

NAME: Dr. Shefali Massey
DESIGNATION: Assistant Professor
AREA OF SPECIALIZATION: Clothing & Textiles
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QUALIFICATION:

| Degree | University | Year |
|---------------|--|-------------|
| Ph.D | G.B.P.U.A.&T., Pantnagar | 2009 |
| NET | UGC | 2007 |
| M.Sc | Punjab Agricultural University, Ludhiana | 2005 |
| JRF | UGC | 2003 |
| B.Sc | G.B.P.U.A.&T., Pantnagar | 2003 |

PROFESSIONAL SUMMARY

Dr. Shefali Massey completed her B.Sc. (Home Science) with distinction from G.B.P.U.A&T., Pantnagar, M.Sc. (Clothing and Textiles) from Punjab Agricultural University, Ludhiana and Ph.D. (Clothing and Textiles) in the year 2009 from G.B.P.U.A&T., Pantnagar. She received Junior Research Fellowship (JRF) in Clothing and Textiles conducted by U.G.C. in the year 2003 and qualified National Eligibility Test(NET) UGC in the year 2007. Presently she is working as Assistant Professor in the Dept. of Clothing and Textiles, College of Home Science, G.B.P.U.A&T., Pantnagar.

She started her career as Assistant Professor in SHUATS, Allahabad in year 2006, Later after completion of her Ph.D from G.B.P.U.A&T., Pantnagar she joined Senior Research Fellow in the AICRP project entitled “Value Addition of Agro and Animal Based Fibres” in the Department of Clothing and Textiles, College of Home Science, G.B.P.U.A&T., Pantnagar from Jan to July 2010. She joined Department of Fashion and Apparel Designing, Galaxy Global Group of Institutions, Ambala as Assistant Professor from the year 2010 to 2014. She was selected by Haryana Public Service Commission (HPSC) for the post of Assistant Professor in DAV College, Ambala and served from September 2014 to September 2015. She has guided 2 M.Sc. thesis. She has published more than 30 research/review papers in various National and International Journals of high repute and written chapters in various books. She has attended various International and National conferences, Seminars, Workshops and Trainings and presented many research papers. She is life member of Indian Science Congress Association. She has been awarded “Women Scientist Award” in International Conference organized by Mahasa University, Kuala Lumpur, Malaysia in 2019. She got best paper award in International conference organized by FDDI, Rohtak in 2013. She has shouldered various administrative responsibilities at University and College level like Warden, Gangotri Bhawan; Co-staff

counsellor, Home Science society; Member, Placement cell etc. She organized fashion shows, exhibitions, trainings etc. for the students. Dr. Massey's research interest lies broadly in application of eco friendly finishes, Textile Science and Fabric care, designing through CAD and flat pattern, retailing and merchandising.

PROJECTS

Working in the capacity of **Project Scientist** in World Bank Funded Project "Institutional Development Programme- National Agricultural Higher Education Project IDP- NAHEP" (Academic component) from 20 September 2019

RESEARCH AREAS OF INTEREST

Eco-friendly finishes

Textile Science and Fabric care

Retailing and Merchandising

Designing through CAD and Flat Pattern

AWARDS AND ACHIEVEMENTS

- Received "**Women Scientist Award**" in **International Conference** on "Innovative Approaches in Applied Sciences and Technologies", 2019, Mahasa University, Kuala Lumpur, Malaysia.
- Received "**Best Paper Award**" in **International Conference** on "Emerging trends in Fashion, Footwear and Business Management" held at Fashion Design Development Institute under Ministry of Commerce and Industry, Gov. of India, Rohtak (Haryana).
- "**Resource Person**" in **National Conference** "Colloquium-2015" in Engineering, Management and Apparel and Textile, 21 Feb, 2015, Galaxy Global Group of Institutions, Ambala
- **Rapporteur** in 9th Indian Science Congress Association- Haridwar Chapter (ISCA-hw) on Future India: Science and Technology, 13-14 October 2019, College of Basic Sciences and Humanities, G.B.P.U.A.T, Pantnagar
- **Rapporteur** in ICSSR sponsored National Seminar on Role of Community Science Education in Rural Development, 21-22 August 2019, College of Home Science, G.B.P.U.A.T, Pantnagar
- Invited as **Judge in National Conference** "Channelizing potential of Indian youth for nation building: Transforming dreams into reality" in paper presentation session under the theme "Nation Building: A quest of developing India", 12-13 Jan 2016, Vivekanand Swadhyay Mandal, G.B.Pant University of Agriculture & Technology, Pantnagar (Uttarakhand)

- **Co-convenor** in Innovation day during Foundation week of University and organized Innovative pandal “Ann he Purn Brahm”,12-17 Nov 2016, G.B.Pant University of Agriculture & Technology, Pantnagar

PUBLICATIONS: 54 in no.

| S.No | List of Publications | Number |
|-------------|--|---------------|
| 1 | Member of Editorial board of book | 01 |
| 2 | Chapters in Compound books | 05 |
| 3 | Research Papers in International Journal | 04 |
| 4 | Review papers in International Journal | 01 |
| 5 | Research Papers in National Journal | 08 |
| 6 | Review Papers in National Journals | 08 |
| 7 | Research Papers in Souvenir/Proceedings | 03 |
| 8 | Abstracts in proceedings of Conferences/Seminars/Workshops | 20 |
| 9 | Popular articles | 02 |
| 10 | Training manual (Textile Testing and Dyeing and Printing) | 02 |

Selected Research Publications

- Aadita, Jahan, S. and **Massey, S.** (2019) Recent advances in chemical processing of natural and synthetic textiles. *International Journal of Chemical Studies*. Vol.7(2): 659-653.
<http://www.chemijournal.com/archives/2019/vol7issue2/PartL/7-1-598-713.pdf>
- **Massey, S.** and Kholiya , R. (2016) Innovations in designing of textile products. GGI Journal of Engineering & Technology, Vol 5(1), pp 25-29.
- **Massey, S.** and Maurya, R. (2012) Technical Details of Varanasi silk sarees: Designs, motifs, dyes and embellishments. *Man made Textiles of India*. Vol 40: 425-427. ISSN:0377-7537
<http://connection.ebscohost.com/c/articles/87541337/technical-details-varanasi-silk-sarees-designs-motifs-dyes-embellishments>
- **Massey, S.** and Jahan, S. (2013) Herbal finishing of organic cotton: An emerging trend in clothing. Emerging trends in Fashion, Footwear and Business Management. Bharti Publications. ISBN No. 978-93-81212-42-4
- **Massey, S.** and Dhillon, S. (2011) Problems and constraints faced by machine embroidery workers of Ludhiana city. *Pantnagar Journal of Research*. Vol 8(2):230-232. ISSN: 0972-8813
<http://www.gbpuat.res.in/uploads/archive/8.2.Chap.22.pdf>

PARTICIPATION IN CONFERENCES/SEMINARS

Total Conferences and Seminars : 15

| | | |
|---------------------------|---|---|
| International Conferences | : | 5 |
| National Conferences | : | 5 |
| National Seminars | : | 5 |
| Symposium | : | 1 |

PARTICIPATION IN TRAININGS/WORKSHOPS/ SHORT COURSES

| Training/ Workshop/Short Course | Name of training/workshop/short course | Duration | Sponsered/ Organized by |
|--|--|---|--|
| Live Faculty Development Workshop | E-learning | 1 May 2020 | S P N Doshi Women's College High Performing Institute NAAC |
| CAFT Training programme | Innovative approaches and strategies for higher profitability and sustainability in organic production system | 1-21 June, 2018 (21 days) | CAFT Training centre, MPUAT, Udaipur. |
| Winter School | Smart functional textile and apparel to combat extremities: A futuristic approach | 1 st -21 st Dec 2016 (21 days) | ICAR sponsored organized by University of Agricultural Sciences, Deptt. of CT, H.Sc college, Dharwad, Karnataka |
| Training | Induction training programme for newly recruited Assistant Professors | 21 st - 27 th Dec 2015 (7 days) | Deptt. of Agricultural Extension Communication, G.B.P.U.A&T, Pantnagar, Uttarakhand |
| National Workshop | Emerging Trends in Sciences | 12-14 th Feb 2015 | Union Grant Commission, New Delhi Venue: DAV College, Ambala City |
| Training | Convergence of Home Science Research and Extension | 9-10 th April, 2010 | All India Coordinated Research Project by Venue: G.B.Pant.Univ of Ag.&Tech, Pantnagar |
| Workshop | ISTE Workshop on Aakash for Education | 10-11 th Nov, 2012 | Indian Institute of Bombay Venue:GGGI, Ambala |

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|--------------|---|--|---|
| Short Course | Retailing and Merchandising of Fast Moving Consumer Goods | 26Nov -5 th Dec, 2008 | Indian Council of Agricultural Research Venue:G.B.Pant Univ of Ag.&Tech, Pantnagar |
| Workshop | Freelance Designing | 28 th Feb-1 st March, 2011 | Galaxy Global College, Ambala, Haryana |

TEACHING EXPERIENCE

I. UG Teaching : Since 2010 till date (10 years)

II. PG Teaching: Since 2017 till date (3 years)

| Course No. | Course Title | Credit hrs | Course No. | Course Title | Credit hrs |
|------------|---|------------|------------|--|------------|
| HCT-409 | Fashion Illustrations | 4 | HCT-531 | Textile Quality Analysis | 3 |
| HCT-341 | Textile Science and Fabric Care | 3 | HCT-523 | Historic Costumes & Textiles | 3 |
| HCT-414 | Apparel Industrial Management | 3 | HCT- 534 | Textile Finishes | 3 |
| HCT-406 | Retailing and Merchandising- Textiles and Apparel | 3 | HCT-528 | Fiber Science | 3 |
| HCT-408 | Garment Manufacturing- Flat pattern | 3 | HCT- 530 | Advanced Textile Designing (Practical) | 3 |
| HCT-407 | Computer Aided Designing- I | 4 | | | |
| HCT-415 | Design Studio Practices and Project work | 5 | | | |
| HCT-405 | Indian Textiles and costumes | 5 | | | |
| HCT-309 | Garment Construction and Planning | 2 | | | |

EVENTS ORGANIZED

- **Organized 21 hrs. training programme** on “Enhancing Skills for Innovative Start Ups in Community Sciences” under the Institutional Development Plan National Agricultural Higher Education Project (IDP-NAHEP) from 4-9 Dec 2019.

- **Organized seven days workshop** on “Fashion Designing, Sketching and Portfolio Development” in Deptt. of Clothing and Textiles, College of Home Science from 22nd-28th February 2017.
- **Organized fashion show** “CT’RAGE-2016”, “CT’RAGE-2017” and “CT’RAGE-2019” on 07-05-2016, 29-04-2017 and 11-5-2019 respectively at University level (Auditorium)
- **Organized Exhibition** “CT SANKLAN” on 17-18th May 2016, 8th -9th May 2017 and 21-22 May 2019 at department level.

ADDITIONAL RESPONSIBILITIES

- Working as **Warden, “Gangotri Bhawan”**, Girls Hostel, Pantnagar w.e.f 1 June 2017.
- Working as **Co- staff counselor of “Home Science society”** of College of Home Science w.e.f. July 2018.
- **Member of Board of Faculty of College of Technology**, G.B.P.U.A & T, Pantnagar w.e.f July 2016.
- **Member of Placement cell, College of Home Science**, G.B.P.U.A & T, Pantnagar w.e.f Nov 2016.
- **Member, Home Science and Community Science Alumini society** G.B.P.U.A & T, Pantnagar w.e.f Nov 2016.