

Dr. Shweta Saini

Designation : Senior Faculty, Grade-I
Specialization : Retail

School of Retail & Fashion Merchandise



Dr. Shweta Saini is B.Com (DU), PGDM (IMT Ghaziabad, P/T), MBA-DE (Kurukshetra University), PGDAST (IGNOU), FDCT (NIFT, Delhi) and Experience Design Management (Pearl Academy), DISM(Apple), AICP (Aptech). She has completed her PhD in Management (Visual Merchandising) She keeps exploring new avenues of learning through workshops, FDPs, webinars and MDPs. She has done certificate courses in data science, graphic designing and digital marketing. She completed certificate courses on latest developments in research and How to teach online from IIM Indore and case study writing from ISB-Mohali. She attended MDP on Digital Marketing from IIM-Noida.

She has participated and presented research papers at national and international conferences held in India. She has authored case study in Richard Ivey Publishing on cloud computing. She teaches variety of courses including, Marketing Management, Digital Marketing, Visual Merchandising, Store Design, IT applications and Retail Research. Her research interest lies in social media marketing, sustainable design and, marketing analytics. She has 6 years of industry and 17 years of academic experience. She has attended various workshops, FDPs on SPSS, Meta-Analysis, AMOS, PLS SEM, NVivo, and R programming etc.

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Dr. Renu Sharma

Designation : Senior Faculty, Grade-I
Specialization : Soft Skills, Workplace Readiness, Business Presentations, Strategy, Branding

School of Retail & Fashion Merchandise



She is PhD. MBA and has more than 29 years of rich experience in academics, industry and corporate training. She is a keynote speaker and has put in thousands of hours in skilling & training undergraduate & postgraduate students and faculties. Her expertise includes bringing cutting edge research to classrooms through innovative pedagogy and immersive sessions.

She has authored a book: Wonderful Wednesday: Ideas to lighten up your Day. She has also written book chapters, research papers and presented her work in multiple international conferences. She has conducted training sessions at prestigious organizations including MDNIY (Ministry of Ayush), NTPC Power Management Institute (Joint Venture of Indian Institute of Management, Ahmedabad and NTPC Ltd.), Wisteli (AI solution provider), NASVI (National Association of Street Vendors of India), Adharshila School (A project of Samrakshan Trust) etc. Her interest areas include positive psychology, emotions and leadership coaching.

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Dr. Jyoti Bhasin Chaudhry

Designation : Senior Faculty, Grade-I

Specialization : Retail and Fashion Management

School of Retail & Fashion Merchandise



Dr. Jyoti Bhasin Chaudhry is Ph.D from Banasthali Vidyapeeth, Rajasthan and UGC NET qualified. She has done M.Sc from Lady Irwin College, Delhi University with specialisation in Textiles & Clothing.

She has more than 19 years of teaching experience to both undergraduate and postgraduate students. Dr. Jyoti has presented research papers in National & International conferences & published papers in the journals of repute. She has many online articles on her credit. She has authored a book titled 'The Concepts of Apparel Manufacturing'. She has keen interest in textiles, fashion, merchandise knowledge, design thinking and apparel manufacturing. She has been Scientific Reviewer / Technical Committee Member of the International Conference on Apparel Textiles and Fashion Design. Few of her work like Catalogue 1: Animals Motifs from Traditional Indian Embroideries has been copyright

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Ms. Anisha Modi

Designation : Faculty

Specialization : Retail and Fashion Merchandise

School of Retail & Fashion Merchandise



She is UGC NET qualified and is pursuing an interdisciplinary PhD Humanities and Retail Management from National Institute Technology (NIT) in collaboration with NIFT. An Award winner with a Master's in Fashion Management(MFM) from National Institute of Fashion Technology(NIFT), her academic journey began with a Bachelor of BA (Hons.) in Advertising and Marketing Management(AMM) from Patna Women's College.

Driven by a passion for continuous learning, she has augmented her credentials with presenting papers, FDPs, DD-TV show and online certificate programs in Circular Economy and Sustainability, Gender and Development Discourse, from renowned institutions such as IIT, NIT, XLRI, Wageningen University & Research. With nearly 10 years of rich experience, including 5 years dedicated to teaching, she brings a wealth of practical insights to her pedagogical approach.

Her quest for research channelized her work in esteemed international journals and articles. In her pursuit of knowledge, she is updated with latest trends and advancements in the fashion industry.

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Dr. Aastha Garg

Designation : Sr. Faculty, Grade-I

Specialization : Retail and Fashion Management

School of Retail & Fashion Merchandise

She holds a PhD in Fashion Management from the prestigious National Institute of Fashion Technology (NIFT), Delhi, and a Master's degree in Fashion Technology from the same institution. Her academic journey began with a Bachelor of Commerce (Hons.) from Gargi College, Delhi University, laying a strong foundation for her multifaceted expertise.

Driven by a passion for continuous learning, she has augmented her credentials with online certificate programs from renowned institutions such as IIM Bangalore, the University of Toronto, and Columbia University, further enriching her knowledge.

With nearly two decades of rich experience, including 15 years dedicated to teaching, she brings a wealth of practical insights to her pedagogical approach. Her professional journey extends beyond academia, encompassing significant years immersed in the dynamic landscapes of Indian and international fashion markets.

In her pursuit of excellence, she remains ardently dedicated to staying abreast of the latest trends and advancements within the fashion industry, consistently updating her knowledge base. Her passion for research is evident through her numerous publications in esteemed international journals and articles. Notably, she has contributed a chapter to the distinguished Handbook of Fashion, showcasing her profound insights and expertise in the field.

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Mr. Sushant Yadav

Designation : Sr. Faculty, Grade-II

Specialization : Fashion Merchandising and Management

School of Retail & Fashion Merchandise

Specialization: Mr. Sushant Yadav is a distinguished professional with a diverse educational background and extensive industry experience. He holds a B.Sc. in Computer Science from Bhopal University and completed his Master's in Fashion Management from NIFT Bangalore complemented by a Post Graduate Diploma in Education Management and Administration (PGDEMA). With over 5 years of industry experience in Marketing, Event Management, Retail Planning, and Visual Merchandising, he brings practical knowledge to his academic pursuits.

In his 12+ years tenure in Academics, Mr. Yadav has actively explored new avenues in the retail sector. He participates in seminars, conferences, and faculty development programs of international repute, with 5 programs sponsored by AICTE. His research contributions include 4 publications in International Journals and 1 international conference paper focusing on the Footwear Industry in Madhya Pradesh. He is currently pursuing a PhD focusing on the handloom sector of Madhya Pradesh.

Mr. Yadav has enriched his skill set through workshops and training programs, including a Design Thinking and Entrepreneurial workshop organized by IPS Academy and IIT Indore.

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Dr. Vinit Kumar Verma

Designation : Sr. Faculty, Grade-II, HOD

Specialization : International Trade, HRM, Finance, Retail
Operation, Retail Planning

School of Retail & Fashion Merchandise

He is PhD. in Management (Finance) from BU Bhopal, M.Phil. in Export Management, MBA in International Business, Human Resource Management and Finance Management, Published more than 10 research papers in national and international journals in his specialized areas. He has 17 Years of academic experience. Always willing to strengthen students' capabilities in diversified areas through research and project work, arranging industry lectures, providing students best opportunities for internship, industry visits to make them capable for good placements and generate better entrepreneurship skills.

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Mrs. Shashwati Bhowmick

Designation : Sr. Faculty, Grade-II

Specialization: Retail Management and General Management

Area of Teaching - Retail Management and General Management subjects like Retail Operations, Retail Brand Management, Fundamentals of Retail, Quality Assurance in Retail, Communication Skills, Marketing Management, Franchising, Supply Chain Management, etc.

School of Retail & Fashion Merchandise



She is a Management Graduate with 10 years of Industry experience in the areas of Banking, Marketing ,Administration and 11 years of academic experience .

She is Pursuing her PhD. She has presented and published research papers in National/ International Journals and conference proceedings. She has been instrumental in Implementation of interesting Pedagogy Techniques for overall development of the students.

She has been instrumental in industry- institute interface in the areas of Internship and Dissertation projects, Placements , Guest Lectures, Workshop , Industry and Mall visit , Alumni networking etc.

She has given Significant contribution in promotion and admission

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Dr. Balakrishna Dammati

Designation : Sr. Faculty, Grade-II

Specialization : Retail & Fashion Merchandise

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Dr. Balakrishna Dammati is a Ph.D. from Acharya Nagarjuna University, Andhra Pradesh, in e-banking, and AP SET qualified in 2012. He has an MBA (Finance and Marketing) with a dual specialization from Andhra University; with the passion for learning, he has also earned an MHRM degree. Having more than 15 years of professional experience in the teaching and retail industries. Expertise areas in general management, accounting, finance, retail, marketing, and research methodology are some of the interests in teaching and research. I have published several research papers in national and international journals on various topics like fast-food retailing, the stock market, digital banking, mobile banking, CSR. In addition to that, actively took part in various workshops, FDPs, seminars, conferences, and webinars to continue improving the research expertise and teaching pedagogy. Contributed chapters in two books titled "M-Banking Uprising: An Analytical Study on Selected Banks with Special Reference to Hyderabad City" and "A study on the influence of interior design on customer retention with special reference to IKEA Hyderabad".

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Mr. Vikas Godha

Designation : Sr. Faculty, Grade-II

Specialization : Textile, Apparel Production & Merchandising

School of Retail & Fashion Merchandise



Mr. Vikas Godha has been working at Footwear Design & Development Institute (FDDI) since 2012. He has 15 years of professional experience in academics & industry in the area of Textile production, Apparel manufacturing, Merchandising & Skill development. Prior to joining at FDDI he has worked for several reputed organizations Vardhman Textiles, Fabindia, ATDC etc. He is having a Master degree in Fashion Technology from National Institute of Fashion Technology Bangalore, B E in Textile Technology from Rajasthan University. Presently pursuing Ph. D in Clothing & Textile subject. UGC NET qualified in Home Science subject. Published several research papers in national and international journals.

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Mr. Chitresh Shrivastava



Designation : Faculty

Specialization: Retail & Fashion Merchandise

School of Retail & Fashion Merchandise

A committed faculty with over 13 years of teaching experience in IT, Retail & General Management. He's currently pursuing PhD from Barkatullah University Bhopal (M.P) in Management (E-commerce). He has done MBA (Marketing), M.Sc (IT) & Post Graduate Diploma in Cyber Law. He also has various online certifications in Research, IPR & Digital Marketing. Possessing constructive and effective teaching methods that promote a stimulating learning environment.

He's continuously upgrading himself in the field of Digital Marketing, Research & Analytics. He has also published research papers in the National Conference. His keen interest in Research, Technologies using in retail sector, Retail Software & Analytics. He is always willing to take responsibility for the quality of teaching delivered and to make necessary changes to improve quality and maintain standards. Ability to maintain high standards of achievement, behaviour, discipline and punctuality amongst students.

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Ms. Nazreen Qureshi

Designation : Faculty

Specialization : Retail Management

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Ms. Nazreen Qureshi has 15 years of rich experience of education industry.(For UG and PG students)

Domain Excellence :She possesses double masters degree in the field of Commerce and Management. She is also a Certified Personality Empowerment Trainer, She utilises her knowledge for the betterment of students & works for continuous upgradation.

She Enjoy working as Trainer & Teacher in Subjects like - Retail Promotional Strategy, Sales & CRM, Accounting, Luxury & Life-Style Retailing, Essentials of Management, Soft Skills & Personality Development, Art Of Public Speaking, Consumer Behaviour, Rural Retailing etc. According to her it gives opportunity to learn and transform young minds in to Industry Ready Professionals.

She attended FDPs, workshops, webinars and keeps learning through the same. She has participated and presented research papers at national conferences held in India.

Coordinator between FDDI and industry- An institute interface in the areas of Dissertation Projects, Placements, Alumni Guest Lectures, Workshop , Industry visit , etc.

Branding & Institutional Awareness-She has given extraordinary and Continuous contributions for spreading awareness of FDDI as a brand for promotion & admission

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Dr. Avinash Bajpai

Designation : Sr. Faculty, Grade-II, HOD

Specialization : Marketing Management

School of Retail & Fashion Merchandise



Dr. Avinash Bajpai has earned his doctorate from University of Lucknow and qualified UGC-NET (Management). He is having more than 19 years of experience in academics and industry. His broad area of teaching are marketing and general management, in which specialized area are digital Marketing and data visualization techniques.

His research work is focused on Experience Design Management, Achieving Customer Loyalty in retail business. He also has keen interest in teaching as well as mentoring entrepreneurial methods and providing consultancy support for handholding of the small scale businesses. He continuously upgrade through participation in academic learnings through capacity building programs with reputed institutions. He has authored Students Learning Material (SLM) for Uttarakhand Open University, Uttarakhand. He has more than 15 national & international publications in his credit. He has been awarded with the Dr. Sarvapalli Radha Krishnan Award by Avantika Society, New Delhi. He is having rich experience of academic administration.

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Mrs. Shreya Suman

Designation : Faculty

Specialization : Retail & Fashion merchandise

School of Retail & Fashion Merchandise



She holds MBA degree from NIFT, Patna and former students of FDDI, Noida having an 5+ years of experience in retail operations and merchandising in future group, Arvind brands, Airplaza pvt ltd. Also pursuing post graduate diploma in training and development from Ministry of HRD, IIFT, Delhi.

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