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EDUCATION

Ph.D Agriculture Extension – University of Agriculture, Faisalabad-2012

Master in Fine Arts – University of Punjab - 1999

Bachelor of Arts – University of Punjab - 1996

PROFESIONAL EXPERIENCE

Incharge (Acting)- Institute of Home Sciences,UAF (Aug 2017 –2022)

Assistant Professor – Institute of Home Sciences - University of Agriculture, Faisalabad (Aug2015 – Sep 2023)

Fashion Designer – Chen One Stores (Apr 2000 – Aug 2001)

Lecturer (Honorary) – Government College for Women Faisalabad (Feb 2000 – Apr 2000)

PUBLICATIONS

Research Papers Published in HEC Recognized Journals

- **2025. Assessing the Effect of socioeconomic Factors and Education Discrimination on students' Academic Performance.** Research Journal for Social Affairs. ISSN. 3006-5240(online),3006-5232 (Print)
- **2024. Academic Dishonesty and its impact on Students'moral and Personality Development.** Journal of Education and Social Studies 5(3)2024.20-27
- **2024. From field to Fork:Examining Pesticides, Food,and Human Health for Enhanced Well-being.** Migration Letters. Vol 21, No. S7 (2024)pp.1233-1239
- **2024. Influence of Emotions on working memory capacity among Yong Adults.** Migration Letters. Vol 21, No. S10(2024)pp.1134-1142

- **2024. Understanding Citrus Growers Views on Protection Problems and Migration strategies in Punjab, Pakistan.** Journal of Agriculture and Veterinary Sciences.ISSN:2959-1198 (Print). 2959-1201 (Online)
- **2023. An experimental study to express the impacts of cooperative teaching on academic performance of higher secondary school students in Faisalabad.** Journal of Education and social Sciences 4 (01) ISSN 2789-8075(Online) 2789-8067(print).
- **2023. Analyzing the Usefulness of Demonstration Plots as Perceived by the Farmers in District Faisalabad** Journal of Arable Crops and Marketing. 05 (01) DOI:10.33687/JACM.XXXX.XXXX ISSN 2709-8109(Online) 2709-8095(print).
- **2022. Use Of Information Sources Among Farmers For Weeds Management In Four Cropping System Of Punjab, Pakistan** International Journal of Agricultural Extension DOI 10.33687/ijae.010.01.4116 Vol. 10 Issue No. 1 Pg No. 241-249 ISSN: 2311-61109Online), 2311-8547 (Print)
- **2022. How Do Students Perceive Co-Education in Universities of The Punjab-Pakistan?** Competitive Social Science Research Journal Vol 3 Issue No. 1 Pg No. 172-178 ISSN(Print):2708-9029,ISSN(Online):2708-9037
- **2022. Impact of the Online Learning Techniques on Students Cumulative Grade Points.** International Journal of Early Childhood Special Education DOI 10.9756/INT-JECSE/V411.383 ISSN: 1308-5581 Vol. 14, Issue No. 01, Pg No. 3192-3198
- **2022. Impact of Different Cooking Methods On Micronutrient Retention Of Peas And Potatoes.** Natural Volatiles and Essential Oils Vol 9, Issue No. 1 Pg No. 1777-1788
- **2022. Explore the therapeutic potential of Chamomile and Lavender in the management of cortisol levels and blood pressure.** Neuro Quantology DOI 10.14704/NQ.2022.20.12.NQ77006 Vol 20, Issue No. 12, Pg No. 61-69
- **2022. Development and Sensory Characterization of Beetroot Powder (Beta Vulgaris) Incorporated Buns and Explore Its Uses Against Hypertension** Natural Volatiles and Essential Oils. Vol 9, Issue No. 1, Pg No. 1884-1892
- **2021. Perception of extension field staff regarding coping with the climatic impacts on wheat crop in rural areas.** International Journal of Agricultural Extension DOI 10.33687/ijae.009.03.3615 Vol 9. No.3
- **2020. Women participation in Agricultural Activities and Associated Problems in District Faisalabad.** Asian Journal of International peace and security (AJIPS) Vol.4,Issue1 (2020,Jan-Jun), 235-241
- **2020. Perceived Effects of social Media usage on development of undergraduate students in Punjab, Pakistan.** International Journal of Agricultural Extension. ISSN:2311-6110(online),2311-8547(print)

- **2020. Evaluation of comparative anti-diabetic effects of guava and mango leaves powder in streptozotocin induced diabetic rats.** Pure and Applied Biology 9(10)1068-1068 <http://dx.doi.org/10.19045/bspab.2020.90111>
- **2020. Deterioration of Agricultural Economy: an Emic account on the Impacts of Terrorism in Pakistan.** Asian Journal of International peace and security. Vol.4, Issue1 (2020,Jan-Jun), 204-212
- **2014. The role of Punjab Rural Support Programme in providing health facilities to rural women: A case study of District Faisalabad.** The Professional Medical Journal.Vol.21.No. 5
- **2004. Identification of the factors responsible for the usage of clothes.** Pakistan Journal of Life and Social Sciences Vol. 2(1): 49-50
- **2002. Relationship of study habits with educational achievements.** International Journal of Agricultural and Biology. 1560-8530 2002/04-3-370-371
- **2002. Factors affecting change in the clothing patterns of the adolescent girls.** International Journal of Agricultural and Biology. 1560-8530 2002/04-3-377-378

Research Papers Published in Journals having Impact Factor

- **2023. Knowledge, awareness and preventive practices of dengue in Pakistan.** Journal of Population Therapeutics and Clinical Pharmacology.. Vol 30. Issue No. 17 Pg No. 871-880
- **2022. Development of energy;rich protein bars and in vitro determination of angiotensin I-converting enzyme inhibitory antihypertensive activities.** Food Science and Nutrition. DOI 10.1002/fsn3.2756. Vol 10. Issue No. 4 Pg No. 1239-1247
- **2021. Development and storage stability of chickpeas, mung bean, and peanut-based ready to use therapeutic food to tackle protein-energy malnutrition.** Food Sci Nutr. 2021:9:4589-4596 DOI:10.1002/fsn3.2479
- **2021. Pesticide usage and its Application Patterns among cotton growers of the Southern Punjab, Pakistan.** Pak,J.Agr.Sci.,Vol.58(2).739-742.2021 ISSN(print)0552-9034, ISSN (online)2076-0906 DOI: 10.21162/PAKJAS/21.1110
- **2021. Lotus seeds (Nelumbinis semen) as an emerging therapeutic seed: A comprehensive review.** Food Science and Nutrition. DOI:10.1002/fsn3.2313
- **2021. Bitter Melon(Momordica Charantia) Fruit Bioactives Charantin and Vivine Potential for Diabetes Prophylaxis and Treatment.** Plants 10,730.<https://doi.org/10.3390/Plants10040730>

- **2020. Effects of nutria-bar in the development of Stamina building and exercise- performance in young male-athletes.** Food Science and Technology ISSN 0101-2061(print) ISSN1678457X(Online) DOI<https://doi.org/10.1590/fst.26620>
- **2020. Effects of Gonadotropin Releasing Hormone(GnRH) Administration on Serum Hormonal and Mineral Profiles and Pregnancy Rate during breeding and early non-breeding season in female Dromedary Camel.** Pakistan Veterinary Journal. ISSN:0253-8318(Print), 2074-7764 (ONLINE) DOI:10.29261/pak.vetj/ 2020.098
- **2012. Role of Punjab Rural Support Program in improving economic conditions of rural women through micro financing.** Pakistan Journal of Agricultural Sciences. Vol.49(2). 211-216 ISSN(print) 0522-9034 ISSN(online)2076-0906

Books/Proceedings/Monographs/Manuals/Book Chapters

- **Book Chapter Social and Ethical concerns in the age of artificial intelligence.** Zenodo,org/recor. Version v1
- **Book Chapter “Gender Dimentions of Agriculture Status, Trends and Gaps”** Developing Sustatinable Agriculture in Pakistan. 2018 CRC Press. Taylor & Francis Group.LLC
- **.2023. Gender Equality: The Women and Girls Empowerment.** International Conference on Biodiversity of Arid Zone. PARC-FAO
- **.2023. Gender inequalities in the workplace: The effects of organizational structures, processes, practices and decision makers’sexism.** International Conference on Biodiversity of Arid Zone. PARC-FAO
- **2023. Gender Studies: An Assessment.** International Conference on Biodiversity of Arid Zone. PARC-FAO
- **2023. Women’s education: A sociological analysis of females of Faisalabad.** International Conference on Biodiversity of Arid Zone. PARC-FAO
- **.2022. Implications of video games on youth’s personality Development in District Faisalabad.** International conference on interdisciplinary research innovations, UAF
- **.2019. Women participation level in Agriculture activities for Socio-economic development.** Conference on Innovations in Agriculture. Feb. 13-15, UAF

- 2019. **Improved crop production through farmers, capacity building in Khyber Pakhtunkhawa, Pakistan.** Conference on Innovations in Agriculture.Feb. 13-15,UAF
- 2018. **Sustainable Agriculture is an important key for regional development.** 1st International and 2nd National Conference to Boost agriculture in Changing Climate
- 2018. **Heath Status of Elderly women in Socio-Economic and cultural context in Punjab, Pakistan.** NUST
- 2017. **Role of Punjab Rural Support Program in provision of health care facilities to combat Malnutrition: A case study of District Faisalabad.** 1st international Food and Nutrition Conference, Sustainable approaches to combat malnutrition. April 3-4.UAF
- 2017. **Impact of women employment on Children Health** 1st international Food and Nutrition Conference, Sustainable approaches to combat malnutrition. April 3-4.UAF
- **2017. Effective Application of Natural to obtained environment friendly herbal textiles.** 1st international Food and Nutrition Conference, Sustainable approaches to combat malnutrition. April 3-4
- 2017. **Factors affecting the Nutritional Status of Children.** 1st international Food and Nutrition Conference, Sustainable approaches to combat malnutrition April 3-4
- 2017. **Tryptophan, Tyrosine and Phenylalanine abnormalities in children with attention-deficit/hypersensitivity disorder.** 1st international Food and Nutrition Conference, Sustainable approaches to combat malnutrition. April 3-4. UAF..
- 2017. **Impact of climate change on Agriculture.** National Conference challenges and Opportunities to Boost Agriculture in changing climate.UAF.
- 2014. **Role of Micro-finance scheme of Punjab Rural Support program in women empowerment.** International conference on emerging horizons of Agri. .Extension for sustainable rural development. Feb. 27-28. UAF .
- 2014. **Economic constraints faced by rural women in approaching extension activities.** International conference on emerging horizons of Agri. Extension for sustainable rural development. Feb. 27-28. UAF.
- **2014. The role of Punjab rural support program in catalyzing the process of empowerment of rural women.** ICCD conference on Linkages, Value chains and development along Rural –urban Interface. UAF

FORMAL TRAININGS/ CERTIFICATES

- 1st International workshop on **Calligraphy, miniature and illumination.** UAF (2023)
- **Khud ko Phechano**
- **Brilliant Brushes.** Beacon House School System, (2023)

- Expert panalist on **Visual Arts in Faisalabad**. Storia Art Studio, Faisalabad. (2022)
- Expert panalist on **KALAM** Storia Art Studio, Faisalabad. (2022)
- National Conference on **Women as Development Agent**. Pakistan Academy for Rural Development, Peshawar. (2022)
- Workshop on **Teaching Methods, Assessment and Grading**. (2022)
- **Recipe Development Competition**. UAF. (2022)
- **Pak-Indonesia Food and Nutrition festival and International Conference on Palm oil**. UAF. (2020)
- **Learning café: Side effects of Parthenium**. Beacon House School System, (2020)
- Seminar on **Composite flour technology**. NIFSAT. UAF. (2020)
- Seminar on **Awareness and management of Parthenium**. UAF. (2019).
- Seminar on **Pakistan towards peaceful Coexistence**. Information Service Academy, Islamabad. (2018)
- Seminar on **Punjab Nutrition and breastfeeding week-sensitization**. NIFSAT. UAF. (2018).
- World Breast feeding week. NIFSAT. UAF. (2018).
- Workshop on **Nutritional awareness of school going children and review of Nutrition and Food safety curricula practiced at Higher educational institutes of Pakistan**.NIFSAT. UAF (2018)
- Focal person certificate for **Pink Ribbon Day. Breast cancer awareness Campaign** by PHEC. (2017).
- Training on **‘Institunal Strenthening of GEP Partners’** organied by USAID and Aurat Foundation. (2017)
- **Agriculture and Food Risk Assessment Training Program”** organized by The Centre for agriculture and Food Security and Preparedness, Institute of Agriculture, University of Tennessee. (2016)
- **Workshop on Laedership Development for Officers’** organized by Management and Professional Development Department, Govt. of the Punjab, Pakistan. (2016)
- International Conference on **‘Nutritional Therapies Against Lifestyle Related Disorders’** organized by National Institute of food Science and Technology, UAF (2014)
- International Workshop on **‘Biochar in Pakistan: Opportunities and Potential’** organized by UAF (2014)
- International Conference on **‘Emerging Horizons of Agri. Extension for Sustainable Rural Development’** organized by Institute of Agriculture and Rural Development (2014)
- Workshop on **‘High Impact Train The Trainer (HITTT)** organized by Institute of Business Management Sciences, UAF (2014)
- **AgMIP-Pakistan** Mid Term Workshop and International Seminar on **Climate Change Adaptation Strategies to Ensure Food Security** organized by UAF (2014)
- **ICDD conference on Linkages, Value Chains and development along the Rural-Urban Interface** organized by ICDD, University of Kassel, Germany and ORIC, UAF (2014)
- Workshop on **Immediate Cradiac Response (ICR)** organized by Frobel’s International School (2013)

- Training on **‘Professional Competency Enhancement Programme for Teachers (PCEPT)’** organised by National Academy of Higher Education, Higher Education Commission (HEC), Pakistan **(2009)**
- Workshop on **‘Entrepreneurship: An Emerging Discipline’** organised by The Department of Learning Innovation, Higher Education Commission, Pakistan **(2007)**
- Workshop and Poster Competition on **‘Violence Against Women’** organised by Sarsabz Foundation Faisalabad **(2007)**
- Workshop on **‘The Methods of Impact Assessment in Field Studies’** organised by Dept. of Livestock Management, UAF and School of Agriculture Food and Rural Development, University of Newcastle Upon Tyne, UK under DFID and British Council **(2004)**
- Attended **‘Spoken English Course’** organised by The Dept. of Social Sciences and Humanities, UAF **(2003)**
- Attended course in **‘Effective Teaching’** organised by Division of Education and Extension, UAF **(2002)**

MANAGERIAL EXPERIENCE

- Principal Officer Day Care Center, UAF
- Superintendent Ayesha Hall since 2010
- Tutor since 2011
- Member Academic Council
- Member Ethics Committee
- Member Faculty Board, FFNHS
- Member Faisalabad Art Circle
- Member Lyallpur Art Chapter
- Convenor Synopsis Scrutiny committee
- Curriculum development for B.Sc (Hons) Home Economics and BFA
- Juror for Visual Art displays at National Textile University and G.C.University.
- In-charge Art Lab, Institute of Home Sciences
- In-charge Art Gallery, Iqbal Auditorium, UAF
- Member Executive Committee, Faisalabad Council of Arts
- Paper Setter and Examiner of Fine Arts, Board of Intermediate and Secondary Education Faisalabad
- Counsellor Academic Staff Association (2004 & 2008), UAF
- Conducted Training Courses on Art and Craft under National Vocational Training Programme (NAVTEC)
- Designed interior of McDonalds Restaurant Faisalabad (2002)
- Regularly serve as Judge in Poster, Drawing, Painting, Flower Arrangement Competitions in various universities, colleges, schools and Faisalabad Arts Council

PROJECT

- Community Awareness Campaign on Gender access to Rural Advisory Services. Funded by CABI
- Community Awareness Campaign on Invasive Species (*Parthenium*). Funded by CABI.
- Community Awareness Campaign on Pesticide risk and Safer Food. Funded by CABI.
- Campaign on awareness and Management of *Parthenium (Parthenium hysterophorus)* in Pakistan. Funded by CABI.
- Impact of encapsulated powder of bitter melon (*Momordica charantia*) in patients with type 2 diabetes. Funded by HEC
- Art and Craft. Funded by Endowment Fund Secretariate.

OUTREACH PROJECT

- Primary health care food based dietary guidelines program- a communication tool to improve child health. Funded by Endowment Fund Secretariat, UAF.
- Precise nutritional psychology program to boost mind, mental health, behavior and hormonal balance in adolescent girls. Funded by Endowment Fund Secretariat, UAF.
- Creative Skill Enhancement Program at The Knowledge Inn School System. Chak No. 219/RB Talianwala. Funded by Endowment Fund Secretariat, UAF.
- Seminar on management of parthenium Govt. Girls middle School, Youngwala Oct. 4, 2019
- Seminar on management of parthenium Froebel's International school Oct. 4, 2019
- Seminar on management of parthenium Laboratory High School (Boys) Oct. 5, 2019
- Seminar on management of parthenium Govt. girls Middle School PARAS Campus school Oct. 5, 2019
- Seminar on management of parthenium Chak No. 218 Oct. 11, 2019
- Farmers day on management of parthenium Chak No, 218 Wains, Tehsil Samundri

- Seminar on management of parthenium Govt. Girls Elementary School PMC Colony school Oct. 12, 2019
- Seminar on management of parthenium Chak No. 4 Ramdiwali (Male farmers) Oct. 13, 2019
- Seminar on management of parthenium Chak No. 4 Ramdiwali (Female farmers) Oct. 13, 2019
- Seminar on management of parthenium Chak No. 199 GB Girls high school, Chiniot Oct. 18, 2019
- Seminar on management of parthenium Chak No. 203 Govt High School, Chiniot Oct. 18, 2019
- Seminar on management of parthenium Chak No. 122 Govt Girls Elementary School, Noor Pur Nov. 12, 2019
- Farmers Day on management of parthenium Sheikhpura in collaboration with Engro November .14, 2019
- Seminar on management of parthenium Beacon House Kindergarten Branch School, Faisalabad Nov.26, 2019
- Seminar on management of parthenium Lahore Grammer School Faisalabad December 24, 2019
- Seminar on management of parthenium Chiniot in collaboration with HEC and Engro December 26, 2019
- One day training activity on Tie & Dye at IHS, UAF.

EXHIBITIONS

Participated in different group Exhibitions at various institutions and galleries in Punjab
 2 Solo Exhibitions of Paintings, Sculptures, Pastel Works at
 Serena Hotel Faisalabad and Faisalabad Arts Council

