

Guest Lecture Report

Today, on 10/02/2021, a guest lecture was organized on the topic "Retail Industry after Covid-19 Times- Impact on consumers and small retailers". The Speaker for the day was Mr. Rohit Singla, Country Head (Sales and marketing), Datum tools Pvt. Ltd., Faridabad. 25 students of B.Voc (Retail Management) Third and fifth semester attended the online lecture through Zoom meetings from 1:00 to 2: 15 PM. The speaker for the day Mr. Singla elaborated that retail was the only segment during the pandemic time and small retailers immensely helped the in the survival of man kind even in the remotest areas. He deliberated about the main segments of Retail like FMCG, Apparels, Jewelry, Shoes and accessories. He said that the key to success in retail is customer relationship management. He told the students about the techniques of maintaining CRM effectively. He said that the consumers now a days, is more educated about his rights and he is aware of the market changes. Students were highly enthusiastic to know about the growth prospects in retail. The speaker answered and satisfied the students queries very interactively. The session ended by vote of thanks to the guest proposed by Ms. Poonam Rautela.

आज, 10/02/2021 को, "खुदरा उद्योग कोविद -19 टाइम्स के बाद खुदरा उपभोक्ताओं और छोटे खुदरा विक्रेताओं पर प्रभाव" विषय पर एक अतिथि व्याख्यान का आयोजन किया गया था। दिन के अध्यक्ष श्री रोहित सिंगला, कंट्री हेड (सेल्स एंड