

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 First 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-I are Managerial Economics, Quantitative Techniques, Accounting for Managerial Decision, Marketing Management-I, Principles & Concept of Retail, Fundamentals of Management and Organisational Behaviour, IT Application in 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.

**PGDM Retail Management Batch (2019-21) marked its auspicious beginning with Orientation Day** on 3rd July 2019. The occasion was graced by the presence of esteemed dignitaries from the Retail Industry. The Chief Guest of the occasion was Mr. Deepak Zutshi, Vice President - Leasing and Retail, Select City Walk; and the Guest of Honour was Mr. Taranpreet Singh, Business Head, Creative MUD. They were joined on the dais by Dr. Pooja Jain, Director, JIMS and Dr. Deepika Saxena, HOD (PGDM-Retail Management).

Another session of the day **“Induction and Interaction”** was conducted by Dr. Deepika Saxena for the new batch of students and also familiarized them to the code of conduct, various rules and regulations which they need to follow in the campus. Various departments including CRMC, Strategic Alliance & Corporate Affairs, staff & support teams were introduced during this session.



A Workshop on **“Break-Stress Free”** was organised by Dr. Anju Chawla on the orientation day. The objective of the workshop was how to create stress free environment in Corporate Sector.

A Workshop on **“Laying Foundation to Corporate Journey”** was organised on 6th July, 2019. The resource person of the workshop was Prof. S.C. Kapoor, Corporate Consultant and Trainer. The objective of the workshop was to lay the foundation and base for the students for their corporate journey ahead.



A Guest Lecture on **“Online Retailing”** by Team - Zero Kaata was organised on 12th July 2019. Resource Person: Mr. Gaurav Gambhir (Founder-ZeeroKaata) & Mr. Eshan Gambhir (Head-Marketing-ZeeroKaata). They shared their success story and emphasized that Zerokaata is more than just a name – it is the passion and distinctive style of craftsmen which has inspired young enthusiasts from management background to collaborate and create the most fabulous service provider in the industry, and also setting new benchmarks of Lifestyle and Value.

A Workshop on **“Your attitude towards life will define your altitude in life”** was organised on 13th July 2019. Resource Person: Mr. Gaurav Vashisht (Founder-Green Decor Pvt. Ltd. & CMO Cheetah Logistics Pvt. Ltd also JIMS Alumnus PGDM batch 2004-2006) . The objective of the workshop was to build positive attitude among students towards their life and career. Mr. Gaurav emphasized on various personality traits and behavioural aspects which play a vital role in attitude building in a student.



**RM-Extravaganza 2019**, an ice breaking session by seniors (batch 2018-20) for juniors (batch 2019-21) was organised on 24th July 2019. RM Extravaganza was a blast as all the students were full of enthusiasm & excitement. Students of both first and second year contributed to make this event rocking. The auditorium was given the splendid ambience by the seniors to their juniors. All the students participated with zest, showed up for the event and brought it to life.



A Guest lecture on **“The Road Ahead...”** was organised on 20th July 2019. The resource person - Mr. Gaurav Mahajan, Lead Client Development, Snapbizz Cloudtech Pvt. Ltd. He discussed about various business functions such as Marketing, Finance, HR, etc. and gaining knowledge through technical, functional and personal Skills.



An Industrial Visit to **Coca-Cola Plant (Moon Beverages Limited)**, Greater Noida was organized for the students on 26th July 2019 . It was an enriching experience for students in getting the live exposure of manufacturing facility in beverage industry.

**A Debate Competition** was organised on 9th August 2019 for the students with the aim of providing experiences that are conducive to life changing, cognitive and professional skills. Various topics of debate were - FDI is a boon for Indian retail market, Retail Market will flourish in the coming years with GST, Customer service is the only key to success in retail, Indian organised retail sector will kill the unorganised retail sector, Experience is more important than qualification in retail, Online retail is harmful for Indian Economy. Students participated in the debate with full enthusiasm and zeal. Resource Person: Ms. Surbhi Jain.

A Mall Visit to **“DLF Emporio”** was organised on 21st August 2019 to gain insights on the fundamentals learnt in the class to compliment the theoretical concepts of “Principle and Concept of Retail” syllabus. The students got the opportunity to interact with the retailers of luxury brands like Bvlgari, Dior, Jimmy Choo, Versace, Emporio Armani etc. They got practical exposure of luxury brands and their visual merchandising displays.



An Alumni Guest Session on **“Aligning with Retail Industry”** was organized on 10th August 2019. Resource Person: Mr. Abhishek Saini, Team Manager, Louis Vuitton (Alumnus PGDM-RM batch 2012-14). He told students to remain curious as this curiosity helps in development of an individual, persistence and relentlessness should be there and have spirit of “keep doing until it's done”.





**Creador-Retail Club** organized an activity “**Reinvigorate**” for students of PGDM, PGDM-RM, PGDM-IB on 30th August 2019. The teams re-created the old/failed brands such as HMT, Papa Johns, Wimpy, Kodak, Wow Chips- Lays, Blackberry etc. and came up with their own ideas to revive these brands in the market. Teams worked on branding, product designing, product pricing, marketing strategy and brand positioning aspects and prepared the prototype of products with their innovative ideas and out of the box thinking.

### Self Society & Organization (SSO)

In India Value Based Education is the real need of the hour. As we see how the Society is diminishing in case of values day by day. It is necessary to develop the programs for inculcating values in the society. Under the guidance of Mr. Avijit Chakravarti, students were divided into groups i.e. Rainbow Homes, Sahayam, Sahayam foundation-(Mental Health-Sampoorna), Sacchi Saheli, Seelampur School, Yellow Streets, Chotti Si Khushi. Every project was individually mentored to ensure high learning standards and impact. The main objective of SSO was to let students explore connections between self and society, to develop an understanding of a community's needs and how to evaluate key activities, resources and partnerships in this context and to be able to work across differences and mobilize groups of people towards a shared purpose. While dealing with social problems, students were able to systematically think through problems, develop an innovative solution, assess risk, competition and performance and sharpen a variety of managerial skills. At the same time students were asked to create the videos, diaries and notebook of what they have visited and learned from their projects. They also gave presentations of their projects front of expert panelists from various NGOs. Students successfully completed this course and were able to adapt professional attitudes such as taking personal responsibility, operating in teams and managing self. Also draw connections between themselves, their community experiences and the larger world, fostering a sense of care and citizenship.



**PGDM – RM  
BATCH 2019-21**

**CLUB ACTIVITIES**

**GLIMPSE OF TRIMESTER - I**

- \* **Workshops and Guest Sessions**
- Laying Foundation to Corporate Journey
- Online Retailing
- Your attitude towards life will define your altitude in life
- The Road Ahead..
- Brand & Market Positioning
- Aligning with Retail Industry
  
- \* **Industrial Visit & Mall Visit**
- Coca-cola Visit
- DLF Emporio Visit
  
- \* **Live Projects**
- Future Group
- Bagrry's

- \* **Retail Club Activities**
- RM Extravaganza
- Debate competition
- Re-invigorate
  
- \* **E-CELL Club**
- My Entrepreneurial Journey (Mr Hardeep Mallik Entrepreneur & MD Omnibulls Pvt Ltd)
  
- \* **Finance Club**
- Event on finance Scams
  
- \* **Literary Club**
- The August month of August
  
- \* **Marketing Club**
- Ad-o-Mania
  
- \* **HR Club**
- Carpe Diem

**STUDENTS ACHIEVEMENTS**

- \* **Letter Of Appreciation**
- Internship at Hitachi (Mohit Garg, C Akash & Abhishek Gaur)
- Internship at Fab hotels (Avneet Arora)
- Live Project at Future Group (Anjali Mourya, Umang Arora, Priyanka Nayal, Neelam Naynee, Mallika Arya)
  
- \* **Certificate of Participation**
- Jal Diwas Event (Parishi Jain, Rishabh Agarwal, Manu Tyagi, Sahil Arora, Vishal Mishra)
- International Conference of All India Confederation of the Blind (Sahil Arora)

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 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 I ended with the End Term Examination giving them the opportunity to show case their academic value addition through a pen paper examination format.

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