



NABAGRAM HIRALAL PAUL COLLEGE

ESTD. - 1957

Affiliated to the University of Calcutta
Reaccredited by NAAC with a CGPA of 2.70 at B+ Grade

Ref. No. :

Date :

B.Voc. in Retail Management

RETAIL EMPLOYMENT DAY CELEBRATION

Name of Department: B.Voc. in Retail Management

Date: 12/12/2022

Place: B.Voc smart Class Room and Retail Lab.

Participants: All the pursuing semester students of B.Voc Department i.e. 1st Semester, 3rd Semester and 5th Semester were participated in the program.

SYNOPSIS OF THE RETAIL EMPLOYEES DAY (RED) CELEBRATION

The day is celebrated on every 12th of December. The purpose was and still is, to applaud the efforts of retail employees in India and gradually, this appreciation has gained recognition and celebration worldwide.

Retail Employees' Day or RED is a day that is exclusively dedicated to the backbone of the retail industry – retail employees. RED is celebrated in partnership with RAI (Retailers Association of India), on the 12th of December every year in India.

The significance of shop floor employees, especially, among retail employees, is undeniable as they are essentially the 'face' of the business – they hold the relationship with the customer – and the effective engagement of these employees is a fundamental part of successful workforce management. It is in this spirit that Retail Employees' Day (RED) was launched.

The main aim of RED is to encourage both employers and customers to recognize the efforts of retail associates and express gratitude for their untiring support. This appreciation helps make employees feel valued, and works towards building genuine relationships between employee, employer and customer. RED not only helps create loyalty but also boosts performance and nurtures positive attitudes amongst retail employees.


Principal
Nabagram Hiralal Paul College

NABAGRAM : KONNAGAR (RLY. STN) : HOOGHLY : 712246 : WEST BENGAL

Website : www.hiralalpaulcollege.ac.in, E-mail : nhlpcollege@gmail.com

Ph. : 033-2673-0007 (Office) / 2673-5161 (Principal)



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OBJECTIVES OF THE RETAIL EMPLOYMENT DAY

- To know the values of good communication skill between customers and retail employees.
- Better understanding between employer and employees for future co-operations.
- Better knowledge of new upcoming products in form of Goods and Services before customer (s).




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OUTCOME OF RETAIL EMPLOYMENT DAY

The programme was successfully conducted by the Bachelors of Vocational Department - Retail Management of Nabagram Hiralal Paul College on 12th December 2022. The main outcome of this discussion was to understand the current scenario, future prospect and benefits for society through the retail management field.


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ATTENDANCE SHEET, RETAIL EMPLOYEE'S DAY CELEBRATION			
S.N.	CANDIDATE NAME	SIGNATURE	DATE
①	SUSMITA KARMAKAR	Susmita Karimakar	12/12/2022
②	SUMONA BREL	Sumona Brel	12/12/2022
③	PARVIN SULTANA	Parvin sultana	12.12.2022
4	PRANAB KARMAKAR	Pranab Karimakar	12/12/2022
5	SANJAY CHAKRABORTY	Sanjay Chakraborty	12.12.2022
6	APU NEOGI	APU Neogi	12.12.2022
7	SOUVIK GHOSHANI	Souvik Ghoshani	12.12.2022

Attendance Sheet of students on Retail Employee Day


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GROUP DISCUSSION on **"Impact of Organised Retailer at Semi - Urban Retail Market"**

Name of Department: B.Voc. in Retail Management

Date: 18/01/2023

Place: B.Voc Smart Class Room

Participants: All the pursuing semester students of B.Voc Department i.e. 1st Semester, 3rd Semester and 5th Semester participated the program and numbers of Participants were 10.

SYNOPSIS OF THE GROUP DISCUSSION

A group discussing was held "On Impact of Organized Retailer at Semi - Urban Retail Market", was conducted on 18th January, 2023 by the Department of Retail Management and participant were college students From Retail Management. The discussion main focus was to get a deep understanding about the relationship between the current scenarios of Indian retail market with the traditional market. Currently, as there is lots of development doing on recent year by the Government of India and 'Make in India' initiative has been launched by Indian Government. As we know that all of us depend on market in various reasons, Retail also playing a vital role in our daily life. People go to market for purchasing various items mainly classified into Goods and Services and retails market and tradition market play a vital role in this respect. Not only this they are playing also developing and building our nation. Huge investments are coming from the foreign countries to India. In recent year many foreign companies are showing interest in investing in retail sector as India is potential holding a huge market in the world. Side by side, we are observing that there is a huge growth recently in Retail sector which will be beneficiary for our economy as well it will boost lots of employment opportunities.


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FACTS OF RETAIL SECTOR AND CURRENT INDIA SCENERIO

The retail industry in India ranks 4th in the world in terms of size and accounts for 10% of the overall GDP of the country. The industry's market size in 2020 was approximately INR 65.50 trillion and is expected to reach INR 96.43 trillion by 2024. The retail industry is estimated to grow at a CAGR of 10.15%.

OBJECTIVES OF THE GROUP DISCUSSION

- To analysis the Retail market in urban area and also semi urban area.
- Scope of Organised Retail market in semi - urban area.
- Future aspect of Organised Retailer at Semi - Urban Retail Market.
- Our come of some presented apply of organised retails (E.g.: Big Bazaar, Bazaar Kolkata, Spencer's).
- On the basis of discussion future opportunities in retail sector.
- Employment opportunities after doing the retail management course.
- Current and future trends in retail sector and market probabilities of accepting the new concept over traditional market concept by the general public.


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OUTCOME OF THE GROUP DISCUSSION

- On the basis of discussion what will be the outcome of our future in retail sector.
- To analysis the importance of Retail market in urban area and also semi urban area.
- How much knowledge has been gathering by the students in their communication, topic knowledge, grooming skill, personality development, lead ship skill and also the presentation skill. This was main outcome of the group discussion and finally, confidence level build-up in student to deal in future challenges.


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ATTENDANCE SHEET.

SUB: GROUP DISCUSSION

SL NO	CANDIDATE NAME	SIGNATURE	DATE
①	SUSMITA KARMAKAR	Susmita KarmaKar	18/01/23
②	SUMONA BREL	Sumona Patel	18/01/23
③	PARVIN SULTANA	Parvin Sultana	18.01.23
4)	PRANAB KARMAKAR	Pranab KarmaKar	18/01/23
5)	SANJAY CHAKRABORTY	Sanjay Chakraborty	18.01.23
6)	APU NEOGI	APU Neogi	18.01.23
7	Souvik Goswami	Souvik Goswami	18.01.23

Attendance Sheet of students attended Group Discussion


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