

TREND

July - September 2025



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EXPERIENCE - QUANTITY

INAUGURAL SESSION



The Orientation Program for the PGDM (Retail Management) Batch 2025–27 commenced with a grand inaugural at Crowne Plaza, Rohini. The occasion was graced by:

- **Dr. Kiran Bedi** – Retired IPS Officer & Former Lieutenant Governor of Puducherry
- **Mr. Pratyush Rahul** – Group Manager & Chief of Staff – HR, Tech Mahindra BPS
- **Mr. Pranab Mohanty** – Chief Business Officer, Data Safeguard India Pvt. Ltd. (Alumnus, PGDBM 1998–2001)

The distinguished speakers shared thought-provoking insights on discipline, adaptability, and leadership, inspiring students to begin their academic journey with purpose and confidence.



FACULTY & DEAN INTERACTION



2nd July 2025 – JIMS Rohini Campus

The second day began at the JIMS Rohini campus with a warm welcome from:

**Dr. Pratima Daipuria,
Dr. Sonia Jhalani, and
Dr. R.K. Singh.**

Students were introduced to the institute's culture, ethos, and academic framework, motivating them to embrace opportunities for both personal and professional growth.



WORKSHOP ON SELF-IMAGING & GOAL SETTING



3rd July 2025 – JIMS Rohini Campus

Day three focused on self-development and professional readiness.

- Mr. Ankit Kalonia (Head L&D, JLL) and Ms. Ritu Saluja (Director, Lions Club International) conducted an engaging self-imaging workshop, emphasizing confidence and professional presence.
- Coach Samira Gupta (Founder, Auraa Image Management & Consulting) and Ms. Pankhuri (Senior Image Consultant) guided students through a goal-setting session, encouraging them to align aspirations with actionable steps.



TEAM BUILDING & WELL-BEING



4th July 2025 – JIMS Rohini Campus

The fourth day highlighted the importance of collaboration and holistic well-being.

- A dynamic **team-building workshop** by **Dr. Subrat Kumar** (CEO, Peoples Lab Pvt. Ltd.) engaged students in activities showcasing teamwork, leadership, and problem-solving.
- Sessions on **mental well-being** by **Ms. Shreya Agarwal** (Founder, UMEED) and **Ms. Sheetal Aggarwal** (Founder, Clownsellers Foundation) emphasized resilience, balance, and self-care in managing academic and personal life.



INDUSTRY INTERACTION & CLOSING



5th July 2025 – JIMS Rohini Campus

The final day offered valuable industry perspectives.

- **Mr. Mihir Duggal** (Director, KPMG) and **Mr. Amit Saxena** (VP & Area Sales Head, Axis Bank) shared insights on the evolving retail sector and the competencies required to succeed in the corporate landscape.

• The orientation concluded with **case-based sessions** by faculty members – **Dr. Sherril Chadha**, **Dr. Archana Gupta**, and **Dr. Deepti Kakar** – providing students with their first experience of JIMS's academic rigor and experiential learning approach.



HUMAN POTENTIAL IN AN AI-DRIVEN WORLD



Jagan Institute of Management Studies (JIMS), Rohini hosted an expert session for PGDM students on 5th July 2025 by Mr. Misal, Director & Head of Talent Acquisition at KPMG India.

Mr. Misal shared insights on career clarity, goal-oriented growth, and leadership through integrity and action. He encouraged students to focus on defined career paths, adopt a growth mindset, and remain adaptable in a rapidly evolving workplace. He also highlighted that while Artificial Intelligence is transforming jobs, human qualities such as empathy, creativity, and strategic thinking will continue to be critical.

The session offered valuable guidance to students of Jagan Institute of Management Studies on building future-ready careers.



EVOLVING TALENT FOR A DYNAMIC FUTURE



Jagan Institute of Management Studies (JIMS) hosted a panel discussion titled “Transforming Talent for a Greater Tomorrow – Insights from the Practical World” during the orientation week of the PGDM-IB & RM (2025–27) batch.

The session featured Mr. Atul Jain, Director – Global Technology, FinThrive, and Mr. Anant Sarabhai, Vice President, Axis Bank.

Both speakers highlighted the evolving talent landscape, emphasizing digital agility, continuous learning, AI integration, and leadership development as critical success factors for future managers. They also stressed the importance of resilience, strategic career planning, and aligning personal growth with organizational goals.

The interactive session provided valuable real-world insights, equipping students of Jagan Institute of Management Studies to navigate dynamic career paths with confidence.



THE POWER OF APPEARANCE: GROOMING FUTURE RETAIL LEADERS



Jagan Institute of Management Studies (JIMS), Rohini organized an interactive workshop titled “The Power of Appearance: Grooming Future Retail Leaders” for the PGDM–Retail Management (2025–27) batch on 11th July 2025.

The session was conducted by Ms. Ritu Saluja, Director at Lions Club International, who highlighted the importance of first impressions, power dressing, and professional grooming in building a strong corporate image. Through engaging activities on color psychology, industry-specific dress codes, and grooming essentials, students gained practical insights into aligning appearance with professional roles.

The workshop was highly interactive and insightful, equipping students of Jagan Institute of Management Studies with essential skills for confidence, personal branding, and workplace readiness.



FRESHERS' FIESTA 2025 – A DAY TO REMEMBER



JIMS Rohini celebrated **Freshers' Fiesta 2025** on 26th July to warmly welcome the PGDM (Retail Management) Batch 2025–2027. The day was marked by a glamorous ramp walk, engaging talent showcases, and lively performances of dance, music, and poetry that filled the auditorium with cheers and applause.

The excitement continued with a delicious lunch, photo sessions, and the much-awaited title announcements, where **Mr. Fresher** and **Miss Fresher** were crowned alongside quirky fun awards. The celebrations concluded with an energetic DJ session, bringing seniors and juniors together on the dance floor.

More than just a party, the event was about bonding, ice-breaking, and creating lasting memories—making it a truly unforgettable start to the new academic journey.



CELEBRATING EXCELLENCE AND NEW BEGINNINGS: CONVOCAATION CEREMONY



Jagan Institute of Management Studies (JIMS), Rohini Sector-5 proudly organized its 31st Convocation Ceremony on 2nd August 2025 at Crowne Plaza Rohini, marking a significant milestone for the graduating batches of PGDM, PGDM-IB, and PGDM-Retail Management.

The ceremony was graced by Mr. Amit Malik, President – Japan, Asia Pacific & Australia, Wadzpays Worldwide Ltd., as Chief Guest, and Mr. Prabhu Tony, Managing Partner & CEO, Alchemist, as Guest of Honour. Their addresses inspired graduates to embrace leadership, innovation, and integrity as they embark on their professional journeys.

The gathering was also addressed by Dr. Harshvardhan Halve, Director General, and Dr. Pooja Jain, Director, JIMS Rohini, who congratulated the students on their perseverance and achievements.

The convocation celebrated academic excellence and marked the beginning of a new chapter for the Class of 2025, reaffirming JIMS Rohini's commitment to developing future-ready professionals.



VEGAS MALL VISIT: BRIDGING RETAIL THEORY AND PRACTICE



Jagan Institute of Management Studies (JIMS), Rohini organized a mall visit to Vegas Mall for PGDM–Retail Management (2025–27) students on 6th August 2025 as part of the Principles & Concepts of Retail course. The visit was coordinated by Dr. Bhavna Chadha, Visiting Faculty, JIMS.

Students visited multiple brand outlets to study store layout, visual merchandising, product categorization, ERP & billing systems, and customer engagement, while interacting with store staff and customers. The activity provided hands-on exposure to real-world retail operations, effectively bridging classroom learning with industry practice.

The visit enhanced students' practical understanding, teamwork, observation, and communication skills, offering an early and valuable insight into modern retail management and preparing them for industry-ready careers.



JIMS ROHINI ORGANIZED AN INSIGHTFUL GUEST SESSION ON RETAIL BRANDING



On 21st August 2025, Jagan Institute of Management Studies (JIMS), Rohini organized an insightful guest session on Retail Branding for the PGDM–Retail Management (2024–26) batch. The session aimed to give students a deeper understanding of branding fundamentals, evolving market trends, and emerging career opportunities in the retail industry.

The session was conducted by Mr. Rahul Grover, Chief Operating Officer at Ridhi Mehra, a luxury fashion brand. With an extensive career spanning leadership roles at Vishal MegaMart, GMR Delhi Airport, KIMAYA, Little Tags Luxury, and collaborations with top Indian designers, Mr. Grover shared real-world experiences and strategic insights that resonated strongly with students.



“LUXURY BEYOND THE SHOWROOM: CUSTOMER EXPERIENCE LESSONS BEYOND TEXTBOOKS”



Jagan Institute of Management Studies (JIMS), Rohini organized an inspiring guest session titled “Luxury Beyond the Showroom: Customer Experience Lessons Beyond Textbooks” on 22nd August 2025 for the PGDM–Retail Management (2025–27) batch.

The session was delivered by Mr. Deepak Choudhary, CEO of Audi Delhi West and Audi Approved Plus Noida. Drawing from over two decades of industry experience, he shared insights on luxury customer experience, personalization, emotional engagement, and adaptability in a rapidly evolving phygital retail landscape.

He emphasized that success in luxury retail goes beyond sales, highlighting leadership, self-motivation, empathy, and relationship management as essential career drivers. The interactive session motivated students to align classroom learning with real-world luxury retail practices and customer-centric thinking.



MULTI-FORMAT RETAIL LEARNING



Jagan Institute of Management Studies (JIMS), Rohini organized an industrial visit to Reliance Retail stores on 29th August and 1st September 2025 for the PGDM–Retail Management (2025–27) batch. The visit was guided by Ms. Neetu Singh, Mr. Dharmesh Chand, and Mr. Sourabh.

Students explored multiple retail formats including Reliance Smart, Reliance Digital, and Reliance Trends, gaining hands-on insights into store layout, visual merchandising, promotions, customer engagement, and operational strategies. They also observed fresh produce management, billing counters as service touchpoints, and role coordination within stores.

The visit offered valuable real-world exposure, helping students understand how a single retail brand adapts strategies across formats to meet diverse consumer needs and drive operational excellence.



“FUNDAMENTALS & STRATEGIES OF DIGITAL MARKETING”



Jagan Institute of Management Studies (JIMS), Rohini organized a session on “Fundamentals & Strategies of Digital Marketing” under the Leadership Talk Series for PGDM–Retail Management (2025–27) students on 30th August 2025.

The session was conducted by Mr. Nishant Tiwari, Head of Digital Marketing at IVORY. He shared practical insights into how digital marketing has evolved into a two-way, data-driven engagement model, covering key areas such as SEO, social media, content marketing, PPC, email marketing, and analytics.

Students were introduced to essential performance metrics including ROAS, CAC, CPC, CPM, and conversions, and applied their learning through a real-world FMCG case study on launching an organic edible oil brand.

The interactive session effectively bridged theory and practice, equipping students with hands-on exposure to modern digital marketing strategies and measurement tools.



“ETHICS IN MARKETING”



Jagan Institute of Management Studies (JIMS), Rohini organized a session on “Ethics in Marketing” for PGDM–Retail Management (2025–27) students on 2nd September 2025.

The session was led by Mr. Rajeev Bhatia, Marketing Advisor, Professor of Practice, and former CMO at Relaxo Footwears Ltd. Through interactive discussions and real-world case examples, he highlighted the role of fairness, transparency, and responsibility in marketing. He also introduced the concept of ethical and sustainable marketing, emphasizing the 5Rs—Reduce, Repair, Reuse, Recycle, and Reimagine.

The session reinforced that ethical marketing, when integrated into the 4Ps, builds long-term consumer trust, brand credibility, and sustainable growth, leaving students with practical insights into responsible marketing practices.



EXCEL UNLOCKED: JIMS STUDENTS EXPLORE DATA-DRIVEN DECISION MAKING



Jagan Institute of Management Studies (JIMS), Rohini organized an “Excel Unlocked: Gateway to Data-Driven Insights” workshop for PGDM–Retail Management Trimester I students on 6th September 2025.

The session was conducted by Mr. Navratnesh Dabra, a renowned trainer in data analytics, who showcased Excel as a powerful decision-making and analytical tool beyond basic calculations. Through hands-on exercises, students learned to use pivot tables, dashboards, and data visualization to convert raw data into meaningful business insights.

The workshop provided practical exposure to financial forecasting, business reporting, and trend analysis, strengthening students’ confidence in handling data efficiently and reinforcing Excel as a critical skill for data-driven decision-making in retail and business.



MRP – MAXIMUM RETAIL PLAY: A POWER-PACKED RETAIL QUIZ BY THE CREADOR CLUB



The Creador Club of JIMS Rohini brought an electrifying buzz to the campus on 9th September 2025 with its signature event, "MRP – Maximum Retail Play". Organized by The Creador Club (PGDM - RM) , the thrilling retail quiz celebrated brand knowledge, teamwork, and strategic thinking in a fun, competitive format that captured the true spirit of learning through engagement. With over 60 registrations from all PGDM verticals, the event reflected the students' enthusiasm and cross-departmental collaboration within the institute. The competition turned the campus into a vibrant hub of ideas, creativity, and friendly rivalry as students showcased their marketing acumen, quick thinking, and retail insights through a series of engaging rounds.



NAVIGATING RETAIL COMPETITION: INDUSTRY PERSPECTIVES FOR PGDM–RM STUDENTS



On 11th September 2025, Jagan Institute of Management Studies (JIMS), Rohini organized an insightful and interactive guest session on Retail Competitive Strategies for the PGDM–Retail Management (Batch 2024–26) students. The session was designed to provide practical knowledge on consumer behavior, identifying market gaps, and developing strategies that enable brands to remain competitive in today's evolving retail landscape. The session was delivered by Mr. Rahul Jairath, Head – International Business and Special Projects, Danone India, who shared valuable industry perspectives and strategic frameworks. He emphasized how businesses can expand their reach by identifying customer pain points and focusing on the needs of non-customers. Introducing the concepts of Blue Ocean and Red Ocean strategies, he explained how companies can either create uncontested market spaces or compete effectively in saturated markets.



INDUSTRY VISIT TO AQUALITE INDUSTRIES PVT. LTD



Jagan Institute of Management Studies (JIMS), Rohini organized an industrial visit for PGDM–Retail Management (2025–27) students to Aqualite Industries Pvt. Ltd. on 17th September 2025.

Students gained hands-on exposure to footwear manufacturing, quality control, and large-scale operations, including production processes, inventory management, and final packaging. Interactions with industry experts also provided insights into retail strategy and distribution.

The visit effectively bridged academic concepts with real-world industry practices, enhancing students' understanding of both manufacturing excellence and retail operations.



CYBERSECURITY, FRAUD MANAGEMENT & DIGITAL TRUST IN THE AI AGE”



Jagan Institute of Management Studies (JIMS), Rohini Sector-5 shares with pride that students of PGDM–Retail Management (Trimester I: 2025–27 and Trimester IV: 2024–26) attended a national seminar on “Cybersecurity, Fraud Management & Digital Trust in the AI Age” organized by PHD Chamber of Commerce and Industry on 19th September 2025 at PHD House, New Delhi.

The seminar featured eminent experts including Dr. Pavan Duggal, Dr. Narendra Kumar Bashir, Ms. Babeeta Sharma, Dr. Deepak Tandon, Dr. Ambikanand Jha, and Mr. Arun Rabra.

Discussions focused on cybersecurity threats, digital fraud prevention, AI risks, and digital trust, reinforcing that cybersecurity is not just a technical domain but a critical life skill in today’s AI-driven world. The seminar offered students valuable real-world exposure to emerging risks, preventive strategies, and industry best practices.



DIWALI UTSAV 2025: A FESTIVE CELEBRATION OF CREATIVITY AND ENTREPRENEURSHIP



The celebration began with the inauguration of stalls done by the Director, Dr. Pooja Jain with Dr. Pratima Daipuria, Dean -PGDM, Dr. Sonia Dhir, Dean- PGDM IB and Dr. R.K Singh, Dean-PGDM RM marking the official start of the festivities. Students were working in teams, set up a total of 25 stalls offering variety of food items, beverages, games, and accessories, where each stall reflected creativity, teamwork and entrepreneurial mindset. The stalls witnessed a huge footfall as students and faculties enthusiastically participated in the activities. This was followed by a series of competitions like rangoli making, nail art, DIY Diya decoration and Mehandi competition designed to engage students and showcase their creativity and students were rewarded for the same. To appreciate the efforts of the students, awards were given to best stalls in each category which were judged on the basis of innovation, marketing and various other parameters.



LUXURY RETAIL IMMERSION VISIT – PGDM RETAIL MANAGEMENT, JIMS ROHINI



On 1st November 2025, the students of Jagan Institute of Management Studies (JIMS), Rohini – PGDM Retail Management, Batch 2024 - 2026 (Trimester V) embarked on an enriching field visit to explore the world of luxury retail. The experiential learning activity was organized under the guidance of Dr. Bhawna Chadda, faculty for the subject Luxury Retail.

The visit aimed to provide students with firsthand exposure to how luxury brands operate, curate experiences, and sustain their exclusivity through impeccable service, storytelling, and aesthetics. The students explored some of Delhi's most renowned luxury destinations — Dhan Mill, Ambawatta One, and Select City Walk Mall — where each space offered unique insights into the art and science of luxury retailing.



INDUSTRIAL VISIT TO NSIC: HANDS-ON LEARNING FOR JIMS STUDENTS



JIMS Rohini organised an industrial visit to the National Small Industries Corporation (NSIC), Okhla, guided by Dr. Sheetal Chaddha, Professor and Dr. Vikas Kumar, Associate Professor, JIMS Rohini on 6th Nov 2025. The session began with an introductory session by the NSIC team, emphasizing the role of the Entrepreneurship Development Centre (EDC) and explaining key government schemes supporting MSMEs, including credit and raw material assistance, marketing support and skill development initiatives. Students also gained insights into institutions empowering small businesses and the journey of entrepreneurial growth. The visit included a tour of the Technical Centre, where students observed live setups such as bakery production, spice processing and packaging, and tissue paper manufacturing. This hands-on exposure helped them understand machinery, production processes, and quality standards in small-scale industries.



JIMS Rohini Shines at IIT Kharagpur!



Our PGDM-Retail Management students-Ritik Sharma, Nancy Jha, and Abhishek Jain secured 3rd position in the Modus Operandi competition.

Congratulations to the team for their dedication, hard work, and excellence!

JIMS Rohini Girls shine at Sports!



Our PGDM–Retail Management students – Nancy Jha, and Muskan secured 1st position in the Tug of War in Sports Crossover Cup competition.

Congratulations to the team for their dedication, hard work, and excellence!

JIMS Rohini Girls shine at Sports!



Our PGDM–Retail Management students – Paishwani, Akshita, Sandhya, Ria, Manasvi secured 2nd position in the Tug of War in Sports Crossover Cup competition. Congratulations to the team for their dedication, hard work, and excellence!

JIMS Rohini Boys shine at Sports!



Our PGDM–Retail Management students – Ayush Rana, Kishan secured 1st position in the Tug of War in Sports Crossover Cup competition.

Congratulations to the team for their dedication, hard work, and excellence!

JIMS Rohini Boys shine at Sports!



Our PGDM–Retail Management students – Ayush Rana secured 1st position in Cricket in Sports Crossover Cup competition.

Congratulations to the team for their dedication, hard work, and excellence!

Retail Club Event!



Our PGDM–Retail Management students – Bharti Tyagi and Ayush Pandey secured 1st position in the Maximum Retail Play competition.

Congratulations to the team for their dedication, hard work, and excellence!

Retail Club Event!



Our PGDM–Retail Management students – Ashutosh and Ratul secured 2nd position in the Maximum Retail Play competition.

Congratulations to the team for their dedication, hard work, and excellence!

Student's corner

Bridging Classrooms to Careers



My journey at JIMS while pursuing PGDM in Retail Management and Marketing has been a transformative experience filled with learning, growth, and self-discovery. The program offered the perfect blend of theoretical knowledge and practical exposure, enabling me to understand the real dynamics of the corporate world and prepare confidently for professional challenges. The guidance and mentorship of the faculty played a pivotal role in shaping my journey. Their constant support, industry-oriented teaching approach, and focus on problem-solving and leadership development encouraged me to push my boundaries and aim higher. Classroom discussions, presentations, and live projects helped me strengthen my analytical thinking and communication skills. The positive and encouraging campus environment motivated me to step out of my comfort zone, actively participate in activities, and continuously work on self-improvement. Peer learning and collaborative tasks further enhanced my confidence and teamwork abilities. All these experiences came together beautifully when I secured a placement at Dabur, as a sales promotor, a brand known for its trust, legacy, and excellence in the FMCG sector.

Akshita Tyagi (Batch 2023-2025)
Placed at Dabur





My journey at JIMS Rohini has been one of growth, learning, and self-discovery. When I joined the institution, I came with aspirations but limited exposure. Over the course of my academic life here, JIMS Rohini provided me not just with classroom education, but with a holistic environment that helped shape my personality, confidence, and professional outlook. The faculty members at JIMS Rohini

have played a crucial role in my development. Their constant guidance, encouragement, and practical approach to teaching helped me understand concepts beyond textbooks and apply them in real-world scenarios. The curriculum, workshops, presentations, and industry-oriented activities significantly enhanced my analytical, communication, and interpersonal skills. The college also emphasized discipline, teamwork, and leadership, which prepared me to face corporate challenges with confidence. Participation in various academic and co-curricular activities helped me overcome hesitation and develop a proactive mindset. I am proud to share that I have been successfully placed in MRF, one of India's most respected and trusted organizations. This achievement would not have been possible without the continuous support of the placement cell, faculty members, and the overall learning ecosystem at JIMS Rohini.

Om Sharma (Batch 2023-2025)

Placed at MRF



Pursuing my PGDM in Retail Management and Marketing at JIMS has been an amazing journey of learning and growth. The mix of classroom knowledge and practical exposure gave me the right skills to take on challenges in the corporate

world with confidence. I truly appreciate my faculty for always guiding me and helping me build problem-solving and leadership qualities. The friendly and supportive environment on campus motivated me to step out of my comfort zone, take part in discussions, and improve myself both personally and professionally. All of this played a big role in helping me get placed at Blinkit as a Store Manager in Operations. I'm really thankful to JIMS for giving me such a strong start to my career.

Surya (Batch 2023-2025)
Placed at Blinkit

The Blinkit logo, featuring the word "blinkit" in a bold, lowercase, sans-serif font. The "b", "l", "i", "n", and "k" are black, while the "i" and "t" are green. The logo is set against a yellow rectangular background.



My journey at JIMS during the PGDM program in Retail and Finance has been nothing short of enriching. The blend of theoretical learning and practical insights prepared me to face the challenges of the corporate world with confidence.

The faculty members went beyond classroom teaching, guiding me at every step and motivating me to achieve my goals. I am delighted to have been placed with Tata Capital, a milestone that reflects both the quality of the course and the holistic development I experienced here. I am truly thankful to my mentors and peers who played a vital role in this achievement.

Nivya (Batch 2023-2025)
Placed at TATA CAPITAL

TATA
CAPITAL

Our Guide and Mentor



In the dynamic world of retail, innovation and customer-centricity are the keys to success. Our PGDM program is committed to shaping future leaders who will redefine the retail landscape.

[Dr. RK. Singh
Professor and Dean
PGDM-RM]

”

Our Pillar of Strength



Mr. Prem Singh Bisht
Program Co-ordinator
(PGDM - RM)



Ms. Tamanna Goel
Student Academic Support
Manager (PGDM - RM)

Editorial Board of Students



Abeer



Khushi

A heartfelt thanks to my entire class for the dedication and teamwork shown in writing the event newsletters. Your collective effort, consistency, and professionalism truly brought each experience to life. Great work, everyone.