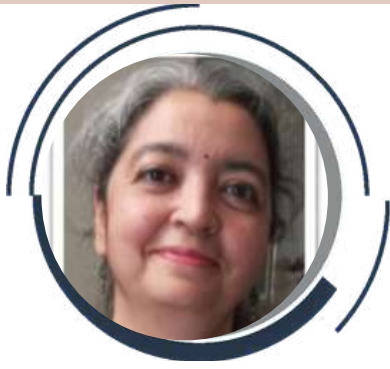




Dr. Renu Sharma

Designation : Head - Academics/ Chief Faculty

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

School of Retail & Fashion Merchandise

Academic Qualifications

PhD in Management, Amity University, 2023

Areas of Expertise

Soft Skills, Leadership Coaching, Workplace Communication, Entrepreneurship

Professional Experience

30 years' experience including roles of Head of School (Retail), Head of Department (Retail), Course Coordinator, Probationary Officer

Research & Publications

11 Publications including research papers and Book chapters

Paper presentation titled "Thought Experiments and Playfulness in higher education" during the Second Virtual Subsistence Marketplace Conference organized by Loyola Marymount University, Los Angeles, USA

Keynote Speaker for International Conference on Corporation Management, Estonia

Awards & Recognition

Employee of the Month for two consecutive months – Mar & Apr 2025

Certificate and Cash prize received from Rajbhasha Vibhag, Ministry of Home Affairs for scoring highest marks in Hindi exam

Professional Memberships

International Association of Facilitators

With an experience of more than 30 years in the academic and corporate sector, Dr Renu Sharma is a facilitator, trainer, keynote speaker and a lifelong learner. She specializes in Soft Skills, Leadership Training and promoting entrepreneurship. Student engagement, original thinking and experiential learning are her core strengths.

She has put in thousands of hours in skilling & training undergraduate & postgraduate students and faculties.

In collaboration with her students, she ideated and executed engagement programmes like Fabulous Fridays, Stimulus, Retail Update, 30 Day challenges, BYB (Build your Business), Tarang etc. at FDDI.

She is a member of International Association of Facilitators.

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



Ms. Anisha Modi

Designation : Faculty

Specialization : Retail and Fashion Merchandise

School of Retail & Fashion Merchandise

Academic Qualifications

(Degrees—Advertising & Marketing Management (PWC-2011), Masters of Fashion Management (NIFT-2017), UGC NET (2019) Pursuing Ph.D. from NIT, diplomas in Computer applications & Service marketing)

Areas of Expertise

(Marketing, Merchandising, Management, OB, CRM)

Professional Experience

(11 years in across academics & industry)

Research & Publications

2 research papers on Sustainability & Work incivility, Won best GRP award at NIFT, Guest speaker at Gaon Ghar DD national TV for awareness generation on vocational courses in rural areas.

A Management Assistant Professor with 11+ years of experience in industry & academics. 5 years in teaching driven to inspire students to pursue academic and personal excellence. Consistently strive to create a challenging and engaging learning environment in which students become life-long learners. NET qualified, Pursuing PhD from NIT (CRM & Retail Management). Taught assigned courses in accordance with the course syllabus and college policy. Maintained familiarity with current texts, materials, teaching aids, and techniques relative to courses. An Advertising and Marketing Graduate with Master of Fashion Management degree specialisation in Marketing, Merchandising, HRM, CRM and Organisational Behaviour. Good understanding of Merchandising, Client handling, Marketing, Claims, and Logistics. Experience in Administration, Business Development, Branding, Trade Fair and Project Management. Working with Excel, Stock Replenishments, Business users, Software and Data Analysis. Catered Technical requirements and Functions requirements. Fostered students' commitment to lifelong learning by connecting course material to broader themes, important moments in history, and current events. Taught Course with utmost dedication and guided students to use technology that yielded impressive results and positive learning. Ability to adapt to change, embrace modern technology, use innovative teaching methods and thinking for grade boosting and better understanding. Engaged in public speaking, mentorship, lectures, seminars/webinars, and FDPs this improved interpersonal abilities and accelerated learning. Collaborated with admissions, conferences and college events on established prerequisites and demonstrated a continued commitment to teaching through full participation in the college.



Dr. Jyoti Bhasin Chaudhry

Designation : Senior Faculty, Grade-I

Specialization : Retail and Fashion Management

School of Retail & Fashion Merchandise

Academic Qualifications

Ph.D. in Home Science (Clothing & Textiles), September 2017 from Banasthali Vidyapith, Rajasthan

UGC NET Qualified, Dec 2005

M.Sc. Home Science (Specialization: Textiles and Clothing), Lady Irwin College, Delhi University, Batch: 2003-2004.

B.Sc. Home Science (Honours), Lady Irwin College, Delhi University, Batch: 1999-2002.

B.Ed. (Full Time) from Department of Education, Lady Irwin College, Delhi University, Batch: 2004- 2005.

Areas of Expertise

Textiles, Fabric Science, Traditional Indian textiles, Garment manufacturing, Elements & Principles of Design, Fashion Trends, Fashion accessories, Visual Merchandising, Quality Assurance, Fashion Forecasting, Fundamentals of Retail, Design Thinking etc.

Professional Experience

20 Years

Research & Publications

9

Paper titled, "Determinants of Consumer's Intention to Purchase Traditional Indian Apparels" in Asia-Pacific Journal of Management Research and Innovation, Volume: 16 issue: 4, page(s): 322-334, Dec 2020, Sage Publications, ISSN : 2321-0729

Assessing the Impact of Psychological, Environment and Health Consciousness factors on Purchase Intentions of customers in Green Cosmetics, SEEJPH Volume XXVI, S2,2025, ISSN: 2197-5248; Posted:03-02-25, Elsevier, Scopus

Book Publication-'The Concepts of Apparel Manufacturing', Evincepub Publishing; 1 edition, August 2019, ISBN-10: 9389125774

Professional Memberships

Lady Irwin College Alumnae Association

Home Science Association of India

Brief Profile:

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 specialization in Textiles & Clothing.

She has more than 20 years' of teaching experience to both under graduate and post graduate students.

To expand her knowledge, she has taken part in FDPs on Design Thinking and done additional online certificate programs on UX/UI for Beginners and Design Thinking. 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, and apparel manufacturing. She has been Scientific Reviewer / Technical Committee Member of 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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Dr. Aastha Garg

Designation : Sr. Faculty, Grade-I

Specialization : Retail and Fashion Management

School of Retail & Fashion Merchandise

Academic Qualifications

B.Com(Hons), Delhi University, 1998-2001; PG Diploma in Garment Manufacturing Techniques, NIFT Delhi, 2001-2003; Master in Fashion Technology, NIFT Delhi, 2012; Ph.D., NIFT Delhi, 2023.

Areas of Expertise

Retail Management | Consumer Behaviour | Fashion Marketing

Professional Experience

19+ years in Industry and Academics

Research & Publications

9

Published papers are in Scopus indexed, WOS and UGC Indexed Journals

Professional Memberships

Reviewer in Science Journal of Business and Management, Science Publication Group, 1 Rockefeller Plaza, 10th and 11th Floors, New York, NY 10020 U.S.A

Reviewer in Environment and Social Psychology, Arts and Science Press Pte. Ltd, Singapore

Dr. Aastha Garg joined as Sr. Faculty (School of Retail and Fashion Management), FDDI in 2012 and has a teaching experience that spans nearly 18 years. She constantly updates herself with the latest developments in the field of Fashion Retailing and Management.

She is PhD from National Institute of Fashion Technology (NIFT), Delhi. She holds a Masters in Fashion Technology from NIFT, Delhi and a Bachelor of Commerce from Gargi College, Delhi University. She has spent considerable years in the industry, having an immense exposure to Indian as well as American Industry.

Her academic interests are Consumer Behaviour, Retail Management and International Retailing. Her profound interest in research has made her publish various papers and articles. She has also authored various chapters in many leading books.

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Mr. Vivek Singh Thakur

Designation : Jr. Faculty

Specialization : Retail Operations

School of Retail & Fashion Merchandise

Academic Qualifications

(Degrees—

UG- B.Sc. in Footwear Technology, Footwear design and development institute, Chhindwara 2015

PG- M.B.A in Retail & Fashion Merchandise, Footwear design and development institute, Chhindwara ,2020

Areas of Expertise

(Retail Operations, Merchandise Management, Store management, Inventory Management, Marketing Management, Supply Chain Management, Site Selection & Mall management)

Professional Experience

(6 years)

Jr. Faculty-Footwear design and development institute. Guna

Store Manager -Van Heusen -ABFRL, Indore

Store Manager -Peter England -ABFRL, Dhamnod

Retail Trainer -Navjyoti Global Solutions, Chhindwara

Supervisor PDC-Tata International Ltd. Dewas

Executive -Sara Suole Pvt Ltd.-Ambur

Research & Publications

(N/A)

Projects & Consultancy

(N/A)

Awards & Recognition

(N/A)

Professional Memberships

(N/A)

Mr. Vivek Singh Thakur is a Jr. Faculty in the School of Retail and Fashion Merchandise with over 5+ years of combined industry and academic experience. He holds M.B.A in Retail and Fashion Merchandise from [Footwear Design & Development Institute, Chhindwara], 2020, an B.Sc. in Footwear Technology from [Footwear Design & Development institute, Chhindwara], 2015, His core areas include Retail Operations, Merchandise Management, Store management, Inventory Management, Marketing Management, Supply Chain Management, Site Selection & Mall management. He has built a diverse career in the retail industry, holding management roles at well-known brands such as Van Heusen and Peter England under ABFRL. His experience also spans the footwear sector, where he worked with companies like TATA International Ltd. in Dewas and Sara Suole Pvt. Ltd. in Ambur. In addition to his experience, he is a certified retail trainer accredited by RASCI-NSDC and SCPWD. He has actively contributed to various skill development programs, helping to train and empower students in the retail domain

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Mr. Goldie Anand

Designation : Senior Faculty, Grade-II

Specialization : Retail Operations, Fashion Merchandise & Management.

School of Retail & Fashion Merchandise

Academic Qualifications

UGC NET qualification in two subjects Home Science & Management, Master's Degree in Fashion Management from NIFT Gandhinagar. Bachelor's in B.E. Textile Technology from MLV Textile Institute in Bhilwara and a Post Graduate Diploma in marketing management from SCDL Pune.

Areas of Expertise

Textiles, Spinning, Weaving, Textile Testing, and Apparel Manufacturing to Quality Management, Fashion Buying & Merchandising, Retail Operation, Supply Chain Management.

Professional Experience

Industry & Academic 25 years Modern Thread India Limited, Pasupati Spinning & Weaving Mills Limited, STI India Limited (now Bombay Rayon), Raymond, Reliance Trends, BIG BAZAR.

Research & Publications

NA

Projects & Consultancy

NA

Awards & Recognition

NA

Professional Memberships

NA

Meet Mr. Goldie Anand, a dynamic force in the world of fashion and textiles! With a prestigious UGC NET qualification under his belt, he holds a Master's Degree in Fashion Management from the esteemed National Institute of Fashion Technology in Gandhinagar. His academic journey also 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, BIG BAZAR. 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 a wide array of 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!



Mrs. Sona Baral

Designation : Jr. Faculty

Specialization : Retail, Fashion Merchandise & Management.

School of Retail & Fashion Merchandise

Academic Qualifications

Post-Graduation Diploma in Apparel Production and Merchandising Management from School of Fashion Technology (SOFT) in Pune. She is a graduate in Fashion and Apparel Design from the University of Calcutta, Diploma in Fine Arts from Prachin Kala Kendra, Chandigarh, certificate Course in fashion illustration from NIFT, Calcutta.

Areas of Expertise

Visual & Retail Merchandising, Buying, Product Development, and Fashion Management

Professional Experience

8 Years of combined industry and academic experience

Research & Publications

NA

Projects & Consultancy

NA

Awards & Recognition

NA

Professional Memberships

NA

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 graduate in Fashion and Apparel Design from the University of Calcutta and has further honed her skills with a diploma in Fine Arts from Prachin Kala Kendra, Chandigarh, alongside a specialized 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 organizing 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\[AT\]fdiindia\[DOT\]com](mailto:sonabaral@fdiindia.com)

Mr. Sushant Yadav

Designation : Sr. Faculty, Grade-II

Specialization : Fashion Merchandising and Management

School of Retail & Fashion Merchandise



Academic Qualifications

- ☒ B.Sc. in Computer Science, Bhopal University
- ☒ Masters in Fashion Management, NIFT Bangalore
- ☒ PG Diploma in Education Management and Administration, IGNOU
- ☒ Pursuing Ph.D. (Topic: Study on Marketing Strategies of the handloom sector in select cities of Madhya Pradesh)

Areas of Expertise

Apparel Merchandising and Marketing, E-Commerce & Event Management

Visual Merchandising

Academic Innovation & Curriculum Development

Professional Experience

- ☒ 14+ years of Academic Leadership across prestigious institutes (including Manjot Institute of Design and FDDI Chhindwara)
- ☒ 5+ years of Corporate Experience in Fashion and Retail industry
- ☒ Established and led three academic schools at FDDI Chhindwara:
 - School of Retail & Fashion Merchandise
 - School of Fashion Design
 - School of Footwear Design & Production Management
- ☒ Pioneered industry collaborations and skill development initiatives

Research & Publications

- ☒ 6 International Journal Publications
- ☒ 2 Conference Papers
- ☒ 1 Book Chapter (MSME's Startup Book – "Small and Medium Scale Entrepreneurial Opportunities for Footwear Industry in Madhya Pradesh")
- ☒ Recently received Design Patent Registration (AI-based POS Implementation Design)

Projects & Consultancy

Successfully coordinated Hasth Shilp Vikas Nigam (M.P. State Govt.) and FDDI Chhindwara project for training and upgradation of artisans from Gwalior cluster in footwear and leather goods category.

Coordinated CSR-led collaboration and skill training program for WCL Nagpur at FDDI Chhindwara.

Initiated startup and incubation collaboration setup at FDDI Chhindwara to promote entrepreneurial development.

Contributed to curriculum innovation and industry collaboration projects in design and retail domains.

Professional Membership

Member, Research Foundation of India, Jabalpur

Member of academic and research communities related to design, management, and retail for peer-reviewed journals

Mr. Sushant Yadav is an accomplished academician and industry professional with more than 14 years of academic leadership and 5 years of corporate experience. He holds a B.Sc. in Computer Science, a Master's in Fashion Management from NIFT Bangalore, and a PG Diploma in Education Management and Administration from IGNOU. He is currently pursuing a Ph.D. on the impact of e-commerce on the handloom sector of Madhya Pradesh. At FDDI Chhindwara, Mr. Yadav has been instrumental in establishing and leading the School of Fashion Design, the School of Retail & Fashion Merchandise, and the School of Footwear Design & Production Management. His key contributions include coordinating projects with the M.P. State Government's Hasth Shilp Vikas Nigam for artisan training in Gwalior, leading a CSR-based skill development program for WCL Nagpur, and initiating a startup and incubation setup at FDDI Chhindwara.

With 6 international journal publications, 2 conference papers, and a book chapter in the MSME's Startup Book, along with a design patent for an AI-based POS implementation design, Mr. Yadav continues to bridge industry and academia. A member of the Research Foundation of India, Jabalpur, he specializes in marketing, event management, visual merchandising, and academic innovation.

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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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Dr. Vinit Kumar Verma

Designation : Sr. Faculty, Grade-II

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

School of Retail & Fashion Merchandise

Academic Qualifications

B.Sc. (Maths), MBA (International Business-GJU, Haryana 2006) MBA (Human Resource Management VMU, TN 2008) MBA (Financial Management-CTU, Gujarat 2012), Ph.D. (Finance-BU, M.P 2021)

Areas of Expertise

Organisation Behaviour, HRM, Export Management, Financial Management, Economics, Research Methodology, Site selection & Mall Management, Retail Operation, Etc.

Professional Experience

(17+ academics experience)

Curriculum Development, delivering lectures, leading discussions, and initiating and organizing hands-on workshops, conducting research work, providing career advice, mentorship, consultative counseling to students, heading the department and performing various administrative tasks.

Research & Publications

10 (6 Papers published in referred international journal and 4 Papers published in national journal) in the area of Retail Finance and Entrepreneurship.

Projects & Consultancy

Coordinated the CSR project of WCL and CMPDIEL at Chhindwara campus.

Awards & Recognition

Recognised as resource person to deliver the workshop on "Hypothesis and Data collection" during the course work of PhD. Students at Raja Shankar Saha University, Chhindwara M.P.

Professional Memberships

Member of International Social Science & Management Welfare Association

Dr. Vinit Kumar Verma is a Sr. Faculty in the School of Retail & Fashion Merchandise with over 17 years of academic experience. He holds B.Sc. (Maths- Dr. HSGU, M.P 2001), MBA (International Business-GJU, Haryana 2006) MBA (Human Resource Management VMU, TN 2008) MBA (Financial Management-CTU, Gujarat 2012), and a Ph.D. (Finance-BU, M.P 2021). HIS core areas include Organisation Behaviour, HRM, Export Management, Financial Management, Economics, Research Methodology, Site selection & Mall Management and Retail Operation. Dr. Verma Develops curriculum, delivering lectures, leading discussions, and initiating hands-on workshops to help students develop practical skills in navigating associated subjects.

Dr. Verma has authored over 10+ peer-reviewed research papers and presented her work at leading national and international conferences and journals in the area of Retail Finance and entrepreneurship. He has led WCL/CMPDIEL-funded projects on FDP and RFM. Recognised as resource person to deliver the workshop on "Hypothesis and Data collection" during the course work of PhD. scholars at Raja Shankar Saha University, Chhindwara M.P., He is Member of International Social Science & Management Welfare Association, Providing career advice, mentorship, and consultative counseling to students and researchers.



Dr. Avinash Bajpai

Designation : Sr. Faculty, Grade-I

Specialization : Marketing Management

School of Retail & Fashion Merchandise

Academic Qualifications

B. Com, Masters in International Business, Ph.D. from University of Lucknow, 2008, UGC-NET (Management)-2005

Areas of Expertise

(Marketing| Entrepreneurship| Retailing)

Professional Experience

20 Years and key roles: Head of Dept., Academic In-Charge

Research & Publications

4 papers + 6 Chapters in Edited Books + 1 Self Study Material for PG Program

Projects & Consultancy

(Major funded/industry projects or exhibitions curated)

2 Project Consultancies | Organised Buyers-Sellers Meet for Footwear MSMEs

Awards & Recognition

Dr. Sarvapalli Radhakrishnan Award from Avantika Society, New Delhi

Recognition from Global Environment & Social Association, New Delhi

Professional Memberships

Fellowship of Society for Science & Nature, Lucknow, Uttar Pradesh

Dr. Avinash Bajpai is a Sr. Faculty in the School of Retail & Fashion Merchandise with over 20 years of combined industry and academic experience. He holds a B. Com from CSJM University, Kanpur, 2001, a Master's Degree in International Business from IMS, Ghaziabad, 2003, and a Ph.D. in Commerce from University of Lucknow, 2008. His core areas include sustainable General Management, Marketing, Entrepreneurship and Research Methods. Dr. Bajpai has authored peer-reviewed research papers, chapters in edited books, Self Learning Material for the M. Com Program, and presented his work at leading national and international conferences. He has been the member of syllabus draft committee. He had also performed in different academic administration roles like Head of Dept., Academic In-Charge, Assist. Supt. Exams, etc.

He has led government-funded projects on Handholding and Development of Small-Scale Footwear Manufacturers of Punjab with special reference to Jutti Cluster, Faridkot and Demonstrations of Tech Interventions for Upliftment of Ludhiana Cobbler Cluster. Recipient of the Dr. S. Radhakrishnan Award from Avantika Society, New Delhi and Special Honour from Global Environment & Social Association, New Delhi, she is an active member of professional bodies and mentors' students for global competitions.

Mrs. Shreya Suman

Designation : Jr. Faculty

Specialization : Retail, Fashion Merchandise & Management.
School of Retail & Fashion Merchandise

School of Retail & Fashion Merchandise



Academic Qualifications

Graduate degree in Fashion Merchandise and Retail Management from FDDI, Noida, and holds a Master's degree in Fashion Management from the NIFT, Patna, Currently, pursuing a Post Graduate Diploma in Training and Development through the Ministry of HRD at IIFT Delhi.

Areas of Expertise

Retail Operation, Merchandising, Marketing Management, Fashion Management, Organisation Behaviour, Consumer Behaviour

Professional Experience

5 Years of combined industry and academic experience. Future Group, Arvind Brand, Air Plaza Pvt. Ltd, Saffron Lifestyle Pvt. Ltd

Research & Publications

NA

Projects & Consultancy

NA

Awards & Recognition

NA

Professional Memberships

NA

Ms. Shreya Suman holds a remarkable educational background that reflects her dedication and passion for the fashion industry. Her qualifications include: Master's degree in Fashion Management from the National Institute of Fashion Technology (NIFT), Patna, 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.

In terms of 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, Fashion Management

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

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Dr. Balakrishna Dammati

Designation : Sr. Faculty, Grade-II

Specialization : Retail & Fashion Merchandise

School of Retail & Fashion Merchandise

Academic Qualifications

Ph.D. in Commerce & Business Administration, Acharya Nagarjuna University, 2023

MHRM, Acharya Nagarjuna University (CDE), 2014

MBA (Finance & Marketing), SIMS, Andhra University, 2008

B.Com., Sarada College, Acharya Nagarjuna University, 2006

Areas of Expertise

Retail & Fashion Merchandise

E-Banking and Financial Management

Marketing & Supply Chain Management

Entrepreneurship and IPR

Curriculum Development and Research Supervision

Academic Administration and Faculty Development

Professional Experience

Over 15 years of academic and industry experience.

Senior Faculty, Grade-II – School of Retail & Fashion Merchandise, FDDI Hyderabad

Faculty – FDDI Chennai & Hyderabad

Assistant Professor – Amrita Sai Institute of Science & Technology, Andhra Pradesh.

Branch Manager – Megamart, Hyderabad

Assistant Branch Manager – Subhiksha, Visakhapatnam

Research & Publications

Publications: 5+ (International journals, book chapters, conference proceedings)

Key Highlight: Published on Productivity Assessment of NSE Listed Banks using CAMEL Rating Approach in IJSER (2020)

Projects & Consultancy

Coordinator and course developer for Retail Management Certificate Course (DGR – Ministry of Defence)

Developed entrepreneurship and retail promotion modules for JCO Officers' Course

Guided 100+ UG & PG dissertations, fostering research in retail and finance

Awards & Recognition

Qualified APSET-2012 for Assistant Professorship in Management subject.

Certificate of Appreciation as Resource Person, FDP on Use of R for Data Analysis (FDDI Noida, 2024)

Recognition as HoD of Retail & Fashion Merchandise (2022–2025) for leadership in academics and cultural activities

Professional Memberships

Active participant in AICTE-ATAL FDPs, IPR workshops, and research committees

Member of curriculum and research development bodies at FDDI

Brief Write-up

Dr. Balakrishna Dammati is a senior faculty member at the Footwear Design and Development Institute (FDDI), Hyderabad, with over 15 years of academic and industry experience. He holds a Ph.D. in Commerce and Business Administration and specializes in Retail Management, Financial Management, and E-Banking. His career spans academia and industry, beginning as a retail store branch manager before transitioning into teaching and research. At FDDI, he has served as Head of the Department and Course Coordinator, contributing to curriculum development, research guidance, and specialized programs for defence officers under the Ministry of Defence. He has authored several research papers and book chapters in reputed journals and edited volumes, focusing on financial analytics, digital banking, and retail strategies. Dr. Balakrishna has successfully guided over 100 student projects, coordinated consultancy-based training, and delivered lectures at conferences and FDPs. His recognition includes APSET qualification and appreciation as a resource person in national faculty programs. He remains actively engaged in professional development through workshops and seminars on AI, CSR, and research methodologies, reinforcing his commitment to academic excellence, innovation, and industry collaboration.

 [dbkrishnana\[AT\]fddiindia\[DOT\]com](mailto:dbkrishnana@fddiindia.com)



Dr. Chitresh Shrivastava

Designation : Sr. Faculty Grade II

Specialization: IT and Management

School of Retail & Fashion Merchandise

Academic Qualifications

Ph.D. in Management, Barkatullah University Bhopal (M.P), 2025

MBA (Marketing), Maharishi Mahesh Yogi Vedik Vishwavidyalaya, M.P 2014

M.Sc. (Information Technology), Devi Ahilya Vishwavidyalaya, M.P 2010

BCA, Devi Ahilya Vishwavidyalaya, M.P 2008

Areas of Expertise

Retail & Fashion Merchandise

Research, E- Retail & Information Technology

Marketing & Supply Chain Management

Curriculum Development and Research Supervision

Academic Administration and Faculty Development

Professional Experience

Over 15 years of academic & Research experience.

Senior Faculty, Grade-II – School of Retail & Fashion Merchandise, FDDI Hyderabad

Faculty – FDDI Chhindwara & Hyderabad

Computer Teacher & Software Developer – Geeta Verma Institute of Technology M.P

Research & Publications

Publications: 4+ (International journals, National Journals, conference proceedings) and 1 Patent.

Projects & Consultancy

WCL Training Program: Acted as a Resource Person for a short-term certificate course in Retail Management, funded by Western Coalfields Limited (WCL). Responsibilities included curriculum development, content delivery, and participant assessment.

DGR Training Program: Acted as a Resource Person for a short-term certificate course in Retail Management. Responsibilities included curriculum development, content delivery, and participant assessment.

Guided 25+ UG & PG dissertations, fostering research in retail

Awards & Recognition

PhD awarded in year 2025.

Sports Convenor in Chhindwara Campus around 8 Years.

Conducted First Centralised FDDI Staff Sports Meet in Chhindwara Campus.

2 Times Winner of Hindi Pakhwada.

Professional Memberships

Member of Star International Foundation of Research & Education.

Dr. Chitresh Shrivastava is a Sr. Faculty in the School of Retail & Fashion Merchandise with over 15 years of combined academic and research experience. He holds dual PG degree in MBA in Marketing, 2014 and MSc in Information technology, 2010. He also awarded as Ph.D. in Management from Barkatullah University M.P 2025. His core areas include Marketing, IT, E-Commerce, Digital Marketing, Supply Chain and ERP. Dr. Shrivastava has authored over 4+ peer-reviewed research papers and presented his work at leading national and international conferences and journals. He design and delivered course material for short term course in Retail management for government-funded projects. He is an active member of professional bodies and mentors' students for global competitions.

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Mr. Gaurav Singh

Designation : Sr. Faculty Grade II

Specialization: Marketing, Branding, Supply chain Management

School of Retail & Fashion Merchandise

Academic Qualifications

PGDM Marketing), IMM New Delhi 2010

BBA, I.T.S Mohan Nagar Ghaziabad 2008

Areas of Expertise

Retail

Branding

Marketing & Supply Chain Management

Communication skills/Personality Development

Professional Experience

Over 15 years of Academic, Research experience and Industry

Senior Faculty, Grade-II – School of Retail & Fashion Merchandise, FDDI Hyderabad

Faculty – FDDI Kolkata, Banur

Assistant Professor PSIT Kanpur

Research associate at “The Corner office”

Research & Publications

Publications: 2 (International journals, National Journals, conference proceedings).

Projects & Consultancy

DS Associates: Provides consultancy to a Company secretaries firm in Ashok

Vihar New Delhi. The agenda of consultancy was “Writing effective mail for lead generation”

DGR Training Program: Acted as a Resource Person for a short-term certificate course in Retail Management. Responsibilities included curriculum development, content delivery, and participant assessment.

Guided 50+ UG & PG dissertations, fostering research in retail

Awards & Recognition

Won 1st prize for the research paper presented at VSANB Chandigarh (2022)

Professional Memberships

NA.

Gaurav Singh is a Senior Faculty Grade II in the School of Retail and Fashion Merchandise, bringing over 16 years of combined academic and industry experience. He holds a Post Graduate Diploma in Management (Marketing) and specializes in marketing management, supply chain management, and branding.

With 14 years in academics, Gaurav has taught and guided students across diverse areas of management education. His industry experience of 2 years adds practical depth to his teaching, bridging classroom learning with real-world business practices.

He has published two research papers and was recognized for his work at the VSANB 2022 conference held at FDDI Chandigarh. In addition to research, he has undertaken consultancy projects, including a month-long communication skills training program with DS Associates, New Delhi.

For his contributions, Gaurav has received awards for both research and consultancy excellence. He continues to engage with industry and academia, contributing to student development and advancing management education.

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Miss. Nazreen Qureshi

Designation : Faculty

Specialization : Retail Management (Marketing Management)

School of Retail & Fashion Merchandise

Academic Qualifications

(Degrees—M.Com.(Dr. Hari Singh Gour University, Sagar, M.P.,2008), Post Graduate Diploma in Computer Application M.B.A. Marketing and Finance (Rashtra Sant Tukdo Ji Maharaj University, Nagpur Maharashtra,2010), Certificate Course in Personality Empowerment Trainer, (Smart Finishing School, Nagpur, Maharashtra) Certification on “Managerial Excellence” from MSME, Nagpur, Maharashtra.

Areas of Expertise

(Marketing | Personality Empowerment/Soft Skills.)

Professional Experience

(Total years of experience-17 years and key roles performed across academics/industry- Course Director, Course Content Developer, Industry Visit Coordinator, Expert Talk/Guest Lecture Organiser, Alumni Meet, Promotion and Awareness, Mock GD and Interview Sessions for Placement, Assistance for Internship and Placement, Project Mentor, Departmental Meeting In-charge, Cultural Committee Member, Disciplinary Committee Member, Soft Skills Workshop Coordinator)

Research & Publications

One- ‘Women empowerment and financial inclusion” at Mata Gujri Mahavidyalaya, Jabalpur (M.P.)

Participated in Research Workshop at Govt. Junnardeo College, Junnardeo, M.P.-Topic- Participation of FDDI In Industrialization

Awards & Recognition

(Invited from Various Govt. Colleges and Schools Such as Govt. Junnardeo Mahavidyalaya, Govt. Bichhua Mahavidyalaya, Vidya Devi Shukl College of Management, Govt. Girls School for guest lecture on Personality Empowerment, Employability Enhancement and beauty and wellness.)

Professional Memberships

(The Help-NGO- Works for poor and unprivileged students).

Ms. Nazreen Qureshi has 17 years of rich experience of education industry. (For UG and PG students).

Domain Excellence: She possesses double master’s degree in the field of Commerce and Management. She is also a Certified Personality 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 – Marketing Management, Retail Promotional Strategy,

Sales & CRM, Accounting, Luxury & Life-Style Retailing, Essentials of Management, Soft Skills & Personality Development, Art of Public Speaking, Consumer Behavior, Rural Retailing etc. According to her it gives opportunity to learn and transform young minds into 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.

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Mr. Gaganjeet Singh

Designation : Sr. Faculty, Grade-II

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

School of Retail & Fashion Merchandise

Academic Qualifications

M.B.A (Marketing), Maharishi Dayanand University Rohtak, 2012; PGDM (Marketing), Guru Nanak Institute of Management, 2009; BBA, Guru Gobind Singh Indraprastha University, 2007

Areas of Expertise

Marketing| General Management| Supply Chain Management| Market Research

Professional Experience

14 years

Research & Publications

2

Mr. Gaganjeet Singh is a Sr. Faculty in School of Retail and Fashion Merchandise. He is currently pursuing Ph.D. from Amity University. He is UGC NET, PGDM (Marketing) and MBA. Mr. Singh is having a teaching experience of 14 years. His research area is marketing and consumer behaviour. He has taken several FDPs and contributed several research papers. His papers have been published in many national and international journals. He has participated in many 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)



Dr. Govind Soni

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

School of Retail & Fashion Merchandise

Academic Qualifications

(Degrees—

B.Sc. (Mathematics) from RDVV University,

MBA (Marketing & Finance) from Pune University

Ph.D. (Management) from RDVV University

UGC-NET (Management)

Areas of Expertise

(Up to 3-5 key areas—Research | Retail Marketing | Supply Chain Management | Service Marketing | Retail Business & Environment)

Professional Experience

Total years- 16 Years

Key roles across academics- Teaching, Counselling, Researcher, Policy Making, Course Development, Academic Development and Innovation, Advisor

Industry- Senior Executive, Advisor, Admin officer, Executive Director

Research & Publications

8 Publication in UGC CARE & Scopus Indexed Journals

2 Book Chapter Published in Scopus Indexed Journal

2 Patents Registered

Awards & Recognition

Recognized as a resource person for delivering a workshop on Research Analysis and Paper Publication to PhD scholars at Raja Shankar Shah University, Chhindwara (M.P.)

Recognized as a resource person for delivering a workshop on Service Marketing and its core components from Q-comm perspective at Symbiosis International University, Pune

Recognized as a resource person for delivering a workshop on Research Fundamentals at Prestige Institute of Management & Research, Indore

Professional Memberships

Reviewer of IGI Global Scientific Publication.

Dr. Govind Soni is a seasoned professional with 16 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 4 years to the industry and 12 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 serving as Sr. Faculty in 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 few patents for marketing and retail domain.

 **govindsoni[AT]fddiindia[DOT]com**