


Gauri Devi Govt. College For Women, Alwar (Rajasthan)					
Faculty Profile					
Name (As per Service Record)	DR.RITU GUPTA				
Designation	ASSOCIATE PROFESSOR				
Subject	GARMENT PRODUCTION AND EXPORT MANAGEMENT				
Date of Appointment	13/08/1998				
Type of Appointment	THROUGH RPSC PERMANENT	Date of Joining Present Office		20-July-2000	
Mobile	9414248616		WhatsApp Number		9414248616
Email ID	ritug1972.rg@gmail.com				
Educational Qualifications					
Name	Subject/Topic	Year	Name of Institute	Remarks	
PG	HOME SCIENCE/CLOTHING AND TEXTILE	1993	HOME SCIENCE COLLEGE,UDAIPUR		
NET					
SET/SLET	HOME SCIENCE	1997	RPSC		
M.Phil.					
Ph.D	PSYCHOLOGY	2014	UNIVERSITY OF RAJASTHAN		
PDRF					
B.ed					
Research Supervisor					Yes
Number of Students Registered		Number of Ph.D Submitted		Number of Ph.D Awarded	
NA		NA		NA	
Have You Been A Resource Person					
Name of the Institute		Place	Year	Topic	
NA		NA	NA	NA	
Orientation/Refresher/Short Term/Work Shop/Any other Training Programme					
Name	Date		Topic/ Subject	Name of Institute	Online/ Offline
	Start	End			
ORIENTATION	24/01/05	19/02/05	HOME SCIENCE	UGC,UOR,JAIPUR	Offline
REFRESHER	11-11-2002	30/11/02	HOME SCIENCE	UGC,UOR,JAIPUR	Offline
REFRESHER	09-05-2006	25/09/06	HOME SCIENCE	UGC,UNIV.AJMER	Offline
REFRESHER	15/12/2008	01-03-2009	ENVIRONMENT	UGC,UOR,JAIPUR	Offline
Awards/Fellowship					
Name	Subject/Topic	Year	Name of Institute/Authority		Remarks
TRF	For PhD	2011-2013	UGC		COMPLETED
Research Projects					
Name	Topic	Year	Name of Sponsoring Institute/Organisation		Remarks
MRP	Psychosocial acceptance of Dresses designed for Adolescents with Traditional Embroidery and Hand Block printed Textiles of Rajasthan	1999-2001	UGC		COMPLETED
MRP	DRESSES AND DECORATIONS IN VEDIC CLASSICAL PERIOD	2009-2011	UGC		COMPLETED
Publications					
Books					
SN	Year	Topic	Author/ Co-author	ISBN	Publication
1	2019	CLOTHING AND BRAND SENSITIVITY	DR.RITU GUPTA	978-93-81451-79-3	Ritu Publications, Amber Road, Jaipur
2	2020	वस्त्र एवं फैशन	डॉ.ऋतुगुप्ता/डॉ.रश्मिगुप्ता	978-93-87615-57-1	चौड़ा रास्ता जयपुर
Chapters in Edited Books					

SN			Year	ISBN	Name of Publication
1	THE IMPACT OF CORONA VIRUS ON GLOBAL EDUCATION		2021		Under Publication
2	NATURAL DISASTER AND LIFE		2021		Under Publication
3	THE IMPACT OF COVID-19 ON THE RETAIL INDUSTRY AND CONSUMER		2021		Under Publication
4	CORONA VIRUS IMPACT : LUXARY ITEMS MAY FACE DOWNFALL		2021		Under Publication
5	HISTORY OF COSTUMES AND DECORATIONS OF COURT PALACES IN ANCIENT INDIA		2021		Under Publication
6	HISTORY OF TEXTILES AND DYES OF ANCIENT INDIA		2021		Under Publication
Research Paper					
Serial No.	TOPIC		Year	ISBN/ISSN	Name of Journal
1	Psycholsocial acceptance of Dresses designed for Adolescents with Traditional Embroidery and Hand Block printed Textiles of Rajasthan in Modern Scenerio,Page no.33-35		September-2011	ISSN-2231-5632	International Journal of Education and Management Studies
2	A study of Psychosocial correlates of brand sensitivity in Clothing among Adolescents at page no. 21 to 31, No. of pages 11		October-December 2014	ISSN:2394-1413	International journal of Applied Home Science, Volume I
3	Recent sustainable Production Technologies used in Readymade Industries of India at Page No. 59 ( Total pages 11)		April-2017	ISSN: 2456-7736 (SJIF) 4.682 (2017)	IAARHIES INTERNATIONAL JOURNAL OF INNOVATIVE RESEARCH IN CLINICAL & MEDICAL SCIENCES - Volume I
4	Psycholsocial acceptance by women for Dresses of classical period of India in Modern Scenerio(341), Number of pages 2		June-2012	22295356	Indian journal of Health and Well being
5	Sustainable Garment Production Technology:Emerging Standards (Internatinal Conference) at page no. 451 to 453, 3 pages		18-19 December 2015	978-81-903536-4-9	Proceedings of International Conference on "Current Research in Emerging Trends of Management "-2015
6	Waste couture and poor production techniques in Garment Industries:Environmental Impact.at page no.133-139,7 pages		6- 7 Decemeber 2019	978-93-84834-17-3	Proceedings of National Conference on "Higher Education and sustainable development goals".
7	Persuasion of value added services associated with brand names on consumer buying decision of clothing and accessories		July-December 2020	ISSN: 2394-1413	International journal of Applied Home Science, Volume VII
8	Change in Anxiety of Adolescents during a global pandemic: COVID-19		July-September 2021	ISSN:2319-9318	Vidyawarta Peer Reviewed International Journal
Seminar/Conference/Webinar					
Serial No.	Description	Year	Name of Institute/ Organisation	Title/Subject/Topic of Seminar/Conference/Webinar	Participation/Title of Paper Presented
1	Seminar	18- 19-October-2013	BSR GOVT. ARTS College,Alwar	Sanskrit,Sanskriti aur Sanskritik asmita ki chunautiyan	Challenges of Cultural Identity : Change in the Clothing Patterns of Women from Medieval period to Modern world.
2	Seminar	20- 21-September 2014	Bhartiya Itihaas Sankalan Samiti,Alwar	Prachin Bharat Mein Vigyan Ki Parampara	Dresses and Decoration in Vedic Classical Sanskrit Period
3	Conference	24- 26-December-2015	Centenary Celebration Committee of Univ of Mysore	Women in Indian Culture through Ages	Costumes and Adornments among Women in Vedic and Classical Period
4	Conference	16- 17-December-2016	Sunrise University,Alwar	Recent Innovation in Management Engineering ,science and Humanities	Waste Couture Management & Impact of Clothing Industry on Environment
5	Conference	5- 6-December-2016	Maharshi Dayanand University,Ajmer	Examination Reforms in Higher Education	Creating theMeaningful and Disciplinary Co-Curricular Experience in Higher Education
6	Conference	15- 16-September-2017	IIS University,Jaipur	Sustainable Fashion: Creating Global Vision	Global fashion Industry : Sustainable technologies
7	Conference	17-November-2017	Amity University, Jaipur	Progression in Apparel & Textile Research	A Study of Psycho Socio Correlates of Brand Sensitivity in Clothing among Adolscents
8	Conference	8- 9-December-2017	LBS PG College,Jaipur.	Language, Culture and Tourism: Issue and Prospects	Ancient Indian Costumes and Their Relevance to Modern Costumes
9	Conference	19- 20-December-2017	G.D. Govt. College for Women, Alwar	Gadiya Luharon aur Mevon ka Aithaasik Adhyayan	Garments and Costumes of Gadiya Luhar
10	Conference	1- 3-February-2018	Home Science Association Of India, Udaipur Chapter	Family and Community Science :A catalyst for Sustainable Development Goals	Sustainability the future fashion with Recycled Fibers
11	Conference	1- 3-February-2019	Home Science Association Of India, Udaipur Chapter	Family and Community Science :A catalyst for Sustainable Development Goals	Recent sustainable Production Technologies used in Readymade Garment Industries of India
12	Conference	5- 6-October-2018	S.S Jain Subodh College,Jaipur	Role of ICT in Higher Education and Research	Computer Aided Designing as a new innovation in Fashion and Garment Technology
13	Conference	20- 21-December-2018	Govt Arts Girls College, Kota	Contemporary India prospects challenges and Responses	Mayo Tribes and their costumesin Rajasthan
14	Webinar	22-May-2020	Sri Aurobindo College (University of Delhi)	Mind-body medicine: In Present Scenario of COVID	Participated

15	Webinar	28-May-2020	Expressions in Languages and Art Foundation, Lucknow, UP, India	Menstrual Hygiene: Textual and Contextual perspectives	Participated
16	Webinar	03-June-2020	College of Community & Applied Science, MPUAT, Udaipur	Community science- Linkages and Way Forward	Participated
17	Webinar	15-June-2020	The Maharaja Sayajirao University of Baroda	Envisaging Professional Opportunities in Apparel and Textile Design...Now and Beyond	Participated
18	Webinar	23-September-2020	G.D. Govt. College for Women, Alwar	Higher education scenario and it's paradigms in the New normal	Participated
19	Webinar	02-October-2020	G.D. Govt. College for Women, Alwar	Relevance of gandhian thought in the present scenario	Participated
20	Webinar	05-December-2020	G.D. Govt. College for Women, Alwar	Role of Youth in constitution and nation building	Participated
21	Webinar	16-December-2020	Govt. College Bibirani, Alwar	Student Teacher Relationship during COVID times: Psychological impact and healing	Participated
22	Webinar	22 to 23-Jan-21	G.D. Govt. College for Women, Alwar	Fashion involved in Colonial Era	Participated
23	Webinar	28-January-2021	BSR Govt. Arts College, Alwar	Aspects of evaluation of teachers	Participated
24	Webinar	30-January-2021	BSR govt. arts college , alwar	Gandhi chintan mein kissan andolan aur gram swaraj	Participated
25	Webinar	11-February-2021	College of Community & Applied Science, MPUAT, Udaipur	Implementing National Education Policy 2020	Participated
26	Webinar	07-April-2021	G.D. Govt. College for Women, Alwar	Matasyanchal ke Lok Devta Rajrishi Bhartahari Pranet Sahitya ke Vividh Aayam	Participated
27	Webinar	21-May-2021	Jai Narain Vyas University, Jodhpur	Peasant Movement in India: Before and After Independence	Participated
28	Webinar	05-June-2021	RRBMU, Alwar	Environmental Protection : Our Common Responsibility	Participated
29	Expert-Talk	09-June-2021	College of Community & Applied Science, MPUAT, Udaipur	Scope and Opportunities for Freelance Designers in Fashion Industry and How to become an Entrepreneur	Participated
30	Expert-Talk	10-June-2021	College of Community & Applied Science, MPUAT, Udaipur	Scope & opportunities in ready to wear industry and Skill Set required to become a successful Entrepreneur	Participated
31	Expert-Talk	11-June-2021	College of Community & Applied Science, MPUAT, Udaipur	Innovation in Comfort Textiles for Wearable Clothing	Participated
32	Expert-Talk	16-June-2021	College of Community & Applied Science, MPUAT, Udaipur	Opportunities in Textile E-commerce with reference to Fabric Retailing	Participated
33	Expert-Talk	25-June-2021	College of Community & Applied Science, MPUAT, Udaipur	Digital Marketing Strategies for Start-ups	Participated
34	Expert-Talk	26-June-2021	College of Community & Applied Science, MPUAT, Udaipur	Scope and Career Opportunities in Print Media and Mass Communication	Participated
35	Webinar	28 - 29-June-2021	Govt Arts Girls College, Kota	Post-Covid Challenges and Opportunities in Handicraft and Handloom Industry of Rajasthan	Participated
36	Webinar	29-June-2021	School of Social Sciences and Languages, VIT, Chennai	Approaching the Research Topic Critically	Participated
37	Conference	29-June-2021	Kautilya Institute of Technology and Engineering, Kota	Data Science and Clean energy	Participated
38	Webinar	02-July-2021	Karnataka Lingayat Education Society, Belgaun, Karnataka	Bharitya Sanskriti aur Sahitya	Participated
39	Webinar	08-July-2021	Mandsaur University, Mandsaur	New Media & Politics of Truth	Participated

40	Webinar	11-July-2021	Gujarat Vidyapeeth and IISD, New Delhi	Population growth and Sustainable Rural Development	Participated
41	Webinar	11-July-2021	Govt. Meera Girls College, Udaipur	Population Explosion and Sustainable Development: Global Dimensions	Participated
42	Webinar	12-July-2021	PG and Research Department of English, Nehru Arts and Science College, Coimbatore, Tamil Nadu	Reproductive Health of Rural Women	Participated
Any Other Academic Achievements					
S. No.	Program	Date	Organised by	Topic	
1	FDP	18-May-2020 to 3-June-2020 (2 weeks)	MHRD and Teaching Learning Centre, Ramanujan College, University of Delhi	Managing online classes and co-creating MOOCS: 2.0	
2	FDP	8-14 June 2020	MHRD and Teaching Learning Centre, Ramanujan College, University of Delhi	Open-sourced tools for research	
3	FDP	1-7 February 2021	S.S Jain Subodh College, Jaipur	Emerging Aspects of Research Methodology	
4	Gyan Ganga	15-20 February 2021	Commissionerate College and Govt. Meera Girls College, Udaipur	Emerging trends for developing vocational aptitude in Home Science	
5	FDP	14-25 June 2021 (2 Weeks)	Department of Languages, Integral University, Lucknow	Communication Skills: Theory and Practices	
6	FDP	5-9 July 2021	ITA	Integration of Multiple Intelligences in Education	