

## **Jamia Millia Islamia Releases Second Volume of “Retail Therapy” Magazine**

New Delhi, April 22, 2026

Jamia Millia Islamia (JMI) marked a significant academic and creative milestone with the formal release of the second volume of Retail Therapy, a student-driven magazine, at a ceremony in Yaser Arafat Hall.

The magazine was officially released by the Hon’ble Vice-Chancellor, Prof. (Dr.) Mazhar Asif, who lauded the initiative as a thoughtful and intellectually engaging endeavour. In his address, he appreciated the students’ efforts to go beyond conventional academic frameworks and encouraged them to explore broader, evolving dimensions of retail marketing.

Retail Therapy, Volume 2 (2026), features fifteen original articles authored, curated, and produced entirely by the M.Com. (Business Management) students of the Department of Commerce & Business Studies. What began as a classroom assignment has evolved into a dynamic platform that reflects creativity, critical thinking, and collaborative learning. The publication aims to move beyond rote learning by fostering analytical engagement and providing students with an opportunity to express diverse perspectives on retail, consumer culture, and emerging market trends.

Prof. Debarshi Mukherjee, subject teacher and Editor of the magazine, highlighted the project’s journey, noting that it has grown into a vibrant intellectual exercise that encourages innovation and independent thought. He commended the dedication of the student contributors and acknowledged the unwavering support of faculty editors Dr. Izhar Ahmad and Dr. Vivek, whose guidance played a crucial role in shaping the publication.

The magazine stands as a testament to the evolving capabilities of students, showcasing their ability to critically analyse contemporary issues and present them with clarity and creativity. It also reflects a strong culture of collaboration, where ideas are nurtured and voices are amplified beyond the traditional classroom setting.

The university community and wider audience are invited to access the magazine through the QR code provided in official communications, enabling remote download and readership.

The successful release of Retail Therapy, Volume 2, signals a growing legacy at JMI, reinforcing the institution’s commitment to fostering innovation, academic excellence, and student-led initiatives.

Prof. Saima Saeed  
Chief Public Relations Officer

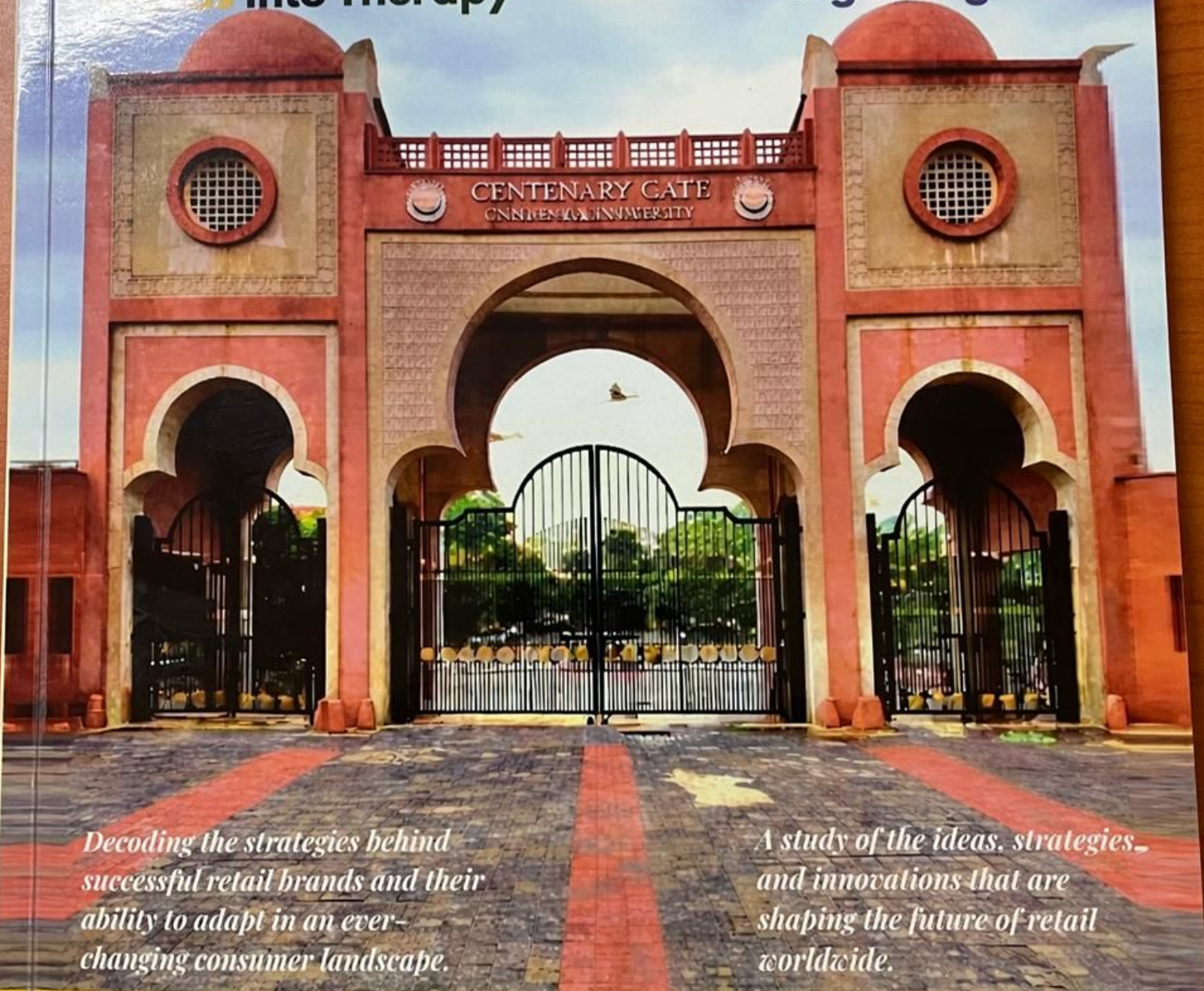




# RETAIL THERAPY

Transforming  
Retail Brands into Therapy

The Store is **Just** the  
Beginning



*Decoding the strategies behind successful retail brands and their ability to adapt in an ever-changing consumer landscape.*

*A study of the ideas, strategies, and innovations that are shaping the future of retail worldwide.*

An initiative by:-  
The Students of Retail Marketing Management  
Department of Commerce and Business Studies  
Faculty of Social Sciences  
Jamia Millia Islamia

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