

“Success is no accident. It is hard work, perseverance, learning, studying, sacrifice & 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 Second 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-II are Macro Economics 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 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 and behaviour, and enhancement of skill set.

A Guest Lecture on **“Artificial Intelligence: A Tool in Fashion Retail Industry to Communicate Fashion Trends”** was organised on 15th October, 2019. The resource person of the session was Mr. Prashant Kapur, National Sales Head, Vodafone M-pesa Ltd., (Alumnus PGDM 1994-96). The objective of the session was broadening the horizon of students on how artificial intelligence tool is emerging in India using various real time examples.



An Alumni Session on **“Begin your own journey”** was organised on 6th November, 2019 by (Alumnus PGDM-RM 2016-18) Ms. Vidhi Sethi, Client Executive (NIIT Ltd.) & Founder - Nazaakat Waali, Ms. Mehak Vinayak, Freelancer (Tableau Data Reporting) and Ms. Radhika S. Brand Ambassador-Victoria Secret (Delhi Duty Free Pvt. Ltd.). The objective of the session was to make students understand the expectations and aspirations within themselves and also focus was given on retail as an important option for career.

A Workshop on **“From design thinking to product development”** was organised on 7th November, 2019. Resource Person: Mr. Sanjive Saxena (Associate Professor-JIMS). The objective of the session was to give an insight to students about the concept of design thinking and its usage in the decision making.

A Guest lecture on **“Indian E-commerce: Current Scenario Future Trends”** was organised on 20th July 2019. The resource person - Ms. Charneeta Kaur, Head (Content, Design & Communication) - De&Di: Design and Digital & Ex-Associate Director, Customer, Engagement & Brand Merchandising – Snapdeal. The guest lecture focused on the key mantra which is required for success in retail industry that is customer experience management, its measurement and improvement with special reference to e-commerce sector.



A **store visit** for the students as a part of the curriculum of the subject 'Retail Store Operations' was organised on 16th November 2019. The faculty Ms. Surbhi Jain asked students to do a comparison between three brands; such as Levis, Pepe Jeans, Jack & Jones. Students went to various retail stores and interacted with the floor staff and store managers of the particular brand and made a comparison report.



An Alumni Session "**The Effect of Retail on B2B Business**" was organised on 20th November 2019. Resource Person: Mr. Raghav Gupta (Entrepreneur) (Alumnus PGDM-RM 2017-19). The objective of the session was on how concepts of retail is related with end user and the distribution channels involved in the supply chain management. Also, focus was given on the benefits of retail and linked the same with the concept of B2B Business and its dependency on retail.

A Guest lecture on "**Future of Fashion Business: Is Sustainability a Saviour?**" was organised on 25th November 2019. Resource Person: Mr. Padma Raj Keshri (Knitwear and Textile Designer). The guest lecture focused on how the fashion industry be made environment friendly and do a sustainable business.



An **Industrial Visit** was organised on 28th November 2019 to Neetee Clothing Pvt. Ltd., Gurugram. The purpose of visit is to make students aware about the production process of textile industry and to gain insight into practical knowledge to supplement the theoretical concepts. During the visit, the students were divided into two groups to learn about the apparel fabric, denims and stitching, and observed the whole production process i.e spinning, weaving, finishing, packaging and other technical processes in detail. The practical experience makes students' knowledge more realistic and clear.

A Guest lecture on "**Network is Networth-The power of LinkedIn**" was organised on 4th December 2019. Resource Person: Dr. Bhavleen Rekhi (Corporatae Trainer). The objective of guest lecture was to lay the foundation for the students for their corporate journey ahead and to be ready to connect with the corporates through LinkedIn.



A Guest lecture on "**Skills and Attributes in Managing Global Operations**" was organised on 14th December 2019. Resource Person: Dr. Nitinraj Seth, Program Director-Management, Auckland Institute of Studies. The objective of the guest lecture was how different attributes such as relationship, language, modernisation, income affect the global market operations. Also, discussion was done on various challenges faced by MNC's due to globalisation, how emerging markets have increasingly gained economic relevance for MNCs' internationalization strategies, primarily for their rapid pace of development together with tremendous growth and resulting value potential for MNCs.

Creditor-Retail Club organized **Retail Conclave 2019** on “**Enhancing Customer Engagement in Changing Retail Landscape**” on 10th December 2019. Consumer engagement has become the buzzword today and it is the means by which a company creates a relationship with its customer base to foster brand loyalty and awareness. As retailers look for ways to differentiate in today's highly competitive market, customer engagement strategies have become the critical components for optimizing the customer's shopping experience. Customer engagement is not merely about giving customers a satisfactory experience during their sales journey, but also about inspiring and encouraging them to get involved themselves in the experiences retailers create for them.

The eminent personalities from the industry were present in the event. Mr. Manoj Kulkarni, Executive Director, Nielsen was the Chief Guest, and Mr. Deepak Chaudhary, Director Sales and CEO, Audi (New Delhi West) was the Guest of Honour on the occasion. The event started with lamp lighting ceremony followed by the welcome address by Dr.Pooja Jain, Director JIMS. She briefed on the relevance of theme of the conclave and thrown light on the requirement of the discussion. It was followed by special address by Mr. Deepak Chaudhary who shared his experiences and insights with the audience. Mr. Manoj Kulkarni interacted with the audience with the keynote address and focussed on how data centricity can help drive customer centricity in todays highly fragmented and dynamic retail world. He mentioned that data is the new soil and discussed the relevance of data in all sort of decision making specifically in designing customer engagement strategies.

The second part of the Conclave was the panel discussion on theme 'Enhancing Customer Engagement in Changing Retail Landscape'. Mr. Manish Gupta, Managing Partner, Sachin Gupta & Associates and Ex. Director, Retail Measurement Practice – Expanded Vertical, Nielsen was the Session Moderator for Panel Discussion. The panellists of the session were Mr.Hari Prakash, Ex. Vice President (Retail), Valvoline Cummin Ltd.;Mr.V.Vineeth Kumar, Assistant Vice President, Aegon Life Insurance; Mr. Naveen Singh, Category Head, Big Bazaar; and Mr. Sanjeev Hans,North Region HO – Retail Operations, Reliance Retail.

The conclave aimed to cover all the relevant points for enhancing customer engagement in the changing landscape of today's retail sector. Discussion was focussed on the current practices and the strategies for enhancing and retaining customer base, understanding customer expectations, operational challenges, current scenario and way ahead. The discussion was very healthy, interactive and insightful.

The participants in the retail conclave 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 conclave closed with the Vote of Thanks by Dr. Deepika Saxena, Conclave Convenor and HOD - PGDM (Retail Management).



- ☞ Workshops and Guest Sessions
- ❖ Artificial Intelligence: A Tool in Fashion Retail Industry to Communicate Fashion Trends Online Retailing
- ❖ Begin your own journey
- ❖ From design thinking to product development
- ❖ Indian E-commerce : Current Scenario Future Trends
- ❖ The Effect of Retail on B2B Business
- ❖ Future of Fashion Business: Is Sustainability a Saviour?
- ❖ “Network is Networth”-The power of LinkedIn
- ❖ Skills and Attributes in Managing Global Operations
- ☞ Industrial Visit & Mall Visit
- ❖ Neetee Clothing, Gurugram
- ❖ Store Visit

- ☞ Retail Club
- ❖ Retail Conclave on Enhancing Customer Engagement in Changing Retail Landscape
- ☞ E-CELL Club
- ❖ Poster Making & Essay Writing Competition on Sustaining the Sustainability: The Life Mantra
- ☞ Finance Club
- ❖ IPL Bidding
- ☞ Literary Club
- ❖ Debate Competition on Feminism has taken over Patriarch
- ☞ HR Club
- ❖ HR Summit

STUDENTS ACHIEVEMENTS

☞ Certificate of Merit

- ❖ 1st Position-JIMS BRIO-Badminton Singles & Doubles Category- Aradhna Rajguru
- ❖ 1st Position- JIMS BRIO-Badminton Singles, Mixed Double & Table Tennis Singles Category- Anand Thakur
- ❖ 1st Position-JIMS BRIO-Badminton Mixed Double Category-Priya Gambhir
- ❖ 1st & 2nd Position- JIMS BRIO-Badminton Doubles & Mixed Doubles Category- Tanya Juneja
- ❖ 2nd Position- JIMS BRIO-Badminton Mixed Double Category- Utkarsh Chauhan

☞ Certificate of Participation

- ❖ Design Thinking Workshop- Saumya Pathak, Sahil Arora, Umang Arora, Priyanshi Chaturvedi, Aashita Chugh, Kritika S, Jatin Gupta, Bhavna Gupta, Tanya Juneja, Anjali Mourya, Eshan Tanwar
- ❖ JIMS BRIO-Table Tennis & Badminton Tournament- Aradhna Rajguru
- ❖ JIMS BRIO-Women Singles Badminton- Dimanya Narang
- ❖ JIMS BRIO-Mens Double Badminton- Achleshwar Pratap Singh
- ❖ JIMS BRIO-Mens Singles Badminton- Vishal Mishra, Sahil Arora

☞ Live Projects-Aditya Birla Fashion and Retail

- ❖ Aditya Gupta
- ❖ Harsh Deswal
- ❖ Harshit Kumawat
- ❖ Parish Jain
- ❖ Rishabh Aggarwal
- ❖ Riya Jain
- ❖ Vritant Gupta

Mentorship meetings were conducted 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 specialisation in second year 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 II ended with the End Term Examination giving them the opportunity to show case their academic value addition through a pen paper examination format.

Editor
Dr. Deepika Saxena
HOD, PGDM-Retail Management

Sub-Editors
Ms. Himani Dhawan (Programme Coordinator) | Ms. Anjali Khantwal (Programme Coordinator)

Student Editors
Aditya Gupta – Batch (2019-21) (FRM1906) | Umang Arora – Batch (2019-21) (FRM1955)