0502100](http://www.ijirset.com/current-issue.html) (Impact Factor 5.0)
- ✓ Buddha and Buddhism as The subject Matter in Thangka Paintings: A Study to Understand the Development of Thangka Paintings in North Himalayan Regions: IJMER/Feb/ 2018/volume 7 issue (4), pg 204., GIF 5.3. ISSN : 2277 – 7881
- ✓ Skill Analysis of Production Managers Employed at Manufacturing of Branded Apparels; International Journal of Scientific and Research Publications (IJSRP) 8(11) (ISSN: 2250-3153), DOI: <http://dx.doi.org/10.29322/IJSRP.8.11.2018.p8327>
- ✓ Agarwal, Neelam, European Trading Methods and Policies During Colonial Period in Africa and Asia Continents (May 6, 2019). IJCAR, volume 1, issue 5, 2019, Available at SSRN: <https://ssrn.com/abstract=3448945>
- ✓ Impact of Visual Merchandising Elements on Apparel Buying Behaviors at Organized Retails Pune City  
Author: Dr. Neelam Agrawal Srivastava et al., / Issue Date: 2020-12-31 / Pages : 11-22/ Volume : 10–2/TJPRC
- ✓ JALLI –an Aesthetic feature of Hindu and Mughal Architecture, Innovations, 2022, 66, Scopus, 1206-1221, France.
- ✓ Impact Of Visual Merchandising Elements On Apparel Buying Behaviour Among Medical Professional Jodhpur City, innovations, 2021, 64 , Scopus, 69-78.

- ✓ Analytical study of Implication of Art Nouveau in designer's clothing. International Journal of Innovation, Creativity and Change. www.ijicc.net Volume 15, Issue 11, 2021 (Scopus)
- ✓ Power energy of Pyramids: devising a pyramid meditation chair, GIS SCIENCE JOURNAL, ISSN NO : 1869-9391, VOLUME 9, ISSUE 1, 2022
- ✓ Design Intervention of Balluchari sari motifs in Teleniopara village of purba bardhman district west Bengal, International Journal of Novel Research and development , ISSN: 2456-4184, volume 7., issu.11November 2022
- ✓ Design intervention in Jamdani Motif development, International Journal for multidisciplinary Research, e-ISSN: 2582-2160, Vol.5., Iss.4 July-Au 2023
- ✓ Development of a sustainable business model for Denim , Shodkosh: Journal of visual and Performing Arts, Volume 5 Issue Issue 2 July-Dec 2024, pg.152-162 (UGC Care)
- ✓ Understanding of Traditional Indian Model of sustainability of garment reuse, Shodkosh: Journal of visual and Performing Arts, Volume 5 Issue Issue 2 July-Dec 2024, pg.152-162 (UGC Care)
- ✓ Analysis of Impact of Visual Merchandising Factors on Consumer Behavior in E-Retailing, Nano Technology Perceptions, ISSN 1660-6795, Vol 20 Issue 7, Dec 2024 Scopus

**CITATIONS: 18**

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### SEMINAR ATTENDED

- ✓ **International Seminar ICAHT -2011**, OGTC, on the theme “Making Competition irrelevant”. National Conference on “Sustainable Development – A collective Vision” held at Institute of Home Economics, 2011.
- ✓ National Seminar on “Revitalizing Class Room through Action Research” held at Satyam Education College, 2012
- ✓ “Fashion Industry Scenario-Post FDI”, 11<sup>th</sup>SanjamRandhawa Memorial Conference held in Lady Irwin College, 2012.
- ✓ Seminar of Denim wash, and Dope Dyeing arranged by SDC - Jan 2018, Mody University
- ✓ Webinar on Textile Washing by SDC UK
- ✓ FDP, Blooms Taxonomy Symbiosis University
- ✓ FDP, Digital Teaching by ADAMAS University Kolkata
- ✓ Springer International Conference on Artificial Intelligence and Networking: role of social media influencers in shaping consumer behavior in India ICAIN 2024, 24-25 Sep 2024 New Delhi
- ✓ International Conference on Media and Design for a sustainable future: Analysis of choices of Gen Z in Apparel Selection, Sep 2024, Sharda University
- ✓ International Conference on Media and Design for a sustainable future: Exploring technology trends in garment manufacturing industry: A comprehensive analysis, Sep 2024, Sharda University
- ✓

### ACADEMIC ACHIEVMENTS & AWARDS

- ✓ Distinction in two subjects in senior secondary.
- ✓ Headed entrepreneur development program for PMRY arranged by Govt. of MP while perusing graduation
- ✓ **NIFT Mumbai**: Research paper cited and considered for case study.  
([http://14.139.111.26/Training %20Module%20of%20garment](http://14.139.111.26/Training%20Module%20of%20garment))
- ✓ Analysis of Skills of Sewing Operators in Ready Made Garment Industry,  
[http://www.academia.edu/7440603/Research\\_paper\\_on\\_sewing\\_operators\\_pdf](http://www.academia.edu/7440603/Research_paper_on_sewing_operators_pdf) (

**Viewership of 1136 at National and International level)**

- ✓ Best Academic management Award, ManavRachna International University
- ✓ Best Academician Award , Asian Education Group
- ✓ Jury Award Smile Train Foundation (NGO) Jodhpur
- ✓ Symbiosis Photography Award
- ✓ N.C.C certificates "B" and "C".

Date of Birth: 4 July 1976  
Language: Hindi and English read and Write  
Passport: H9545022: Valid date: 24/05/2020  
Relocation: Open

Note: Work Folio and References will be shared on requirement.

Dr. Neelam Agrawal Srivastava