

# NEWSLETTER

## PGDM RETAIL MANAGEMENT

November 2020 – January 2021

The whole educational system from elementary to tertiary level has been collapsed during the lockdown period not only in India but across the globe. However, in such challenging times, when institutions were not allowed to run offline classes as per the health advisory due to safety of the students, teachers and the whole community, we as an institution looked forward to an intellectually enriched opportunity for further future academic decision-making during adversity. With the help of technology, we could able to effectively transform formal education into online education with the help of virtual classes and other pivotal online tools in this continually shifting educational landscape.

The Second trimester of PGDM Retail Management started with lot of positivity towards career, life and overall well-being. The subjects taught to the students in trimester-II are Macroeconomic Management, Business Analytics, Financial Management, Marketing Management-II, Merchandising & Category Management, Retail Store Operations, Concepts of E-biz, Managerial Communication, Environmental Scanning and Entrepreneurship and Innovation Management. 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.



*"You want to be ready when the economy picks up.  
A crisis is a time of preparation to jump start a better future."*

- Barbara Stottinger

Various workshops and guest sessions were conducted during the trimester in order to enhance students' knowledge, insights, and providing the corporate exposure.

A guest lecture was organised on 19th November 2020 on "**Changing Scenario of Luxury Industry post Covid 19**". The resource person was Dr. Bhavna Chadha. She is a clinical psychologist by education, with over 20 years of corporate experience, applying her knowledge of human mind to the business world. It was started with a small ice breaking session to make students comfortable and understand the importance of luxury industry. The students were surprised after knowing various facts and information on luxury industry. Of the world population only around 5-10% people buy luxury goods for varied reasons. Despite being such a small market, luxury retailers are one of the world's biggest businesses, in many cases earning more than normal retailers. This session was very insightful for the students and they look forward for more.

A guest session was organised on "**New Age Manager- Post Pandemic**" on 3rd December, 2020 by Mr. Vikul Goyal, Corporate Trainer. He is a sales professional with over 17 years of experience with progressive roles in leading different Marketing projects. Mr. Goyal discussed the impact of coronavirus in the professional world. The onset of the COVID-19 pandemic has presented the world with perplexing challenges that are going to have a lasting impact on the way we live and work. Even before the outbreak of the pandemic, the adoption and evolution of technology, working models and customer behaviour was disrupting the workforce. However, the pandemic has intensified the use of new-age technology tools. Mr. Vikul Goyal highlighted that according to the World Economic Forum, almost one-third of all jobs worldwide will likely be transformed by technology in the next decade. This is pushing the talent management teams to reimagine the HR practices, strategies, and learning models. In the hope to move towards a better world post the COVID-19 era, the organizations and their workforce need to change their existing mindset. Considering the present scenario, talent leaders and managers will have to realize the need for re-evaluating the organizations' goals and employees' existing skillset to make informed and knowledgeable decisions. Additionally, they will have to focus on nurturing the workforce to make them resilient when the pandemic subdues. The session was not a lecture but more of an interaction between students and faculty.



An alumni guest session was organized on '**Emotional Intelligence**' on 5th December 2020 by Ms. Nisha Binner, HR- Head, LogixHealth, (PGDBM 1998-2001). Ms. Nisha started the session with the introduction of Emotional Intelligence where she highlighted and explained the four aspects of emotional intelligence Self-Awareness, Self-Management, Empathy and Social Awareness. She also explained to students the difference between IQ and EI. There is no correlation between IQ and EI scores. In other words, academic aptitude (IQ) has no connection with how people understand and deal with their emotions and the emotions of others (EI). Working on your emotional intelligence could well be the most important aspect of the personal development of a human being. Research has shown that people with a higher level of emotional intelligence enjoy more satisfying and successful careers and relationships. It was an interesting and interactive session with a lot of queries from the students to the session speaker.

**WEBINAR ON**  
**EMOTIONAL INTELLIGENCE**

5TH DECEMBER, 2020  
11:30 AM-12:15 PM

Resource Person  
**MS. NISHA BINNER**  
JIMS ALUMNUS  
(PGDBM BATCH 1999-2001)  
HEAD HR - LOGIXHEALTH

An alumni session was conducted on "**Financial Services - A Promising Future**" on 12th December 2020 by Mr. Abhishek Kansal, Proprietor- Easy Investment Financial Services, Ex Deputy Manager- TATA Asset Management and alumnus PGDM -RM batch 2015-17. He started the session by talking about his corporate experience and various opportunities in the finance field. India has a diversified financial sector undergoing rapid expansion, both in terms of strong growth of existing financial services firms and new entities entering the market. The sector comprises commercial banks, insurance companies, non-banking financial companies, co-operatives, pension funds, mutual funds and other smaller financial entities. He highlighted the growth of investor in stock trading amidst covid-19 and shared his experience that how he earned 3.5 lacs during covid time by trading in shares. As JIMS alumnus, he gave various suggestions to the students about not to restrict themselves to one particular field and be openminded towards all fields.

An alumni guest session was organized on '**COVID-19 and Leadership Skills**' on 18th December 2020 by Mr. Abhishek Singh, Research Officer, State Bank Institute of Consumer Banking, Hyderabad, PGDBM 1999-2001. Mr. Abhishek started the session with his experience at the institute when he was a student which was followed by the importance of leadership skills during COVID-19. The post-COVID-19 workplace will not be the same in every country or industry, but for many managers, the pandemic bought both challenges and opportunities. Many organizations realized the benefits of allowing employees to work remotely, and as a result, some of the global workforce may never return to the office. According to the PwC US Pulse Survey, 54% of CFOs indicated that their companies plan to make remote work a permanent option. That means managers may soon have to figure out the best way to manage teams that are partially remote. He highlighted and explained the lessons learned during COVID-19 when it comes to leadership skills like act in urgency, creating new rules for the team, communicate transparently, concern for well-being, nurture a sense of belonging, digital transformation and constantly engaging. Overall it was an insightful and interactive session with queries from the students to the session speaker.

**WEBINAR ON**  
**COVID-19 AND LEADERSHIP SKILLS**

18TH DECEMBER, 2020  
4:30 PM-5:30 PM

Resource Person  
**MR. ABHISHEK SINGH**  
JIMS ALUMNI (PGDBM BATCH 1999-2001)  
RESEARCH OFFICER AT THE STATE BANK INSTITUTE OF CONSUMER BANKING, HYDERABAD

A virtual industrial visit to **Yakult Danone India Pvt. Ltd.** was organised for PGDM-Retail Management on 12th January 2021. The resource person- Mr. Aadish Jain and Mr. Tushar Kumar, Public Relations, Yakult gave a virtual tour of manufacturing unit of the company. The session was started by giving brief history about the company as how in 1930 by Dr. Minoru Shirota who was a Japanese scientist prepared a special type of drink made up of Lactobacillus casei Shirota. It was proved to be very useful for liver of all age group of people and it was offered at very low price. Basically, Yakult is a Japanese company and has been opened as a joint venture company when it came to Indian market. At present it has made a very big market and could satisfy a large number of customers of the Indian market. At the end, Q&A round was conducted where students cleared all their doubts and Mr. Aadish shared the video of the manufacturing unit and explained how it functions. Overall it was an interactive session for the students.

**jims**  
ROHINI SECTOR-5

Virtual Industrial Visit to  
**YAKULT DANONE INDIA PVT LTD**

For PGDM-RM & PGDM-IB  
(Batch 2020-2022)

# ONLINE PANEL DISCUSSION 2020

## ON

### RETAIL INDUSTRY: REVIVAL AND RECOVERY

An online Panel Discussion was organised on ‘Retail Industry: Revival and Recovery’ on 22nd December 2020. Coronavirus has dominated headlines for months now, and the impact it has had on businesses across different sectors has been devastating. Along with an unusual human toll, the coronavirus pandemic has triggered a deep economic threat. It has got a huge impact on the physical, psychological and economic behaviours, which might forever change the way people interact, go out, entertain and shop. The crisis caused by the virus is no more a looming threat for retailers but a harsh reality. Mass unemployment, workforce crunch, rents, and uncertain future has worsened the situation. The retailers have been struggling to meet the needs of both their employees and customers which has now become a common scenario in countries across the globe.

As this pandemic has disrupted the lives and livelihood of millions, retailers have been working to understand what changes will be needed once the outbreak subsides. Retailers across the globe are re-assessing their footprints and working towards the strategic decisions for their revival and recovery. It is difficult to predict how the situation will turn out or how consumers will behave in post covid-19 era. But it is certain that retailers will have to form their own strategies to find ways for retrieval.



The eminent personalities from the industry were present in the panel discussion. The panellists of the session were Mr. Savio Nunes, Senior Vice President - Operations, Lifestyle International Pvt. Ltd. (Landmark Group), Ms. Meenal Babbar, Head Diplomatic Sales & Marketing, KTC India Pvt. Ltd., (Ex. Sales Head, Biba and Fabindia); Mr. Naveen Singh, Category Head – Homeware (North Zone), Big Bazaar; and Mr. Gaurav Mahajan, Lead Marketing Analytics – South America, Anheuser-Busch InBev.

The panel discussion covered all the relevant aspects leading to the retail industry towards revival and recovery such as strategies for enhancing / retaining customer base pre-covid, during and post-covid times, operational and financial challenges and the way ahead etc. The discussion was very healthy, interactive and insightful.

The participants in the online panel discussion were corporate, alumni, faculty and PGDM Retail and Marketing students. Towards the end of the panel discussion, the forum was open for Q&A session and the audience participated in it enthusiastically. The best two questions from the student participants were rewarded with cash prizes of Rs.1000 each. The discussion closed with the Vote of Thanks by Dr. Deepika Saxena, HOD - PGDM (Retail Management), JIMS.

# RETAIL SEMINAR

## RETAIL 360: FUTURE OF RETAIL

Virtual Series on Retail 3600: Future of Retail was organised by PHD Chambers of Commerce and Industry and JIMS (Institutional Partner) on 21st January 2021. The primary goal of this session was 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.

The event was inaugurated by the Chief Guest Mr. V.K.Saraswat, Member, Niti Aayog. He addressed the participants with his keynote address and shared his perspective on Future of Retail. He thrown light on the market size and investment scenario of retail industry in India, various Government initiatives, history of disruptions in retailing and global retail sales forecasts. He also focussed on major challenges faced by the retail industry, transition in retail due to technological advancements such as big data, Augmented Reality (AR), Virtual Reality (VR), Internet of Things (IOT), Blockchain and machine learning in his address. He also touched upon various disruptive technologies in consumer products which retailers should include in their strategical move.



The inaugural session was followed by the technical session 'panel discussion' on theme 'Connections and Considerations: The Mantle of Modern Leaders'. The eminent speakers of the session were Mr. Rachit Mathur, Managing Director and Partner, Boston Consulting Group (also Session Moderator); Mr. Rakesh Kaul, CEO and Whole Time Director, Somany Home Innovation Ltd. (SHIL); Mr. Ankit Gupta, Director, Holostik Group; Mr. Takshay Bansal, Joint Managing Director, Dorset Group; Mr. Rajesh Jain, Managing Director and CEO, Lacoste India; and Mr. Varun Gupta, Promotor and Whole Time Director, Kent RO Systems Ltd.

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 Managing Director, Dorset Group.

PGDM-RM (BATCH 2020-22)

GLIMPSE OF TRIMESTER-I

### Workshops and Guest Sessions

- Changing Scenario of Luxury Industry post Covid19
- New Age Managers-Post Pandemic
- Finacial Services-A Promising Future.
- Webinar on Emotional Intelligence
- Webinar on Covid-19 and Leadership Skills.

### Virtual Industrial Visit

- Yakult Danone India Pvt. Ltd.

### CLUB ACTIVITIES

#### Retail Club

- Online Panel Discussion- Revival & Recovery.
- Retail Seminar: Retail 3600: Future of Retail

#### Drama & Literary Club

- Joie-De-Vivre
- Rangmarch

#### HR Club

- Mytro Quest

#### Cultural Club

- Cultural Club event "Diwali Celebrations"

#### Marketing Club

- Momento

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