

NEWSLETTER

PGDM RETAIL MANAGEMENT

August, 2020-October, 2020

"The secret of change is to focus all your energy, not on fighting the old, but building the new"

- Socrates

PGDM is an applied professional program whose aim is to create a learning environment that corresponds to the business environment in the real world. It is essential for management students to grapple with the financial and economic problems posed by the global pandemic. The aim is to learn from salient examples of business problems that are being dealt with in real time which they can apply any time anywhere under a variety of circumstances. The challenge for the students started from the beginning of the programme when offline mode shifted to online mode of learning; and this challenge gave all of us an opportunity to learn new skills and manage in crisis.

On 4th August 2020, JIMS family warmly welcomed the new students (batch 2020-22). The Orientation Day started with the introduction session by Dr. Neha Shukla, Associate Professor, JIMS; followed by address and blessings by Dr. Pooja Jain, Director and Dr. J.K Goyal, Advisor, JIMS, and the Guest of Honours Mr. Anil Kumar Misra, CHRO, Magic Bricks.com and Mr. Atul Holker, Sr. Vice President Varun Beverages Ltd. (Pepsico).

The 1st trimester started with lot of enthusiasm and sparkle in the eyes of the new students for the zeal to learn and achieve. The subjects taught to the students in trimester-I are Fundamentals of Management, Quantitative Techniques, Marketing Management, Principles and Concept of Retail, Accounting for Managerial Decision, Environmental Scanning, and Managerial Communication & Life Skill Education. The focus is on inculcating decision making, analytical and critical thinking skills in the students. All above subjects were taught using case study approach, articles discussion, presentations, group discussions, role plays etc.

Various workshops and guest sessions were conducted during the trimester in order to build their attitude & behaviour and enhancement of skillset.



A special session on **Art of Working** was organised on 4th August 2020. The resource person of the session was Mr. Atul Holker, Senior Vice President Varun Beverages Ltd. (Pepsico). He was kind enough to spare some time to mentor the students of Retail Management batch (2020-22) and introduce his start-up, "Art of Working", which provides training to working professionals in achieving "Happiness at Work" resulting in better career growth prospects, productivity and overall better health.

Stop expecting, assess yourself, clean your environment, update regularly, brush your soft skill, smile more, were some of the very essential steps discussed in the session.

Session on
ART OF WORKING

Resource Person
Mr. Atul Holkar
Sr. Vice President
Varun Beverages Ltd. (Pepsico)

Workshop on
RAPPORT BUILDING

Resource Person
Dr. Anju Chawla
Corporate Trainer

5th August, 2020
10 am to 12 noon

Workshop on **Rapport Building** was organised on 5th August 2020. Resource Person: Dr. Anju Chawla, Corporate Trainer. In the testing times of covid, students were not present physically in the campus, this online session was the perfect gateway for them to build relationships and make rapport with each other for the years to come. Students were then introduced to the concepts of a breakout room which turned out to be a very useful tool for the students for group discussions, interactions and activities. The session helped students in building foundation of friendship and trust, within and outside the group. Dr. Anju gave four easy hacks namely: mirroring, repeating, listening and asking powerful questions which not only helps students in building rapport but also build long term relationships.

On 6th August 2020, **Club Orientation Session** was conducted. Creador-The Retail Club members delivered online presentation to invite applications which include club objectives, past activities and the much awaited selection procedure announcement. Expecting and achieving overwhelming response. The last slide read: WE ARE HIRING.



Alumni Session on
YOUR POTENTIAL IS ENDLESS

8th August, 2020 | 1:45pm to 3:15pm

Resource Persons
Mr. Jeetu Wadhwa
Store Manager,
H&M
Alumnus
PGDM-RM Batch 2011-13

Ms. Vidhi Sethi
Client Executive, NIIT Ltd.
Founder - Nazakat Wali
Alumnus
PGDM-RM Batch 2016-18

An alumni session on **Your Potential is Endless** was organized on 8th August 2020. The resource persons were Mr Jeetu Wadhwa, Store Manager at H&M (PGDM-RM alumnus batch-2011-13) and Ms Vidhi Sethi, Client executive, NIIT and founder of 'Nazakat Wali' (PGDM-RM alumnus batch 2016-18) who talked about the importance of networking and relationship building. The experience and wisdom shared by them during the session was precisely what was needed by the students to get motivated for the next two years. The session was not a lecture but more of an interaction between students and alumni.

On 11th August 2020, new batch was presented with the chance to join forces with the Creador- The Retail Club of JIMS. The club received numerous applications from all PGDM verticals. By virtue of the COVID-19 shutdown of schools & colleges, for the first time in history of Creador, the interviews were conducted on a web conferencing platform, and existing members, under the guidance of Retail Club Convener – Dr. Deepika Saxena, took interviews and had the exquisite opportunity to interact with their juniors. The selection was based on the scores obtained from a not so formal yet spontaneous interview.

An alumni session on **Changing Face of Business in Pandemic Era** was organised on 17th August 2020. Resource Person: Mr. Raghav Gupta, Entrepreneur, Legit Jeans and alumnus PGDM-RM (batch-2017-19). He discussed on various initiatives taken by the government to revive the economy and how they are effecting the businesses giving his first-hand experience. The students were very interactive in the discussion as they were aware of major initiatives taken during pandemic but getting insights from someone who is a part of the massive Indian market brought more light to the entire subject. The students showed gratitude towards him and looking forward for more such sessions in the coming future.



Webinar on
RETAIL NEXTGEN

Resource Person
Mr. Anil Kumar Sharma
Marketing Head
Truffle Collection India

Mr. Abhishek Mohla
DGM
at Shoexpress India
(Landmark Group)

28th August, 2020
1:45 pm to 3:15 pm

A Webinar on **Retail Next Gen** was organised on 28th August 2020. Resource Persons were Mr. Anil Kumar Sharma, Marketing Head, Truffle collection India, and Mr. Abhishek Mohla, Deputy General Manager (DGM) at Shoexpress India (Landmark Group). The discussion was done on the current scenario of Indian Retail, total numbers of stores, total turnover and the total employment generated through retail in India. The session also covered and clarified numerous myths that people generally have about the retail industry, since a lot of students who are currently pursuing PGDM-RM wanted to have clarity on the future prospects in the retail sector.

RM Extravaganza- An online ice-breaking session was conducted on 10th September 2020 between the juniors and seniors of PGDM-Retail Management where the incoming batch of 2020-22 students were thrown a challenge by the senior batch followed by various activities which had cash prizes. The online event this year has been a huge success and first virtual Fresher's Party in the history of the institute.



A session on **The Art of Visual Merchandising** was organised on 12th September 2020. The resource person was Mr. Kaushik Sheel, Visual Merchandising Lead, Landmark Group. He explained various types of visual merchandising which includes display window, store layout, interior display, point of purchase etc. He highlighted how and why VM is more than just an arrangement of merchandise in a pleasing manner. He also highlighted how visual merchandising is also entering online shopping space which can very well become the next big influencer in online retail. Students were very enthusiastic about clearing their doubts and choosing VM as a career option.

A session on **Clownselors** was organised on 17th September 2020. The resource person was Ms. Sheetal Agarwal, Founder-Clownselors. Clownselors is a platform that aims at spreading smiles, reducing pains, self-discovery exercises, and organising awareness campaigns about medical clowning and its benefits. The session was conducted to make aware the students on how important is to take care of their mental health in the same manner as they take care of their physical health by eating well or by doing work out.



A session on **Networth is Networth-The power of LinkedIn** was organised on 1st Oct 2020. The resource person: Dr. Bhavleen Rekhi, Corporate Trainer-Digital Marketing, Google. The session aimed to provide exposure to the students on the social media professional networking site LinkedIn. The session was focussed on the relevance of creating profile on professional network and importance of connecting with the corporate professionals. Students were highly enthusiastic throughout the session as she explained everything with the help of sample profile of volunteer students from the audience.

Creador-The Retail Club organises “**Baadshah-E-Ad-Sangram**” on 19th September 2020 for the students at JIMS, where teams were given a retail brand in which they had to re-create an advertisement, using the appeals which were different from the original advertisement appeals. It was a fun-based and learning activity for the students based on creativity, presentation and conceptual background.



For evaluating the ongoing performance in academics mid term evaluation and various other assessments techniques such as case study, group projects,assignments were held in all the subjects through online submission mode.

Trimester I ended with the End Term Examination giving them the opportunity to show case their academic value addition through online examination format.

PGDM-RM (BATCH 2020-22)

GLIMPSE OF TRIMESTER-I

- Orientation Programme
- Workshops and Guest Sessions
- Art of working
- Rapport Building
- Your Potential is endless
- Changing Face of Business in Pandemic Era
- Retail NextGen
- Entrepreneurial Motivation Achievement
- The Art of Visual Merchandising
- Clonselors
- Network is Network-The power of LinkedIn



CLUB ACTIVITIES

Retail Club

- Club Orientation Session
- Club Selection Process
- Baadshah-E-Ad-Sangram
- Webinar on Retail NextGEN
- RM Extravaganza

Finance Club

- FIN N Meme

Drama & Literary Club

- Safarnama
- Navrasa

HR Club

- Workplace Trends now and Then

Cultural Club

- Independence Day Celebrations
- Talent Hunt
- Teachers Day celebrations

Marketing Club

- Brandquest

E-Cell Club

- Entrepreneurship opportunities

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