

NEWSLETTER

# PGDM RETAIL MANAGEMENT

November 2021 – January 2022

Education is the most powerful weapon  
you can use to change the world

– Nelson Mandela

The pandemic brought almost the whole world to a grinding halt and triggered a new orbit for the digital revolution. The Higher Education ecosystem across the globe went through tumultuous churning, leading to a significant disruption-led transformation in the learning and teaching spaces which has been accelerated due to increased availability of digital platforms, and the experimentation in virtual learning space by different leading institutions in India and globally. With the help of technology, we could able to effectively transform formal physical education into online education with the help of virtual classes and other pivotal online/hybrid tools in this continually shifting educational landscape.

The Second trimester of PGDM Retail Management started with lot of positivity towards career, life and overall well-being. The subjects taught to the students in trimester-II are Macroeconomic Management, Quantitative Techniques –II, Financial Management, Marketing Management-II, Human Resource Management, Merchandising & Category Management, Retail Store Operations, Managerial Communication, Environmental Scanning .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 enhance students' knowledge, insights, and providing the corporate exposure.

To culminate Knowledge on the 'Annual Report' in students, JIMS Rohini organized a workshop on **Understanding Finance through Annual Reports** on 12th November, 2021. The resource person was Mohd. Mateen, Ex. VP (Finance), British Paints. The workshop started off by enlightening the students about the intricacies of various financial securities and how they are valued in today's time. Various nitty gritty of current taxes, financial standards and professions in finance sector were also discussed. This was followed by a thorough study of annual financial reports wherein Mr. Mateen taught students how professionals in financial sector analyse financial reports for decision making.



An Alumni session on 26th November, 2021 was organised on **Chase your Vision**. The resource person was Mr. Shivam Bhatnagar, Infogain Pvt Ltd. and JIMS alumnus PGDM-RM batch 2017-19. He discussed with the students various tactics to envision and follow their dreams. He emphasized that penning down a goal and working on it through a well-planned strategy helps one gain and develop several skills and characteristics that apply in day to day life which will eventually help the individual reach his/her final ambition.

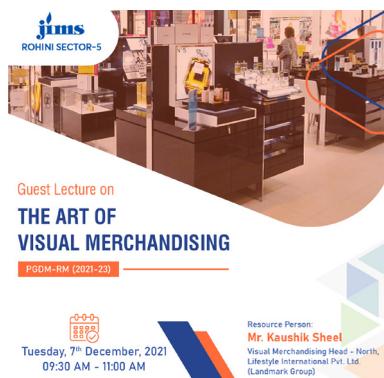


A Workshop is organised on **Application of Principles and Practices of Management for a retail venture** on 3rd December, 2021. The resource person was Mr. Soumitra Mookherjee, Management Consultant and Professor in Management. The workshop started by Mr.



Mookherjee stating the meaning and importance of application of the Principles of management. Thereafter, the class was divided into groups of 3 students each wherein each group had to come up with a unique and original business plan and had to prepare a presentation of the same by incorporating the principles in detail.

A Guest lecture was organised on 7th December 2021 on the topic **The Art of Visual Merchandising**. The resource person was Mr. Kaushik Sheel, Visual Merchandising Head - North, Lifestyle. The students got to learn many merchandising jargons throughout the session. Mr. Sheel threw light on the importance of Visual Merchandising and how it enhances sales and boost repeat sales by encouraging customers to come to the store and increase customer loyalty. Thereon, he talked about various elements of Visual Merchandising like Windows, In-store displays, Mannequins and wall displays.



## E SUMMIT

E-Summit 2021 was organized on 11th December 2021, Ph.D. House, Lodhi Road, Delhi. The Summit seeks to facilitate interaction among industrialists, funding agencies, seasoned and upcoming entrepreneurs, academia and students. It was the stage for future Industry leaders and Entrepreneurs to exercise their skills. The chief guest of the event was Dr. Neharika Vohra (Vice-Chancellor, Delhi Skills and Entrepreneurship University).

As a matter of pride for the institution Mr. Anurag Srivastava, Alumnus JIMS, was felicitated for his achievement for being listed under Forbes 30 under 30. His talk was the full package of insights, he discussed his journey and enlightened the students by sharing his own experiences that how an individual needs to put aside his/her hesitation and take the initiative to do what they want to do. Then the session was followed by other tracks in line.

**Track-1:- Entrepreneurial Ecosystem** was a blend of social, economic, cultural and political components within a region and it is created with various elements to support and develop which helps to grow business start-ups. Dr. Munish Jindal (CEO, HoverRobotix) and other eminent panelists were – Mr. Sam Baisla (CEO of Decodr Technologies, Brand Samosa), Mr. Sandeep Jain (founder of GeeksforGeeks) and Mr. Naveen Kumar (CEO of Payottam, Navshali Innovations).



### Track – 2 From Eureka to Unicorns

Speakers were Mr. Prashant Piti (CEO of EaseMyTrip.com, Founder and CEO of Profoundly and NearGroup.) and Dr. Nancy Juneja (CEO, RevUp and MentorX). EaseMyTrip is India's latest entrant to the unicorn club with USD 1 Billion market cap. The session indeed was very insightful and informative and focussed on how startups should shift their focus from a pure valuation game to create solutions of real value to the people of India. They spoke about how startups in India should focus



on building ventures that strengthen India's infrastructure as a nation and although this might not be an easy task, it would lead to creating a positive impact to the people in the long run.

### Track – 3 Green Entrepreneurship

Speakers were Mr. Virendra Sharma (AIM- Mentor; NITI AAYOG, Govt. Of India & Co-founder @KUMPEL) , Mr. Arjun Singh ( Founder; Rath Foundation), Dr. Devjyoti Mohanty(CEO-AIC; Nalanda University) and Mr. Arun Kumar Sharma (CEO; Energy Efficient Environment Group). The panel talked about how an entrepreneur maintains balance between sustainability and profitability. Also, the audience was able to fetch crucial knowledge from the interaction which was very evident while the Q&A round.



## CREADOR-THE RETAIL CLUB

### "Ajab Brand ki Gajab Kahani"

Creador- The retail club of Jims Rohini organized an event "Ajab Brand ki Gajab Kahani" on Monday, December 20, 2021 for the students of PGDM with the purpose to enable participants to work upon their creativity and understand the concepts of retail in a fun and competitive manner. The event was presided over by Dr. Amisha Gupta, the faculty convener for the club. The event was also graced with the felicitous presence of Dr. Bhavneet Kaur and Dr. Sonia Dhir. Just like the tagline suggests "**Relate, Innovate & Recreate**", participants had to recreate the brand and a product they were given. The motive was to enhance the thinking ability of students in a healthy competitive environment with time constraint.

The club received overwhelming response for the event and thus for the purpose of elimination, the event had 3 rounds.

In first round, a crossword puzzle on "Facts about famous brands" was given to all the teams which was to be solved within 5 minutes. Out of 14 teams, only 9 teams moved forward.



Round 2 revolved around the main concept of the event wherein each team leader has to draw a chit in which an absurd combo of a brand and a product was given and teams had to create a print advertisement for the same including brand logo and a tagline. Teams came up with the unique ideas and put in all their efforts to give their best. Out of 9 teams, 5 teams moved forward for the third and the final round.



In last round, teams were supposed to enact something to represent the brand they were given in the previous round. All the teams presented very well. 3 teams were selected as winners followed by the prize distribution and a vote of thanks.

The event was a great success and we are grateful to everyone who supported us throughout.

Creador – the retail club will keep coming up with such amazing and exciting activities and will look forward to your participation.

A Mall Visit was organised to **Pacific Mall, Subhash Nagar** on 28th December, 2021. The objective of mall visit was to encourage, motivate and enhance the knowledge of students on various different brands including luxury, premium and economy. The students got the opportunity to interact with the retailers of premium brands like Zara, Promod, Allen Solly, Nike, Reebok, Global Desi etc. They got practical exposure of premium brands and their visual merchandising displays.



## Students Achievements

### Certificate of Appreciation

First Position in PGDM Sports Meet- Satyam Tuteja (FRM2013)

### INTERNATIONAL CONFERENCE

#### 1. **Shubham Sharma (FRM2016)**

**Conference Name:-** Digital Learning Methodologies:  
"Transformation of Business, Management and Education Practices

**Organised By:-** Parul University

**Paper Title:-** Neuromarketing: Recent Trends and Their Impact on Purchasing Behavior of Consumers

**Date:-** 23<sup>th</sup> October 2021

#### 2. **Prachi Bhardwaj (FRM2026)**

**Conference Name:-** Digital Learning Methodologies:  
"Transformation of Business, Management and Education Practices

**Organised By:-** Parul University

**Paper Title:-** Neuromarketing: Recent Trends and Their Impact on Purchasing Behavior of Consumers

**Date:-** 23<sup>th</sup> October 2021

*Mentorship meetings were conducted regularly so that students can seek guidance from their 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 online examination format.*

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

##### Workshops and Guest Sessions

- Understanding Finance through Annual Reports
- Chase Your Vision
- Application of Principles and Practices of Management for a Retail Venture
- The Art of Visual Merchandising

##### Retail Club Activity

- Ajab Brand ki Gazab Kahani

##### Finance Club

- Roadmap to Financial Freedom

##### Marketing Club

- Market Kshetra

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

- Words & Verse

##### Industrial Visit

- Pacific Mall, Subhash Nagar

##### Seminar

- E-Summit

##### Editor

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