

NEWSLETTER

PGDM-RETAIL MANAGEMENT

JULY 2023 - SEPTEMBER 2023

PGDM is an applied professional program whose aim is to create a learning environment that corresponds to the business environment in the real world. The First trimester started with a lot of enthusiasm and sparkle in the eyes of the students with zeal to learn and achieve. The subjects taught to the students in trimester-I are Managerial Economics, Quantitative Techniques, Accounting for Managerial Decision, Marketing Management-I, Principles & Concept of Retail, Fundamentals of Management and Organisational Behaviour, IT Application in Management. The focus is on inculcating the decision making skills, analytical and critical thinking skills in the students. 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 along with enhancement of skill sets.



JIMS, Rohini hosted its annual **Orientation Program** from 4-8 July 2023 to welcome the new batch 2023-25 of PGDM, PGDM IB and PGDM RM students with an objective to assist the newly joined students to develop a fair understanding of the journey they would be undertaking during the course of their program. To enable this, the program had sessions focusing on themes like **team building, time management, mental awareness, case study analysis, and personal branding**. The session was graced by the presence of the guests of honour: Mr Jagdish Mitra, Chief Strategy Officer and Head of Growth, Tech Mahindra; Mr. Deepak Vohra, special advisor to the Prime Minister and associated with Lesotho and Guinea-Bissau to Ladakh Autonomous Hill development councils, Kargil and Leh; Ms Anastasia Grineva, Head of the Economic Department of Trade Representation of Russia in India; and the entire JIMS fraternity including D Harshvardhan Halve, Director General JIMS Rohini, Dr Pooja Jain, Director JIMS Rohini and the Program Heads: Dr Pratima Daipuria, Dr Sonia Dhir and Dr R.K Singh.

The session started with an opening address and a welcome note by Dr. Pooja Jain to the faculty, students and guests of honour. Dr. Harshvardhan Halve advised students that learning is not based on scores and that students should be able to express themselves freely. In addition to learning during the curriculum, he told students that the institution aims is to help them apply, their classroom learnings to the workplace, which is what the company experts expect during the placements.



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A workshop on **Team Building** was organized on 5th July 2023 for the newly batch 2023-25. The Trainer for the session was Mr Deepak Behl , the founder and CEO of Astra Protection Group and Astra Training. Mr. Behl explained to the students, they are like an iceberg with many hidden qualities that they may not even be aware of. Using a glass half full of water as an example, he discussed the importance of perception. In order to motivate students he recited Harivansh Rai Bachchan’s poem “Koshish karne valo ki kabhi haar nhi hoti”. By reciting the poem, he explained that this is what students need to keep in mind when entering the business world.



On the 5th of July, 2023, a workshop on **“Time Management”** was organized. The keynote speaker of the session was Mr. Monis Shamsi who is a chief strategist for BNPS International. He is also a mentor for Start-up India and student career mentor with University of Westminster London, JIMS Rohini and Fairgaze. This session was designed to help students utilize their time in the world of corporates and business, where they must always be on the go and cannot afford to waste time.

The session enlightened the students how they can manage their time by correcting habits, developing smart goals, and prioritizing the tasks.



Mental health is equally important as Physical health of a person. Taking care of this JIMS took initiative to organize a **Mental Health** awareness session by Ms Sheetal Agarwal on 5th July, 2023 as a part of orientation week for PGDM Students. Ms Sheetal is a medical clown and an anthropologist. The session started with a brief introduced of Ms Sheetal Agarwal and it was evident that this was the first interaction of such kind of session for many of us. To create a positive and energetic environment, she initiated a series of activities for making the session more interactive. With her guidance, we were reminded that happiness is within our reach, and by practicing her strategies, we can lead fulfilling and joyous lives.



“Your brand is what people say about you when you are not in the room.” As rightly said by Jeff Bezos, one can’t ignore the power a brand holds. To explain this concept of Personal Branding in detail JIMS, Rohini organized a workshop on **“Let your Brand” on 7th July, 2023**. Ms Pooja B Gautam (An ICF Certified Coach, International Trainer, and an ISO Certified Soft Skills Trainer), Ms Trisha Jain (Trainer ,Image Consultants), Ms Anuja Thakur (Certified training coach and soft skills trainer), Ms Shalu Mehra (Content specialist Author and Trainer) were the speakers who have a common vision of enabling people to realize their latent exclusivity through a process-driven methodology targeting holistic amelioration of Appearance, Behaviour, and Communication.

JIMS, Rohini organised a guest session for the new batch of PGDM Students during their orientation week. The guest speaker was Mr. Prashant S, Talent Acquisition, Head Greenlam Industries who is an HR professional with over 16 years of experience in leading the HR function & has been managing large teams across all aspects of HR. Mr. Prashant started his discussion by emphasizing on Networking which turned to be an integral part of his professional journey He encouraged students to be active on LinkedIn which can give them platform to connect with the industry leaders and like-minded professionals



Case Study is a real business problem and is a very important method for a management graduate. In view of this JIMS, Rohini conducted a few case study workshops on 7th July 2023 for the new joiners during their orientation week at different levels. The speakers of these workshops were the eminent and experienced faculties of the institute Dr. Yukti Ahuja (Associate Professor), Dr. Deepti Kakar (Professor), Dr. Neha Shukla (Associate Professor), Ms Ambika Bhatia (Assistant Professor), Dr. Himanshu Goel (Assistant Professor). The objective of this workshop was to make the students capable to develop an analytical mind and to be able to search various elements of the case, the issues and problems involved and the best possible solution to solve the case.

A mentor or an Alumnus who has already designed his own path could be the best guide for such a fresh aspirant. JIMS Rohini invited few alumni on **8th July, 2023** from various batches and specialisations during the orientation week of new batch for an interaction with first year students and provided them an opportunity to collect valuable information from alumni about various career tracks.

Mr. Yuvraj Singh Shekawat, L&D Professional of Batch (2011-13), Ms Harshita Singh Risk and Financial Advisory, Deloitte Touchè USI team of Batch (2020-22), Ms Simarpreet Singh, Manager, Tata Motors of Batch (2018-20), Ms Ishita Agarwal, Financial Modeller, Deloitte of Batch (2015-17) Dr. Himanshu Goel, Ms. Juhi Gupta, Consultant PWC of Batch (2015-17), Ms. Garima Gandhi, Deputy Manager, Axis Bank of Batch (2015-17) were few to name who shared their journey from being a management student to a professional career. Students were encouraged to take online certifications on excel that will help them get placements in top-notch companies.



JIMS, Rohini invited the international motivational speaker Mr. Sandeep Wadhra on concluding day of the orientation to keep the pace of motivation level high amongst the students. The speaker presented real-life examples from his life and encouraged them to never give up. Additionally, he engaged students in team activities and gave an example of “Taking Actions Fast.” The session was very beneficial for them, and they resolved never to give up on their goals. Lastly, the speaker gave more motivational examples and answered students’ questions. The session ended up with a huge round of applause by the students and the speaker as well. It actually enlighten a fire amongst the students and they all were geared up to join the classes from the coming week.

CLUB ORIENTATION SESSION

Make it simple, Make it memorable, Make it inviting to look at, Make it fun to read.- Leo Burnett. This is the quote which inspired team Creador to a great presentation much like an advertisement to tease the newbies of PGDM to join the most creative club of JIMS, Rohini.

Creador- The Retail Club delivered an online presentation on 19th July, 2023 to invite applications for membership which included club objectives, past activities and the much awaited selection procedure announcement. Expecting and achieving overwhelming response. The last slide read: "WE ARE HIRING!"

A Workshop on **Retail Softwares-Retail Pro & Merchandising** for PGDM Retail Management batch (2023-25) & (2022-24) on 19th July, 2023. The Resource person was Mr. Veerender Malik, Ex-Asst Professor-GD Goenka University. Retail businesses today are highly dependent on technology to streamline their operations, enhance customer experiences, and drive profitability. Retail software solutions play a crucial role in managing inventory, sales, customer data, and other critical aspects of retail management. This article provides an overview of two popular retail software solutions - Retail Pro and Merchandising - specifically tailored for students pursuing a Post Graduate Diploma in Management (PGDM) in the retail industry. Retail software solutions like Retail Pro and Merchandising offer powerful tools for managing various aspects of retail operations. For PGDM students aspiring to pursue a career in the retail industry, understanding these software solutions can provide valuable insights into retail management strategies, customer-centric approaches, and data-driven decision-making. By familiarizing themselves with these retail software solutions, students can equip themselves with the necessary skills to thrive in the ever-evolving retail sector.

A Workshop on **Power Dressing** for PGDM Retail Management batch 2023-25 on 12th August, 2023. Power dressing is a term that refers to the practice of dressing in a professional and confident manner to make a strong impression in the corporate world. It is especially important for PGDM (Post Graduate Diploma in Management) students, as they are preparing to enter the professional workforce and need to project a polished and authoritative image. Here are some key points to keep in mind when it comes to power dressing for PGDM students: Dress appropriately for the occasion, Invest in quality clothing, Pay attention to grooming, Keep it simple and professional and Dress for success. In conclusion, power dressing is an essential aspect of professional life, especially for PGDM students. By following these guidelines and dressing appropriately, students can enhance their professional image, boost their self-confidence, and increase their chances of success in the corporate world.

"Creativity is just intelligence having fun" – Albert Einstein.

As quoted by the great Einstein, the desire of any creative activity is learning. Creativity does not only mean being artistic, it also entices the fresh minds to think out of the box and have fun while learning. At Creador- the Retail Club, we aim to provide very creative & fun learning activities at JIMS, Rohini. The club runs on its student coordinators or the student coordinators run the club, it can be said either way. The incoming batch of 2023-25 was presented with the chance to join forces with the Creador, and they did respond overwhelmingly to the opportunity. The club received numerous applications from all PGDM verticals. The selection was based on the scores obtained from a not so formal yet spontaneous interview. The ones who made the final cut were: Palak Bhadoriya (RM), Kabir (RM), Prajwal Thakur (IB), Latika (Sec-B), Oshita (Sec-A), Ramsha (Sec-B), Rupam (Sec-C) and Bhavya (Sec-C)



RETAIL EXECUTIVE SUMMIT 2023

The Retail Executive Summit 2023, held on August 28, 2023, was a collaborative effort between the Retail Management department and the Retail Club of JIMS Rohini Sector-5 and the Ph.D Chamber of Commerce and Industry. With its central theme being the “Future Outlook of the Indian Retail Industry,” this summit played a pivotal role in providing a platform for diverse participants, including students, industry experts, academicians, and scholars, to engage in meaningful discourse. It aimed to broaden perspectives and facilitate the exchange of ideas within the dynamic retail landscape.

The event’s significance was evident from the outset, with Mr. Anupam Bansal, Director – Retail and Marketing at Liberty Shoes Ltd, delivering a compelling keynote address. His insights not only traced the historical evolution of retail but also emphasized the essential adaptations that businesses must undertake for sustained profitability. Throughout the summit, interactive panel

discussions covered crucial topics, including strategies for building resilient retail brands, the rise of Direct-to-Consumer (D2C) brands, and the transformative impact of digital technology on consumer convenience. The sessions also underscored the critical role of diversity and inclusion in the retail workforce and explored the evolving consumer behavior of merging online and offline shopping experiences, heralding a future where hybrid retail models will thrive.

In summary, the Retail Executive Summit 2023 left an indelible mark by offering valuable insights into the future of the Indian retail industry. It served as a nexus for knowledge-sharing and collaboration between academia and the industry, fostering dialogue and charting a course for the sector’s growth. Students and industry professionals alike emerged from the event with enriched perspectives, making it a significant contribution to the ongoing evolution of India’s retail landscape.



SELF SOCIETY & ORGANIZATION (SSO)

In India Value Based Education is the real need of the hour. As we see how the Society is diminishing in case of values day by day, it is necessary to develop the programs for inculcating values in the society. Under the able guidance of Mr. Avijit Chakravarti, students were divided into different groups i.e. **SOS Children Village (Bawana), Khushi Rainbow Home, Asha Grih home for Girls / Dwarka, Saambhavi and Each One Feed One** etc. Every project was individually mentored to ensure high learning standards and impact. The main objective of SSO was to let students explore connections between self and society, to develop an understanding of a community's needs and how to evaluate key activities, resources and partnerships in this context and to be able to work across different situations and mobilize groups of people towards a shared purpose. While dealing with social problems, students were able to systematically think through problems, develop an innovative solution, assess risk, competition and performance and sharpen

a variety of managerial skills. At the same time students were asked to create the videos, diaries and notebook of what they have visited and learned from their projects. They also gave presentations of their projects in front of expert panelists from various NGOs. Students successfully completed this course and were able to adapt professional attitudes such as taking personal responsibility, operating in teams and managing self. Also they learnt to draw connections between themselves, their community experiences and the larger world, fostering a sense of care and citizenship.



STUDENTS ACHIEVEMENTS

Certificate of Excellence

Talent Hunt Competition-“Parambh” by Ekum – Cultural
Second Position-Manas, FRM
Tug of War by Sportastico
First Position-Apoorv Mehta, FRM

Certificate of Appreciation

Badminton by Sportastico-Apoorv Mehta

Mentorship meetings are conducted from time to time so that students can seek guidance from their respective mentors on various critical issues like opting for live projects, Summer internships and choosing major and minor specialisation etc.

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.

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

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PGDM-RM
Batch 2023-25

GLIMPSE Of Trimester-I

- Workshops and Guest Sessions
- Team Building
- Time Management
- Mental Health
- Power Dressing
- Excel Workshop
- Retail Softwares-Retail Pro & Merchandising
- Let your Brand

Industrial Visit & Mall Visit

Mother Diary

Live Projects

Baggry's

Club Activities

Retail Club Activities

- Club Orientation Session
- Club Selection Procedure
- Retail Executive Summit, 2023

Cultural Club

- Fresher's Party

