

4. WORKSHOPS ORGANIZED FOR STUDENTS

Sr. No.	Date	Department	Program Title	Details (name, designation and address of resource persons)	Number of participants
1	18-08-2022	PG Department of Retail Management	Workshop on VC Funding Opportunity to Early Stage Entrepreneurs	Mrs. Ankita Kapoor Basin, Brach Head, Central Bank of India.	76
2	20-09-2022	PG Department of Retail Management	Workshop on “The Art of Visual Merchandising”	Ms. Chetna, Assistant Professor of P.G Department of Retail Management	62
3	21-09-2022	PG Department of Retail Management	Workshop on “Store Operations”	Ms. Priya, Lecturer of P.G Department Retail Management	59
4	28-10-2022	PG Department of Retail Management	Workshop on “IT Solution in Retail”	Ms. Aditi Sharma, Lecturer of P.G Department of Retail Management	63
5	21-10-2022	PG Department of Retail Management	Workshop on “Key Steps in a Better Slide-Deck”	Ms. Megha, Assistant Professor of P.G Department of Retail Management	52
6	11-11-2022	PG Department of Retail Management	Workshop on “Emerging Retail Formats and Strategies”	Ms. Rajbeer Kaur, Lecturer of P.G Department of Retail Management	55

The Principal

Kanya Maha Vidyalaya

Jalandhar

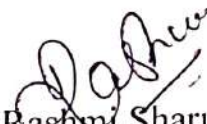
Sub: Permission to conduct one-day workshop

Respected Madam

This is to bring to your kind notice that we are organising a one-day workshop on the topic 'Workshop on VC funding opportunity to early stage entrepreneurs' by Ms. Ankita Kapoor Basin, Branch Head, Central Bank of India on August 18, 2022 for the students of B.Voc. and M.Voc. (Retail Management). Kindly allow us to conduct the same and oblige.

Thanking You

Yours sincerely


Dr. Rashmi Sharma

HoD, PG Dept. of Retail Management

Dated: 18/08/2022



REPORT
ON
Workshop on VC FUNDING OPPORTUNITY FOR EARLY STAGE
ENTREPRENEURS
18.08.2022

One-day session on VC Funding Opportunity for Early Stage Entrepreneurs was organized by Department of Retail Management under DDU-KK on 18th August, 2022 to enlighten students and faculties about Angel Investment/VC Funding Opportunity for Early Stage Entrepreneurs.

Session started by welcome address and speaker introduction by Miss. Madhuri Tiwari. The Resource Person for the session was Mrs Ankita Kapoor Basin, Branch Head, Central Bank of India. She also guided the students about Venture capital financing upscales your business. Attaining VC funding is a great advantage for startups as it helps not only in funding your business and injecting cash but also through opening new doors and new opportunities for your business growth.

Mrs. Ankita also explain that it is important to explore and understand the full range of options available to an entrepreneur. Luckily, there are still options for funding new companies, but finding and securing the cash will take careful research, good negotiating skills, and, above all, dedicated commitment to launch your business. Few options for raising funds by start-ups are provided below:

- 1) Crowd funding
- 2) Preferred stock and convertible deb
- 3) Angel investment
- 4) Venture capital

Mrs. Ankita Kapoor Basin very nicely with examples explained various important terms related to the talk. Finally, he talked about Angel Investment and Venture Capital funds, how to apply, eligibility criteria, what not to do while filling applications and various legal concepts associated with the two terms. Overall, session was short but covered important concepts necessary to begin a startup.

Miss. Madhuri Tiwari gave vote of thanks and closed the session.





KANYA MAHA VIDYALAYA(Autonomous)
 College with Potential for Excellence
 Star College Status by DST, Govt. of India
 Ranked No.1 College of Punjab and Top National Ranking (India Today Survey 2021)
 (India Today/Outlook Magazine and Times of India Group)

A Designated Mentor Institution by MIT's Innovation Cell

INSTITUTION'S INNOVATION COUNCIL

Department of Retail Management

VC Funding Opportunity for Early Stage Entrepreneurs

For our Member Institutions

August 18, 2022 Time 10:00 am



Resource Person
 Mrs. Ashita Kapoor Bhatia
 Branch Head
 Central Bank of India

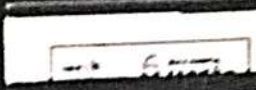
Dr. Rajesh Sharma (President, KSV IC)

Ms. Chitra (Social Media Coordinator, KSV IC)

Prof.(Dr.) Aruna Sharma Subedi
 Principal



SCHEMES BY GOVT OF INDIA







ELIGIBILITY

VC Funding Opportunity is available for all the member institutions of KSV IC. The VC Funding Opportunity is available for all the member institutions of KSV IC. The VC Funding Opportunity is available for all the member institutions of KSV IC.

Dr. Aruna Sharma Subedi

Retail Management Department

(Session-2022-23)

Attendance Sheet

One-day Workshop on "VC Funding Opportunity to Early Stage Entrepreneurs"

(18.08.2022)

(B.Voc. Sem-I)

S.No.	Roll No.	Name	Attendance
1.	227101	Ramandeep Kaur	P
2.	227102	Harmandip Kaur	P
3.	227103	Simranjit Kaur	P
4.	227104	Ria	P
5.	227105	Priya	P
6.	227106	Palak	P
7.	227107	Simranjit	Ab
8.	227108	Preet Tindar Kaur	P
9.	227109	Pooja	Ab
10.	227110	Harpreet Kaur	P
11.	227111	Jasleen	P
12.	227112	Navjot Kaur	P
13.	227113	Satinder Kaur	P
14.	227114	Anju	P
15.	227115	Parampreet Kaur	P
16.	227116	Gagandeep Kaur	P
17.	227117	Parminder Kaur	P
18.	227118	Gurpreet Kaur	Ab
19.	227119	Bhumika	P
20.	227120	Janvi	P
21.	227121	Prabhjit Kaur	Ab
22.	227122	Samreen Kaur	P
23.	227123	Palak	P
24.	227124	Malvika	P
25.	227125	Charu	P
26.	227126	Rishita	Ab
27.	227127	Sneha Ratti	P
28.	227128	Navjot Kaur	P
29.	227129	Chandandeep Kaur	P
30.	227130	Drishti Dhir	P
31.	227131	Simranpreet Kaur	P
32.	227132	Sachkeerat Kaur Gill	P
33.	227133	Harleen Kaur	Ab
34.	227134	Divyanshi	P
35.	227135	Ankit Kaur	P
36.	227136	Sejal	P
37.	227137	Sheen	P
38.	227138	Simoleen Sandal	P
39.	227139	Gurpreet Kaur	P



(B.Voc. Sem-III)

S.No.	Roll No.	Name	Attendance
1.	227201	Naina Sharma	P
2.	227202	Lakshmi	Ab
3.	227203	Manmeet Kaur	Ab
4.	227204	Mandeep Kaur	Ab
5.	227205	Amandeep Kaur	P
6.	227206	Gagandeep Kaur	P
7.	227207	Kirandeep Kaur	P

(B.Voc. Sem-V)

S.No.	Roll No.	Name	Attendance
1.	227251	Simranpreet Kaur	P
2.	227252	Siya Sharma	P
3.	227253	Sharandeep Kaur	P
4.	227254	Neha Kalia	Ab
5.	227255	Amandeep Kaur	Ab
6.	227256	Navpreet Kaur	P
7.	227257	Laksh	P

(M.Voc. Sem-I)

S.No.	Roll No.	Name	Attendance
1.	227601	Srishti	P
2.	227602	Priyanka	Ab
3.	227603	Muskanpreet Kaur	Ab
4.	227604	Nitika	Ab
5.	227605	Sukhdeep Kaur	P
6.	227606	Pavandeep Kaur	P
7.	227607	Navjit Kaur	P
8.	227608	Manpreet Kaur	P
9.	227609	Gagandeep Kaur	P
10.	227610	Radhika Mehta	Ab
11.	227611	Simran Kaur	Ab
12.	227612	Shaveta	Ab
13.	227613	Dolly	P
14.	227614	Sonali Raju	P

(M.Voc. Sem-III)

S.No.	Roll No.	Name	Attendance
1.	227651	Jashanpreet Kaur	P
2.	227652	Bhawna Saini	P
3.	227653	Artee	P

DDU KAUSHAL KENDRA

RETAIL MANAGEMENT DEPARTMENT

Feedback Form

Date: 18-10-2022

Topic: – “Workshop on VC funding opportunity to early stage entrepreneurs”

Name of the student: Ramandeep Kaur

Class: BVOC (Sem) I

I. Kindly answer the following questions:

Q1. Which topic you have learned from this workshop?

Ans. How to start startups of venture capital.

Q2. What is most valuable about this workshop?

Ans. Information about VC.

II. Kindly answer the following questions correctly by putting a tick mark in the right column.

	Extremely Satisfied	Satisfied	Average	Dissatisfied	Extremely Dissatisfied
1. Understanding of the topic	✓				
2. Usefulness of the session		✓			
3. Subject knowledge of the resource persons	✓				
4. Interactiveness during the session			✓		
5. Any suggestions	Nil				

[Signature]

DDU KAUSHAL KENDRA
RETAIL MANAGEMENT DEPARTMENT

Feedback Form

Date: 18-10-2022

Topic: – “Workshop on VC funding opportunity to early stage entrepreneurs”

Name of the student: Jasleen

Class: Bvoc (RM) Sem I

I. Kindly answer the following questions:

Q1. Which topic you have learned from this workshop?

Ans. Venture Capital Startup.

Q2. What is most valuable about this workshop?

Ans. Information about vc.

II. Kindly answer the following questions correctly by putting a tick mark in the right column.

	Extremely Satisfied	Satisfied	Average	Dissatisfied	Extremely Dissatisfied
1. Understanding of the topic		✓			
2. Usefulness of the session	✓				
3. Subject knowledge of the resource persons	✓				
4. Interactiveness during the session		✓			
5. Any suggestions	Nil				



DDU KAUSHAL KENDRA
RETAIL MANAGEMENT DEPARTMENT

Feedback Form

Date: 18-10-2022

Topic: – “Workshop on VC funding opportunity to early stage entrepreneurs”

Name of the student: Samreen Kaur

Class: B.Vol (Sem I)

I. Kindly answer the following questions:

Q1. Which topic you have learned from this workshop?

Ans. how do start venture Capital.

Q2. What is most valuable about this workshop?

Ans. Information about VC.

II. Kindly answer the following questions correctly by putting a tick mark in the right column.

	Extremely Satisfied	Satisfied	Average	Dissatisfied	Extremely Dissatisfied
1. Understanding of the topic	✓				
2. Usefulness of the session		✓			
3. Subject knowledge of the resource persons	✓				
4. Interactiveness during the session	✓				
5. Any suggestions	No				



DDU KAUSHAL KENDRA
RETAIL MANAGEMENT DEPARTMENT

Feedback Form

Date: 18-10-2022

Topic: – “Workshop on VC funding opportunity to early stage entrepreneurs”

Name of the student: Naina Sharma

Class: BVoc (RM) III

I. Kindly answer the following questions:

Q1. Which topic you have learned from this workshop?

Ans. On the important topics about venture capital.

Q2. What is most valuable about this workshop?

Ans. The startup plans.

II. Kindly answer the following questions correctly by putting a tick mark in the right column.

	Extremely Satisfied	Satisfied	Average	Dissatisfied	Extremely Dissatisfied
1. Understanding of the topic	☒	☐	☐	☐	☐
2. Usefulness of the session	☐	☒	☐	☐	☐
3. Subject knowledge of the resource persons	☒	☐	☐	☐	☐
4. Interactiveness during the session	☐	☐	☒	☐	☐
5. Any suggestions	<u>nil</u>				

[Signature]

DDU KAUSHAL KENDRA

RETAIL MANAGEMENT DEPARTMENT

Feedback Form

Date: 18-10-2022

Topic: – “Workshop on VC funding opportunity to early stage entrepreneurs”

Name of the student: Amandeep Kaur

Class: BVOC (Sem) III – RM

I. Kindly answer the following questions:

Q1. Which topic you have learned from this workshop?

Ans. All the important topics regarding VC.

Q2. What is most valuable about this workshop?

Ans. The startup plans of VC.

II. Kindly answer the following questions correctly by putting a tick mark in the right column.

	Extremely Satisfied	Satisfied	Average	Dissatisfied	Extremely Dissatisfied
1. Understanding of the topic	✓				
2. Usefulness of the session		✓			
3. Subject knowledge of the resource persons	✓				
4. Interactiveness during the session	✓				
5. Any suggestions	NIL				

[Signature]

DDU KAUSHAL KENDRA

RETAIL MANAGEMENT DEPARTMENT

Feedback Form

Date: 18-10-2022

Topic: – “Workshop on VC funding opportunity to early stage entrepreneurs”

Name of the student: Anju

Class: BVOC (RM) Sem I

I. Kindly answer the following questions:

Q1. Which topic you have learned from this workshop?

Ans. Intro of VC.

Q2. What is most valuable about this workshop?

Ans. The startup plans about VC.

II. Kindly answer the following questions correctly by putting a tick mark in the right column.

	Extremely Satisfied	Satisfied	Average	Dissatisfied	Extremely Dissatisfied
1. Understanding of the topic		✓			
2. Usefulness of the session		✓			
3. Subject knowledge of the resource persons	✓				
4. Interactiveness during the session	✓				
5. Any suggestions	No				

Das

DDU KAUSHAL KENDRARETAIL MANAGEMENT DEPARTMENT**Feedback Form**

Date: 18-10-2022

Topic: – “Workshop on VC funding opportunity to early stage entrepreneurs”Name of the student: Naveet KaurClass: Bvoc (RM) sem 5

I. Kindly answer the following questions:

Q1. Which topic you have learned from this workshop?

Ans. Introduction of venture capital

Q2. What is most valuable about this workshop?

Ans. The startup plans

II. Kindly answer the following questions correctly by putting a tick mark in the right column.

	Extremely Satisfied	Satisfied	Average	Dissatisfied	Extremely Dissatisfied
1. Understanding of the topic		✓			
2. Usefulness of the session	✓				
3. Subject knowledge of the resource persons		✓			
4. Interactiveness during the session	✓				
5. Any suggestions	No				

DDU KAUSHAL KENDRA
RETAIL MANAGEMENT DEPARTMENT

Feedback Form

Date: 18-10-2022

Topic: – “Workshop on VC funding opportunity to early stage entrepreneurs”

Name of the student: Laksh

Class: BVOC(RM) sem V

I. Kindly answer the following questions:

Q1. Which topic you have learned from this workshop?

Ans. Information about VC.

Q2. What is most valuable about this workshop?

Ans. The startup plans.

II. Kindly answer the following questions correctly by putting a tick mark in the right column.

	Extremely Satisfied	Satisfied	Average	Dissatisfied	Extremely Dissatisfied
1. Understanding of the topic	✓				
2. Usefulness of the session		✓			
3. Subject knowledge of the resource persons	✓				
4. Interactiveness during the session	✓				
5. Any suggestions	No				

Laksh

DDU KAUSHAL KENDRARETAIL MANAGEMENT DEPARTMENT**Feedback Form**

Date: 18-10-2022

Topic: – “Workshop on VC funding opportunity to early stage entrepreneurs”Name of the student: JeishitiClass: MVOC(RM) Sem I

I. Kindly answer the following questions:

Q1. Which topic you have learned from this workshop?

Ans. The startup plans about VC.

Q2. What is most valuable about this workshop?

Ans. Information about VC.

II. Kindly answer the following questions correctly by putting a tick mark in the right column.

	Extremely Satisfied	Satisfied	Average	Dissatisfied	Extremely Dissatisfied
1. Understanding of the topic	✓				
2. Usefulness of the session	✓				
3. Subject knowledge of the resource persons		✓			
4. Interactiveness during the session	✓				
5. Any suggestions	NO				

Jeishiti

DDU KAUSHAL KENDRA
RETAIL MANAGEMENT DEPARTMENT

Feedback Form

Date: 18-10-2022

Topic: – “Workshop on VC funding opportunity to early stage entrepreneurs”

Name of the student: Manpreet Kaur
Class: BVOC (RM) Sem I

I. Kindly answer the following questions:

Q1. Which topic you have learned from this workshop?

Ans. The startup plans about VC

Q2. What is most valuable about this workshop?

Ans. The introduction

II. Kindly answer the following questions correctly by putting a tick mark in the right column.

	Extremely Satisfied	Satisfied	Average	Dissatisfied	Extremely Dissatisfied
1. Understanding of the topic	✓				
2. Usefulness of the session		✓			
3. Subject knowledge of the resource persons	✓				
4. Interactiveness during the session			✓		
5. Any suggestions	No				

[Signature]

Feedback Form

Date: 18-10-2022

Topic: - "Workshop on VC funding opportunity to early stage entrepreneurs"

Name of the student: Sonali RayClass: MVOC (1st) I

I. Kindly answer the following questions:

Q1. Which topic you have learned from this workshop?

Ans. The startup plans about VC.

Q2. What is most valuable about this workshop?

Ans. The introduction of VC.

II. Kindly answer the following questions correctly by putting a tick mark in the right column.

	Extremely Satisfied	Satisfied	Average	Dissatisfied	Extremely Dissatisfied
1. Understanding of the topic	✓				
2. Usefulness of the session		✓			
3. Subject knowledge of the resource persons		✓			
4. Interactiveness during the session	✓				
5. Any suggestions	NIL				



The Principal

Kanya Maha Vidyalaya

Jalandhar

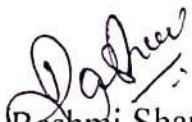
Sub: Permission to conduct one-day workshop

Respected Madam

This is to bring to your kind notice that we are organising a one-day workshop on the topic "The Art of Visual Merchandising" on September 20, 2022 for the students of B.Voc. and M.Voc. (Retail Management). Kindly allow us to conduct the same and oblige.

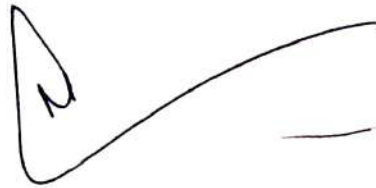
Thanking You

Yours sincerely


Dr. Rashmi Sharma

HoD, PG Dept. of Retail Management

Dated: 20/09/2022



**Report
On
Workshop on "The Art of Visual Merchandising"
(20.09.2022)**

One-day session on Art of Visual Merchandising was organised by Department of Retail Management of Kanya Maha Vidyalaya Under DDU-KK on 20th September, 2022 for students to guide them about how the Visual Merchandising practice in the retail industry optimizing the presentation of products and services to better highlight their features and benefits. The resource person of this session was Mrs. Chetna (Faculty of Retail Management).

Mrs. Chetna Nayyar explained that the purpose of such visual merchandising is to attract, engage, and motivate the customer towards making a purchase. She explained the students that Visual merchandising communicates with customers through elements that stimulate their senses, such as lighting, music, aromas, and television screens. She explained the students about retail operations is the term used to describe all the activities that keep the store functioning well. It includes people management, supply chain, store layout, cash operations, physical inventory, master data management, promotions and pricing, and so on.

She explained that Visual merchandising involves distinct elements that work in conjunction to help retailers create a unique experience for shoppers. They are –

- ☒ Color is King
- ☒ Maximum Display
- ☒ Storytelling
- ☒ Empty Spaces
- ☒ Point of Focus
- ☒ Landscaping
- ☒ Lighting
- ☒ Texture
- ☒ Décor

She explained with examples that all types of retail stores can benefit from visual merchandising some of the key benefits include that it **reflects your brand, engages the shoppers, grow sales**. She also explained about the various types of tools used in Visual Merchandising like planogram, mannequins, lights, banners, floor map, signs etc.

She also explained about the principles of visual merchandising that include make the merchandise visible, make the merchandise tangible and accessible, and give the shoppers good choice. She also explained about the visual merchandiser that how he captures consumer attention through the placement of merchandise, signage and interior displays in retail stores and shopping malls. She explained about the responsibility of visual merchandiser. She explained about the problems related to visual merchandising and how to resolve them.



Prof. Dr. Atima Sharma Dwivedi applauded Department of Retail Management for organizing regular counselling session to acquainted the students with valuable knowledge that help students make informed decisions about their career. Dr. Rashmi Sharma (HoD, Retail Management Department) expressed gratitude towards the Principal for motivating and guiding the college faculty to organize such sessions which would help students achieve greater heights of success.



PG. Department of Retail Management
Organises
One day workshop
on

The Art of Visual Merchandising & Store Operations

September 20, 2022

Time: 10:30 A.M

Dr. Rashmi Sharma (HoD, Retail Management)
Ms. Chetna (Assistant Professor, Retail Management)

Prof.(Dr.) Atima Sharma Dwivedi
Principal, KVV



Dr. Atima Sharma Dwivedi

Retail Management Department

(Session-2022-23)

Attendance Sheet

One-day Workshop on "The Art of Visual Merchandising"

(20.09.2022)

(B.Voc. Sem-I)

S.No.	Roll No.	Name	Attendance
1.	227101	Ramandeep Kaur	P
2.	227102	Harmandip Kaur	P
3.	227103	Simranjit Kaur	P
4.	227104	Ria	P
5.	227105	Priya	P
6.	227106	Palak	P
7.	227107	Simranjit	P
8.	227108	Preet Tindar Kaur	Ab
9.	227109	Pooja	Ab
10.	227110	Harpreet Kaur	P
11.	227111	Jasleen	P
12.	227112	Navjot Kaur	P
13.	227113	Satinder Kaur	ND
14.	227114	Anju	P
15.	227115	Parampreet Kaur	Ab
16.	227116	Gagandeep Kaur	P
17.	227117	Parminder Kaur	P
18.	227118	Gurpreet Kaur	P
19.	227119	Bhumika	P
20.	227120	Janvi	P
21.	227121	Prabhjit Kaur	P
22.	227122	Samreen Kaur	P
23.	227123	Palak	P
24.	227124	Malvika	P
25.	227125	Charu	P
26.	227126	Rishita	P
27.	227127	Sneha Ratti	P
28.	227128	Navjot Kaur	P
29.	227129	Chandandeep Kaur	P
30.	227130	Drishiti Dhir	Ab
31.	227131	Simranpreet Kaur	P
32.	227132	Sachkeerat Kaur Gill	Ab
33.	227133	Harleen Kaur	Ab
34.	227134	Divyanshi	P
35.	227135	Ankit Kaur	Ab
36.	227136	Sejal	Ab
37.	227137	Sheen	P
38.	227138	Simoleen Sandal	P
39.	227139	Gurpreet Kaur	Ab

Doel

(B.Voc. Sem-III)

S.No.	Roll No.	Name	Attendance
1.	227201	Naina Sharma	P
2.	227202	Lakshmi	P
3.	227203	Manmeet Kaur	P
4.	227204	Mandeep Kaur	Ab
5.	227205	Amandeep Kaur	P
6.	227206	Gagandeep Kaur	Ab
7.	227207	Kirandeep Kaur	Ab

(B.Voc. Sem-V)

S.No.	Roll No.	Name	Attendance
1.	227251	Simranpreet Kaur	P
2.	227252	Siya Sharma	P
3.	227253	Sharandeep Kaur	Ab
4.	227254	Neha Kalia	P
5.	227255	Amandeep Kaur	Ab
6.	227256	Navpreet Kaur	Ab
7.	227257	Laksh	Ab

(M.Voc. Sem-I)

S.No.	Roll No.	Name	Attendance
1.	227601	Srishti	Ab
2.	227602	Priyanka	P
3.	227603	Muskanpreet Kaur	P
4.	227604	Nitika	P
5.	227605	Sukhdeep Kaur	P
6.	227606	Pavandeep Kaur	P
7.	227607	Navjit Kaur	P
8.	227608	Manpreet Kaur	P
9.	227609	Gagandeep Kaur	P
10.	227610	Radhika Mehta	P
11.	227611	Simran Kaur	Ab
12.	227612	Shaveta	Ab
13.	227613	Dolly	P
14.	227614	Sonali Raju	Ab

(M.Voc. Sem-III)

S.No.	Roll No.	Name	Attendance
1.	227651	Jashanpreet Kaur	P
2.	227652	Bhawna Saini	Ab
3.	227653	Artee	Ab

Red

DDU KAUSHAL KENDRA
RETAIL MANAGEMENT DEPARTMENT

Feedback Form

Date: 20-09-2022

Topic: – “Workshop on The Art of Visual Merchandising”

Name of the student: Ramandeep Kaur

Class: B.Voc (Sem - I)

I. Kindly answer the following questions:

Q1. Which topic you have learned from this workshop?

Ans. how to set window display etc.

Q2. What is most valuable about this workshop?

Ans. We know about new techniques.

II. Kindly answer the following questions correctly by putting a tick mark in the right column.

	Extremely Satisfied	Satisfied	Average	Dissatisfied	Extremely Dissatisfied
1. Understanding of the topic	✓				
2. Usefulness of the session	✓				
3. Subject knowledge of the resource persons	✓				
4. Interactiveness during the session	✓				
5. Any suggestions	No				

[Signature]

DDU KAUSHAL KENDRA

RETAIL MANAGEMENT DEPARTMENT

Feedback Form

Date: 20-09-2022

Topic: – “Workshop on The Art of Visual Merchandising”

Name of the student: Harmandip Kaur

Class: B. Voc (Sem-I)

I. Kindly answer the following questions:

Q1. Which topic you have learned from this workshop?

Ans. how to set store according to themes etc

Q2. What is most valuable about this workshop?

Ans. We know about new techniques.

II. Kindly answer the following questions correctly by putting a tick mark in the right column.

	Extremely Satisfied	Satisfied	Average	Dissatisfied	Extremely Dissatisfied
1. Understanding of the topic	✓				
2. Usefulness of the session			✓		
3. Subject knowledge of the resource persons		✓			
4. Interactiveness during the session	✓				
5. Any suggestions	No				

Ques

DDU KAUSHAL KENDRA

RETAIL MANAGEMENT DEPARTMENT

Feedback Form

Date: 20-09-2022

Topic: – “Workshop on The Art of Visual Merchandising”

Name of the student: Samreen Kaur

Class: B. VOU (Sem-I)

I. Kindly answer the following questions:

Q1. Which topic you have learned from this workshop?

Ans. how to set window display.

Q2. What is most valuable about this workshop?

Ans. we know about new techniques.

II. Kindly answer the following questions correctly by putting a tick mark in the right column.

	Extremely Satisfied	Satisfied	Average	Dissatisfied	Extremely Dissatisfied
1. Understanding of the topic	✓				
2. Usefulness of the session		✓			
3. Subject knowledge of the resource persons			✓		
4. Interactiveness during the session	✓				
5. Any suggestions	NO				

Q97

DDU KAUSHAL KENDRA

RETAIL MANAGEMENT DEPARTMENT

Feedback Form

Date: 20-09-2022

Topic: - "Workshop on The Art of Visual Merchandising"

Name of the student: Giagandup Kaur
Class: 8th B.VOC (Sem-III)

I. Kindly answer the following questions:

Q1. Which topic you have learned from this workshop?

Ans. We know about new techniques and tates

Q2. What is most valuable about this workshop?

Ans. how to set store.

II. Kindly answer the following questions correctly by putting a tick mark in the right column.

	Extremely Satisfied	Satisfied	Average	Dissatisfied	Extremely Dissatisfied
1. Understanding of the topic	✓				
2. Usefulness of the session	✓				
3. Subject knowledge of the resource persons		✓			
4. Interactiveness during the session			✓		
5. Any suggestions	No				

Q. Q. Q.

DDU KAUSHAL KENDRA
RETAIL MANAGEMENT DEPARTMENT

Feedback Form

Date: 20-09-2022

Topic: – “Workshop on The Art of Visual Merchandising”

Name of the student: Lakshmi

Class: B.Voc Sem - III

I. Kindly answer the following questions:

Q1. Which topic you have learned from this workshop?

Ans. how to set a organization.

Q2. What is most valuable about this workshop?

Ans. We know about set up of store.

II. Kindly answer the following questions correctly by putting a tick mark in the right column.

	Extremely Satisfied	Satisfied	Average	Dissatisfied	Extremely Dissatisfied
1.Understanding of the topic	✓				
2.Usefulness of the session	✓				
3.Subject knowledge of the resource persons		✓			
4.Interactiveness during the session	✓				
5.Any suggestions	No				

Qad

DDU KAUSHAL KENDRA

RETAIL MANAGEMENT DEPARTMENT

Feedback Form

Date: 20-09-2022

Topic: – “Workshop on The Art of Visual Merchandising”

Name of the student: Amandeep Kaur

Class: B. Voc (Sem - I)

I. Kindly answer the following questions:

Q1. Which topic you have learned from this workshop?

Ans. how to organize a store with new techniques

Q2. What is most valuable about this workshop?

Ans. How to use new techniques and implement

II. Kindly answer the following questions correctly by putting a tick mark in the right column.

	Extremely Satisfied	Satisfied	Average	Dissatisfied	Extremely Dissatisfied
1. Understanding of the topic	✓				
2. Usefulness of the session		✓			
3. Subject knowledge of the resource persons			✓		
4. Interactiveness during the session	✓				
5. Any suggestions	No				

[Signature]

Feedback Form

Date: 20-09-2022

Topic: - "Workshop on The Art of Visual Merchandising"

Name of the student: Sukhdeep Kaur

Class: M.Vec Sem - I

I. Kindly answer the following questions:

Q1. Which topic you have learned from this workshop?

Ans. How to set window display and so on.

Q2. What is most valuable about this workshop?

Ans. We know about new techniques.

II. Kindly answer the following questions correctly by putting a tick mark in the right column.

	Extremely Satisfied	Satisfied	Average	Dissatisfied	Extremely Dissatisfied
1. Understanding of the topic	✓				
2. Usefulness of the session	✓				
3. Subject knowledge of the resource persons		✓			
4. Interactiveness during the session	✓				
5. Any suggestions	NO				

[Signature]

DDU KAUSHAL KENDRA

RETAIL MANAGEMENT DEPARTMENT

Feedback Form

Date: 20-09-2022

Topic: – “Workshop on The Art of Visual Merchandising”

Name of the student: Dolly

Class: M.Voc Sem-I

I. Kindly answer the following questions:

Q1. Which topic you have learned from this workshop?

Ans. how to set window display and store.

Q2. What is most valuable about this workshop?

Ans. we know about techniques and tastes.

II. Kindly answer the following questions correctly by putting a tick mark in the right column.

	Extremely Satisfied	Satisfied	Average	Dissatisfied	Extremely Dissatisfied
1.Understanding of the topic	✓				
2.Usefulness of the session		✓			
3.Subject knowledge of the resource persons			✓		
4.Interactiveness during the session	✓				
5.Any suggestions	No				

Dolly

DDU KAUSHAL KENDRA
RETAIL MANAGEMENT DEPARTMENT

Feedback Form

Date: 20-09-2022

Topic: - "Workshop on The Art of Visual Merchandising"

Name of the student: Jashampreet Kaur
Class: M.Voc Sem - III

I. Kindly answer the following questions:

Q1. Which topic you have learned from this workshop?

Ans. We know about new techniques.

Q2. What is most valuable about this workshop?

Ans. How to set up organization.

II. Kindly answer the following questions correctly by putting a tick mark in the right column.

	Extremely Satisfied	Satisfied	Average	Dissatisfied	Extremely Dissatisfied
1. Understanding of the topic	✓				
2. Usefulness of the session	✓				
3. Subject knowledge of the resource persons		✓			
4. Interactiveness during the session	✓				
5. Any suggestions	No				

Doel

DDU KAUSHAL KENDRA

RETAIL MANAGEMENT DEPARTMENT

Feedback Form

Date: 20-09-2022

Topic: – “Workshop on The Art of Visual Merchandising”

Name of the student: Parminder Kaur

Class: B.Voc (Sem-I)

I. Kindly answer the following questions:

Q1. Which topic you have learned from this workshop?

Ans. How to set up your organization with techniques

Q2. What is most valuable about this workshop?

Ans. we know about all techniques

II. Kindly answer the following questions correctly by putting a tick mark in the right column.

	Extremely Satisfied	Satisfied	Average	Dissatisfied	Extremely Dissatisfied
1. Understanding of the topic	✓				
2. Usefulness of the session	✓				
3. Subject knowledge of the resource persons	✓				
4. Interactiveness during the session	✓				
5. Any suggestions	No				

(Signature)

DDU KAUSHAL KENDRA

RETAIL MANAGEMENT DEPARTMENT

Feedback Form

Date: 20-09-2022

Topic: – “Workshop on The Art of Visual Merchandising”

Name of the student: Neha Kalia

Class: B.VOC (RM) Sem-V

I. Kindly answer the following questions:

Q1. Which topic you have learned from this workshop?

Ans. We know all about techniques

Q2. What is most valuable about this workshop?

Ans. How to set up store organization.

II. Kindly answer the following questions correctly by putting a tick mark in the right column.

	Extremely Satisfied	Satisfied	Average	Dissatisfied	Extremely Dissatisfied
1.Understanding of the topic	✓				
2.Usefulness of the session		✓			
3.Subject knowledge of the resource persons	✓				
4.Interactiveness during the session			✓		
5.Any suggestions	NO				

[Signature]

The Principal

Kanya Maha Vidyalaya

Jalandhar

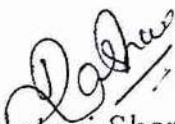
Sub: Permission to conduct one-day workshop

Respected Madam

This is to bring to your kind notice that we are organising a one-day workshop on the topic "Store Operations" on September 21, 2022 for the students of B.Voc. and M.Voc. (Retail Management). Kindly allow us to conduct the same and oblige.

Thanking You

Yours sincerely


Dr. Rashmi Sharma

HoD, PG Dept. of Retail Management

Dated: 21/09/2022



Report
On
Workshop on "Store Operations"
(21.09.2022)

Kanya Maha Vidyalaya, the autonomous institute has made a landmark contribution to impart value-based education to students. One-day session on Store Operations organised by P.G. Department of Retail Management under patronage and guidance of Principal Prof. Atima Sharma Dwivedi on 21st September 2022. The resource person of this session was Ms. Priya (Faculty of Retail Management).

She explained that students about retail operations is the term used to describe all the activities that keep the store functioning well. It includes people management, supply chain, store layout, cash operations, physical inventory, master data management, promotions and pricing, and so on.

store operations includes many aspects, such as store design, display placement, customer service, money and credit handling, shoplifting prevention, premises maintenance, staff management, inventory optimization, and dealing with the entire supply chain that leads to having products in the store.

She also explained six sections that provide a more detailed overview of responsibilities that may fall under the field of retail store operations: -

- Design
- Customer Service
- Cash, Fraud, and Internal Controls
- Product Inventory
- Administration
- Store Management

She explained about how to improve retail operation processes-

- ☐ Digitise internal processes
- ☐ Automate manual retail processes
- ☐ Create a seamless omnichannel experience
- ☐ Accept customer feedback
- ☐ Merchandising
- ☐ Workforce optimization

She explained about core functions of retail operations include customer service, store management, inventory management, payments and processing. She explained the core operations with suitable examples. She also explained about retail operations job prospective include inventory managers, retail managers, operations coordinator, logistic specialist, director of operations etc.



The session concluded after a question and answer session in which students interacted with the resource person to learn different aspects of visual merchandising. It was an informative session with valuable takeaways for all.

Kanya Maha Vidyalaya, Jalandhar (Autonomous)
The Heritage Institution
137 Glorious Years
Star College Status by DST, 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
One day workshop
on

Store Operations

September 21, 2022

Time: 10:00 A.M

Dr. Rachmi Sharma (HoD, Retail Management)
Ms. Priya (Lecturer, Retail Management)

Prof.(Dr.) Atima Sharma Dwivedi
Principal, KMV



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Retail Management Department

(Session-2022-23)

Attendance Sheet

One-day Workshop on "Store Operations"

(21.09.2022)

(B.Voc. Sem-I)

S.No.	Roll No.	Name	Attendance
1.	227101	Ramandeep Kaur	P
2.	227102	Harmandip Kaur	P
3.	227103	Simranjit Kaur	P
4.	227104	Ria	P
5.	227105	Priya	P
6.	227106	Palak	P
7.	227107	Simranjit	P
8.	227108	Preet Tinder Kaur	Ab
9.	227109	Pooja	Ab
10.	227110	Harpreet Kaur	P
11.	227111	Jasleen	P
12.	227112	Navjot Kaur	P
13.	227113	Satinder Kaur	P
14.	227114	Anju	P
15.	227115	Parampreet Kaur	P
16.	227116	Gagandeep Kaur	P
17.	227117	Parminder Kaur	P
18.	227118	Gurpreet Kaur	Ab
19.	227119	Bhumika	Ab
20.	227120	Janvi	P
21.	227121	Prabhjit Kaur	P
22.	227122	Samreen Kaur	P
23.	227123	Palak	P
24.	227124	Malvika	P
25.	227125	Charu	P
26.	227126	Rishita	P
27.	227127	Sneha Ratti	P
28.	227128	Navjot Kaur	Ab
29.	227129	Chandandeep Kaur	P
30.	227130	Drishti Dhir	P
31.	227131	Simranpreet Kaur	Ab
32.	227132	Sachkeerat Kaur Gill	Ab
33.	227133	Harleen Kaur	P
34.	227134	Divyanshi	P
35.	227135	Ankit Kaur	P
36.	227136	Sejal	P
37.	227137	Sheen	P
38.	227138	Simoleen Sandal	Ab
39.	227139	Gurpreet Kaur	Ab

(B.Voc. Sem-III)

S.No.	Roll No.	Name	Attendance
1.	227201	Naina Sharma	P
2.	227202	Lakshmi	Ab
3.	227203	Manmeet Kaur	P
4.	227204	Mandeep Kaur	Ab
5.	227205	Amandeep Kaur	P
6.	227206	Gagandeep Kaur	Ab
7.	227207	Kirandeep Kaur	Ab

(B.Voc. Sem-V)

S.No.	Roll No.	Name	Attendance
1.	227251	Simranpreet Kaur	P
2.	227252	Siya Sharma	P
3.	227253	Sharandeep Kaur	P
4.	227254	Neha Kalia	P
5.	227255	Amandeep Kaur	P
6.	227256	Navpreet Kaur	P
7.	227257	Laksh	P

(M.Voc. Sem-I)

S.No.	Roll No.	Name	Attendance
1.	227601	Srishti	P
2.	227602	Priyanka	P
3.	227603	Muskanpreet Kaur	Ab
4.	227604	Nitika	Ab
5.	227605	Sukhdeep Kaur	P
6.	227606	Pavandeep Kaur	Ab
7.	227607	Navjit Kaur	Ab
8.	227608	Manpreet Kaur	P
9.	227609	Gagandeep Kaur	P
10.	227610	Radhika Mehta	P
11.	227611	Simran Kaur	P
12.	227612	Shaveta	P
13.	227613	Dolly	P
14.	227614	Sonali Raju	P

(M.Voc. Sem-III)

S.No.	Roll No.	Name	Attendance
1.	227651	Jashanpreet Kaur	P
2.	227652	Bhawna Saini	P
3.	227653	Artee	P

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DDU KAUSHAL KENDRA
RETAIL MANAGEMENT DEPARTMENT

Feedback Form

Date: 21-09-2022

Topic: – “Workshop on Store Operations”

Name of the student: Ramandeep Kaur

Class: B.Voc Sem-I

I. Kindly answer the following questions:

Q1. Which topic you have learned from this workshop?

Ans. how to decorate window

Q2. What is most valuable about this workshop?

Ans. How to deal the customer

II. Kindly answer the following questions correctly by putting a tick mark in the right column.

	Extremely Satisfied	Satisfied	Average	Dissatisfied	Extremely Dissatisfied
1. Understanding of the topic	/				
2. Usefulness of the session		/			
3. Subject knowledge of the resource persons	/				
4. Interactiveness during the session	/				
5. Any suggestions	No				

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DDU KAUSHAL KENDRA

RETAIL MANAGEMENT DEPARTMENT

Feedback Form

Date: 21-09-2022

Topic: – “Workshop on Store Operations”

Name of the student: Palak

Class: B.Voc (RM) I

I. Kindly answer the following questions:

Q1. Which topic you have learned from this workshop?

Ans. various functions of store operators

Q2. What is most valuable about this workshop?

Ans. store operations & functions

II. Kindly answer the following questions correctly by putting a tick mark in the right column.

	Extremely Satisfied	Satisfied	Average	Dissatisfied	Extremely Dissatisfied
1.Understanding of the topic	/				
2.Usefulness of the session		/			
3.Subject knowledge of the resource persons	/				
4.Interactiveness during the session		/			
5.Any suggestions	NO				



DDU KAUSHAL KENDRA

RETAIL MANAGEMENT DEPARTMENT

Feedback Form

Date: 21-09-2022

Topic: – “Workshop on Store Operations”

Name of the student: Najot Kam

Class: B.Voc (L.M.T)

I. Kindly answer the following questions:

Q1. Which topic you have learned from this workshop?

Ans. window display, layout

Q2. What is most valuable about this workshop?

Ans. Provide knowledge of various functions of store

II. Kindly answer the following questions correctly by putting a tick mark in the right column.

	Extremely Satisfied	Satisfied	Average	Dissatisfied	Extremely Dissatisfied
1.Understanding of the topic		/			
2.Usefulness of the session	✓				
3.Subject knowledge of the resource persons		/			
4.Interactiveness during the session	/				
5.Any suggestions	No				

Q21

DDU KAUSHAL KENDRA

RETAIL MANAGEMENT DEPARTMENT

Feedback Form

Date: 21-09-2022

Topic: – “Workshop on Store Operations”

Name of the student: Naina Sharma

Class: B.Voc Sem III

I. Kindly answer the following questions:

Q1. Which topic you have learned from this workshop?

Ans. various functions of store operators

Q2. What is most valuable about this workshop?

Ans. —————

II. Kindly answer the following questions correctly by putting a tick mark in the right column.

	Extremely Satisfied	Satisfied	Average	Dissatisfied	Extremely Dissatisfied
1. Understanding of the topic	/				
2. Usefulness of the session		/			
3. Subject knowledge of the resource persons	/				
4. Interactiveness during the session		/			
5. Any suggestions	NO				

[Signature]

DDU KAUSHAL KENDRA

RETAIL MANAGEMENT DEPARTMENT

Feedback Form

Date: 21-09-2022

Topic: – “Workshop on Store Operations”

Name of the student: Manmeet Kaur

Class: D.Voc Sem III

I. Kindly answer the following questions:

Q1. Which topic you have learned from this workshop?

Ans. All aspects of customer service.

Q2. What is most valuable about this workshop?

Ans. Knowledge about operations of store.

II. Kindly answer the following questions correctly by putting a tick mark in the right column.

	Extremely Satisfied	Satisfied	Average	Dissatisfied	Extremely Dissatisfied
1. Understanding of the topic	/				
2. Usefulness of the session	/				
3. Subject knowledge of the resource persons		/			
4. Interactiveness during the session		/			
5. Any suggestions	NO				

[Signature]

DDU KAUSHAL KENDRA

RETAIL MANAGEMENT DEPARTMENT

Feedback Form

Date: 21-09-2022

Topic: – “Workshop on Store Operations”

Name of the student: Amandeep Kaur

Class: DVOC(RM) III

I. Kindly answer the following questions:

Q1. Which topic you have learned from this workshop?

Ans. Cash handling, customer service etc.

Q2. What is most valuable about this workshop?

Ans.

II. Kindly answer the following questions correctly by putting a tick mark in the right column.

	Extremely Satisfied	Satisfied	Average	Dissatisfied	Extremely Dissatisfied
1. Understanding of the topic	☒	☐	☐	☐	☐
2. Usefulness of the session	☒	☐	☐	☐	☐
3. Subject knowledge of the resource persons	☐	☒	☐	☐	☐
4. Interactiveness during the session	☐	☒	☐	☐	☐
5. Any suggestions	<u>No</u>				

Ques

DDU KAUSHAL KENDRA
RETAIL MANAGEMENT DEPARTMENT

Feedback Form

Date: 21-09-2022

Topic: – “Workshop on Store Operations”

Name of the student: Simranpreet Kaur

Class: D.Voc (RM) V

I. Kindly answer the following questions:

Q1. Which topic you have learned from this workshop?

Ans. Responsibilities & duties of store manager.

Q2. What is most valuable about this workshop?

Ans. —

II. Kindly answer the following questions correctly by putting a tick mark in the right column.

	Extremely Satisfied	Satisfied	Average	Dissatisfied	Extremely Dissatisfied
1. Understanding of the topic	✓				
2. Usefulness of the session	✓				
3. Subject knowledge of the resource persons	✓				
4. Interactiveness during the session		✓			
5. Any suggestions	No				

[Signature]

DDU KAUSHAL KENDRA

RETAIL MANAGEMENT DEPARTMENT

Feedback Form

Date: 21-09-2022

Topic: – “Workshop on Store Operations”

Name of the student: Namprit Kaur

Class: B.Voc (RM) V

I. Kindly answer the following questions:

Q1. Which topic you have learned from this workshop?

Ans. dealing with customers, cash handling

Q2. What is most valuable about this workshop?

Ans. —————

II. Kindly answer the following questions correctly by putting a tick mark in the right column.

	Extremely Satisfied	Satisfied	Average	Dissatisfied	Extremely Dissatisfied
1. Understanding of the topic	☒				
2. Usefulness of the session		☒			
3. Subject knowledge of the resource persons	☒				
4. Interactiveness during the session		☒			
5. Any suggestions	<u>No</u>				

[Signature]

DDU KAUSHAL KENDRA
RETAIL MANAGEMENT DEPARTMENT

Feedback Form

Date: 21-09-2022

Topic: – “Workshop on Store Operations”

Name of the student: Radhika Mehta

Class: M.Voc (Sem I)

I. Kindly answer the following questions:

Q1. Which topic you have learned from this workshop?

Ans. .

Q2. What is most valuable about this workshop?

Ans.

II. Kindly answer the following questions correctly by putting a tick mark in the right column.

	Extremely Satisfied	Satisfied	Average	Dissatisfied	Extremely Dissatisfied
1. Understanding of the topic	☒				
2. Usefulness of the session	☒				
3. Subject knowledge of the resource persons		☒			
4. Interactiveness during the session		☒			
5. Any suggestions	<u>NO</u>				

DDU KAUSHAL KENDRA
RETAIL MANAGEMENT DEPARTMENT

Feedback Form

Date: 21-09-2022

Topic: – “Workshop on Store Operations”

Name of the student: Jashanpreet Kaur

Class: BVoc Sem-III

I. Kindly answer the following questions:

Q1. Which topic you have learned from this workshop?

Ans.

Q2. What is most valuable about this workshop?

Ans.

II. Kindly answer the following questions correctly by putting a tick mark in the right column.

	Extremely Satisfied	Satisfied	Average	Dissatisfied	Extremely Dissatisfied
1. Understanding of the topic	/				
2. Usefulness of the session		/			
3. Subject knowledge of the resource persons	/				
4. Interactiveness during the session		/			
5. Any suggestions	No				



DDU KAUSHAL KENDRA
RETAIL MANAGEMENT DEPARTMENT

Feedback Form

Date: 21-09-2022

Topic: – "Workshop on Store Operations"

Name of the student: Aitu

Class: M. VOC (Sem - III)

I. Kindly answer the following questions:

Q1. Which topic you have learned from this workshop?

Ans.

Q2. What is most valuable about this workshop?

Ans.

II. Kindly answer the following questions correctly by putting a tick mark in the right column.

	Extremely Satisfied	Satisfied	Average	Dissatisfied	Extremely Dissatisfied
1. Understanding of the topic	☒				
2. Usefulness of the session	☒				
3. Subject knowledge of the resource persons		☒			
4. Interactiveness during the session		☒			
5. Any suggestions	NO				

[Signature]

Feedback Form

Date: 21-09-2022

Topic: – "Workshop on Store Operations"

Name of the student: Sukhdeep KaurClass: M.VO (6Sem1)

I. Kindly answer the following questions:

Q1. Which topic you have learned from this workshop?

Ans. Cash handling, customer dealing etc.

Q2. What is most valuable about this workshop?

Ans. knows overall functioning

II. Kindly answer the following questions correctly by putting a tick mark in the right column.

	Extremely Satisfied	Satisfied	Average	Dissatisfied	Extremely Dissatisfied
1. Understanding of the topic	☒	☐	☐	☐	☐
2. Usefulness of the session	☐	☒	☐	☐	☐
3. Subject knowledge of the resource persons	☒	☐	☐	☐	☐
4. Interactiveness during the session	☐	☒	☐	☐	☐
5. Any suggestions	<u>No</u>				



Done

The Principal

Kanya Maha Vidyalaya

Jalandhar

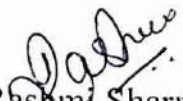
Sub: Permission to conduct one-day workshop

Respected Madam

This is to bring to your kind notice that we are organising a one-day workshop on the topic "IT Solutions in Retail" on October 28, 2022 for the students of B.Voc. and M.Voc. (Retail Management). Kindly allow us to conduct the same and oblige.

Thanking You

Yours sincerely


Dr. Rashmi Sharma

HoD, PG Dept. of Retail Management

Dated: 28/10/2022



REPORT
On
INFORMATION TECHNOLOGY SOLUTIONS IN RETAIL
28.10.2022

A session on "INFORMATION TECHNOLOGY SOLUTIONS IN RETAIL" was organized on by the Department of Retail Management. The resource person of this session was Ms. Aditi Sharma. She explained that as retail is one of the fastest-growing industries, the retailers are making sure all client requirements are fulfilled to the core. The innovative retail software solutions aim towards providing an engaging user experience along with maximized productivity and profitability.

She also explained about multi-channel retailing is a business strategy of using multiple channels for selling similar products across different platforms. She also explained the types of multi-channel retailing include:-

- Brick and mortar
- Internet channel
- Direct selling
- Catalogue channels

She explained about data warehouse is a data warehouse is constructed by integrating data from multiple heterogeneous sources that support analytical reporting, structured and/or ad hoc queries, and decision making. Data warehousing involves data cleaning, data integration, and data consolidations. She explained that data base management serves as an interface between databases and users or application programs, ensuring that data is consistently organized and remains easily accessible. Data base management makes it possible for end users to create, protect, read, update and delete data in a database.

She also discussed about Radio Frequency Identification (RFID) is a technology that uses radio waves to passively identify a tagged object. She explained that it is used in several commercial and industrial applications, from tracking items along a supply chain to keeping track of items checked out of a store. She discussed about operations of RFID and there are two types of RFID tags includes

- Active tags
- Passive tags

She explained about retail customer relationship management system enables us to collect and store customer information and profile of customers, such as their most recent purchase, important dates, phone numbers, and other contact details. This also aids retailers in identifying demand and generating more revenue, as well as improving consumers' experience at their store. She also discussed about e -crm tools and their applications

- Operational CRM
- Analytical CRM
- Collaborative CRM



At the end of the session students apprised with valuable knowledge about the application of IT in the retail industry ensures the business' ability to cope with challenges and respond to setbacks that arise during customer relations. It was an interactive session with valuable takeaways for all.

Kanya Maha Vidyalaya, Jalandhar (Autonomous)
The Heritage Institution
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)
137th Anniversary

PG Department of Retail Management
Organises
Session
on

IT Solutions in Retail

October 28, 2022

Time: 9:30 A.M

Dr. Rashmi Sharma (HOD, Retail Management)
Ms. Chetna (Assistant Professor, Retail Management)

Prof.(Dr.) Atima Sharma Dwivedi
Principal, KMV



Dr. Rashmi Sharma

Retail Management Department

(Session-2022-23)

Attendance Sheet

One-day Workshop on "IT Solutions in Retail"

(28.10.2022)

(B.Voc. Sem-I)

S.No.	Roll No.	Name	Attendance
1.	227101	Ramandeep Kaur	P
2.	227102	Harmandip Kaur	P
3.	227103	Simranjit Kaur	P
4.	227104	Ria	P
5.	227105	Priya	P
6.	227106	Palak	Ab
7.	227107	Simranjit	Ab
8.	227108	Preet Tindar Kaur	P
9.	227109	Pooja	P
10.	227110	Harpreet Kaur	Ab
11.	227111	Jasleen	P
12.	227112	Navjot Kaur	P
13.	227113	Satinder Kaur	P
14.	227114	Anju	P
15.	227115	Parampreet Kaur	P
16.	227116	Gagandeep Kaur	P
17.	227117	Parminder Kaur	Ab
18.	227118	Gurpreet Kaur	Ab
19.	227119	Bhumika	P
20.	227120	Janvi	P
21.	227121	Prabhjit Kaur	P
22.	227122	Samreen Kaur	P
23.	227123	Palak	P
24.	227124	Malvika	P
25.	227125	Charu	P
26.	227126	Rishita	P
27.	227127	Sneha Ratti	P
28.	227128	Navjot Kaur	P
29.	227129	Chandandeep Kaur	P
30.	227130	Drishti Dhir	P
31.	227131	Simranpreet Kaur	P
32.	227132	Sachkeerat Kaur Gill	P
33.	227133	Harleen Kaur	Ab
34.	227134	Divyanshi	P
35.	227135	Ankit Kaur	Ab
36.	227136	Sejal	P
37.	227137	Sheen	P
38.	227138	Simoleen Sandal	P
39.	227139	Gurpreet Kaur	P

[Signature]

(B.Voc. Sem-III)

S.No.	Roll No.	Name	Attendance
1.	227201	Naina Sharma	P
2.	227202	Lakshmi	P
3.	227203	Manmeet Kaur	P
4.	227204	Mandeep Kaur	P
5.	227205	Amandeep Kaur	Ab
6.	227206	Gagandeep Kaur	P
7.	227207	Kirandeep Kaur	Ab

(B.Voc. Sem-V)

S.No.	Roll No.	Name	Attendance
1.	227251	Simranpreet Kaur	P
2.	227252	Siya Sharma	P
3.	227253	Sharandeep Kaur	P
4.	227254	Neha Kalia	Ab
5.	227255	Amandeep Kaur	Ab
6.	227256	Navpreet Kaur	P
7.	227257	Laksh	P

(M.Voc. Sem-I)

S.No.	Roll No.	Name	Attendance
1.	227601	Srishti	P
2.	227602	Priyanka	P
3.	227603	Muskanpreet Kaur	P
4.	227604	Nitika	P
5.	227605	Sukhdeep Kaur	Ab
6.	227606	Pavandeep Kaur	P
7.	227607	Navjit Kaur	P
8.	227608	Manpreet Kaur	P
9.	227609	Gagandeep Kaur	P
10.	227610	Radhika Mehta	Ab
11.	227611	Simran Kaur	P
12.	227612	Shaveta	Ab
13.	227613	Dolly	P
14.	227614	Sonali Raju	P

(M.Voc. Sem-III)

S.No.	Roll No.	Name	Attendance
1.	227651	Jashanpreet Kaur	P
2.	227652	Bhawna Saini	P
3.	227653	Artee	P

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DDU KAUSHAL KENDRA

RETAIL MANAGEMENT DEPARTMENT

Feedback Form

Date: 28-10-2022

Topic: – One-day Workshop on “IT Solutions in Retail”

Name of the student: Harrison Ghussein

Class: B.Voc(RM) Sem 2

I. Kindly answer the following questions:

Q1. Which topic you have learned from this Workshop?

Ans. Use of Information Technology in Retail

Q2. What is most valuable about this Workshop?

Ans. Interactive

II. Kindly answer the following questions correctly by putting a tick mark in the right column.

	Extremely Satisfied	Satisfied	Average	Dissatisfied	Extremely Dissatisfied
1.Understanding of the topic	☒				
2.Usefulness of the session	☒				
3.Subject knowledge of the resource persons		☒			
4.Interactiveness during the session			☒		
5.Any suggestions	<u>No</u>				

DD

DDU KAUSHAL KENDRA

RETAIL MANAGEMENT DEPARTMENT

Feedback Form

Date: 28-10-2022

Topic: – One-day Workshop on “IT Solutions in Retail”

Name of the student: Breetinder Kaur

Class: B.Voc (RM) Sem 2

I. Kindly answer the following questions:

Q1. Which topic you have learned from this Workshop?

Ans. Use of Information Technology

Q2. What is most valuable about this Workshop?

Ans.

II. Kindly answer the following questions correctly by putting a tick mark in the right column.

	Extremely Satisfied	Satisfied	Average	Dissatisfied	Extremely Dissatisfied
1.Understanding of the topic	✓				
2.Usefulness of the session	✓				
3.Subject knowledge of the resource persons		✓			
4.Interactiveness during the session			✓		
5.Any suggestions	No				

[Signature]

DDU KAUSHAL KENDRA

RETAIL MANAGEMENT DEPARTMENT

Feedback Form

Date: 28-10-2022

Topic: – One-day Workshop on “IT Solutions in Retail”

Name of the student: PALAK

Class: B.VOC / RMJ SEM - II

I. Kindly answer the following questions:

Q1. Which topic you have learned from this Workshop?

Ans. ✓

Q2. What is most valuable about this Workshop?

Ans. ✓

II. Kindly answer the following questions correctly by putting a tick mark in the right column.

	Extremely Satisfied	Satisfied	Average	Dissatisfied	Extremely Dissatisfied
1. Understanding of the topic		✓			
2. Usefulness of the session	✓				
3. Subject knowledge of the resource persons	✓				
4. Interactiveness during the session	✓				
5. Any suggestions	NO				



DDU KAUSHAL KENDRA

RETAIL MANAGEMENT DEPARTMENT

Feedback Form

Date: 28-10-2022

Topic: – One-day Workshop on “IT Solutions in Retail”

Name of the student: PODIA

Class: B.VOC/RETAIL MANAGEMENT/SEM-II

I. Kindly answer the following questions:

Q1. Which topic you have learned from this Workshop?

Ans. —

Q2. What is most valuable about this Workshop?

Ans. —

II. Kindly answer the following questions correctly by putting a tick mark in the right column.

	Extremely Satisfied	Satisfied	Average	Dissatisfied	Extremely Dissatisfied
1.Understanding of the topic		✓			
2.Usefulness of the session	✓				
3.Subject knowledge of the resource persons		✓			
4.Interactiveness during the session	✓				
5.Any suggestions	No				

DDU KAUSHAL KENDRA

RETAIL MANAGEMENT DEPARTMENT

Feedback Form

Date: 28-10-2022

Topic: – One-day Workshop on “IT Solutions in Retail”

Name of the student: Simoleen Sandal

Class: B.VOC (Retail Management)

I. Kindly answer the following questions:

Q1. Which topic you have learned from this Workshop?

Ans. —

Q2. What is most valuable about this Workshop?

Ans. use of Information Technology

II. Kindly answer the following questions correctly by putting a tick mark in the right column.

	Extremely Satisfied	Satisfied	Average	Dissatisfied	Extremely Dissatisfied
1. Understanding of the topic		✓			
2. Usefulness of the session		✓			
3. Subject knowledge of the resource persons			✓		
4. Interactiveness during the session			✓		
5. Any suggestions	NO				

DDU KAUSHAL KENDRA

RETAIL MANAGEMENT DEPARTMENT

Feedback Form

Date: 28-10-2022

Topic: – One-day Workshop on "IT Solutions in Retail"

Name of the student: Samreen Kaur

Class: B.Voc Retail Management

I. Kindly answer the following questions:

Q1. Which topic you have learned from this Workshop?

Ans. Use of IT infrastructure in retail

Q2. What is most valuable about this Workshop?

Ans.

II. Kindly answer the following questions correctly by putting a tick mark in the right column.

	Extremely Satisfied	Satisfied	Average	Dissatisfied	Extremely Dissatisfied
1.Understanding of the topic	✓				
2.Usefulness of the session	✓				
3.Subject knowledge of the resource persons	✓				
4.Interactiveness during the session	✓				
5.Any suggestions	~~✓~~ No				



DDU KAUSHAL KENDRA

RETAIL MANAGEMENT DEPARTMENT

Feedback Form

Date: 28-10-2022

Topic: – One-day Workshop on "IT Solutions in Retail"

Name of the student: Divyanshi
Class: B. Voc. (Retail Management)

I. Kindly answer the following questions:

Q1. Which topic you have learned from this Workshop?

Ans. —

Q2. What is most valuable about this Workshop?

Ans. Use of information Technology

II. Kindly answer the following questions correctly by putting a tick mark in the right column.

	Extremely Satisfied	Satisfied	Average	Dissatisfied	Extremely Dissatisfied
1. Understanding of the topic	✓				
2. Usefulness of the session		✓			
3. Subject knowledge of the resource persons		✓			
4. Interactiveness during the session			✓		
5. Any suggestions	—				

Qat

DDU KAUSHAL KENDRA

RETAIL MANAGEMENT DEPARTMENT

Feedback Form

Date: 28-10-2022

Topic: – One-day Workshop on “IT Solutions in Retail”

Name of the student: Ria

Class: B-Voc (R-4)

I. Kindly answer the following questions:

Q1. Which topic you have learned from this Workshop?

Ans. how to decorate window

Q2. What is most valuable about this Workshop?

Ans. how to communicate with the customer

II. Kindly answer the following questions correctly by putting a tick mark in the right column.

	Extremely Satisfied	Satisfied	Average	Dissatisfied	Extremely Dissatisfied
1. Understanding of the topic	☒				
2. Usefulness of the session	☒				
3. Subject knowledge of the resource persons		☒			
4. Interactiveness during the session		☒			
5. Any suggestions	<u>No</u>				

Ria

DDU KAUSHAL KENDRA

RETAIL MANAGEMENT DEPARTMENT

Feedback Form

Date: 28-10-2022

Topic: – One-day Workshop on “IT Solutions in Retail”

Name of the student: Anju

Class: B.Voc (R.M)

I. Kindly answer the following questions:

Q1. Which topic you have learned from this Workshop?

Ans. How to manage the store

Q2. What is most valuable about this Workshop?

Ans. How to deal with customer

II. Kindly answer the following questions correctly by putting a tick mark in the right column.

	Extremely Satisfied	Satisfied	Average	Dissatisfied	Extremely Dissatisfied
1.Understanding of the topic	✓				
2.Usefulness of the session		✓			
3.Subject knowledge of the resource persons	✓				
4.Interactiveness during the session	✓				
5.Any suggestions	No				

[Signature]

DDU KAUSHAL KENDRA

RETAIL MANAGEMENT DEPARTMENT

Feedback Form

Date: 28-10-2022

Topic: – One-day Workshop on “IT Solutions in Retail”

Name of the student: Gagan

Class: B-Voc(RM)

I. Kindly answer the following questions:

Q1. Which topic you have learned from this Workshop?

Ans. deal with customer

Q2. What is most valuable about this Workshop?

Ans. Manage

II. Kindly answer the following questions correctly by putting a tick mark in the right column.

	Extremely Satisfied	Satisfied	Average	Dissatisfied	Extremely Dissatisfied
1.Understanding of the topic	☒				
2.Usefulness of the session		☒			
3.Subject knowledge of the resource persons	☒				
4.Interactiveness during the session		☒			
5.Any suggestions	<u>NO</u>				

Gagan

The Principal

Kanya Maha Vidyalaya

Jalandhar

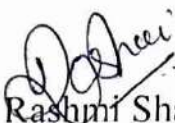
Sub: Permission to conduct one-day workshop

Respected Madam

This is to bring to your kind notice that we are organising a one-day workshop on the topic "Key Steps in a Better Slide Deck" on October 21, 2022 for the students of B.Voc. and M.Voc. (Retail Management). Kindly allow us to conduct the same and oblige.

Thanking You

Yours sincerely


Dr. Rashmi Sharma

HoD, PG Dept. of Retail Management

Dated: 21/10/2022



Report
On
Workshop on "Key Steps to a Better Slide Deck"
21.10.2022

"A person without a plan is lost before they start." This quote stands true for many aspects of life, but especially for making a presentation that's powerful and memorable. The one-day session on "Key Steps to a Better Slide Deck" was organized by the Department of Retail Management for the students to guide them about tips and tricks to help you better plan your presentations.

The resource person of this session was Mrs. Megha Sharma. She explained that choose a font size that the audience can read from a distance. She also explained that keep the presentation simple. Don't use too much pictures as art work may distract your audience and artistry does not substitute for content. She also explained that a presentation can quickly become boring and monotonous. To avoid this, it is advisable to use different types of media. She also gave example that, combine videos and flipcharts, use the whiteboard, or show something practical on a model. This will increase the attention of your audience enormously and will help in keeping them engaged until the end.

She explained that always try to keep the attention of your audience and keep them engaged during a presentation. She explained the way to do this is to ask questions. Deliberately ask "easy" questions so that can easily be answered by your audience. She also explained that choose color carefully for a presentation. The two-colour schemes that she suggests to use in presentation slides are either a dark background with light text and graphics or a light background with dark text and graphics.

She also explained that don't read the presentation straight from the slides. She suggest that the text should be a cue for the presenter rather than a message for the viewer. She also suggests ways how can we keep the audience's attention, not get sucked into reading from the slides, and make this presentation our own-

- Write your own notes
- Practice, practice, practice

She also explained that keep your presentations under 15 minutes. Because the average attention span of an adult is 17 minutes. She suggests that give your audience a break after 15 minutes – this could be a short pair work exercise, a round of questions, an audience-led review of what you have covered so far, or simply ask them to change seats! Using two presenters is a good idea as people's concentration increases every time they change their focus to a new speaker

She also explained that follow the 5/5/5 rule to keep your audience from feeling overwhelmed, we should keep the text on each slide short and to the point. The experts suggest using the **5/5/5 rule**: no more than **five** words per line of text, **five** lines of text per slide, or **five** text-heavy slides in a row.



At the end of the session students apprised with valuable knowledge about best tips for professional presentation-making and a step-by-step guide on how to make a presentation that will keep the audience engaged from start to finish. It was an informative session with valuable knowledge for all.

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

PG Department of Retail Management
Organises
One day workshop
on
Key Steps to a Better SlideDeck
October 21, 2022 Time: 10:00 A.M.

Dr. Rashmi Sharma (HOD, Retail Management)
Ms. Megha Sharma (Assistant Professor, Retail Management)
Prof. (Dr.) Atima Sharma Doleddi
Principal, KMY



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Retail Management Department

(Session-2022-23)

Attendance Sheet

One-day Workshop on "Key Steps in a Better Slide Deck"

(21.10.2022)

(B.Voc. Sem-I)

S.No.	Roll No.	Name	Attendance
1.	227101	Ramandeep Kaur	P
2.	227102	Harmandip Kaur	P
3.	227103	Simranjit Kaur	P
4.	227104	Ria	P
5.	227105	Priya	P
6.	227106	Palak	Ab
7.	227107	Simranjit	Ab
8.	227108	Preet Tindar Kaur	P
9.	227109	Pooja	P
10.	227110	Harpreet Kaur	P
11.	227111	Jasleen	P
12.	227112	Navjot Kaur	Ab
13.	227113	Satinder Kaur	Ab
14.	227114	Anju	Ab
15.	227115	Parampreet Kaur	P
16.	227116	Gagandeep Kaur	P
17.	227117	Parminder Kaur	P
18.	227118	Gurpreet Kaur	P
19.	227119	Bhumika	P
20.	227120	Janvi	Ab
21.	227121	Prabhjit Kaur	P
22.	227122	Samreen Kaur	P
23.	227123	Palak	P
24.	227124	Malvika	P
25.	227125	Charu	P
26.	227126	Rishita	Ab
27.	227127	Sneha Ratti	Ab
28.	227128	Navjot Kaur	Ab
29.	227129	Chandandeep Kaur	Ab
30.	227130	Drishti Dhir	P
31.	227131	Simranpreet Kaur	P
32.	227132	Sachkeerat Kaur Gill	P
33.	227133	Harleen Kaur	P
34.	227134	Divyanshi	P
35.	227135	Ankit Kaur	P
36.	227136	Sejal	P
37.	227137	Sheen	P
38.	227138	Simoleen Sandal	Ab
39.	227139	Gurpreet Kaur	P

(B.Voc. Sem-III)

S.No.	Roll No.	Name	Attendance
1.	227201	Naina Sharma	P
2.	227202	Lakshmi	P
3.	227203	Manmeet Kaur	Ab
4.	227204	Mandeep Kaur	P
5.	227205	Amandeep Kaur	Ab
6.	227206	Gagandeep Kaur	P
7.	227207	Kirandeep Kaur	Ab

(B.Voc. Sem-V)

S.No.	Roll No.	Name	Attendance
1.	227251	Simranpreet Kaur	P
2.	227252	Siya Sharma	P
3.	227253	Sharandeep Kaur	Ab
4.	227254	Neha Kalia	Ab
5.	227255	Amandeep Kaur	Ab
6.	227256	Navpreet Kaur	P
7.	227257	Laksh	P

(M.Voc. Sem-I)

S.No.	Roll No.	Name	Attendance
1.	227601	Srishti	P
2.	227602	Priyanka	P
3.	227603	Muskanpreet Kaur	P
4.	227604	Nitika	P
5.	227605	Sukhdeep Kaur	P
6.	227606	Pavandeep Kaur	P
7.	227607	Navjit Kaur	Ab
8.	227608	Manpreet Kaur	Ab
9.	227609	Gagandeep Kaur	P
10.	227610	Radhika Mehta	P
11.	227611	Simran Kaur	P
12.	227612	Shaveta	P
13.	227613	Dolly	P
14.	227614	Sonali Raju	P

(M.Voc. Sem-III)

S.No.	Roll No.	Name	Attendance
1.	227651	Jashanpreet Kaur	P
2.	227652	Bhawna Saini	P
3.	227653	Artee	P

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DDU KAUSHAL KENDRA
RETAIL MANAGEMENT DEPARTMENT

Feedback Form

Date: 21-10-2022

Topic: – One-day Workshop on “Key Steps in a Better Slide Deck”

Name of the student: Haremandip Kumar

Class: B.VOC Sem-I

I. Kindly answer the following questions:

Q1. Which topic you have learned from this Workshop?

Ans.

Q2. What is most valuable about this Workshop?

Ans.

II. Kindly answer the following questions correctly by putting a tick mark in the right column.

	Extremely Satisfied	Satisfied	Average	Dissatisfied	Extremely Dissatisfied
1. Understanding of the topic	✓				
2. Usefulness of the session		✓			
3. Subject knowledge of the resource persons	✓				
4. Interactiveness during the session		✓			
5. Any suggestions	No				

[Signature]

DDU KAUSHAL KENDRA
RETAIL MANAGEMENT DEPARTMENT

Feedback Form

Date: 21-10-2022

Topic: – One-day Workshop on “Key Steps in a Better Slide Deck”

Name of the student: Boya

Class: B.Voc (RM) I

I. Kindly answer the following questions:

Q1. Which topic you have learned from this Workshop?

Ans.

Q2. What is most valuable about this Workshop?

Ans.

II. Kindly answer the following questions correctly by putting a tick mark in the right column.

	Extremely Satisfied	Satisfied	Average	Dissatisfied	Extremely Dissatisfied
1. Understanding of the topic	/				
2. Usefulness of the session	/				
3. Subject knowledge of the resource persons		/			
4. Interactiveness during the session		/			
5. Any suggestions	No				

Boya

2022-23

DDU KAUSHAL KENDRA
RETAIL MANAGEMENT DEPARTMENT

Feedback Form

Date: 21-10-2022

Topic: – One-day Workshop on “Key Steps in a Better Slide Deck”

Name of the student: Naina Sharma

Class: B.VOC Sem-TII

I. Kindly answer the following questions:

Q1. Which topic you have learned from this Workshop?

Ans.

Q2. What is most valuable about this Workshop?

Ans.

II. Kindly answer the following questions correctly by putting a tick mark in the right column.

	Extremely Satisfied	Satisfied	Average	Dissatisfied	Extremely Dissatisfied
1.Understanding of the topic	✓				
2.Usefulness of the session		✓			
3.Subject knowledge of the resource persons	✓				
4.Interactiveness during the session		✓			
5.Any suggestions	No				

Pat

DDU KAUSHAL KENDRA

RETAIL MANAGEMENT DEPARTMENT

Feedback Form

Date: 21-10-2022

Topic: – One-day Workshop on “Key Steps in a Better Slide Deck”

Name of the student: Gagandeep Kaur

Class: B.VOC 6sem -III

I. Kindly answer the following questions:

Q1. Which topic you have learned from this Workshop?

Ans.

Q2. What is most valuable about this Workshop?

Ans.

II. Kindly answer the following questions correctly by putting a tick mark in the right column.

	Extremely Satisfied	Satisfied	Average	Dissatisfied	Extremely Dissatisfied
1.Understanding of the topic	✓				
2.Usefulness of the session		✓			
3.Subject knowledge of the resource persons	✓				
4.Interactiveness during the session		✓			
5.Any suggestions	No				

Dees

DDU KAUSHAL KENDRA
RETAIL MANAGEMENT DEPARTMENT

Feedback Form

Date: 21-10-2022

Topic: – One-day Workshop on “Key Steps in a Better Slide Deck”

Name of the student: Mandeep Kaur

Class: B.Voc Sem-III

I. Kindly answer the following questions:

Q1. Which topic you have learned from this Workshop?

Ans.

Q2. What is most valuable about this Workshop?

Ans.

II. Kindly answer the following questions correctly by putting a tick mark in the right column.

	Extremely Satisfied	Satisfied	Average	Dissatisfied	Extremely Dissatisfied
1. Understanding of the topic	✓				
2. Usefulness of the session	✓				
3. Subject knowledge of the resource persons		✓			
4. Interactiveness during the session		✓			
5. Any suggestions	No				

[Signature]

2022-23

DDU KAUSHAL KENDRA
RETAIL MANAGEMENT DEPARTMENT

Feedback Form

Date: 21-10-2022

Topic: – One-day Workshop on “Key Steps in a Better Slide Deck”

Name of the student: Simranpreet Kaur

Class: B.VOC sem-V

I. Kindly answer the following questions:

Q1. Which topic you have learned from this Workshop?
Ans.

Q2. What is most valuable about this Workshop?
Ans.

II. Kindly answer the following questions correctly by putting a tick mark in the right column.

	Extremely Satisfied	Satisfied	Average	Dissatisfied	Extremely Dissatisfied
1.Understanding of the topic	/				
2.Usefulness of the session		/			
3.Subject knowledge of the resource persons	/				
4.Interactiveness during the session		/			
5.Any suggestions	No				

DDU KAUSHAL KENDRA
RETAIL MANAGEMENT DEPARTMENT

Feedback Form

Date: 21-10-2022

Topic: – One-day Workshop on “Key Steps in a Better Slide Deck”

Name of the student: Syia Sharma

Class: B.Voc Sem-V

I. Kindly answer the following questions:

Q1. Which topic you have learned from this Workshop?

Ans.

Q2. What is most valuable about this Workshop?

Ans.

II. Kindly answer the following questions correctly by putting a tick mark in the right column.

	Extremely Satisfied	Satisfied	Average	Dissatisfied	Extremely Dissatisfied
1. Understanding of the topic	✓				
2. Usefulness of the session	✓				
3. Subject knowledge of the resource persons		✓			
4. Interactiveness during the session		✓			
5. Any suggestions	No				

[Signature]

DDU KAUSHAL KENDRA
RETAIL MANAGEMENT DEPARTMENT

Feedback Form

Date: 21-10-2022

Topic: – One-day Workshop on “Key Steps in a Better Slide Deck”

Name of the student: laksh

Class: B.VOC (Sem-V)

I. Kindly answer the following questions:

Q1. Which topic you have learned from this Workshop?

Ans.

Q2. What is most valuable about this Workshop?

Ans.

II. Kindly answer the following questions correctly by putting a tick mark in the right column.

	Extremely Satisfied	Satisfied	Average	Dissatisfied	Extremely Dissatisfied
1. Understanding of the topic	✓				
2. Usefulness of the session	✓				
3. Subject knowledge of the resource persons		✓			
4. Interactiveness during the session		✓			
5. Any suggestions	No				

[Signature]

2022-23

DDU KAUSHAL KENDRA
RETAIL MANAGEMENT DEPARTMENT

Feedback Form

Date: 21-10-2022

Topic: – One-day Workshop on “Key Steps in a Better Slide Deck”

Name of the student: Shruti

Class: B Voc sem - V

I. Kindly answer the following questions:

Q1. Which topic you have learned from this Workshop?

Ans.

Q2. What is most valuable about this Workshop?

Ans.

II. Kindly answer the following questions correctly by putting a tick mark in the right column.

	Extremely Satisfied	Satisfied	Average	Dissatisfied	Extremely Dissatisfied
1. Understanding of the topic	✓				
2. Usefulness of the session		✓			
3. Subject knowledge of the resource persons	✓				
4. Interactiveness during the session		✓			
5. Any suggestions	No				

[Signature]

DDU KAUSHAL KENDRA
RETAIL MANAGEMENT DEPARTMENT

Feedback Form

Date: 21-10-2022

Topic: – One-day Workshop on “Key Steps in a Better Slide Deck”

Name of the student: Priyanka

Class: M. Voc Sem I

I. Kindly answer the following questions:

Q1. Which topic you have learned from this Workshop?

Ans.

Q2. What is most valuable about this Workshop?

Ans.

II. Kindly answer the following questions correctly by putting a tick mark in the right column.

	Extremely Satisfied	Satisfied	Average	Dissatisfied	Extremely Dissatisfied
1. Understanding of the topic	✓				
2. Usefulness of the session		✓			
3. Subject knowledge of the resource persons	✓				
4. Interactiveness during the session		✓			
5. Any suggestions	No				

[Signature]

DDU KAUSHAL KENDRA
RETAIL MANAGEMENT DEPARTMENT

Feedback Form

Date: 21-10-2022

Topic: – One-day Workshop on “Key Steps in a Better Slide Deck”

Name of the student: Sonali Rayi

Class: M-Voc. (Sem-I)

I. Kindly answer the following questions:

Q1. Which topic you have learned from this Workshop?

Ans.

Q2. What is most valuable about this Workshop?

Ans.

II. Kindly answer the following questions correctly by putting a tick mark in the right column.

	Extremely Satisfied	Satisfied	Average	Dissatisfied	Extremely Dissatisfied
1 Understanding of the topic	☒				
2 Usefulness of the session		☒			
3 Subject knowledge of the resource persons	☒				
4 Interactiveness during the session		☒			
5 Any suggestions	<u>No</u>				

DDU KAUSHAL KENDRA
RETAIL MANAGEMENT DEPARTMENT

Feedback Form

Date: 21-10-2022

Topic: – One-day Workshop on “Key Steps in a Better Slide Deck”

Name of the student: Jashanpreet Kaur

Class: M.VOC (Sem - III)

I. Kindly answer the following questions:

Q1. Which topic you have learned from this Workshop?

Ans.

Q2. What is most valuable about this Workshop?

Ans.

II. Kindly answer the following questions correctly by putting a tick mark in the right column.

	Extremely Satisfied	Satisfied	Average	Dissatisfied	Extremely Dissatisfied
1.Understanding of the topic	✓				
2.Usefulness of the session		✓			
3.Subject knowledge of the resource persons	✓				
4.Interactiveness during the session		✓			
5.Any suggestions	NO				



2022-23

The Principal

Kanya Maha Vidyalaya

Jalandhar

Sub: Permission to conduct one-day workshop

Respected Madam

This is to bring to your kind notice that we are organising a one-day workshop on the topic "Emerging Retail Formats & Strategies" on November 11, 2022 for the students of B.Voc. and M.Voc. (Retail Management). Kindly allow us to conduct the same and oblige.

Thanking You

Yours sincerely


Dr. Rashmi Sharma

HoD, PG Dept. of Retail Management

Dated: 11/11/2022



REPORT

On

WORKSHOP ON "EMERGING RETAIL FORMAT AND STRATEGIES"

(11-11-2022)

The P.G. Department of Retail Management of Kanya Maha Vidyalaya (Autonomous) organised one day session on 11 November 2022 on the title "Emerging Retail Format and Strategies". The resource person of this session was Ms. Rajbeer Kaur. She explained that the improvement in retail sector in India, especially the modern retail formats, its attribute, type of goods and impact of consumers' demography on choice of emerging retail formats.

She explained that that consumers prefer modern retail formats due to its significant product attributes like improved quality, variety of brands and assortment of merchandise and store attributes like parking facility, trained sales personnel and complete security. She also explained that consumers prefer malls and specialty store to purchase various shopping goods like clothing, footwear and jewellery.

She explained about some of the important emerging retail formats are van/mobile van retailing, conference/party/event retailing, distant retailing, forecourt retailing, trade parks etc.

She explained that the internet has changed the way products are advertised and the manner of selling-buying transactions. She discussed about some of modern innovations in retail .

She explained that modern retail businesses such as malls, specialty stores, and hypermarkets are using micro development and contemporary technology to increase customers' shopping experience and in turn generate business revenue. She also explained about e-tailing process includes the customer's visit to the website, purchasing products by choosing a mode of payment, product delivery by the retailer and finally, the customer's review or feedback.

She explained about various retail formats include –

- Malls
- Convenience stores
- Department store
- Discount stores
- Speciality stores
- Hyper Market

She also explained about retail strategies include competitive pricing and public relation. She also explained that on the other hand, retailers of department stores, discount stores and convenience stores prefer promotional strategies and pricing strategies more, as compared to other strategies for improving their business.

She explained about promotional strategies composed of customer segmentation, personal selling, advertisement, entertainment facilities, private label brands and after sales services are preferred more than pricing strategies comprising of free gifts, discounting options and festival



offers. She also explained that that modern retail formats i.e. malls, hyper/supermarket and specialty stores have high inclination towards retention strategies, competitive strategies and growth and development strategies.

At the end of the session, she said that the retail market landscape has seen significant changes in retail trends and shifts in consumer behaviour since the coronavirus breakout, but the industry now appears more optimistic about the growth prospects. It was such an informative session for students with valuable knowledge.



PG Department of Retail Management

Organises

One day workshop

on

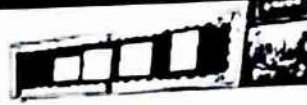
Emerging Retail Formats and Strategies

November 11, 2022

Time: 10:00 A.M

Dr. Rachini Sharma (HOD, Retail Management)
Ms. Rajhvir Kaur (Assistant Professor, Retail Management)

Prof.(Dr.) Arima Sharma Dhillon
Principal, KMV



Report

A handwritten signature in blue ink.

Retail Management Department

(Session-2022-23)

Attendance Sheet

One-day Workshop on "Emerging Retail Formats & Strategies"

(11.11.2022)

(B.Voc. Sem-I)

S.No.	Roll No.	Name	Attendance
1.	227101	Ramandeep Kaur	P
2.	227102	Harmandip Kaur	P
3.	227103	Simranjit Kaur	P
4.	227104	Ria	P
5.	227105	Priya	P
6.	227106	Palak	P
7.	227107	Simranjit	P
8.	227108	Preet Tindar Kaur	P
9.	227109	Pooja	P
10.	227110	Harpreet Kaur	P
11.	227111	Jasleen	P
12.	227112	Navjot Kaur	P
13.	227113	Satinder Kaur	P
14.	227114	Anju	Ab
15.	227115	Parampreet Kaur	Ab
16.	227116	Gagandeep Kaur	P
17.	227117	Parminder Kaur	P
18.	227118	Gurpreet Kaur	P
19.	227119	Bhumika	P
20.	227120	Janvi	Ab
21.	227121	Prabhjit Kaur	Ab
22.	227122	Samreen Kaur	P
23.	227123	Palak	P
24.	227124	Malvika	P
25.	227125	Charu	Ab
26.	227126	Rishita	P
27.	227127	Sneha Ratti	P
28.	227128	Navjot Kaur	P
29.	227129	Chandandeep Kaur	P
30.	227130	Drishti Dhir	P
31.	227131	Simranpreet Kaur	P
32.	227132	Sachkeerat Kaur Gill	P
33.	227133	Harleen Kaur	Ab
34.	227134	Divyanshi	Ab
35.	227135	Ankit Kaur	P
36.	227136	Sejal	P
37.	227137	Sheen	P
38.	227138	Simoleen Sandal	P
39.	227139	Gurpreet Kaur	Ab

(Signature)

(B.Voc. Sem-III)

S.No.	Roll No.	Name	Attendance
1.	227201	Naina Sharma	P
2.	227202	Lakshmi	P
3.	227203	Manmeet Kaur	Ab
4.	227204	Mandeep Kaur	P
5.	227205	Amandeep Kaur	P
6.	227206	Gagandeep Kaur	Ab
7.	227207	Kirandeep Kaur	P

(B.Voc. Sem-V)

S.No.	Roll No.	Name	Attendance
1.	227251	Simranpreet Kaur	P
2.	227252	Siya Sharma	P
3.	227253	Sharandeep Kaur	Ab
4.	227254	Neha Kalia	P
5.	227255	Amandeep Kaur	Ab
6.	227256	Navpreet Kaur	P
7.	227257	Laksh	P

(M.Voc. Sem-I)

S.No.	Roll No.	Name	Attendance
1.	227601	Srishti	P
2.	227602	Priyanka	Ab
3.	227603	Muskanpreet Kaur	P
4.	227604	Nitika	P
5.	227605	Sukhdeep Kaur	Ab
6.	227606	Pavandeep Kaur	P
7.	227607	Navjit Kaur	Ab
8.	227608	Manpreet Kaur	P
9.	227609	Gagandeep Kaur	P
10.	227610	Radhika Mehta	P
11.	227611	Simran Kaur	P
12.	227612	Shaveta	Ab
13.	227613	Dolly	Ab
14.	227614	Sonali Raju	Ab

(M.Voc. Sem-III)

S.No.	Roll No.	Name	Attendance
1.	227651	Jashanpreet Kaur	Ab
2.	227652	Bhawna Saini	P
3.	227653	Artee	P

Devi

DDU KAUSHAL KENDRA

RETAIL MANAGEMENT DEPARTMENT

Feedback Form

Date: 11-11-2022

Topic: – One-day Workshop on “Emerging Retail Formats & Strategies”

Name of the student: Ramandeep Kaur

Class: B.voc (Sem-1)

I. Kindly answer the following questions:

Q1. Which topic you have learned from this Workshop?

Ans. Emerging retail formats

Q2. What is most valuable about this Workshop?

Ans. Strategies and knowledge

II. Kindly answer the following questions correctly by putting a tick mark in the right column.

	Extremely Satisfied	Satisfied	Average	Dissatisfied	Extremely Dissatisfied
1.Understanding of the topic	✓				
2.Usefulness of the session	✓				
3.Subject knowledge of the resource persons	✓				
4.Interactiveness during the session	✓				
5.Any suggestions	No				

[Signature]

DDU KAUSHAL KENDRA

RETAIL MANAGEMENT DEPARTMENT

Feedback Form

Date: 11-11-2022

Topic: – One-day Workshop on “Emerging Retail Formats & Strategies”

Name of the student: Harmandip Kaur

Class: B. Voc (Sem-I)

I. Kindly answer the following questions:

Q1. Which topic you have learned from this Workshop?

Ans. about retail emerging trends

Q2. What is most valuable about this Workshop?

Ans. Retail Strategies

II. Kindly answer the following questions correctly by putting a tick mark in the right column.

	Extremely Satisfied	Satisfied	Average	Dissatisfied	Extremely Dissatisfied
1. Understanding of the topic	✓				
2. Usefulness of the session		✓			
3. Subject knowledge of the resource persons		✓			
4. Interactiveness during the session	✓				
5. Any suggestions	No				

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DDU KAUSHAL KENDRA

RETAIL MANAGEMENT DEPARTMENT

Feedback Form

Date: 11-11-2022

Topic: – One-day Workshop on “Emerging Retail Formats & Strategies”

Name of the student: Simranjit Kaur

Class: B.VOC (Sem-I)

I. Kindly answer the following questions:

Q1. Which topic you have learned from this Workshop?

Ans. About retail strategies

Q2. What is most valuable about this Workshop?

Ans. trends

II. Kindly answer the following questions correctly by putting a tick mark in the right column.

	Extremely Satisfied	Satisfied	Average	Dissatisfied	Extremely Dissatisfied
1.Understanding of the topic	✓				
2.Usefulness of the session	✓				
3.Subject knowledge of the resource persons	✓				
4.Interactiveness during the session	✓				
5.Any suggestions	No				

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RETAIL MANAGEMENT DEPARTMENT

Feedback Form

Date: 11-11-2022

Topic: – One-day Workshop on “Emerging Retail Formats & Strategies”

Name of the student: Palak

Class: B.VOC (Sem-I)

I. Kindly answer the following questions:

Q1. Which topic you have learned from this Workshop?

Ans. Retail formats

Q2. What is most valuable about this Workshop?

Ans. Knowledge

II. Kindly answer the following questions correctly by putting a tick mark in the right column.

	Extremely Satisfied	Satisfied	Average	Dissatisfied	Extremely Dissatisfied
1.Understanding of the topic	✓				
2.Usefulness of the session	✓				
3.Subject knowledge of the resource persons		✓			
4.Interactiveness during the session		✓			
5.Any suggestions	No				

Palak

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RETAIL MANAGEMENT DEPARTMENT

Feedback Form

Date: 11-11-2022

Topic: – One-day Workshop on “Emerging Retail Formats & Strategies”

Name of the student: Preetinder Kaur

Class: B.VOC (Sem-1)

I. Kindly answer the following questions:

Q1. Which topic you have learned from this Workshop?

Ans. Emerging retail strategies

Q2. What is most valuable about this Workshop?

Ans. Retail formats

II. Kindly answer the following questions correctly by putting a tick mark in the right column.

	Extremely Satisfied	Satisfied	Average	Dissatisfied	Extremely Dissatisfied
1.Understanding of the topic	✓				
2.Usefulness of the session	✓				
3.Subject knowledge of the resource persons	✓				
4.Interactiveness during the session		✓			
5.Any suggestions	No				

Preet

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RETAIL MANAGEMENT DEPARTMENT

Feedback Form

Date: 11-11-2022

Topic: – One-day Workshop on “Emerging Retail Formats & Strategies”

Name of the student: Pooja

Class: B.VOC (I)

I. Kindly answer the following questions:

Q1. Which topic you have learned from this Workshop?

Ans. Emerging Retail Strategies

Q2. What is most valuable about this Workshop?

Ans. Retail trends

II. Kindly answer the following questions correctly by putting a tick mark in the right column.

	Extremely Satisfied	Satisfied	Average	Dissatisfied	Extremely Dissatisfied
1.Understanding of the topic		✓			
2.Usefulness of the session	✓				
3.Subject knowledge of the resource persons		✓			
4.Interactiveness during the session	✓				
5.Any suggestions	No				

Pooja

DDU KAUSHAL KENDRA

RETAIL MANAGEMENT DEPARTMENT

Feedback Form

Date: 11-11-2022

Topic: – One-day Workshop on “Emerging Retail Formats & Strategies”

Name of the student: Harpreet Kaur

Class: B.VOC (Sem-1)

I. Kindly answer the following questions:

Q1. Which topic you have learned from this Workshop?

Ans. Retail formats

Q2. What is most valuable about this Workshop?

Ans. Emerging trends

II. Kindly answer the following questions correctly by putting a tick mark in the right column.

	Extremely Satisfied	Satisfied	Average	Dissatisfied	Extremely Dissatisfied
1.Understanding of the topic	✓				
2.Usefulness of the session	✓				
3.Subject knowledge of the resource persons	✓				
4.Interactiveness during the session	✓				
5.Any suggestions	No				

Devi

DDU KAUSHAL KENDRA

RETAIL MANAGEMENT DEPARTMENT

Feedback Form

Date: 11-11-2022

Topic: – One-day Workshop on “Emerging Retail Formats & Strategies”

Name of the student: Jasleen

Class: _____

I. Kindly answer the following questions:

Q1. Which topic you have learned from this Workshop?

Ans. Emerging trends

Q2. What is most valuable about this Workshop?

Ans. Retail knowledge

II. Kindly answer the following questions correctly by putting a tick mark in the right column.

	Extremely Satisfied	Satisfied	Average	Dissatisfied	Extremely Dissatisfied
1. Understanding of the topic		✓			
2. Usefulness of the session	✓				
3. Subject knowledge of the resource persons	✓				
4. Interactiveness during the session	✓				
5. Any suggestions	No				

[Signature]

DDU KAUSHAL KENDRA

RETAIL MANAGEMENT DEPARTMENT

Feedback Form

Date: 11-11-2022

Topic: – One-day Workshop on “Emerging Retail Formats & Strategies”

Name of the student: Narjet Kaur

Class: B.VOC (I)

I. Kindly answer the following questions:

Q1. Which topic you have learned from this Workshop?

Ans. Retail formats

Q2. What is most valuable about this Workshop?

Ans. trends in Retail

II. Kindly answer the following questions correctly by putting a tick mark in the right column.

	Extremely Satisfied	Satisfied	Average	Dissatisfied	Extremely Dissatisfied
1.Understanding of the topic	✓				
2.Usefulness of the session	✓				
3.Subject knowledge of the resource persons		✓			
4.Interactiveness during the session		✓			
5.Any suggestions	No				

[Signature]

DDU KAUSHAL KENDRA

RETAIL MANAGEMENT DEPARTMENT

Feedback Form

Date: 11-11-2022

Topic: – One-day Workshop on “Emerging Retail Formats & Strategies”

Name of the student: Satinder Kaur

Class: B.VOC (1)

I. Kindly answer the following questions:

Q1. Which topic you have learned from this Workshop?

Ans. Emerging Retail trends

Q2. What is most valuable about this Workshop?

Ans. About Retail strategies

II. Kindly answer the following questions correctly by putting a tick mark in the right column.

	Extremely Satisfied	Satisfied	Average	Dissatisfied	Extremely Dissatisfied
1. Understanding of the topic	✓				
2. Usefulness of the session	✓				
3. Subject knowledge of the resource persons		✓			
4. Interactiveness during the session	✓				
5. Any suggestions	No				

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