



**The Autonomous & Heritage Institution
KANYA MAHA VIDYALAYA, JALANDHAR
College with Potential for Excellence
Re-Accredited A (score 3.56) by UGC-NAAC
Star Status by DBT
4 Stars to KMV IIC by MIC, Government of India
CURIE & FIST Grant (Phase II) Awarded by DST**



5.4.1 Contribution of the Alumni Association to the Institution

Kanya Maha Vidyalaya (Autonomous) organized KMV Alumni Meet 2023 Pearls-. KMV's Old Students Association. The program commenced with the lighting of the lamp of knowledge. Mrs Promila from Denmark was the chief guest of the occasion. The alumni of KMV from India & abroad joined the alumni meet and shared their numerous experiences and stories of success. Principal Prof. Dr Atima Sharma Dwivedi welcomed the empowered alumni and averred that today she is performing the dual role of one as the Principal of the college and other as the proud alumnae of KMV. She further maintained that the aim of organizing this alumni meet was to celebrate the success of highly capable, empowered and confident alumni of KMV who have brought laurels to the institution in diverse fields, and also their stories of success would go a long way in motivating the young students of KMV. Prof Dwivedi further maintained that KMV is very proud of its alumni and all these alumni have made their alma mater proud by their success. She asserted that Autonomous Status of the college has been a great step towards academic excellence and KMV has achieved top rankings and top status only because of the academic reforms that has been introduced here. She averred that KMV has also been granted 10 years autonomy extension, which is a landmark achievement in the history of KMV. She apprised everyone that KMV has already implemented New Education Policy of India in its totality and was at present mentoring 3 schools & 8 colleges. She adumbrated that KMV will keep spreading the light for the times to come and KMV which commenced an era of women empowerment and education in the whole South East Asia will keep the torch burning of women emancipation and empowerment in the world. The alumni also shared some very cherished and interesting memories of their days at the college, their professors and the hostel life. Alumni of KMV also walked the ramp & illuminated the whole environment with their presence. On this occasion , KMV bestowed Pride of KMV Award to its proud alumni. Eminent personalities to receive the Pride of KMV honor were Dr Sushma Chawla, Vice President and a renowned gynaecologist, KMV Managing Committee, Dr Kamal Gupta, Member, KMV Managing Committee and a renowned gynaecologist, Mrs Parveen, Abrol, Social Worker, Ms Neha Waraich, a model, make-up artist & an entrepreneur, Mrs Parminder (Headmistresses, Ivy World School), Mrs Sonia Viridi, Social Worker, Mrs Anukiran who is running an IELTS institution, Ms Anjali Shrivastava, Founder of School Admissions.com & CEO of Codefic technologies, Mrs Manpreet Dua, a dedicated social worker & business woman, Mrs Vidhu Batta, a highly

accomplished professional in the field of computer science & Ms Barun Kaur Mann, a Media Personality. There was a dance performance by Dr Sushma Chawla that left the audience stunned with her graceful movements and enviable energy. Ms Sonica Chawla also won accolades from the audience for her mesmerizing dance performance. Madam Principal congratulated the organizers of Alumni Meet Pearls – Dr. Shalini Gulati and Dr. Reena Sharma. She extended her gratitude to all the alumni of KMV for sparing their invaluable time to get together and revive the golden memories of their life. She averred that KMV is always proud of its alumni as these alumni have glorified the name of the institution at the global level in different fields.

Inspiring talks by successful and famous alumni was another highlight of the show. Alumni participated in the fashion show and walked the ramp. Some of them gave dance performances. The role of the alumni is also instrumental in providing curriculum feedback and facilitates by offering valuable insights during the restructuring of curriculum to upgrade the syllabi of the courses.

Governing Body Alumni Association Pearls

SESSION: 2022-2023

1.	Ms. Anjali Srivastava	President
2.	Ms. Sonia Virdi	Vice President
3.	Ms. Swati Vij	Secretary
4.	Ms. Manpreet Dua	Joint Secretary
5.	Ms. Anukiran	Treasurer
6.	Ms. Sulakshana Pandit	Treasurer

Executive Members

1.	Ms. Neha Waraich
2.	Ms. Barun Mann
3.	Ms. Sonika Chauhan
4.	Mrs. Parminder
5.	Mrs. Manju Joshi

MESSAGE FROM THE PRESIDENT

As a proud alumnus of Kanya Maha Vidyalaya, I could not be more proud of the college's accomplishments. KMV has successfully provided 138 years of high quality educational opportunities to students, resulting in students who have excelled in various careers including doctor, academicians, entrepreneurs, artists, designers, teachers, Civil Service Officers, administrators, computer experts and many more.

Being given an opportunity to be the President of the Alumni Association is an honor for me. to continue serving on the Alumni Board, which is comprised of well-known community leaders who are enthusiastic and committed to the college and its students. We are proud to celebrate the achievements of our former students at our annual alumni meet "PEARLS" through which we raise scholarship money for our current students.

Every year, KMV welcomes new students in the campus, we are reminded of the great legacy left behind by our wonderful alumni. The Alumni Board of Directors will continue with the mission to raise public awareness of the KMV Alumni Association, to grow its membership base, to assist with development of fundraising opportunities, and to promote exciting activities and events for alumni.

Joining the Alumni Association encourages continued success for our students and support for the college. We want to reach out and connect with you, no matter where you may be.

The Heritage Institution

KANYA MAHA VIDYALAYA (AUTONOMOUS)

Top State & National Rankings (India Today, Outlook Magazine & Times of India Group)

Alumni Meet **2023**

To Relive Golden Memories...

Pearls- **KMV Old Students' Association**

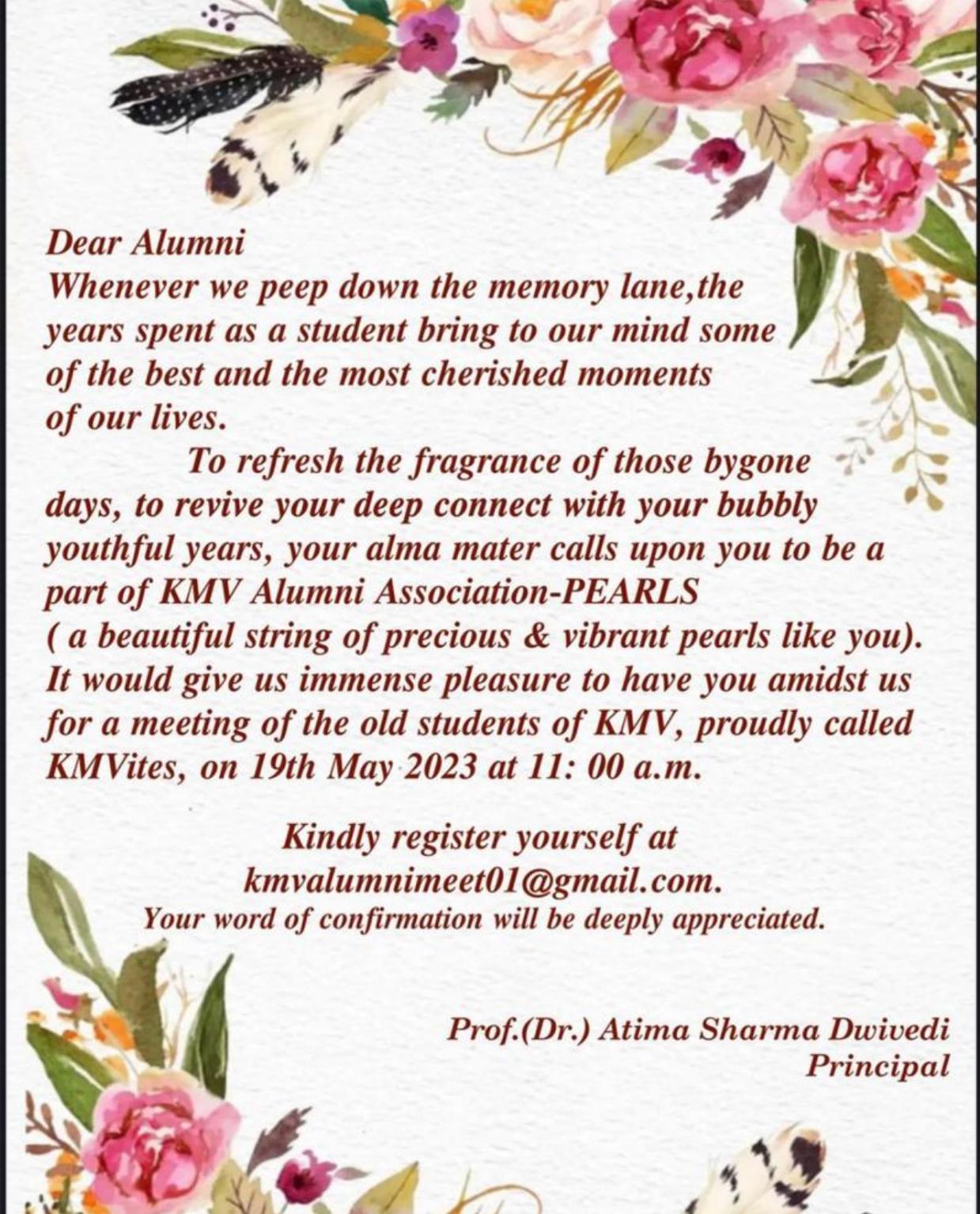
feels delighted to host the momentous event and invites all its alumnae to partake of the occasion to reminisce, rejoice and rejuvenate.



Venue: KMV Auditorium

Date: 19th May, 2023 | Time: 11:00 AM

Please send your confirmation to help us gear up for a warm welcome.



Dear Alumni

Whenever we peep down the memory lane, the years spent as a student bring to our mind some of the best and the most cherished moments of our lives.

To refresh the fragrance of those bygone days, to revive your deep connect with your bubbly youthful years, your alma mater calls upon you to be a part of KMV Alumni Association-PEARLS (a beautiful string of precious & vibrant pearls like you). It would give us immense pleasure to have you amidst us for a meeting of the old students of KMV, proudly called KMVites, on 19th May 2023 at 11: 00 a.m.

*Kindly register yourself at
kmvalumnimeet01@gmail.com.*

Your word of confirmation will be deeply appreciated.

*Prof.(Dr.) Atima Sharma Dwivedi
Principal*



के.एम.वी. में करवाई एल्युमिनाई मीट पल्ज-2023 में भूतपूर्व छात्राओं को प्राइड ऑफ के.एम.वी. अवार्ड से किया सम्मानित

विभिन्न क्षेत्रों में अपनी पहचान बनाने वाली भूतपूर्व छात्राओं को मिला यह सम्मान



एल्युमिनाई मीट पल्ज-2023 में कार्यक्रम में हिस्सा लेने वाली खनिज हुए भूतपूर्व छात्राओं को बधाई देते हुए प्रिंसीपल प्रो. अतिमा शर्मा द्विवेदी व (दाएं) के.एम.वी. में करवाई एल्युमिनाई मीट पल्ज-2023 में भूतपूर्व छात्राओं को प्राइड ऑफ के.एम.वी. अवार्ड से सम्मानित करते हुए वाइस प्रेजिडेंट डा. सुष्मा चावला, सदस्य डा. कमल गुप्ता, परमिंदर मंजू जोशी, प्रवीण अंबरेल, सोनिया विरदी व प्रिंसीपल प्रो. अतिमा शर्मा द्विवेदी। (संदीप शर्मा)

सवेरा न्यूज/कृशा चावला
जलंधर, 19 मई : कन्या महा विद्यालय में एल्युमिनाई मीट पल्ज-2023 आयोजित की गई। कार्यक्रम का शुभारंभ ज्योति प्रखरन एवं वेद मातरम् के गान से हुआ। कार्यक्रम की भूखण्डातिथि प्रोमिला के साथ के.एम.वी. मैरिजिंग कमेटी के वाइस प्रेजिडेंट डा. सुष्मा चावला, सदस्य डा. कमल गुप्ता, परमिंदर हैडमिस्ट्रेस आई.बी.के. स्कूल, मंजू जोशी सुप्रसिद्ध समाज सेविका प्रवीण अंबरेल तथा सोनिया विरदी आदि के साथ कन्या महाविद्यालय की योग्य एवं प्रतिभावान पूर्व छात्राओं ने इस मीट में पूरे उत्साह के साथ खड़-चढ़कर भाग लिया। सभागार में उद्देशित विद्यालय की पूर्व छात्राओं को सम्बोधित करते हुए विद्यालय की ही पूर्व छात्रा रही प्रिंसीपल प्रो. अतिमा शर्मा द्विवेदी ने विद्यालय की बेटियों को विद्यालय की प्रति एवं उत्कृष्टियों से परिचित कराते हुए

कहा कि नारी शिक्षा एवं शिक्षककरण के लिए लगभग तीन शताब्दियों से निरंतर यत्नशील के.एम.वी. अकादमिक जगत का जाना- पहचाना नाम है। उन्होंने कहा कि आज के कार्यक्रम के आयोजन का मंतव्य विद्यालय की बेटियों को एक ऐसा मंच प्रदान करना है जिसमें वो अपने सवर्ष और सफलता की कहानी को सबके साथ साँझ करते हुए भावों पाँटियों के लिए प्रेरणास्रोत बन सकें। उन्होंने कहा कि समाज के अलग-अलग क्षेत्रों में अपनी योग्यता और प्रतिभा से विद्यालय तथा का गौरव बढ़ाने वाली छात्राओं पर के.एम.वी. को गर्व है। इसके साथ ही उन्होंने सभी के साथ कालेज को भारत सरकार के द्वारा प्राय अटोमोमैस दर्जे में 10 वर्ष को एक्स्टेंशन जैसी महत्वपूर्ण उपलब्धि से भी वाकिफ करवाया। इसके अलावा इस अवसर पर विभिन्न क्षेत्रों में अपने कौशल मेहनत एवं लगन के साथ एक मुकाम हासिल कर विद्यालय को गौरवान्वित करने वाली बेटियों को प्राइड ऑफ के.एम.वी. सम्मान चिन्ह देकर सम्मान हासिल करने वाली इन शिखरगत उग्र में प्रोमिला, डा. सुष्मा चावला, डा. कमल गुप्ता, परमिंदर कौर, प्रवीण अंबरेल, सोनिया विरदी, नेहा वडैच प्रोक्टर, प्रसिद्ध मेकअप आर्टिस्ट, करम कौर मान, सुप्रसिद्ध मीडिया हस्त, अंजलि श्रीवास्तव, संस्थापक स्कूल एडमिंस डॉट कॉम, श्रीमती अनुक्रिया खन्ना आदि शामिल रहे। इस अवसर पर एक लंबे अंतराल के बाद विद्यालय में अकर भावुक हुई छात्राओं ने के. एम. वी. विवाप दिनों को याद किया और अनेक रोचक प्रसंग और बार्दे ताजा कीं और कहा कि के.एम.वी. कर्मभूमि है और यहाँ हमने अनुशासन में रहना, मेहनत करना और



एल्युमिनाई मीट पल्ज-2023 में छात्राओं के साथ माडलिंग में हिस्सा लेते हुए प्रिंसीपल प्रो. अतिमा शर्मा द्विवेदी व (दाएं) एल्युमिनाई मीट पल्ज-2023 में नृत्य पेश करते हुए डा. सुष्मा चावला।

जीवन में आगे बढ़ने के अवसर की माँडलिंग में भी अपना अपना अंदाज पहचान करना सीखा। पूर्व छात्राओं ने दिखाया। इसके साथ ही प्रिंसीपल ने इस मंडल के द्वारा किए गए प्रयासों को भ सफल आयोजन के लिए डा. शानिनी प्रशंस की।

पूर्व छात्राओं को मिला प्राइड आफ केएमवी अवार्ड

एलुमनी मीट पल्स-2023 में प्रिंसिपल ने संस्थान में पढ़ीं बेटियों की उपलब्धियों की साझा

जासं, जालंधर : केएमवी में एलुमनी मीट पल्स-2023 का आयोजन किया गया। इसमें पूर्व छात्राओं को प्राइड आफ केएमवी अवार्ड से सम्मानित किया गया। कार्यक्रम में बतौर अतिथि प्रोमिला, मैनेजमेंट कमेटी की उपप्रधान डा. सुषमा चावला, डा. कमल गुप्ता, परमिंदर, मंजू जोशी, प्रवीण अबरोल, सोनिया विरदी, नेहा बड़ेच ग्रोवर, वरुण कौर मान, अंजली श्रीवास्तव, अनुकरण खन्ना आदि पूर्व छात्राएं शामिल हुईं। प्राचार्य प्रो. अतिमा शर्मा द्विवेदी ने संस्थान की बेटियों की उपलब्धियों के बारे में सभी को बताकर जागृत किया। इसके साथ-साथ पूर्व छात्राओं ने रोचक गेम्स का भी आनंद लिया और माडलिंग में भी अपन-अपना अंदाज भी दिखाया।



मीट में पूर्व छात्राओं के साथ माडलिंग करते हुए प्राचार्य प्रो. अतिमा शर्मा द्विवेदी ● सौ. केएमवी वहीं डा. सुषमा चावला की तरफ प्राचार्य ने इस आयोजन के लिए डा. से अपनी नृत्य की प्रस्तुति दिखाकर शालिनी गुलाटी, डा. रीना शर्मा और सभी को आकर्षित किया गया। उनकी टीम के प्रयासों को सराहा।



केएमवी की एलुमिनाई मीट में प्रस्तुति देते हुए डा. सुषमा चावला ● सौ. केएमवी

कन्या महाविद्यालय में एलुमनाई मीट 'पर्ल्ज- 2023' आयोजित



डा. आतिमा शर्मा के साथ रैंप पर कैटवाक करती
नेहा वड्डेच व बरुण कौर। (ठाकुर)

जालंधर, 19 मई (विनीत): कन्या महाविद्यालय में एलुमनाई मीट 'पर्ल्ज-2023' का आयोजन हुआ, जिसका शुभारम्भ मुख्यातिथि प्रोमिला ने शर्मा रौशन करके किया।

प्रिंसिपल डा. आतिमा शर्मा द्विवेदी ने सभी आतिथियों का स्वागत करते हुए डा. सुषमा चावला, परमिन्द्र कौर, मंजू जोशी, सोनिया विरदी नेहा वड्डेच ग्रोवर, बरुण कौर मान, अंजलि श्रीवास्तव व अनुकिरण खन्ना को 'प्राइड ऑफ के.एम.वी.' के सम्मान से नवाजा।

इस दौरान सभी पूर्व छात्राओं ने जहां कालेज में बिताए अपने यादगारी लम्हें सभी के साथ शेयर करके माहौल को भावुक बना दिया, वहीं रैंप पर कैटवाक करके व विभिन्न गीतों पर थिरकते हुए खूब जलवे भी बिखेरे। अंत में डा. शालिनी गुलाटी व डा. रीना शर्मा ने सभी का आभार व्यक्त किया।

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ALUMNI ENGAGEMENT

WEBINARS

The different departments of Kanya Maha Vidyalaya organize lectures and webinars (Alumni Speaks: A Series of Inspirational Talks) where the alumni of the respective departments are the resource persons. The students interact with them and gain knowledge from them. In this way, a constant bridge between the students and the alumni is maintained, so that, the alumni stay in contact the college and the students of the college also get inspired by them.

The following are the glimpses of such lectures and webinars:

P.G. DEPARTMENT OF PSYCHOLOGY

Alumni Speaks: A Series of Inspirational Talks

A WEBINAR BY DR. SMITA VASUDEVA (18TH JUNE, 2021)

KANYA MAHA VIDYALAYA
The Autonomous Heritage Institution, Jalandhar
Top Rankings in India (India Today & Outlook Survey of Best Colleges 2020)

Alumni Speaks
A Series of Inspirational talks

Dr. Smita Vasudev
Clinical Psychologist & USA Certified Practitioner
CBT Practitioner

A Webinar By
PG Department of Psychology

Date: 18th June, 2021
Time: 6:00 pm

Join Us on Zoom
Zoom Meeting ID: 891 6415 0669 **Password: 460639**

For Further Information Contact:
Dr. Pratima Sharma - 8289050235 Prof. (Dr.) Atima Sharma Dwivedi
Dr. Sharanjit Kaur - 9041967807 PRINCIPAL
For Online Admission visit our Website--www.kmvjalandhar.ac.in

PRESS-REPORT

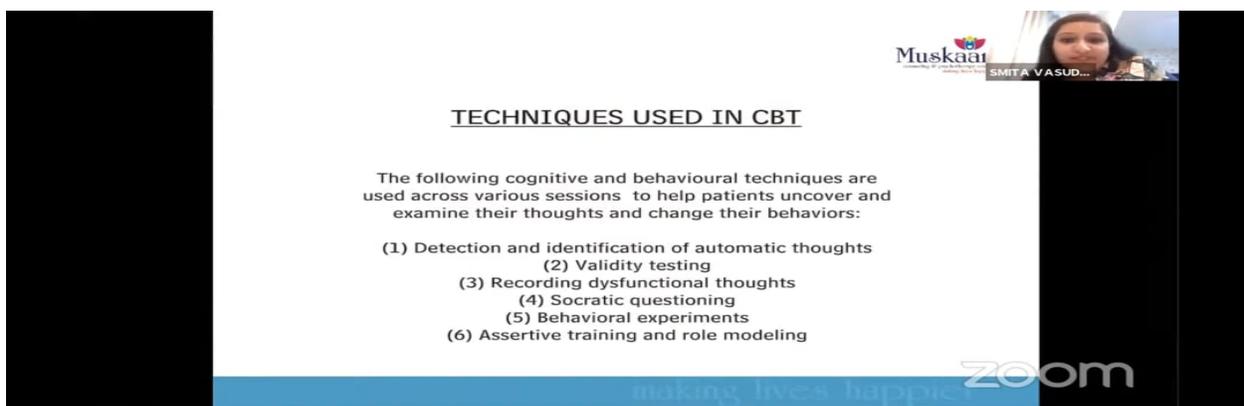
ALUMNI SPEAKS: A SERIES OF INSPIRATIONAL TALKS (18.06.2021)

Kanya Maha Vidyalaya- the Heritage & Autonomous institution, Seat of Women Empowerment with Top National and State Rankings by India Today Survey of Best Colleges 2020 (various categories) & Outlook Magazine always provides opportunities for the holistic

development of the students. The college has initiated a Series of Inspirational Talks: Alumni Speaks where the alumni of the various departments of the college are invited and they share their success stories with the students. The P.G. Department of Psychology conducted a session of Alumni Speaks on 18th June, 2021 where Dr. Smita Vasudeva was invited as the guest speaker. Dr. Vasudeva completed her graduation from KMV in the year 2001 and then pursued her Masters and Ph. D from renowned universities of India. She has also undergone training in Cognitive Behavior Therapy from Beck Institute for Cognitive Behavior Therapy, Pennsylvania, United States of America. She is a Clinical Psychologist and is a USA Certified CBT Practitioner with 18 years of clinical practice experience.

The session began with an introduction to the Department of Psychology where the department's MOU with Eotvos Lorand University, Budapest, Hungary was highlighted. It was highlighted that recently four P.G. students and one Faculty of the department got Bilateral State Scholarships to attend Summer University Courses in Hungary. Dr. Vasudeva congratulated the department for its achievements and was delighted to interact with the students of KMV. She share her wonderful experiences when she was a student here and also thanked the college for shaping her career. She briefly explained the scope of psychology to students and also motivated them. She also shared her valuable knowledge on one of the well-researched therapeutic approaches Cognitive Behavior Therapy (CBT). Various techniques of CBT were discussed. In addition to this, the students were motivated to make the best use of the present and to identify their strengths, so that, they can excel in what they do. She explained various key-points through which one can make one's life happy. The talk was followed by an interactive session with the students where the various queries of the students were satisfactorily answered by the speaker.

The session was summed up by thanking Dr. Vasudeva for interacting with the students and sharing her valuable experiences with them. The students were motivated to be happy, satisfied and content with their life. The program completed successfully and students were very happy and eager to attend the next sessions.



The screenshot shows a Zoom meeting interface. In the top right corner, there is a video thumbnail of a woman with the name 'SMITA VASUD...' and a logo for 'Muskaat' with the tagline 'The Art of Psychology'. The main content of the slide is as follows:

TECHNIQUES USED IN CBT

The following cognitive and behavioural techniques are used across various sessions to help patients uncover and examine their thoughts and change their behaviors:

- (1) Detection and identification of automatic thoughts
- (2) Validity testing
- (3) Recording dysfunctional thoughts
- (4) Socratic questioning
- (5) Behavioral experiments
- (6) Assertive training and role modeling

In the bottom right corner, the Zoom logo is visible with the tagline 'zoom making life better'.



P.G. Department of Mathematics

Alumni Talk and Career Counselling Session by Ms. Shruti Verma

*The Heritage Institution***138 Glorious Years**

KANYA MAHA VIDYALAYA

(Autonomous) Jalandhar

College with Potential for Excellence by UGCCURIE & FIST grants by DST- Govt. of IndiaStar College Status by DBT, Govt. of India

Top National Rankings (India Today, Outlook Magazine & Times of India Group)

Alumni Talk - An Inspiration



Mrs. Shruti Verma
Manager, Integrated
Risk Management
Division,
Head Office, PNB,
New Delhi

PG Department of Mathematics

organises

A Seminar & Counseling Session on Role of Mathematics and Statistics in Risk Management

Date : May 5, 2023 | Time ; 1:00 pm | Venue : Pasricha Block

Contact us at : 0181-2296605, 06
Mobile : 98889-96455, 96460-34351Prof. (Dr.) Atima Sharma Dwivedi
Principal

Press Note

PG Department of Mathematics organised Alumni talk - An Inspiration for the students of B.Sc (Eco), B.Sc (Hons) Mathematics and M.Sc (Mathematics). Under this a Seminar and Carrer Counselling Session on the role of Mathematics and Statistics in Risk Management was conducted. Ms. Shruti Verma, Manager at Integrated Risk Management Division, Head Office Punjab National Bank, New Delhi was the Resource person of this talk. Ms. Shruti Verma was the Alumni of PG Department of Mathematics, KMV. She completed her Bachelor of Science in Economics in 2008 and Master of Science in Mathematics in 2010. Immediately after that she joined the Department of Mathematics, KMV as a Lecturer. But in order to pursue her aim to be a Bank Officer, She cleared Bank exam and got the scale-I officer Rank for PNB, New Delhi. Now a days she is promoted as a Risk Integrated Manager in the main Branch of PNB, New Delhi.

Ms. Shruti Verma interacted with the students of Mathematics and Economics. In her talk, she discussed the importance and application of Mathematics in every sphere of life. She emphasised the role of Mathematics and Statistics in the field of risk management. She averred that Risk management is the process of identifying, assessing and controlling financial, legal , strategic and security risk to an organisation capital and earning. To reduce risk, an organisation needs to apply resources to minimum, monitor and control the impact of negative events while maximising positive events. She also explained that the Statistical techniques can be used for Risk Management in Banking and Business in several ways. So at the end she counselled regarding the different fields of Mathematics that Students can opt after graduation and Post-graduation in Economics, Statistics and Mathematics.





PG Department of Retail Management

Alumni Speaks

My Story-Motivational Session by Successful Entrepreneur

Date- December 22, 2020

In order to inculcate the spirit of innovation and creativity among the students, a session by Entrepreneur on “My Story- Motivational Session by Successful Entrepreneur” was conducted by Mrs. Alisha Kakkar, Co-Founder and CFO of ‘Sareen Lingua World IIC at Kanya Maha Vidyalaya, Jalandhar, on 22.12.2020.

General Objective of Workshop:

- To identify and train the potential entrepreneurs in the students
- To impart basic managerial knowledge and understanding
- To develop and strengthen entrepreneurial quality and motivation
- To help in selecting the right type of project and products.

The agenda behind the session was to make the students understand the importance of Entrepreneurship in the present-day scenario and guide them regarding the process of start our own business. In Entrepreneurship development there is enhancing the knowledge and skill of entrepreneurs. The main point of the development process is to strengthen and increase the number of entrepreneurs. As many as 121 students and 22 faculty members attended the workshop. The session started with the introduction to the concept of entrepreneurship in general context as well as with reference to the business world. She explained the students about the increasing importance of starting our own venture in day-to-day life by quoting examples. The students were encouraged to think beyond books and put their theoretical knowledge into practice through innovative ideas about own business. Entrepreneurship is the practise of starting new organisations or revitalizing mature organisations, particularly new business generally in response to identified opportunities that were discussed with the students in a very interactive and interesting manner. She laid emphasis on SWOT analysis in which Strength, Weaknesses, Opportunities and Threats which will provide benefit to the students to move on the path of Entrepreneurship development. The students were motivated to come up with innovations and creative ideas about their own venture. The session ended with questionanswer session and students found the session to be very interesting and informative

Kanya Maha Vidyalaya (KMV) Jalandhar
"STAR COLLEGE STATUS" by GOVT. Dept. of

My Story: Motivation: Session by Successful Entrepreneur

Monday, Dec. 21, 2020, 12:15 p.m.

Ms. Alsha Kakkar
Financial Advisor/Partner
in Lingua World, Jalandhar

Women Entrepreneurs!
Together We Can Make a Difference ...

Business World

to search

Zoom Meeting: Video Conference

Participants: [Grid of participant video feeds]

PG Department of Retail Management

Alumni Speak

An Analysis of Possible Strategies for Successful Internet Based Customer Services in Retail

(18.05.2023)

Kanya Maha Vidyalaya, Jalandhar (Autonomous)
The Heritage Institution 137 Glorious Years
Star College Status by DBT, Govt. of India CURIE & FIST Grants by DST- Govt. of India College with Potential for Excellence by UGC
Ranked No. 1 College of Punjab & Top National Rankings (India Today, Outlook Magazine & Times of India Group-2021)

PG Department of Retail Management
Organises
Workshop
on
“An Analysis of Possible Strategies for Successful Internet Based Customer Service in Retail”

Resource Person: Ms. Jagvir Kaur Mann, Tax Assistant, G&S Accountancy Inc.
May 18, 2023 Time: 10:30 AM

Dr. Rashmi Sharma (HoD, Retail Management) Prof.(Dr.) Atima Sharma Dwivedi
Principal, KMV

Press Report

PG Department of Retail Management of Kanya Maha Vidyalaya organized an online workshop on " An Analysis of Possible Strategies for Successful Internet Based Customer Services in Retail" on 18 May 2023 was organized for the students of B. Voc (Retail Management) and M.Voc.(Retail Management). The guest speaker of the event was Ms. Jagvir Kaur, distinguished alumni, KMV College Jalandhar. The workshop was organized to create awareness among students about how internet-based customer service systems (ICSS) that revolutionize customer service in the new economy.

She also explained that online customer service is the process of answering customer questions digitally using tools such as email, social media, live chat, and messaging apps. She also explained that good online customer service meets customers' expectations and she share the

tips to better understand customers' priorities and how we can meet (and exceed) their expectations.

She explained that with the developing world, new trends in customer services are beginning to come to the force. The ways of creating value for customers, which is one of the main functions of marketing, was greatly influenced by technological growth. She also explained that in order to remain competitive with developing technologies, it is necessary to adapt to the technology and to use it effectively.

She also explained that types of- internet based customer service options that can help companies to offer 360-degree customer support:

- Social Media
- Demonstration Videos
- FAQs Section
- Email Support

She explained that it's no longer a secret that internet based customer service is a more efficient, cost-effective, and time-saving way of keeping your customers happy and connected with your company. She explained that how retailers will be able to serve consumers better if they use several online channels and improve their image across multiple digital platforms. She provided ideas on how to use the internet to provide your customer service a competitive edge and expand client base.

It was very informative session Miss Jagvir providing valuable insights to students on Strategies for Successful Internet Based Customer Services in Retail with real life examples helping in better understanding of practices being followed in various companies to satisfy their custom.

