

NICMAR University, Pune

Position: Vice-Chancellor

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Gender: Female
Date of Birth: 04-Apr-1980



Education Detail

Education Level	Board / University	Institute / School / College	Marks	CGPA	Year
PhD	Rashtrasanta Tukadoji Maharaj University, Nagpur University, Nagpur	Rashtrasanta Tukadoji Maharaj University, Nagpur University, Nagpur	0.00	0.00	2017
Subjects / Specialization: Applied Arts - Commercial arts					
Post Graduation	Rashtrasanta Tukadoji Maharaj University, Nagpur University, Nagpur	Rashtrasanta Tukadoji Maharaj University, Nagpur University, Nagpur	66.00	6.90	2007
Subjects / Specialization: Applied arts - Illustration, Design , Layout design					
Graduation	Rashtrasanta Tukadoji Maharaj University, Nagpur University, Nagpur	Govt Art and Design College, Nagpur University, Nagpur	60.00	6.30	2003
Subjects / Specialization: Applied arts					
Diploma	Pune University	Edit institute	78.00	8.20	2010
Subjects / Specialization: Web designing					
Higher Secondary	Maharashtra State board of Higher Secondary Education	L.A.D	60.00	6.30	1999
Subjects / Specialization: Science					
Secondary	Maharashtra State board of Higher Secondary Education	Somalwar Nikalas High school	58.00	6.10	1997
Subjects / Specialization: English, Science, Maths, Geography, History, Hindi					
Other	Arena Multimedia	Nagpur University	67.00	7.10	2002
Subjects / Specialization: Graphic Design					

Work Experience (Total: 15Y 5M)

#	Organization	Designation	From	To	Duration
1	Vasantadada Patil College of Engineering & Visual arts	Associate Professor	Feb 2022	Present	4Y 2M
2	Verve - Digitl technologies , Pune	Sr, Graphic Designer	Aug 2015	Nov 2019	4Y 3M
3	RTM ,Nagpur University, Nagpur	Research Scholor	Jun 2012	Jul 2015	3Y 1M
4	Kendriya Vidylaya	Art dept head - Teacher	May 2009	Apr 2010	0Y 11M
5	M J College, Burdi, Nagpur	Associate Professor	Aug 2019	Aug 2020	1Y 0M
6	Dr. D. Y. Patil College of Apled arts and Crafts, Akurdi, Pune	Lecturer	Jun 2004	May 2005	0Y 11M
7	Abhinav Kala Mahavidyalaya, Pune	Lecturer	Aug 2003	Jul 2004	0Y 11M

Research Publication

#	Title	Journal	Year
1	AI in Advertising Industry: The creative Catalyst transforming the Industry	Deep dive book publication. ISBN NO -978-9-6726-830-8	Feb-2026
2	AI in Media Industry and its Impact	Deep dive book publication. ISBN NO -978-9-6726-830-8	Feb-2026
3	Insight and Approach of consumers towards the Visual elements in Social campaign advertisement.	Internet of Things (IoT) Technologies Applications Challenges and Solutions. ISBN NO : 978-93-5757-812-7	Jun-2024
4	Exploring the art of Illustration and its advantages in Visual communication.	Internet of Things (IoT) Technologies Applications Challenges and Solutions. ISBN NO : 978-93-5757-812-7	Jun-2024
5	A study on the Influences of Advertisement on Consumer buying behaviour	International Journal of Advance and Applied research Journal.	Aug-2023
6	Advertisement and its Impact on consumers : An exploratory study	International Journal of Advance and Applied research Journal.	Apr-2023
7	A research on the Impact of Newspaper advertisements on consumer awareness	International Journal of Advance and Applied research Journal.	Jul-2021
8	Empowering women through alternative Media	Mass communication and Journalism , School of Arts and Humanities	Mar-2017
9	Art of Advertisement help to imbibe Human Rights in people	Research dimensions. ISBN NO : ISSN:-2249-3867	Sep-2016
10	Interrelationship between Art, Society and Advertising	Research dimensions. ISBN NO : ISSN:-2249-3867	Aug-2016

Published Books / Chapters

#	Book Title	Publisher	Institution
1	Antaranga	Vallari Publication, Sadashiv peth , Pune	My book Anatranga is conceptually rooted in my painting exhibition held at Jehangir Art Gallery, where the artworks formed the visual and thematic foundation for the ideas, narratives, and creative explorations presented in the book.
2	Advertising media: Evolution, Creativity and Impact	Vallari Publication, Sadashiv peth , Pune	VPP, Mumbai
3	Creative Discription and Challanges: Advertising in the age of AI	Vallari Publication, Sadashiv peth , Pune	VPP, Mumbai

Administrative Experience (Total: 3Y 10M)

#	Post	Institution	From	To	Duration
1	Associate Professor	VPP Dept of Visual arts, Sion, Mumbai	Feb 2022	Dec 2025	3Y 10M

International Experience

#	Organization / Body	Experience
1	Indian Embessy - Metropolitan Police, Scotland yards, London	Core committee member and Speaker
2	Hindu Swayamseva Sangh, London	Teacher and Member
3	SAW Events, London	Art curator for hosting International Exhibitions and Events
4	Vaani - Indian female artist of the year Award	An Indian artist dedicated to contributing to the art community and continuously working towards creating global platforms that enable Indian artists to showcase their work on the international stage.

Leadership Experience

#	Brief Description
1	s an Associate Professor, I actively contributed to institutional growth by supporting admission initiatives and effectively showcasing the college’s strengths. I participated in outreach activities, student interactions, and academic presentations to hig

PhD Student Guided

#	Guide No	Co-Guide No
1	1	1

Youth Development Experience

#	Activity	Institution	Achievements	From	To	Duration
1	Nirmit - 5th Annual Exhibition	VPP, Mumbai	Managed exhibition displays; students secured several awards under my mentorship.	Feb 2025	Feb 2025	0Y 0M