

THE FUTURE OF RETAIL

RETAIL-TECH SUMMIT >

RETAIL MANAGEMENT

MALL VISIT
VEGAS MALL
> DWARKA

CONSCIOUS ENTREPRENEUR >

PERCEPTION & ATTITUDE BUILDING >

JULY 2024 - SEPTEMBER 2024

EXPLORING RETAIL FAILURES >

jims
Sector-5, Rohini, Delhi

ORIENTATION WEEK

INAUGURAL SESSION

2nd July 2024

JIMS, Rohini hosted its Orientation Program for the 2024-26 PGDM batch. The program kicked off with an opening address by **Dr. Pooja Jain** and remarks from **Prof. Anil D. Sahasrabudhe**, emphasizing AI tools and time management. Alumna **Ms. Deeptie Sethi** shared her career journey, inspiring students. **Mr. Sanjay Kumar Jain, CMD, Indian Railway Catering & Tourism Corporation** gave the Orientation address to the students.



MOTIVATIONAL SESSION

2nd July 2024

JIMS, Rohini invited international motivational speaker **Mr. Simerjeet Singh** to inspire students. Mr. Singh shared personal stories, underscored the power of perseverance, and led team activities to emphasize quick decision-making. He discussed essential skills for management graduates, including positive thinking, leadership, and stress management. The session concluded with impactful motivational quotes and practical advice, inspiring students to respect themselves, celebrate achievements, and embrace goal-setting, leaving them energized and ready for their academic journey.



SESSION ON SELF IMAGING

3rd July 2024

Swati Narang, HR expert, and **Ankit Kalonia**, Learning & Development leader at JLL, led an engaging session on self-learning for JIMS Rohini's PGDM batch (2024-2026) during orientation week. Focusing on self-improvement, they highlighted proactive learning, industry awareness, and career-readiness skills. Through interactive discussions on training tools and vendor management, they inspired students to adopt lifelong learning as essential for success in today's evolving business world, reinforcing the value of continuous skill growth and professional excellence.



ORIENTATION WEEK

WORKSHOP ON TIME TEAM BUILDING

4th July 2024

Dr. Subhrat Kumar, CEO and Co-Founder of People Labs Pvt Ltd, led an impactful team-building workshop for JIMS Rohini's new PGDM batch. With 14 years of experience, Dr. Kumar engaged students in dynamic activities like "War Cry," "Human Ladder," and "Build the Tallest Tower," each reinforcing teamwork, trust, and communication. Through these hands-on exercises, students gained essential insights into collaboration and leadership. Dr. Kumar's approach inspired students, equipping them with valuable skills for future academic and professional success.



5th July 2024

GUEST SESSION

JIMS Rohini hosted an industry interaction with Mr. Vishal Thakur, VP HR at TATA Capital. Mr. Thakur shared a story from the 2007 Cricket World Cup, linking teamwork and patience to personal and professional success. He discussed motivation, time management, and mental well-being, drawing from his career experiences. During a Q&A, he offered valuable insights on thriving in a dynamic market, leaving students inspired and informed.



INDUSTRY INTERACTION

6th July 2024

On July 6, 2024, JIMS Rohini hosted a guest session with Mr. Ankit Jhamb, Chief Learning Officer at Grant Thornton, for new management students. Mr. Jhamb delivered an inspiring talk, encouraging students to pursue innovation alongside their chosen professions. He emphasized knowledge exchange, networking, and industry collaboration as crucial for professional growth. The session was insightful and motivating, leaving students with valuable tools to shape their future careers and organizational success.



PANEL DISCUSSION

6th July 2024

Jagan Institute of Management Studies hosted a panel titled "Transforming Talent: For a Greater Tomorrow" during orientation for the new PGDM batch (2024-26), featuring industry leaders Dr. Ashok Balyan, Dr. Alka Mittal, and moderator Ms. Premlata. Key insights included continuous learning, resilience, ethical responsibility, networking, and life balance. The session emphasized personal growth and adaptability, leaving students with valuable guidance for their academic and professional journeys. Special thanks were extended to organizers Dr. Sheetal Chadda and Prof. Yash Pal Singh Kanwar.



RETAIL-TECH SUMMIT



The Retail Tech Summit 2024, organized by Jagan Institute of Management Studies in association with the Retailers Association of India (RAI), took place on July 20, 2024. The summit aimed to provide in-depth insights into the retail industry, featuring interactive discussions with industry experts.

The event began with the national anthem and a lamp-lighting ceremony, followed by an address from the Chief Guest, Mr. Kewal Dhar, who shared his experience with Relaxo and insights into current retail trends.

The first panel, moderated by Ms. Mansi Madan, focused on hyper-personalization and featured experts from Reliance, Metro Brands, and 24Seven. The second panel, led by Dr. Bhavana Chadha, explored retail automation with insights from leaders at Max Fashions and Big Basket.

Both sessions highlighted the importance of data-driven strategies, omnichannel integration, and staff adaptation. The summit concluded with a vote of thanks from Dr. R.K. Singh, emphasizing the need for continuous learning in retail.



OUT-OF-THE-BOX-THINKING

The Entrepreneur Development Cell (EDC) at Jagan Institute of Management Studies (JIMS) hosted an inspiring seminar, "Out of the Box Thinking," to welcome new PGDM 2024-26 students in International Business and Retail Management. The event featured distinguished guests including Mr. Naveen Kumar, Founder of Navshali Innovations, Ms. Shruti Swaroop, Founder of Embrace Consulting, and Ms. Swati Sharma, Festival Director at Vibhor. The speakers shared their entrepreneurial journeys, promoting creativity, inclusivity, and bold thinking. A felicitation ceremony followed, led by Dr. Sheetal Chadda and Deans Dr. Sonia Dhir and Dr. Rajnikant. Students were encouraged to embrace innovation and take calculated risks for success.



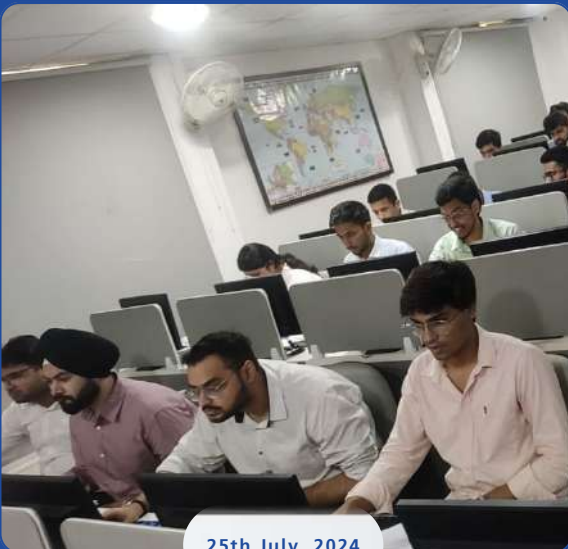
13th July, 2024

EXCEL WORKSHOPS



WILLIAM PETER

PGDM-RM (Batch 2024-26)



25th July, 2024

JIMS, Rohini Sector 5, organised a two-day Excel workshop for PGDM-RM 2024-26 students on 11th and 25th July 2024, led by corporate trainer Navratnesh Dabra. The workshop aimed to enhance students' management skills and practical knowledge in Excel, essential for modern business environments. It covered a wide range of topics, blending theoretical insights with hands-on Excel exercises to equip students with tools for effective decision-making and data analysis.

The workshop provided a comprehensive blend of management principles and practical Excel skills, preparing students for the challenges of the modern business world.

VISIT TO YAKULT PLANT



On 2nd August 2024, JIMS Rohini Sec 5 organised an insightful industrial visit for the PGDM-RM 2024-26 batch to **Yakult Danone India Pvt. Ltd.**, Sonapat. The visit aimed to provide students with a comprehensive understanding of the operational processes and production techniques employed by a leading probiotic drink manufacturer.

During the visit, students had the opportunity to observe the entire **production line, from raw material handling to packaging, and to interact with industry professionals who shared their expertise and experiences.** This practical exposure is designed to complement the students' academic curriculum, enhancing their knowledge and preparing them for future careers in the retail management sector.

JIMS Rohini's initiative in organising such visits underscores its commitment to offering students real-world learning experiences, thereby bridging the gap between classroom theories and industry practices.



WORKSHOP ON PERCEPTION & ATTITUDE BUILDING



RITIKA BHATIA
PGDM-RM (BATCH 2024-26)

JIMS Rohini hosted a dynamic workshop on Perception and Attitude Building led by Mr. Deepak Behl, Head of HR & Training at Atra Protection Group. The session emphasized how perceptions and attitudes can create mental barriers, limiting potential. Through thought-provoking stories, including a magician outsmarted by unconventional thinking and a doctor's belief-driven encounter, Mr. Behl demonstrated the power of mindset in overcoming challenges. Interactive activities like a dot game and a psychometric test reinforced the importance of creativity and open-mindedness. The workshop concluded with a lively mimicry exercise, leaving participants energized and inspired. The key takeaway was that changing perceptions and refining attitudes are crucial to unlocking new opportunities and achieving success.



24th July, 2024

CONSCIOUS ENTREPRENEUR: REDEFINING BUSINESS MODEL



RATUL SHARMA
PGDM-RM (BATCH 2024-26)

Jagan Institute of Management Studies, Rohini, hosted an Alumni Guest Lecture by Mr. Raghav Gupta, founder of Legit Jeans and PGDM-RM alumnus (Batch 2017-19). Titled "Conscious Entrepreneurship: Redefining Business Model," the session focused on the evolving retail landscape and the rise of conscious consumers. Mr. Gupta engaged students by encouraging interaction, discussing how modern customers prioritize businesses that align with social and environmental causes. He shared insights from his journey of building a successful brand, emphasizing the importance of integrating sustainability into entrepreneurship. The session inspired students to rethink business strategies, highlighting how aligning profitability with social responsibility is key to success in today's world.



7th August, 2024

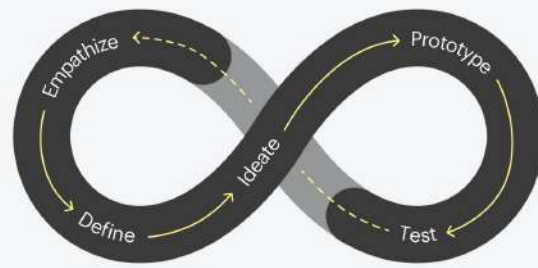


WORKSHOP: DESIGN THINKING

JIMS Rohini hosted a *Design Thinking Workshop* led by alumnus Mr. Gaurav Vashishth, founder of Green Decore. The workshop provided PGDM Retail Management students with a deep understanding of Design Thinking and its modern applications in problem-solving. Mr. Vashishth shared examples of successful entrepreneurs like Bhavesh Aggarwal and emphasized that age does not define maturity.

Students engaged in group exercises to enhance creative thinking and explored the *ASK Principle* (Attitude, Skill, Knowledge). The session also covered Stanford's Design Thinking model and discussed real-life business examples, including WhatsApp's acquisition by Meta. The workshop highlighted how Design Thinking fosters innovation, diverse team collaboration, and a deeper understanding of user needs.

Design Thinking



16th August, 2024



ANANT SHARMA

PGDM-RM (BATCH 2024-26)

GENERATION GREEN CAMPAIGN



27th August, 2024

The Generation Green (Gen G) Awareness Session, led by Ruchi Khanna Arora from 1M1B, took place at JIMS, New Delhi, on August 27, 2024. This initiative, by AICTE and OPPO India, aims to inspire youth to champion sustainability through green skills. The session highlighted India's e-waste crisis and emphasized the importance of proper disposal using the 3Rs—Reduce, Reuse, and Recycle. OPPO India is offering 5,000 internships for students to raise awareness about sustainability, with rewards like certificates and factory visits. The session concluded with a pledge to create a sustainable future as green champions.

CONTEMPORARY PRACTICES IN "DIGITAL MARKETING"

On August 31, 2024, Jagan Institute of Management Studies hosted a guest lecture on *"Contemporary Practices in Digital Marketing"* by Mr. Nishant Tiwari, Head of Digital Marketing at IVORY. With over 17 years of industry experience, Mr. Tiwari shared insights into growth-based digital marketing, beyond just social media. He engaged students with interactive discussions on marketing strategies, digital vs. traditional marketing, and the importance of getting noticed vs. communicating effectively. Mr. Tiwari also introduced case studies to enhance learning and emphasized the importance of embracing digital skills for career success. His session inspired students to stay updated with the evolving digital landscape, essential for today's marketing campaigns.



NEHA RANI

PGDM-RM (BATCH 2024-26)



31st August, 2024

"CREADOR" THE RETAIL CLUB

As quoted by the great Einstein, the desire for any creative activity is learning. Creativity does not only mean being artistic; it also entices the fresh minds to think outside the box and have fun while learning.

At Creador, the Retail Club, we aim to provide very creative and fun learning activities at JIMS, Rohini. The club is managed by its student coordinators, or the student coordinators manage the club; it can be said either way.

The incoming batch of 2024-26 were presented with the chance to join forces with 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.

EXPLORING RETAIL FAILURES- CREADOR CLUB



HARSH RANJAN &
SAURABH BHARDWAJ
PGDM-RM (BATCH 2024-26)

On August 31, 2024, the Creador Club at Jagan Institute of Management Studies, Rohini, organized an event titled "Exploring Retail Failures" to address challenges faced by struggling retail companies. Participants analyzed reasons for the decline of assigned brands and presented strategic solutions using retail pricing methodologies, data analysis, and redesigned logos. The judges, Dr. Navneet Joshi and Ms. Rachna Agarwal, evaluated the 12-minute team presentations based on creativity, business acumen, and the ability to reimagine the brands' futures.

Key highlights included innovative proposals focused on rebranding, digital transformation, and market repositioning. Teams also presented new logos, showcasing a fresh vision for each brand. The event fostered collaboration and peer learning, allowing participants to refine their strategies. The day concluded with awards for the most impactful proposals, leaving attendees inspired and optimistic about reshaping the retail industry. The event was a great success, promoting creativity and strategic thinking.



31st August, 2024

EFFECTIVENESS OF RETAIL PROMOTIONAL STRATEGIES



PRACHI TIWARI
PGDM-RM (BATCH 2024-26)

Mr. Shreyash Srivastava, Assistant Manager – Retail Operations at OPPO Mobiles India, led an insightful session on Retail Management, highlighting key aspects like promotional strategies and the importance of in-shop, outdoor, and experiential promotions. The lecture was highly interactive, with students sharing perspectives and participating actively. To reinforce learning, he assigned case studies and conducted a team activity where students created marketing strategies for hypothetical products. His session successfully motivated students to value Retail Management's strategic aspects, leaving a lasting impact.



7th Sept, 2024

PERSONALITY DEVELOPMENT PORTFOLIO



RAVI PARIHAR
PGDM-RM (Batch 2024-26)



7th Sept, 2024

On September 7, 2024, Jagan Institute of Management Studies hosted a *Personality Development Portfolio* workshop led by Mr. Ankit Kalonia, Head of Learning Development at JLL India. The session focused on the importance of self-awareness and social awareness in shaping personality. Mr. Kalonia shared personal insights from his career and offered valuable advice on excelling in interviews and avoiding negative impressions. He discussed the role of Emotional Intelligence (EQ) in personal and professional development, introducing models like the Daniel Goleman Model and the DISC Model, which covers Dominance, Influence, Sensitivity, and Conscientiousness. The workshop left students with practical tools for enhancing personality and building successful careers.

VISIT TO VEGAS MALL



JIMS Rohini organised a mall visit to Vegas Mall, Dwarka, for the PGDM Retail Management students (Batch 2024-26) on 10th September 2024. The visit aimed to enrich students' understanding of various brands across luxury, premium, and economy segments. During the visit, students interacted with retailers from renowned brands like Armani Exchange, Allen Solly, Aldo, H&M, and Calvin Klein, gaining valuable insights into luxury retail and visual merchandising.

Divided into groups, the students undertook different tasks, fostering teamwork while deepening their engagement with established brands. This hands-on experience allowed them to bridge theoretical concepts with practical industry knowledge.



ABHINAV SHUKLA
PGDM-RM (Batch 2024-26)



OUR GUIDE AND MENTOR



Don't wait for opportunities to knock, create them. The business world rewards those who are proactive, resilient, and daring enough to take the first step.

Dr. RK Singh
Professor & Dean PGDM-RM



OUR PILLARS OF STRENGTH



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