



Dr. Shweta Saini

Designation : Chief Faculty

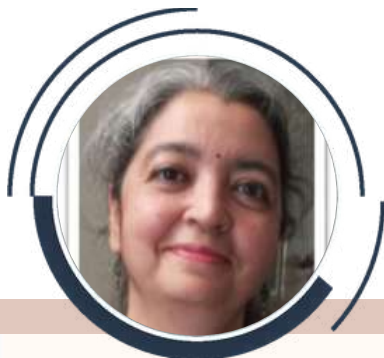
Specialization : Retail

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.

✉ [shweta\[AT\]fddiindia\[DOT\]com](mailto:shweta[AT]fddiindia[DOT]com)



Dr. Renu Sharma

Designation : Chief Faculty

Specialization : Soft Skills, Workplace Readiness, Business Presentations, Strategy, Branding

School of Retail & Fashion Merchandise

She is PhD. MBA and has over 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.

✉ [renu\[DOT\]sharma\[AT\]fddiindia\[DOT\]com](mailto:renu[DOT]sharma[AT]fddiindia[DOT]com)



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

✉ [jyotib\[AT\]fddiindia\[DOT\]com](mailto:jyotib[AT]fddiindia[DOT]com)



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.

✉ [anisha\[AT\]fddiindia\[DOT\]com](mailto:anisha[AT]fddiindia[DOT]com)



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.

✉ [aastha\[AT\]fdiindia\[DOT\]com](mailto:aastha@fdiindia.com)



Mr. Gaganjeet Singh

Designation : Sr. Faculty, Grade-II

Specialization : Marketing Management, Market Research, Essentials of Management, Statistics.

School of Retail & Fashion Merchandise

Mr. Gaganjeet Singh is a Sr. Faculty at School of Retail and Fashion Merchandise, Footwear Design and Development Institute (FDDI), Noida. He is currently pursuing his Ph.D. from Amity University. He is UGC- NET, PGDM (Marketing) and MBA. Mr. Singh is having a teaching experience of more than 14 years in Marketing Management, Market Research Basics of Statistics, Essentials of Management, Merchandising, Site Selection and Mall Management. His research area is marketing and consumer behavior. He has taken several FDPs and contributed many research papers. His Papers has been published in many national and international journals. He has participated in various workshops/ FDPs/Case Study Competitions/Symposia on Metaverse, Research Methodology, Marketing and Entrepreneurship. He has also contributed a book chapter in GST multidisciplinary book on The Impact of GST on Footwear Industry.

✉ [gaganjeet\[AT\]fddiindia\[DOT\]com](mailto:gaganjeet[AT]fddiindia[DOT]com)



Mrs. Sona Baral Roy

Designation : Jr. Faculty

Specialization : Retail, Fashion Merchandise & Management.

School of Retail & Fashion Merchandise

Mrs. Sona Baral is a passionate fashion professional with an impressive educational background. She holds a Post Graduation Diploma in Apparel Production and Merchandising Management from the renowned School of Fashion Technology (SOFT) in Pune. She is a Fashion and Apparel Design graduate from the University of Calcutta. She has further honed her skills with a diploma in Fine Arts from Prachin Kala Kendra, Chandigarh, alongside a specialised certificate in fashion illustration from NIFT, Calcutta.

With over 7 years of extensive experience in merchandise management within leading garment export houses, Mrs. Baral brings a wealth of knowledge to her work. Her initiative in organising a Sustainable Fashion Show at SOFT highlights her commitment to innovation in fashion.

Currently, she shares her expertise by teaching Visual & Retail Merchandising, Buying, Product Development, and Fashion Management, shaping the next generation of fashion professionals.

✉ [sonabaral\[AT\]fddiindia\[DOT\]com](mailto:sonabaral[AT]fddiindia[DOT]com)

Mr. Sushant Yadav

Designation : Sr. Faculty, Grade-II

Specialization : Fashion Merchandising and Management

School of Retail & Fashion Merchandise



Mr. Sushant Yadav is an esteemed academician and industry expert with 14+ years of academic leadership and over 5 years of corporate experience. He holds a B.Sc. in Computer Science from Bhopal University, a Master's in Fashion Management from NIFT Bangalore, and a PG Diploma in Education Management and Administration from IGNOU. Currently pursuing a PhD on the handloom sector of Madhya Pradesh, he has made impactful research contributions, including 6 international journal publications and 2 conference paper.

Mr. Yadav has been instrumental in academic advancements at multiple prestigious institutions, including Manjot Institute of Design, where he contributed to curriculum innovation and program development. At FDDI Chhindwara, he established and led the School of Fashion Design, the School of Retail & Fashion Merchandise, and the School of Footwear Design & Production Management, pioneering industry collaborations and skill development initiatives. He has attended several high-impact training programs and workshops at leading institutes such as IIT Indore, IPS Academy, and Amity University, focusing on Design Thinking, Apparel Design, and Event Management. Additionally, he has actively participated in AICTE-sponsored faculty development programs aimed at modernizing teaching methodologies and enhancing academic excellence. With expertise in Marketing, Event Management, Visual Merchandising, and academic innovation, Mr. Yadav continues to bridge the gap between industry and education, making significant contributions to both domains.

✉ [sushant\[fddiindia DOT\]com](mailto:sushant[fddiindia DOT]com)

Dr. Vinit Kumar Verma

Designation : Sr. Faculty, Grade-II

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.

✉ [vinit\[fddiindia DOT\]com](mailto:vinit[fddiindia DOT]com)



Dr. Avinash Bajpai

Designation : Sr. Faculty, Grade-I

Specialization : Marketing Management

School of Retail & Fashion Merchandise

Dr. Avinash Bajpai has earned his Doctorate from the University of Lucknow and qualified for UGC-NET (Management). He has more than 19 years of experience in academics and industry. His broad teaching area is General Management, in which specialized areas are Digital Marketing and Research Methods. His research focuses on Experience Design Management and achieving Customer Loyalty in the retail business. He also has a keen interest in teaching as well as mentoring entrepreneurial methods and providing consultancy support for the handholding of small-scale businesses. He continuously upgrades through participation in academic learning through capacity-building programs with reputed institutions. He has authored Students Learning Material (SLM) for Uttarakhand Open University, Uttarakhand. He has national & international publications in his credit. He has filed a Design Patent as well. The Avantika Society, New Delhi awarded him the Dr. Sarvapalli Radha Krishnan Award. He has rich experience in academic administration.

✉ [avinash\[DOT\]bajpai\[AT\]fddiindia\[DOT\]com](mailto:avinash[DOT]bajpai[AT]fddiindia[DOT]com)



Mrs. Shreya Suman

Designation : Jr. Faculty

Specialization : Retail, Fashion Merchandise & Management.

School of Retail & Fashion Merchandise

School of Retail & Fashion Merchandise

Ms. Shreya Suman holds a remarkable educational background that reflects her dedication and passion for the fashion industry. Her qualifications include: A Master's degree in Fashion Management from the National Institute of Fashion Technology (NIFT), Patna, A Graduate degree in Fashion Merchandise and Retail Management from FDDI, Noida, Currently, she is pursuing a Post Graduate Diploma in Training and Development through the Ministry of HRD at IIFT Delhi, showcasing her commitment to lifelong learning. Regarding professional experience, Ms. Suman brings over five years of rich experience in Retail Operations, having contributed her talents to respected brands such as: Future Group, Arvind Brand, Air Plaza Pvt. Ltd, Saffron Lifestyle Pvt. Ltd

Beyond her industry experience, Ms. Suman is deeply passionate about sharing her knowledge with others. She teaches various subjects, including Retail Operation, Merchandising, Marketing Management, and Fashion Management.

Her journey in education and retail is genuinely inspiring and speaks to her commitment to empowering others in the fashion field.

✉ [shreya\[AT\]fddiindia\[DOT\]com](mailto:shreya[AT]fddiindia[DOT]com)

Dr. Balakrishna Dammati

Designation : Sr. Faculty, Grade-II

Specialization : Retail & Fashion Merchandise

School of Retail & Fashion Merchandise



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".

✉ dbkrishnana@fddiindia.com

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.

✉ vikas@godha@fddiindia.com



Mr. Chitresh Shrivastava

Designation : Sr. Faculty Grade II (SRFM)

Specialization: IT and Management

School of Retail & Fashion Merchandise

A committed faculty with almost 15 years of teaching experience in IT, Retail & General management. He's currently pursuing a PhD from Barkatullah University Bhopal (M.P.) in Management (Ecommerce), and he's also submitted his thesis. He has done an MBA (Marketing), M.Sc (IT), and a Post Graduate Diploma in Cyber Law. Currently he's working as a Sr. Faculty Grade II (SRFM) at the Hyderabad Campus, and he's been associated with FDDI for more than 13 years. He also has various certifications in Research, IPR & Digital Marketing.

Chitresh Shrivastava is continuously upgrading himself in the field of Digital marketing, Research & Analytics. He has published and presented various research papers in conferences and national and international journals. In Hyderabad Campus he's also playing an important role as a member in placement team.

✉ [chitresh\[AT\]fddiindia\[DOT\]com](mailto:chitresh[AT]fddiindia[DOT]com)



Mr. Gaurav Singh

Designation : Sr. Faculty Grade II

Specialization: Marketing, Branding, Supply chain Management

School of Retail & Fashion Merchandise

With over 13 years of experience in academics and industry, Gaurav Singh is a management graduate from the Institute of Technology and Science Ghaziabad and a Postgraduate (PGDM) in Marketing from the Institute of Marketing and Management New Delhi.

Working as a management faculty, he is responsible for taking management and communication classes across Dept. he is also a member of the Placement team. He has also worked for Jain Studios and Corner Office (a leading boutique executive search company) in New Delhi. Gaurav Singh has presented and published various Research papers with National and International Seminars.

✉ [gauravsingh\[AT\]fddiindia\[DOT\]com](mailto:gauravsingh[AT]fddiindia[DOT]com)



Ms. Nazreen Qureshi

Designation : Faculty

Specialization : Retail Management (Marketing Management)

School of Retail & Fashion Merchandise

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

Domain Excellence: She possesses a double master'sdegree in the field of Commerce and Management. She is also a CertifiedPersonality Empowerment Trainer;she utilizes her knowledge for the betterment of students& works for continuous up gradation.

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, ConsumerBehavior, Rural Retailingetc. According to her it givesopportunity to learn and transformyoung minds into Industry Ready Professionals.

She attendedFDPs, workshops, webinarsand keeps learningthrough the same. She has participated and presented research papers at national conferences held in India.

Coordinator betweenFDDI and industry-An institute interfacein 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

✉ [nazreen\[AT\]fddiindia\[DOT\]com](mailto:nazreen[AT]fddiindia[DOT]com)



Mr. Goldie Anand

Designation : Senior Faculty, Grade-II

Specialization : Retail Operations, Fashion Merchandise & Management.

School of Retail & Fashion Merchandise

Meet Mr. Goldie Anand, a dynamic force in fashion and textiles! With a prestigious UGC NET qualification, he holds a master's degree in Fashion Management from the esteemed National Institute of Fashion Technology in Gandhinagar. His academic career includes a Bachelor's in B.E. Textile Technology from MLV Textile Institute in Bhilwara and a Post Graduate Diploma in marketing management from SCDL Pune.

With an impressive 23 years of rich experience in the industry, Mr. Anand has made his mark across various sectors, including Textile Production, Apparel Manufacturing, Merchandising, and Retail Operations. His impressive portfolio features tenures with renowned companies such as Modern Thread India Limited, Pasupati Spinning & Weaving Mills Limited, STI India Limited (now Bombay Rayon), Raymond, Reliance Trends, and BIG BAZAAR. He is also a certified Assessor for the Apparel Sector under the Samarth Scheme by the Ministry of Textiles.

Mr. Anand is committed to continuous growth, having enhanced his skills in workshops focused on "Time Management" and "Communication Skills" through the Indore Management Association.

Specializing in various fields—from Textiles, Spinning, Weaving, Textile Testing, and Apparel Manufacturing to Quality Management, Fashion Merchandising, and Retail Operation & Merchandising—Mr. Goldie Anand is not just an educator; he's a passionate mentor shaping the future of fashion and Retail!

✉ [goldie\[AT\]fddiindia\[DOT\]com](mailto:goldie[AT]fddiindia[DOT]com)



Dr. Govind Soni

Designation : Senior Faculty, Grade-II
Specialization : Marketing, General Management

School of Retail & Fashion Merchandise

Dr. Govind Soni is a seasoned professional with 15 years of rich experience spanning both academia and industry, specializing in retail, marketing, and research. He holds a Ph.D. in Service Marketing from RDVV, Jabalpur, an MBA in Marketing from Pune University and holds PGDM, reflecting his strong academic foundation in the field.

Dr. Soni has dedicated 5 years to industry and 10 years to academia. Previously, he served as an Assistant Professor at Symbiosis University, Indore, where he contributed significantly to teaching and research. Currently, he is working as Sr. Faculty in the retail & fashion merchandise department. In addition to his teaching expertise, Dr. Soni has made notable contributions to research. He has published papers in international journals, with two Scopus-indexed papers forthcoming. His scholarly work also includes presenting research at conferences and authoring chapters in academic books. He is also the reviewer for IGI-Global publication and registered a few patents for marketing and retail domain.

Through his commitment to education, research, and industry engagement, Dr. Soni continues to inspire and mentor students and professionals in the fields of retail and marketing.

✉ govindsoni@fdiindia.com



Mr. Vivek Singh Thakur

Designation : Jr. Faculty
Specialization : Retail Operations

School of Retail & Fashion Merchandise

Vivek Singh Thakur is an experienced and passionate Faculty in the field of Retail Operations Management. With a strong foundation in both academic theory and real-world industry practice. Former student of FDDI Holding a master's degree, MBA in Retail and Fashion Merchandise and Graduation in B.Sc. Footwear Technology from FDDI.

He brings a comprehensive understanding of retail operations, store management, customer behaviour, supply chain management and merchandising. With a career spanning 5+ years in various retail roles, including management positions at Van Heusen (ABFRL), Peter England and Footwear companies like TATA International Ltd. & Sara Suole Pvt. Ltd. Certified Retail trainer from RASCI-NSDC and SCPWD in Retail domains and worked with various Skill development programme.

As a faculty, aims to bridge the gap between classroom learning and real-world retail practices. Committed to preparing students for successful retail management careers through a hands-on teaching approach that incorporates case studies, industry guest speakers, and live retail simulations.

✉ [vivekthakur\[AT\]fddiindia\[DOT\]com](mailto:vivekthakur[AT]fddiindia[DOT]com)