Shobhna

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| **Objective** |  |  As a professional, I am a keen learner and a hard worker. I am confident of my professional background and bear a positive belief towards being successful in my job .Seeking job in Internship/Placement & Admission Dept. in a college that values creativity and passion. |
| **EducatioN & Key Course Learnings** |  | * B.Sc. Home Science Hons. In Textiles & Clothing from Delhi University 1982-1985.
* Teachers Training Course in Fevicryl Painting 1986.
* Post Graduate Diploma in Marketing Mgt. From IIMS New Delhi 1988
* Certificate Course in Introduction to Fashion Art conducted by well-known Designer Mr. Suneet Verma at NIFT 1988
* Advanced Certificate Course in Computer Application from NIIT 1997
* Libsys (library software) training for acquisition,catalouging,circulation,serial.opac,etc
* Computer Aided Fashion Designing Course from Creative Computer Centre, Lady Irwin College 1997.
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| **PUBLICATIONS & CO-CURRICULAR ACTIVITIES** |  | * Have published a paper on “**Cloud Computing & its Futuristic Approach in Learning Resource Center :** NCLTDP-2013, Lucknow, published in “Libraries towards digital paradigm”, on 24/2/13 (ISBN-978-93-80668-21-5)
* Have presented a paper on **“Digital Libraries and Knowledge Management Resource Center: Basis for Fashion Innovation”** at International Conference on the Convergence of Libraries, Archives and Museums organized by NIFT, Delhi on Feb 15th-17th,2011.
* Complied & Presented articles on “Fashion Forecast Autumn/Winter 2010-11 Mens, Womens& Kids” based on MPD CLICK for Apparel India Magazine published by AEPC. These articles help AEPC Exporter members for making their sampling for buyers according to latest color, prints, silhouettes, etc.
* Have written many articles on **“Fashion Forecast of Indian retail”** in reference with WGSN for **suburb Magazine** published locally for Gurgaonites. These articles were used as IAM AD & IAM additional services for Gurgaonites.
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| **Experience** |  | Deputy Registrar, Knowledge Management Resource Centre with Institute of Apparel ManagementMarch, 2009 – Till Date* Heading library and resource center which involve acquisition of books, Knowledge Management, knowledge capture and structuring, knowledge process design, fabric, Costumes, audio visual aid and other teaching aids for the students.
* The job profile requires me to head international office to coordinate with different universities globally.
* I am handling and facilitating **fashion forecast services** to the faculty, students and industry professionals as well as written few Fashion Forecast articles for AEPC magazine as well.
* I am also coordinating with different department to send students to various competitions and counsel the students for placement too. My NIFT‘s Resource Centre experience have given a added advantage here.
* Have organized many Fashion Forecast seminars as well as written seasonal fashion forecast articles in Gurgaon magazine: Suburb. I am handling the different delegation visits as well at IAM.
* In addition has organized fashion show for Denim Club India where the whole collection of 20 garments was designed in reference to WGSN forecast and was well appreciated by the industry.

**Local Representative, Dutch Buyer M/s Stycs****2002 - 2009 :*** Helped in sourcing knitted T-Shirts. Since the buyer supplies these to hockey players in Europe, all the garments contain prints depicting hockey game.
* Managed my guest house in Delhi, which is meant exclusively for executives of multinational companies.
* For 1-2 years in between, I was also exporting saddlery products like breaches, Bridle, saddles,etc. sourced out of NCR and Kanpur for Gulf Buyer.

**Assistant Merchandiser, M/s Summit India****2000-2002:*** Coordinated with the pattern masters and tailors to develop the samples as per the buyers specification.
* Coordinated with the Purchase department for procurement of fabrics, trims and accessories which form an integral part of garment manufacture.
* Being a Textile Gradate and also having laboratory testing experience, it was a great experience to sit with buyers and discuss with them on technical details and limitations about the fabrics on which they placed the orders.
* During this period Social Responsibility was a new concept growing and buyer were interested that their suppliers should take care in this respect.

**Assistant Merchandiser, M/s Tabs Clothing - Liason Office (UK)****1999-2000:*** Assisted the Senior Merchandiser in quality control and inspection.
* Communicating buyer’s messages to the exporters and get the proper sampling made according to the buyer’s requirement.
* Had to ensure that there were no usage of child labor down the chain, minimum usages were paid ,first aid kit is readily available and proper sanitation is provided to the labor.

**1990-1999:*** Being on my family way, took the sabbatical from NIFT.

**Research Assistant ,Resource Center, National Institute of Fashion Technology( NIFT)****1988-1990:*** Organized the entire Resource Centre which had innumerable collection of fabric samples and garments from Indian and Overseas Designers.
* All these samples were technically well documented and parameters like count, construction, weight per square meter, width, source of availability and the cost of the fabric were mentioned.
* The Resource Center was ready reference to the students who were undergoing their studies.
* Job involved the visits to different markets in Delhi and source specialty items for the Resource Department.
* Being the first Resource Center in Delhi which had a collection of almost a thousand of fabrics, garments and accessories collection donated by VIPs, FIT (New York), etc.

**Research Assistant, M/s Texanlab- a premier testing laboratory****1985-1988:*** Was testing the fabrics and garment for various physical parameters like count ,construction, weight/square meter ,fiber composition, tensile strength, tear strength, seam slippage, pilling resistance ; color fastness tests like washing ,rubbing,water,perspiration, bleach,ironing,light,drycleaning,sea water and shrinkage.
* Was In Charge of the lab where I also used to deal with the clients who were garment exporters as well as buying agents. Lab experience has given me in depth knowledge of quality control of textiles and apparel.
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| **Demonstrated Skills** |  | **Communication Skills**Demonstration of excellent verbal communication skills as I was representing my institute for various VIPs and other foreign delegation visits.* Took Textile and Quality Control lectures at IAM .
* Encourage the students to participate at various events and seminars conducted by the industry.

**Leadership*** Have been an active member of Organizing Committee for cultural events in college. Invited companies to sponsor the events.
* Coordinated IAM representation at all the Textile fairs, Workshops, etc.

**Sales*** Participated in 20 charity programs for the poor and underprivileged organized by “Lions Club Delhi South”.
* Raised funds for the New Delhi Blind School in order to assist with day to day school needs

**Technical*** Highly proficient in all Microsoft Office Suite products

**Team player and Quick Learner*** Worked in various group projects in several areas of studies such as Marketing, Leadership and Management.
* Ability to apply theoretical concept to real businesses in order to critically analyze issues and come up with practical solutions.

**Multilingual*** English, Hindi, Punjabi.
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| **References** |  | Available on Request |