

NEWSLETTER

PGDM RETAIL MANAGEMENT

January 2020 – April 2020

“Success is no accident. It is hard work, perseverance, learning, studying, sacrifice and most of all, love of what you are doing or learning to do.” –Pele

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 Third trimester started with lot of enthusiasm and sparkle in the eyes of the students for zeal to learn and achieve. 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 and Executive Communication. The focus is on inculcating the decision making skills, analytical and critical thinking skills in the students. All above subjects has 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 & behaviour, and enhancement of skillset.



An alumni guest session on **“A Practical Approach To Business Research”** was organised on 13th January 2020. The resource person of the session was Mr. Ankur Aggarwal, Director- Pinaki Research and JIMS Alumnus PGDM Batch 2007-09. The workshop began with an interaction between students and Mr. Ankur where he discussed the role of research in business organization and focused on various research concepts and explained students about how they can develop their interest towards the field of research.

A Visual Merchandising Activity on **“Mood Board Display”** was organised on 17th January 2020. As a part of the VM class activity the students were asked to create the mood boards for the different themes such as Love, Peace, Education, Friends, Passion, Time, Technology, Fantasy, Luxury, Fashion, Bride etc. Students collected the pictures from old magazines and newspapers and exhibited their creativity as visual merchandising. Students participated in this activity with full zeal and enthusiasm; and showcased their unique ideas.



A Guest Lecture on **“Banking landscape and opportunities for Retail”** was organised on 21st January 2020. Resource Person: Mr. C M Khurana, Chief General Manager-Credit, India Infrastructure Finance Company Limited & Ex. Chief General Manager - Oriental Bank of Commerce. The session provided insights on current banking scenario, connecting the banking business with retail functions and opportunity available in the banking sector.

A Guest lecture on “**Marketing Mix beyond 4Ps in AI Era**” was organised on 6th February 2020. The resource person - Mr. Hari Prakash Karcherla, Ex. Vice President (Retail) Valvoline Cummin Ltd. The objective of the workshop was to lay the foundation for the students for their corporate journey ahead. The workshop started with the discussion on the concepts and utility of Artificial Intelligence (AI) specifically in the field of retail. Mr. Karcherla focussed on how AI and machine learning has been helping big brands and how trend has been changing at a rapid pace.



A Workshop on “**Behavioural Sciences and Decision Making**” was organised on 15th February 2020. Resource Person: Mr. Animesh Sharma (Senior Manager, NRMCC Consultants P. India Ltd.) Mr. Animesh Sharma discussed different types of behaviours and connected those with artificial intelligence. He introduced behavioral economics for decision making and explained ‘how one should remain rational’. Various concepts were introduced by him which were new to students, such as the endowment effect, loss aversion, bargains, sunk costs, IKEA effect and various others.

As a part of Retail Club, Visual Merchandising Activity on “**Shadow Box Display**” was organised on 17th February 2020 Students were given different categories such as Watches, Stationery, Soaps, Cosmetics, Perfumes, Books, 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, Dreams, LGBT, Live in, Ali baba aur 40 chor, Beach, Travel, Airport, E-waste etc. Students participated in this activity with full zeal and enthusiasm and showcased their unique ideas and creativity. The activity was full of learning, fun, creativity and exploring new ideas. All the students explained their shadow boxes through presentations.

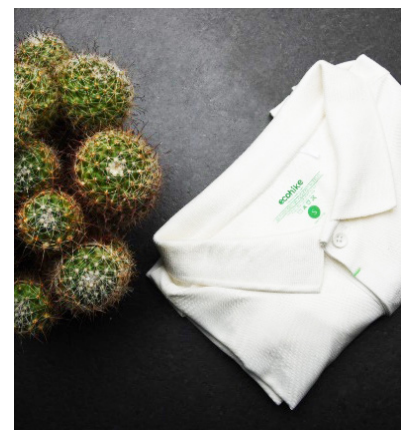


A Workshop on “**Operations Management**” was organised on 6th March 2020. Resource Person: Ms. Ambika Bhatia (Assistant Professor-JIMS). The workshop started with the introduction of the concepts of Operations Management to the students and its relevance for the business organisations; and focussed on the business practices to create the highest level of efficiency possible within an organization which is concerned with converting materials and labour into goods and services as efficiently as possible to maximize the profit of an organization.

Glimpse on INDUSTRY RESEARCH PROJECTS IN THE WORDS OF STUDENTS

Eco-Hike Institutional Sales

The project Eco-Hike Institutional Sales is about a product backed by the industry. At Eco-Hike, T-shirts are produced from recycled plastic bottles and are non-dyed. The biggest alien for our environment; i.e.: plastic gets repurposed at Eco-Hike and then becomes a decent looking white T-shirt, whilst the T-shirt remains the top-notch product, the company also produces repurposed napkins. Our project is to create awareness about over usage of plastic and cater to the youth about this particular type of product at a very young age as this is the futuristic garment. For this objective, we have identified institutions (schools & colleges) as our potential market as we feel there is no better way to inculcate this garment and making children comfortable with it at their schools. With a lot of no’s and a few yes’s our Industrial Research Project looked shaky and chances of conversion looked sleek at a time, but with the team effort and sheer determination we know we are bound to succeed. With the market changing and people loving the environment more after the lockdown, we feel that we have a chance to crack the market as TEAM ECO HIKE INSTITUTIONAL NEVER QUILTS!



Team Members- Achleshwar Pratap Singh, Akshat Jain, Aradhna Rajguru, Shreyash Srivastava, Tinkal Kumari Sharma

Eco-Hike Corporate Sales

Getting this project as our IRP work was a blessing in disguise as it's a disruption for the Indian market as well as the customer. The project is about spreading awareness about fleece and cotton made clothing elicit toxic chemical which is harmful to the living being on the other hands our product eco hike which uses 12 trash plastic pet bottle and turning a yarn for one t-shirt which doesn't require a massive amount of water (2700 litre). And even it will not emit any toxic at the time of finishing or fabricating.

Team Members- Jatin Gupta, Bhavna Gupta, Sahil Arora, Abhishek Raturi, Utkarsh Singh, Umang Arora



Choti si Khushi

Our Industry Research Project is a true attempt to create a sustainable livelihood for the underprivileged women who need hope in their life to become self-dependent. This project involves our efforts to create a link for these women that could connect their skills and talent with the market and with the retailers. Most of these women don't know how to spell their names correctly but they know very well how to do perfect embroidery with the names on a piece of clothes using beautiful color threads which looks perfectly as handcrafted embroidery work. Not only this but the women also creates Gautam Buddha's statues, other art pieces - candles, diyas, and small kids clothes. We have started by knowing and by exploring the products that they had already created and did brainstorming for other products that can be created by them. We had created a portfolio type album of these products ensuring all the required details about the products which could be presented creatively and also discussed how we could connect and approach the corporate houses and offices for sale of these products. All in all these women know their destinations, they just need the way to reach that destination and we as a team have decided to either find that way or to create that way.



Team Members- Sarthak Bansal, Astha Pandey, Ayushi Sinha, Neelam Nayanee, Shikha Shokeen, Manu Tyagi

Post Consumer Waste to Luxury Retail

We group of four came together with the help of our mentors with an innovative idea of REINVENTING YOUR WARDROBE. When you don't wish to throw away your old clothes as they are too beloved. We are here for your rescue. REINVENTO came up with an idea of reinventing your old clothes and give them a new shape. We came up with this idea when one of us saw own mother who didn't wish to throw away her wedding outfit and wished to reinvent it. Our project focuses on upcycling your clothes. Now, the big question arises "What is UPCYCLING?" Upcycling, also known as creative reuse, is the process of transforming by-products, waste materials, useless, with this idea when saw one of our mothers who didn't wished to throw away her wedding outfit and wished to reinvent it.

Team Members- Janvi Chitkara, Rani Kumari, Kapil Chouhan, Satyasheha Kanar



Salahpur Majra

Under IRP project, we are creating a model of gender empowerment through entrepreneurship in village Salahpur Majra, The aim of this project is to open a women and child resource center in the village. We observed that talented women are ready to work and they are having sewing and interlocking machines in their houses, but the talent is limited to their homes only. Also, village has male dominant culture and the women working their homes and earns money from the work they get within the village. Few women who are ready to work with those who are also having sewing and interlocking machines in their homes and are creative and expert in their work. We have tied up with private venture dealing in clothing in which they will provide them raw materials and target to be completed within a limited period of time. The expected outcomes of this project will be gender equality as women will become independent and will able to generate income by themselves.

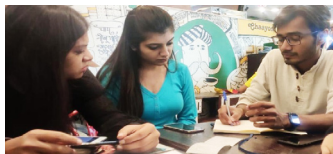


Team Members- Priyanshi Chaturvedi, Savita Sehrawat, Anjali Mourya

Empowering Low Budget Schools

Our industry project is on the upliftment of the low budget schools so we started the journey with our mentor Mr. Monis Shamzi. We started our project with identifying the reasons for the requirement for our model. Multiple questions came up such as why the children in low budget schools are not able to compete with the children of private schools and so on. The main reason is maybe that the expectations of teachers and parents do not match. Also, teachers are not motivated enough to teach the children properly as well as the management of the schools lack expertise. After interviewing various principals of various low budget schools of Delhi we found that there are five beneficiaries of our model such as students, teachers, parents, school, and society. We need to work individually on each one of them in order to come out with a sustainable model.

Team Members- Aastha Garg, Mallika Arya, Priyanka Nayal, Sanchita Goel



Pre-Consumer Waste to Creative Utility

Pre-Consumer Apparel Waste is not so common a word for most of the common people. The waste that comes from the industries as a material that was discarded before it was ready for consumer use. Pre-consumer waste is the reintroduction of manufacturing scrap (such as trimmings from textile industries). The initial stage of the project added brainstorming work about how we can create these trimmings into useful yet a choice of people over regular products as researches revealed that 56% of such waste goes to landfills where it takes almost 40 years to decompose completely. It took us to get leads from the textile manufacturers how and what can be created and also looking at the trend of the requirement of the current generation. This project helped us to do rigorous teamwork and generate products from industrial waste such as classic handbags, accessories bags, and wallets for women, daily need items like kitchen aprons and door mats. To make this project sustainable and long term we integrated social groups for manufacturing these products. This project is a long journey where we have covered many milestones in this long journey. There are many more things that are to be covered so that we make our project a great success at the grand scale. We also had a corporate experience that how an industry demands or what are the requirements of the industry so that we are prepared for the future.



Team Members- Aditya Gupta, Anupriya Singh, Mohit Chadha, Prince Bhati, Priya Tiwari, Ridhi Jain, Vishal Mishra

PGDM – RM BATCH 2019-21

Glimpse of Trimester-III

Workshops and Guest Sessions

- A practical approach to business research
- Banking landscape and opportunities for Retail
- Marketing Mix beyond 4Ps in AI Era
- Behavioural Sciences and Decision Making
- Operations Management

Visual Merchandising Activity

- Mood Board Display

Club Activities

Retail Club

- Shadow Box Display

Finance Club

- Session on “NSE’s Certification in Financial Markets (NCFM)”

Literary Club

- UNAG – Pop Culture Quiz & Pictionary

HR Club

- Leisure N Treasure

Marketing Club

- Teamrescuers

STUDENTS ACHIEVEMENTS

Certificate of Excellence

- 1st Position in Shot Put - JIMS XV Annual Sports Meet 2k20 – Anupriya
- 1st Position in Chess - JIMS XV Annual Sports Meet 2k20 – Rishabh Aggarwal
- 2nd Position in 3 Leg Race and 2nd Position in Relay Race - JIMS XV Annual Sports Meet 2k20 – Shikha Shokeen

Certificate of Participation

- Meet the Indian Winners of the Start-up Programme of the World Expo 2020 organised at FICCI, New Delhi

1. Shreyash Srivastava
2. Ashish Kothari
3. Mallika Arya
4. Vishal Mishra
5. Akshat Jain

Live Projects – Glenmark

- Manisha Jha

Live Projects - Future Group

- Sarthak Bansal
- Astha Pandey

Live Projects – AAHAR

- Anand Thakur
- Shreyash Srivastava
- Tinkal Kumari Sharma
- Aradhna Rajguru
- Akshat Jain
- Manu Tyagi
- Vishal Mishra
- Saumya Pathak

Live Projects – MAX

- Ayush Bhatt
- Aashita Chugh
- Abhishek Raturi
- Aman Kumar Abhinav
- Ashish Kothari
- Dimanya Narang
- Eshan Tanwar
- Jatin Gupta
- Kapil Chouhan
- Kritika S
- Priya Gambhir
- Sahil Arora
- Tanya Juneja
- Yashika Tandon

ADITYA BIRLA FASHION AND RETAIL – Campus Connect Program (On-Job Training)

- Achleshwar Pratap Singh
- Aman Kumar Abhinav
- Anjali Mourya
- Mohit Chadha
- Priya Gambhir
- Priya Tiwari
- Tanya Juneja
- Utkarsh Chauhan
- Vritant Gupta
- Yashika Tandon

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