

09-03-2019

Guest Lecture on Future, Trends in Online Retailing

On 9th March, 2019, B.Voc (RM) department of Aggarwal College Ballabgarh organised a guest lecture for retail students in the active guidance of Principal Sir - Dr. Krishan Kant Gupta. This guest lecture was taken by Dr. Rajiv Sindwani, Asstt. Professor, J C Bose University S&T, YMCA University. About 55 students were present in the guest lecture. Mr. Sindwani started lecture with the basic introduction of retailing followed by franchising and its examples such as MC Donald & KFC. Students had keenly and enthusiastically shown their interest as students are already learning about retailing in their day to day curriculum of the course. Mr. Sindwani had a vast knowledge about retailing which he shared with the students. Online things such as online payment, online feedback and online procurement were also discussed. Students had also contributed a lot by responding to various questions. Student feedback was also taken and positive response was received. This was a huge exposure of retailing and students gained so much knowledge about retailing. The lecture was successfully wind up with the proper official interaction between students, guest lecturer & faculties.