

# RETAIL ONLINE @ JIMS

## RETAIL E-NEWSLETTER OF JIMS

### Orientation Programme for PGDM (Retail & Marketing) 2011-2013 on 28th June, 2011



**Jagan Institute of Management Studies,  
Sector-5, Rohini, Delhi**

The Orientation Program for PGDM –Retail and Marketing Management (RMM) for the year 2011-2013 was co-hosted along with PGDM (IB), on 28th June 28, 2011 at JIMS, Sec 5, Rohini. At

the welcome address for the students, Prof. R.P. Maheshwari – Director General (Hony.) reiterated the purpose of restarting life at JIMS. He conveyed that a new life in this globalized world with competition all round, one would have to seek to progress with a genuine mind set, goal, targets and a desire to work hard.

Also welcoming the students at the Induction Program of JIMS, Prof. J.K. Goyal-Director (JIMS) drew attention to the privilege that the students were enjoying at a time when the Gross Enrollment Ratio in Higher Education in In-



dia stood at a dismal figure of 12%. Thus he urged them to justify the investment in human capital that their parents were making and understand this responsibility.

It was advised that students should redefine their purpose of joining PGDM program, which would enable them to acquire specific skills, traits and learning in various areas of business.

### About this issue

*Retail online @JIMS is a monthly e-newsletter of JIMS, Rohini that brings out articles and news clippings related to retail sector in India and abroad.*

*This special issue of retail e-newsletter brings out the activities and events related to PGDM (Retail & Marketing) programme of JIMS, during the last one year.*

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### FRANCHISING WORKSHOP AT PRAGATI MAIDAN

Students of PGDM (RMM) batch 2010-12, attended a workshop on Franchising at the Times Franchise Expo, held on 24th July, 2011 at the Pragati Maidan, New Delhi. Session was conducted by Mr. Rahul Chawla, Assistant Manager, ITC Ltd. Gurgaon.

Times Franchise Expo was the India's biggest business opportunity for the organizations, specially designed to promote the concept of franchising and showcase business opportunities. It provided opportunity to meet face to face with thousands of potential

franchisees or business partners eager to start their own business. There were a lot of well known brands wherein the students got a chance to understand their franchise model and earning potentials from their business model.





Ms. Rita Gangwani demonstrating power of body language to the students

## Personality Development Workshop by Ms. Rita Gangwani on 14th September, 2011

A workshop on personality development and business etiquettes was held on September 14, 2011 at JIMS, Sector-5, Rohini, for the students of PGDM (Retail & Marketing), final year batch.

The workshop was conducted by Ms. Rita Gangwani, corporate trainer and an Ex. Army officer. She has trained contestants of mega beauty events like Ponds Miss Femina India and has

also been a professional trainer to several business organizations and educational institutions. She talked about various important aspects that can be helpful to the students in their placement interviews and later in their careers. She enlightened the session by discussing the importance of 'First impression', which cannot be changed as it lasts forever in the memory of people. She told

about various ways through which a student can manage his appearance and body language, so that it leaves a strong and memorable impact in the minds of interviewers, superiors, colleagues and customers.

Important tips on how to make a successful career through proper business communication were also provided.

### OUR MISSION

*To serve the society and improve the quality of life by imparting high quality education in management and information technology, providing training and development services, fostering research, giving consultancy services to industry and disseminating knowledge through the publication of books, journals and magazines*



Performance in the inter-college Fest, organized by PGDM (IB) and PGDM (RMM) students

## Business Quiz - Gyanodaya'2010

Students of PGDM-RMM programme along with PGDM (IB) students at JIMS, Rohini, sector-5 organised



Business Quiz 'Gyanodaya' 2010 on 27th November'10 at the campus. Preliminary round saw 31 teams participating from first year students of PGDM, PGDM-IB and PGDM-RMM, out of which 8 teams were short-listed for the final round.

The first prize was won by Ankit Gupta and Vishal Behl of PGDM (section-B) and second prize was bagged

by Harsimran Singh and Arun of PGDM-IB. The audience also very enthusiastically won many prizes by answering the questions. Overall, it was an extremely knowledgeable experience for students and it truly justified the title 'Gyanodaya.....the beginning of knowledge'.

## Inter College Fest on 18th December, 2010

Students of PGDM (International Business) & PGDM (Retail Management) organized Festus Internationale 2010, a Cultural festival held on 18th December, 2010 at JIMS, Sector 5, Rohini Campus. A day long event was well participated by students of around 20 colleges of Delhi-NCR region including SRCC,

Miranda House, Khalsa College, Deshbandhu College, Kirori Mal College, Amity etc. There were prizes and gift worth lacs in about 20 events held in the Fest. Some of the major events in which students exhibited their talents were La Mode Voir (Fashion Show), JIMS Grammy, Fete Fancy, Multi Cuisine, World Movie, Re-

view, Mind Haze etc. Major sponsors for fest were Honda motorcycle, Freeze Lounge, Studio Ramson's, Movie Time Cinemas etc.

The Fest concluded in the evening with vote of thanks to Mr. Manish Gupta, chairman, JIMS for his encouragement and support for the success of this event.

## A "Window Display Competition" on Visual Merchandising on 17th September, 2011

A "Window Display Competition" on Visual Merchandising was conducted for PGDM – Retail Management II yr students at JIMS, Sector 5, Rohini. The event was conceptualized and organized by Dr. Ritu Bajaj, Associate Professor, Retail Management.

Visual merchandising is the activity of promoting the sale of goods, especially by their presentation in retail outlets. This includes combining products, environ-

ments, and spaces into a stimulating and engaging display to encourage the sale of a product or service.

Visual merchandising today forms a critical element of retailing. Besides the facade and windows, which are clearly done up with an objective to attract passers-bys and induce walk-ins, there is also in-store decor that is designed to enhance the customer's comfort and convenience while shopping and overall, offer a

superior shopping experience.

Thus to give a practical approach to visual merchandising the competition was organized. Students were asked to make a display on Departmental Store or Speciality Store.

The event was hugely appreciated by all the faculty members. Participants were interviewed for their Window Display Models by the jury members.



Few Window Displays in the contest



## "Excellence in Store Operations"

Management Development Programme on 'Excellence in Store Operations' was conducted by Retailers Association of India, Mumbai, at JIMS, Sector-5, Rohini, Delhi, on February 23-24, 2011.

The programme was attended by nearly 100 delegates, mostly store managers from various retail organizations. The workshop focused on diverse aspects of maximizing retail per-

formance through store productivity and profitability.

MDP was inaugurated with traditional lighting of lamp by the guest of honour, Mr. Prashant Nanda, CEO, RW Biglife, who spoke of entrepreneurial challenges and experiences faced by him during his retail venture. He emphasized on the significance of procurement and costing in the effectiveness of the retail business.

Dr.J.K.Goyal, Director, JIMS, highlighted the immense importance of organized retail in controlling the inflation and minimizing the wastages



## Workshop on "Business Etiquettes"

A workshop on Business Etiquettes was conducted for the first year students of PGDM (RMM) programme, on July 16, 2011 by Ms. Parul Raj, Asst. Professor, JIMS. The workshop aimed at making the students aware with various aspects of etiquettes at workplace. Students were trained on their conduct in organiza-

tion with special emphasis and activities on:

- The proper handshake
- Image enhancement
- Exchanging of Business cards etc.

Useful tips were shared on basic meeting and greeting etiquettes and body lan-

guage along with practical demonstration. Students were also told about the importance of body language, dressing sense and correct ways of standing, sitting, walking etc. Overall it was an extremely useful and learning experience which students shall benefit in a long run of their professional endeavours.

## QUALITY POLICY

*We at Jagan Institute of Management Studies are committed to provide quality management education, bearing in mind expressed and implied needs of the students, society and industry.*

*We aim at providing on a permanent and facilities for the students to achieve academic excellence for employability as world class managers and entrepreneurs.*

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*Jagan Institute of Management Studies, Rohini, set up in 1993, is an Institute of excellence in the field of management studies and technical education. The standards it has set for the quality of its courses and the delivery system adopted have enabled the Institute to attract students from across the country.*

*Apart from the reputed flagship PGDM programme, JIMS also offers PGDM (International Business) and PGDM (Retail & Marketing), which are duly approved by the All India Council for Technical Education (AICTE), Ministry of HRD, Government of India.*

*JIMS, Rohini is a part of the Jagan Nath Gupta Memorial Educational Society which has been tirelessly involved in spreading education by establishing a number of campuses in Delhi and Jaipur. The society has already set up high quality educational institutions at eleven other campuses including those at Kalkaji, Vasant Kunj, Jaipur and Greater Noida including Jagannath University, Jaipur.*



### OUR VISION

*To be an Institute of Academic Excellence with total commitment to quality education and research in management and information technology with a holistic concern for better life, environment and society*

## Workshop on "Corporate Finesse"

Ms. Pria Warrick founder Pria Warrick, Finishing School conducted a workshop on 6th & 7th January, 2011.



It was aimed at finessing the students with various aspects of personality and soft skills development. They were trained

on their conduct in business meetings, interviews, GD's, formal discussions, etc. Useful tips were shared on dinning etiquettes and body language along with practical demonstration. Day one began with the introductory session by Ms. Pria Warrick on Corporate etiquettes, meetings, exchanging cards, greetings, etc.

The next session was conducted by experienced trainers from Warrick Finishing School on body language and correct ways of standing, sitting, walking etc. On day two students were demonstrated social and dinning etiquettes in which correct way of eating and handling the cutlery, etc. were ex-

plained.

Later, all the students were evaluated through a viva-versa conducted by the faculty from Warrick Finishing School. Overall it was an extremely useful and learning experience, which students shall carry home for life.

