

The Third trimester started with the aspirations of the students which is the key to powerful learning. Their expectations from themselves become the driving force to learn and achieve. The third trimester was full of excitement, new experiences, and preparations for placement and summer internship, self-introspection and finally receiving the call letter from the corporate for internship. The subjects taught to the students in trimester-III were Human Resource Management, Business Research Methods, Sales Management & Retail Selling Skills, Visual Merchandising, Financial Institutions and Markets, Digital & Social Media Marketing, Luxury Retail, Consumer Behaviour, Executive Communication, Power Dressing and Environmental Scanning. Special classes were conducted for Group Discussions preparation by the expert. Special emphasis was given on the attitude building in the students, apart from decision making skills, analytical and critical thinking. All above subjects have been 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 and behaviour, enhancement of skillset, providing them exposure and opportunity to interact with the industry experts and get a flair of the corporate world.

A Guest Lecture on “**Career Aspirations**” was organised on 5th February, 2021. Resource Person were Dr. Bhavna Chadha, Founder, Adhyapan and management consultant, Dr. Vijendra Dhyani, Visiting Faculty and Dr. Deepika Saxena, HOD, PGDM Retail Management, JIMS. The aim of the session was to create as interactive forum for the students where they openly share their career aspirations. The mentors shared the experiences of their life and career. The resource persons discussed with the students the realities of life and differentiated between dreams and actual possibilities.

A workshop on “**Analytics through Excel**” was organised on 12th February, 2021. Resource person was Ms. Ambika Bhatia. Students were briefed about a few theoretical concepts about Fundamentals, Data Collection, Scales of Measurement and Sampling Techniques along with sample size determination etc. used in market research. This was followed by demonstration and practice of live data on Excel sheets. Students learnt how to prepare Pivot Tables (Continuous and Discrete), Formula Tables, Percentage and Sorting, Interpretation, Charts and Diagrams. They were also made to understand concepts of Measures of Central Tendency, Dispersion, Probability Distributions and Hypothesis testing.

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ROHINI SECTOR-5

Issue-11 Volume-3

# NEWSLETTER PGDM RETAIL MANAGEMENT

February 2021-April 2021



*The secret of getting ahead is getting started.*

- Mark Twain



**Mood Board Activity** was conducted on 15th February, 2021. Resource person was Ms. Surbhi Jain. As a part of the Visual Merchandising class activity the students were asked to create the mood boards on “You” as a brand where they showcased their personality and journey of their life. Students collected the pictures from old magazines and newspapers and exhibited their creativity through visual merchandising. It was a good learning experience for the students.



## RETAIL SEMINAR ON RETAIL 360°- FUTURE OF RETAIL

A Virtual Series on Retail 360 degree: Future of Retail was organised by PHD Chambers of Commerce and Industry and JIMS (Institutional Partner) on 19th February 2021. The aim of series is to bring together Retail Leaders in an open dialogue, over a common platform to discuss how business leaders must rise to the occasion, remaining agile to not just survive, but thrive.

In Continuation of the 1st edition of the virtual series held on 21st January, 2021, the 2nd edition on themes: ‘Bridging Artificial Boundaries: The new identity of Retail (Omni Channel)’; and ‘Retail Refocused: Realigning your Consumer Compass’ was conducted. The seminar gave an outlook on how FMCG and retail companies must reboot their business models as Indian consumer/shopper journey evolves in these changing times. In the two panel discussions of the series, discussion was done on the importance of how the brands need to realign their businesses and business priorities to enhance consumer and shopper experience by building a flexible distribution network, accelerating the adoption of omni-channel across brands.

The panel members for the first panel discussion were Mr. Sameer Dhingra, Director, Retail & CPG-JAPAC Google Cloud; Ms. Riddhi Adlakha, Head Digital Marketing, Tata Consultancy Services (TCS); Mr. Harshavardhan Chauhaan, VicePresident, Marketing & Omnichannel, Spencer’s Retail & Nature’s Basket; Mr. Jiten R Mahendra, Senior Vice President Marketing MAX Fashion India; Mr.Smerth Khanna, Business

For the second panel discussion, the speakers were Dr. Pooja Jain, Director, JIMS(Session Moderator); Ms. Megha Malagatti, Business Development Director, L’Oreal; Mr. Sanjay Singal, Chief Operating Officer, ITC Dairy & Beverages; Mr. Nikhil Mahashwari, Associate Vice President, Somany Home Innovation Limited(SHIL); and Mr. Radhikesh Sinha, Marketing Head, Dorset Group.

The 3rd session in the virtual series was held on 18th March, 2021 on theme: ‘New Product Pathways: Remobilising the Retail Sector’. The session focused on an all-round approach on different aspects of retail to give the entire industry an insight from experts on way forward for the growth and better retail outcomes and also shared the insights on how the industry can prepare to shape for future challenges for long-term resilience by creating a 360° view of the customer experience. The session took a fresh look on the supply networks and necessary steps to understand the vulnerabilities, and actions required to improve robustness of the supply chain designs.

The panel members for the discussion were Mr. Divyanshu Tambe, Associate Partner -Transport &Logistics, EY India; Dr. Pawan Agarwal, Founder & President, Kamalabai Educational and Charitable Trust (Mumbai Dabawala); Mr. Inder Sharma, Vice President - Sales Holostik Group; Mr. Amit Kumar, AVP-Retail, Safexpress Pvt.Ltd.; Mr. Akash Gawri, Director, Carry You; Mr. Manoj Sonavane, SalesHead-Digital Solutions, Holostik.

The eminent leaders who were present in the session were Mr. Sanjay Aggarwal, President PHDCCI, also Chairman and CEO, Paramount Communications Ltd., Mr. Pradeep Multani, SVP, PHDCCI, also Multani Pharmaceuticals Ltd.; Mr. Saket Dalmia, Vice President, PHDCCI, also, Managing Director, PG Indsutry Ltd.; Mr. Shashvat Somany, Chairman, Retail Committee, PHDCCI, also VP Strategy, HSIL Ltd.; and Mr. Saurabh Bansal, Co-Chair, Retail Committee, PHDCCI, also Joint ManagingDirector, Dorset Group.

**VIRTUAL SERIES - 3rd Edition**  
The 18th, March 2021 | 2pm-4pm  
NEW PRODUCT PATHWAYS: REMOBILISING THE RETAIL SECTOR

**SESSION CHAIR**  
Mr. Divyanshu Tambe  
Associate Partner -  
Transport & Logistics  
EY India

**SPEAKERS**  
Dr. Pawan Agarwal  
Founder & President  
Kamalabai Educational  
and Charitable Trust  
Mr. Akash Gawri  
Director  
Carry You  
Mr. Manoj Sonavane  
Head - Digital Solutions  
Sales  
Holostik

**PHDCCI Leadership/Chair/Co-Chair**  
Mr. Sanjay Aggarwal  
President, PHDCCI  
Chairman & CEO  
Paramount Communications Ltd.  
Mr. Pradeep Multani  
SVP, PHDCCI  
Chairman  
Multani Pharmaceuticals Limited  
Mr. Saket Dalmia  
Vice President, PHDCCI  
Managing Director  
PG Industry Limited  
Mr. Shashvat Somany  
Chairman, Retail Committee, PHDCCI  
Joint Managing Director  
VP Strategy, HSIL Ltd.  
Mr. Saurabh Bansal  
Co-Chair, Retail Committee, PHDCCI  
Joint Managing Director  
Dorset Group  
Mr. Radhikesh Sinha  
Marketing Head  
Dorset Group

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An Alumni Guest session on **“Digital Transformation in Retail”** was conducted on 20th February, 2021. Resource person was Mr. Neeraj Sarup Sharma, Project Manager- Digital Transformation, Birla Soft and alumnus batch 2001-04. Mr. Neeraj discussed that the continued spread of the Coronavirus has impacted the whole world. It has eventually stopped the growth of the retail industry and affected offline retailers profoundly. The COVID-19 outbreak has reduced customer volumes in the retail industry of various countries over the last few months and dived many businesses into operational complexities. The pandemic has forced the retail industry to transform and rethink their models digitally. Retailers are thinking about how they should respond to this immediate change. They want to understand how they can use technologies to find innovative ways to build up new business models and drive more revenue.

A workshop on **“Innovative Application of Management Principles in Start-up Retail Venture”** was conducted on 26th February, 2021. Resource person was Mr. Soumitra Mookherjee, Senior Management Consultant & Visiting Professor. The students were divided into groups of 5 members each, and each team was responsible for identifying a business venture of their own, which could be any business apart from Organized Retailing. The objective of this workshop was to assess how well the students could apply what they have learnt in their core management subject Fundamentals of Management and Organization Behaviour into the real life practical situation; and forecast and create a vision for taking their considered business venture to new heights of excellence.

A workshop on **“Business Simulation Game”** was organised on 6th March, 2021. Resource person were Sanjive Saxena, Associate Professor, JIMS & Sunny Seth, Assistant Professor, JIMS. The main objective of conducting the business simulation game was to appraise the students of the various facets of the running the business venture. The focus of the simulation activity centered on the application of theoretical concepts to the real world business scenario. And, this was achieved by means of giving the students a task of converting raw material into finished product within the constraints comprising of the quality of the product, cost incurred in the development of the product and time taken to convert it into a finished product. At the end, the students were asked to evaluate the profit earned or the loss incurred in this activity.

An Alumni session on **“A practical Approach to Business Research”** was organised on 9th March, 2021. Resource person was Mr. Ankur Aggarwal, Director- Pinaki Research and alumnus batch 2007-09. The workshop began with an interaction between students and Mr. Ankur where he discussed the role of research in business organization. He focused on various research concepts and explained students about how they can develop their interest towards the field of research. Further, discussion was done on various types of research, application of different types of research in different areas etc.



An alumni session on **“Retail Selling Skills”** was organised on 15th March, 2021. Resource person was Mr. Shantul Rana, Department Manager, Shoppers Stop and alumnus batch-2011-13. He discussed with students various operations of the store. He emphasized that working in retail helps you gain and develop several skills and characteristics that applies in day to day life. These include, empathy, active listening, patience, adaptability, communication skill, and more.

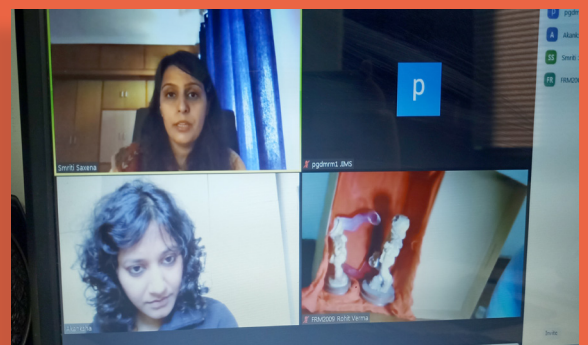
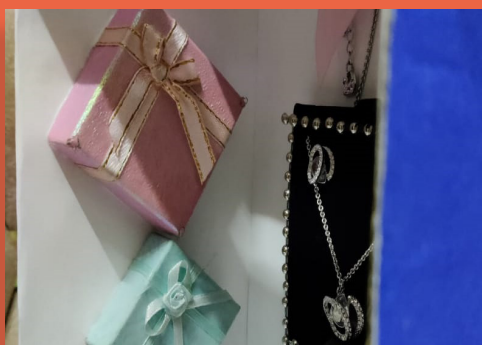
**Shadow Box display** activity was conducted on 17th March, 2021. Resource person was Ms. Smriti Saxena. As a Visual merchandising class activity the students were given different categories such as Soaps, Perfumes, Books, apparels, Footwear, Toys etc. and they were asked to create shadow boxes on various themes with the compulsory motion element in their displays on different themes such as Haunted, Peace of mind and serenity, Party theme (abstract), Johnson's Baby Soap, Beach, Travel, etc. Students participated in this activity with full zeal and enthusiasm and showcased their unique ideas and creativity.



The Creator- Retail Club Organised an activity on **“Bazaar ki Baatchet”**. The students were divided in a group of 4-5 people and were given a product/service (retail brands) which they need to market, innovate, negotiate and sell to the judges. Their task was to think out of the box to create a slogan/ tagline on the chart paper to market their product. They had to design the products allotted to them and add innovation to it. The winners of this event were given the product **“COMB”** and **“VENDING MACHINES”** respectively. And both the teams added very creative and different innovations in their products along with slogans and taglines. The judges present at the event not only liked their creativity but also their unique style of pitching.



A **Virtual Live Window** session was conducted on 15th April, 2021. Resource person was Ms. Smriti Saxena. The student were asked to choose an international brand and created an accessory Window using a card-board box. Students were asked to explain the idea that they finalized and how will it benefit the brand. Different themes were created by the students like Runaway (Jimmy Choo), Elegant and Sophisticated (Swarovski), Festive Season (Tiffany & Co), Wildlife (Ray Ban) and Different colors (Sketcher) etc. Their enthusiasm, efforts and passion for presenting the thoughts and concepts creatively through Virtual live display were commendable. Kudos! PGDM Retail Students.



## PGDM-RM (BATCH 2021-23)

### GLIMPSE OF TRIMESTER-I

#### Workshops and Guest Sessions

- Career Aspirations
- Digital Transformation in Retail
- Analytics through Excel
- Innovative Application of Management Principles in Start-up Retail Venture
- Practical Approach to Business Research
- Retail Selling Skills

#### Seminars

- Virtual Series on “Retail 360- Future of Retail” in association with PHDCCI

#### Live Projects

- Swedium Global
- BNPS International
- Hershey’s
- Learning Mudra
- Kantar IMRB

### STUDENTS ACHIEVEMENTS

#### Certificate Of Appreciation

- Internship - Green Décor - Prachi Bhardwaj (FRM 2026)
- Internship - Resherche Learning - Raushan Kumar (FRM 2007)

#### Research Paper Publication

- *Sakshi Grover* (FRM 2010) and *Shruti Bhardwaj* (FRM 2015)  
Journal: Kala Sarovar (UGC care listed).  
Paper: Impact of AI in understanding Consumer Behaviour of E-Commerce Industry.

#### Online International Conference

- *Vibhuti Goel* (FRM 2018) and *Himani Anand* (FRM 2004)  
Conference: Advancing Management: Innovation, Engagement & Impact in the post COVID Era.  
Paper: Impact of Cause Related Marketing on Customer Purchase Intention With Special Reference to Cosmetic Industry.

#### Live Projects

- Swedium Global
- BNPS International
- Hershey’s
- Learning Mudra
- Kantar IMRB

### CLUB ACTIVITIES

#### Retail Club Activities

- Bazaar ki Baatcheet
- Virtual Live Window

#### Finance Club

- Invest-O-Giants
- Squad Up

#### Literary Club & Drama Club

- Potpourri Broadcast

#### Marketing Club

- Marketing Seminar on “Influencer Marketing”

#### IB Club

- National Seminar- Pressing the refresh button for Export Import in the year 2021

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

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

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