



Mrs. Shweta Saini

Designation : Sr. Consultant, HOS

Specialization : Retail

School of Retail & Fashion Merchandise

Mrs. 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 is pursuing Ph.D in the area of 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 14 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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Ms. Renu Sharma

Designation : Consultant

Specialization : Soft Skills, Service Retailing, Strategy, Branding

School of Retail & Fashion Merchandise

She is B.Sc, MBA (Finance and Marketing) from Kurukshetra University.

Her areas of specialization include Business Communication, Corporate Skills, Soft Skills, Retail Brand Management and Retail Strategy.

She has more than 27 years of rich experience in academics, industry and corporate training.

She has authored a book: Wonderful Wednesday: Ideas to lighten up your Day. She has also written book chapters and research papers. She has presented research papers in multiple national and international conferences.

Her interest areas include positive psychology, innovative pedagogies, community learning, and use of playfulness as a strategic tool for leaders.

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Mr. Nirmal Behari Lal

Designation : Jr. Consultant

Specialization : Retail Management

School of Retail & Fashion Merchandise

N.B.Lal, a 1985 batch MBA from Lucknow University spent many years of his career as a retail industry professional, prior to taking up teaching assignment at FDDI, Noida.

He has had the unique opportunity to witness the transition of retail industry from traditional retail formats to its modern form in India by working with retail giants like Singer India Ltd., Woodland shoes and apparels, Westside, as well as government emporia at senior management positions.

Mr. Lal has been teaching many topics related to retail management at both undergraduate and post graduate level and mentoring students for their dissertation projects. He has also authored a book on retail merchandising, useful for post graduate students as well as practicing retail managers.

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Dr. Jyoti Bhasin Chaudhry

Designation : Jr. Consultant

Specialization : Fashion and Merchandise Knowledge

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 specialization in Textiles & Clothing. She has more than 17 years of teaching experience to both under graduate and post graduate 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, 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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Mrs. Aastha Garg

Designation : Sr. Faculty

Specialization : Retail and Fashion Management

School of Retail & Fashion Merchandise

She is currently pursuing PhD at National Institute of Fashion Technology (NIFT), Delhi in the field of Fashion Management. She holds a Masters in Fashion Technology from NIFT, Delhi and a Bachelor of Commerce from Gargi College, Delhi University. She also has attended various online certificate programs from IIM Bangalore, University of Toronto and Columbia University.

Her experience spans nearly 20 years with a teaching experience of nearly 15 years. She has spent considerable years in the industry, having an immense exposure to Indian as well as American Industry. She constantly updates herself with the latest developments in the field of Fashion, Retail and Management.

Her academic interests are Consumer Behaviour, Retail and Fashion Management and International Retailing. Her profound interest in research has made her publish various research papers in international journals and articles. She also has published a chapter in the Handbook of Fashion.

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Mr. Sushant Yadav

Designation : Sr. Faculty

Specialization : Fashion Merchandising and Management

School of Retail & Fashion Merchandise

He is a B.Sc. Computer Science graduate from Bhopal University has done his Masters in Fashion Management from NIFT Bangalore. A PGDEMA (Post Graduate Diploma in Education Management and Administration) he has an industry experience of over 5 years in Marketing Event Management and Retail planning, along with a brief stint in Visual Merchandising.

He has more than 12 years of experience in Academics and is exploring new avenues and changing scenario in retail sector by participating in many seminars, conferences workshops and faculty development programs of international repute, including participation in 5 faculty development program sponsored by AICTE. He has 3 publications in International Journals and is pursuing his PhD on e-commerce and its impact on handloom sectors of Madhya Pradesh.

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Mr. Balakrishna Dammati

Designation : Sr. Faculty

**Specialization : Finance, Marketing, Retail General
Management and Research methodology**

School of Retail & Fashion Merchandise



14 years of professional experience there in teaching and retail industries. Currently I have submitted my PhD thesis in E-banking and waiting for viva voce. I have a Master Degree in Business Administration with dual specialization in Finance and Marketing. General management, accounting, finance, retail, marketing and research methodology are some of my academic interests. Published several research papers in national and international journals, on various topics like fast-food retailing, stock market, digital banking and CSR etc. In addition, of that actively took part in various workshops, FDPs, seminars, conferences, and webinars to continue improving my technical expertise and teaching pedagogy. In the year 2012, I cleared the AP-SET for Assistant Professor and Lectureship in Management organized by Osmania University.

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Dr. Avinash Bajpai

Designation : Sr. Faculty

Specialization : International Retailing & Research

School of Retail & Fashion Merchandise



Dr. Avinash Bajpai has earned his doctorate from University of Lucknow and qualified UGC-NET(Management). He has currently working as Senior Faculty, Dept. of Retail Management, FDDI-Chandigarh. He is having more than 18 years of experience in academics. He has been associated with many national level academic institutions as Examiner / Observer/Visiting Professor. 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 attended many FDPs and workshops.

He is having rich experience of academic administration. His areas of interest are Supply Chain Management and International Retailing. He has been awarded with the Dr. Sarvapalli Radha Krishnan Award by Avantika Society, New Delhi.

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Mrs. Shashwati Bhowmick



Designation : Sr. Faculty

Specialization: Marketing and Finance

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.

Area of Research- Finance

School of Retail & Fashion Merchandise

Management Graduate with 10 years of Industry experience in the areas of Banking, Marketing , Administration and 8 years of academic experience .

Pursuing PhD , presented and published research papers in National and International Journals and conference proceedings.

Implantation of interesting Pedagogy Techniques for overall development of the students.

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

Significant contribution in promotion , admission

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Mr. Vikas Godha

Designation : Sr. Faculty

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(It Domain Module Like: Retail Software, E-Commerce & Digital Marketing, It Applications)

Area Of Research : E-Commerce(Marketing Managment)

School of Retail & Fashion Merchandise

A committed faculty with over 10 years of teaching experience of IT, Retail & Management related subjects like E-commerce & Digital Marketing, Fundamental of Computer, Retail Software, Photoshop & CorelDraw, Marketing, Retail Research, Statistics, Franchising, and Sales Management. Qualification: Pursuing PhD from Barkatullah University Bhopal (M.P), MBA (Marketing), M.Sc (IT) & Post Graduate Diploma in Cyber Law.

Possessing excellent administrative, verbal communication and written skills along with constructive and effective teaching methods that promote a stimulating learning environment.

Managing students by providing guidance and feedback to help them strengthen their skills and knowledge base.

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, behavior, discipline and punctuality amongst students.

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Dr. Vinit Kumar Verma

Designation : Faculty

Specialization : International Business, HRM, Financial Management, Retail Operations, Retail Planning

School of Retail & Fashion Merchandise

Faculty and HOD of Retail and Fashion Merchandising department Chhindwara Campus. PhD. in Management (Finance), M.Phil. in Export Management, MBA in International Business and Human Resource Management. Published 6 research papers in national conference and 2 papers in international conference. Having 15 Years of Academic experience.

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Mr. Gaurav Singh

Designation : Faculty

Specialization : Marketing/Retail

School of Retail & Fashion Merchandise

With over 10 years of experience in academics and industry, Gaurav Singh a management graduate from Institute of technology and science Ghaziabad and a Post graduate (PGDM) in Marketing from Institute of Marketing and Management New Delhi, is a part of FDDI since 2011 and currently working as Faculty (RETAIL) at FDDI CHANDIGARH.

Working as management faculty he is responsible for taking management and communication classes across Dept. he also looks after the Foundation batch as course coordinator. He has also worked for Jain studios and Corner office (a leading boutique executive search company) at New Delhi. Gaurav Singh has presented and published various Research papers with both National and International Seminars.

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Mrs. Shreya Suman

Designation : Jr. Faculty

Specialization : Retail & Fashion merchandise

School of Retail & Fashion Merchandise

Graduated from FDDI (2009-12) batch and post graduated from NIFT (2015-17), having industry experience of 4 Years in the operations (Future group, Ferns n Petals, Air plaza Retail). Joined FDDI as Jr. Faculty in Retail with core specialization of Retail management.

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