



## NEWSLETTER

# PGDM RETAIL MANAGEMENT

August 2021-October 2021

If opportunity doesn't knock, build a door  
– Milton Berle

PGDM is an applied professional program whose aim is to create a learning environment that corresponds to the business environment in the real world. It is essential for management students to grapple with the financial and economic problems posed by the global pandemic. The aim is to learn from salient examples of business problems that are being dealt with in real time which they can apply any time anywhere under a variety of circumstances. On 27th July, 2021, JIMS family warmly welcomed the new students (batch 2021-23) with blessings by Dr. Pooja Jain, Director and Dr. J.K Goyal, Advisor, JIMS, and the Guest of Honours Ms. Vaishali Babu, Associate Director, Head-Relationship Management, Product and marketing intelligence, BNP Paribas.

The 1st trimester started with lot of enthusiasm and sparkle in the eyes of the new students for the 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-1, Fundamentals of Management & Organizational Behaviour, Principles and Concept of Retail, E-Commerce, IT Application in Management and Business Communication. 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. Various workshops and guest sessions were conducted during the trimester in order to build their attitude & behaviour and enhancement of skillset.

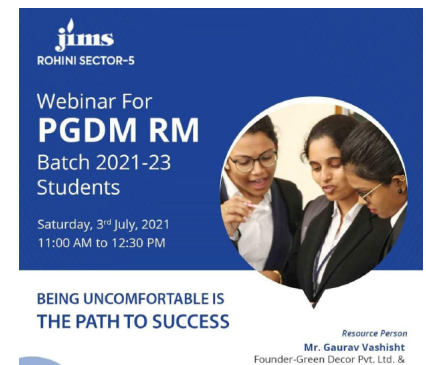
**Multiple webinar and sessions were organised for the budding managers prior to their induction in the PGDM (RM) to make them ready for their new journey.**

A Webinar is organized on **Being Uncomfortable is the path to Success** on 3rd July, 2021 by Mr. Gaurav Vashisht, Founder of Green Decor and Alumnus JIMS PGDM batch 2004-06.

The objective of the webinar was to build positive attitude among students towards their life and career. Mr. Gaurav emphasized on various personality traits and behavioral aspects which play a vital role in attitude building of a student. He emphasized that students should never waste their time as the time which gets passed never comes back. They should try to upgrade themselves and can make today better than yesterday.

A Webinar is organized on **Professional Etiquette for Success** on 7th July, 2021. The Resource person was Ms. Ruchika Dugal, Corporate Trainer- Soft Skills. The motive of webinar was to brief students about Etiquettes, which play an important role in everyone's life. She emphasized on Professional Etiquettes which not only helps individuals to grow in their professional life but also affect their personal lives in a positive manner.

A Webinar is organised on **Survival of the Fittest** on 10th July, 2021. The Resource person was Mr. Vinod Mehta, former GM (Marketing), Bharat Electronics Limited and now a visiting faculty at JIMS. He updated students on current business environment issues so as to set their thoughts and actions to be 'future-ready'.



**jims**  
ROHINI SECTOR-5

Webinar For  
**PGDM RM**  
Batch 2021-23  
Students

Saturday, 3<sup>rd</sup> July, 2021  
11:00 AM to 12:30 PM

**BEING UNCOMFORTABLE IS THE PATH TO SUCCESS**

Resource Person  
**Mr. Gaurav Vashisht**  
Founder-Green Decor Pvt. Ltd. &



**jims**  
ROHINI SECTOR-5

Webinar on  
**SURVIVAL OF THE FITTEST**

Saturday, 10<sup>th</sup> July, 2021  
11:00 AM to 12:30 PM

**PGDM RM**  
Batch 2021-23

Resource Person  
**Mr. V.K. Mehta**  
Corporate Trainer

A Webinar is organised on **A Journey from Potential to Performance** on 14th July, 2021 by Mr. Suneel Keswani, Motivational Speaker. He enlightened the students with the importance of time management, effective business communication skills and the adroitness of enjoying the journey while keeping an eye on the destination.



An Ice Breaking Session is organised on **Building Brand of your Buddy** on 31st July, 2021 by Dr. Anju Chawla, Emotional Intelligence Coach & Trainer and JIMS alumnus batch 2002-04. "We are all brands. That means, we all have a unique quality with which our peers associate us." With these lines, Dr. Anju, commenced the session on how students can build themselves as a brand. She conducted a very interactive session full of amazing and fun activities that forced students to look deep inside their minds and souls and figure out who they actually are.

**Credor-The Retail Club** delivered an online presentation to invite applications which included club objectives, past activities and the much awaited selection procedure announcement.

**"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.

**Credor- the Retail Club** aims 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.

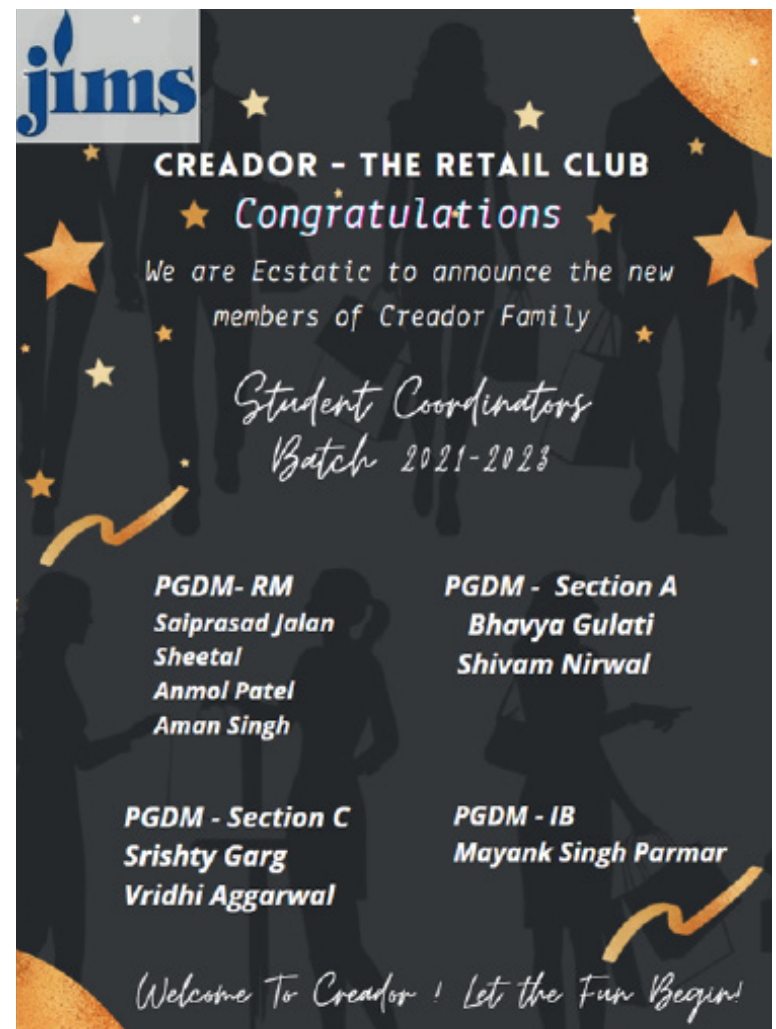
A Webinar is organised on **Personal Excellence** on 17th July, 2021. The resource person was Mr. Ankit Kalonia, Corporate Trainer. He highlighted the importance of nonverbal cues such as tone of voice, gestures, and posture; and how these play an integral part in making all the difference while communicating, Mr. Ankit gave the students amazing tips and tricks as to how they can use them in their favour.



Thinking proactively and dynamically to cope with ever changing life, is something one can't do without. Just like our lives are so dynamic, so is the retail world. A Webinar is organised on **The Exciting World of Retail Promise of a Bright Future** on 20th July, 2021. The Resource person was Mr. Vivek Nanda, Ex. National Sales Head, Sharp Business. He enlightened the students with the flexible nature of retail businesses and how they survive and stand the test of time.



A Webinar on **Indian Retail: Trends and Opportunities 2021 and Beyond** is organized on 29th July, 2021. The Resource person was Mr. Rajesh Jain, COO, Himadri Hans Handlooms. To enlighten students about the ever changing world of fashion, Mr Rajesh Jain presented a very informative session wherein he elucidated how the trends and perspective shifts has influenced the industry of fashion



The incoming batch of 2021-23 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. By virtue of the COVID-19 shutdown of schools & colleges, the interviews were conducted on a web conferencing platform, and existing members under the guidance of In-charges took interviews and had the exquisite opportunity to interact with their juniors. The selection was based on the scores obtained from a not so formal yet spontaneous interview.

A Guest Session on **New Age Manager** is organized on 7th August, 2021. The resource person was 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 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.



An Experience sharing session with **Super Seniors** batch 2019-21 is organized on 14th August, 2021. The Resource Person were Mr. Shreyash Srivastava, Territory Sales Incharge, Reckitt Benckiser, Ms. Tanya Juneja, Associate Account Manager, VDX.tv and Ms. Parishii Jain, Transaction Due Diligence Analyst, EY.



An Alumni Guest Session is organized on **Understanding the concepts of Marketing and Finance with Google ads** on 25th August, 2021. The resource person was Ms. Rajshree Verma, Associate-Digital Marketing, Edureka and Alumnus PGDM-RM (Batch-2018-20). The session focussed on the shift in the paradigm of advertisement and marketing in today's world. She explained various key terms used in online and digital marketing and how students can use them at various social media platforms.



**Business opportunities are like buses, there's always another one coming."**

**-Richard Branson**

An Alumni Guest Session is organized on **Ways to incorporate a New Business in India** on 6th September, 2021. The Resource person was Mr. Raghav Gupta, Entrepreneur, Legit Jeans and Alumnus PGDM-RM Batch 2017-19. He discussed how there is always an inflow of demand in the market and hence a vast array of opportunities at any given time. He motivated students to dream and never to downplay their ideas and achievements. He gave insights to students about his academics and work experience. He explained what challenges he had faced and how he overcame them all to make his business successful and profitable.

An **Ice Breaking Session** between the juniors and the seniors of PGDM-Retail Management is organized on 23rd September, 2021. All the students were full of enthusiasm & excitement for the event. The event was inaugurated by Dr.Pooja Jain (Director), Dr.Deepika Saxena (HOD-PGDM Retail Management) and Dr. Pratima Diapuria (Dean- PGDM) and other faculty members. The show started with a phenomenal performance by senior students followed by various performances such as solo song, solo dance, team work exercise, and fashion show, balloon in the air, Mr. & Ms. RM contest, Devil & Angel contest, numerous other fun activities and games. Everyone danced on crazy DJ Beats and clicked pictures. The event ended with an amazing dance performance by the juniors.

An **Industrial visit** on 13th October, 2021 is organized at **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.



## SEMINAR

### BUSINESS TRANSFORMATION IN UNCERTAIN TIMES: REIMAGINE, REINVENT AND REVIVE

By Creador & Marquest Club at IHC, Lodhi Road on 25 Sep, 2021

The seminar began with an Inaugural ceremony and an opening address by Dr. Pooja Jain; Director, JIMS Rohini to welcome the guests and brief the audience for the day. Post which, the first session for the day on the Marketing theme was put into action.

#### Track 1: Marketing - What's next: Navigating the new marketing landscape

Speakers:

Mr. Siddharth Singh - Associate Director; Abbott Diagnostics  
 Ms. Palak Magon - State President, Haryana Media & Communications Council at Women's Indian Chamber of Commerce & Industry and a Global Honorary member of the Happiness Committee, Delhi Chapter at "Della Leaders Club"  
 Mr. Ankur Handa - Assistant Vice President; Mirae Asset Investment Managers Pvt. Ltd.  
 Mr. George Mathew (Moderator) – Marketing faculty; OP Jindal University

#### Track 2: Workplace Practices - Future of Work and Workplace

Speakers:

Ms. Anisha Gupta – HR Specialist, Boston Consulting Group  
 Mrs. Priya Bhatnagar – Senior Manager, Change Management, Fareye

Mr. Mohammad Mateen – Ex Senior VP, Berger Paints  
 Abhay Kapoor (Moderator) – Group HR Head, Somaany Impressa Group

#### Track 3: Retail Marketing - Redefining Retail: The next round of innovation

Speakers:

Dr. Sheetal Jain – Founder and CEO, Luxe Analytics  
 Mr. Saurabh Bansal – Head Digital, TNCS Clothing  
 Ms. Charneeta Kaur – VP, Product and Design, ExtraMarks Pvt. Ltd.  
 Dr. Bhavna Chadha (Moderator) – Founder and CEO, Adhyapan

Towards the end, students were awarded for best three questions as selected by the session Moderator, Dr. Bhavna Chadha. The session was concluded by presenting mementos as a token of appreciation to all the speakers. A final vote of thanks was delivered by Dr. Deepika Saxena and the seminar was brought to a close.



#### PGDM-RM (BATCH 2021-23) GLIMPSE OF TRIMESTER-I

##### Workshops and Guest Sessions

- Ice Breaking Session-Building Brand of your Buddy
- The New Age Manager
- Experience Sharing Session with Super Seniors
- Role of Retail in Financial Services
- Understanding the concepts of marketing and finance with Google ads'
- The Coordination of E-Commerce & Logistics during Pandemic
- Ways to incorporate a New Business in India

##### Webinars

- Being Uncomfortable is the Path to Success
- Professional Etiquette for Success
- Survival of the Fittest
- A Journey from Potential to Performance
- Personal Excellence
- The Exciting World of Retail –

##### Promise of a Bright Future

- Indian Retail: Trends and Opportunities 2021 and Beyond
- Capability Analysis for Internship and Projects

##### Retail Club Activity

- Creador Introduction Session
- Creador Selection Process
- RM Extravaganza

##### Finance Club

- IPL Game Activity

##### Cultural & Literary Club & Drama Club

- Club Selection nominations
- Independence day Celebrations
- Teachers Day Celebrations
- Treasure Hunt Activity

##### Industrial Visit

- Neetee Clothing Pvt. Ltd.

##### Seminar

- Business Transformation in Uncertain Times: Reimagine, Reinvent and Revive

**For evaluating the on-going performance in academics midterm evaluation and various other assessments techniques such as case study, group projects, assignments were held in all the subjects through online submission mode.**

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

##### Editor

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(HOD, PGDM Retail Management)

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