



SOMAIYA
VIDYAVIHAR UNIVERSITY

K J Somaiya Institute of Management

K J Somaiya Institute of Management
Presents

National Retail Summit

(A flagship event of MBA-Retail Management)

'Reimagining Retail'

December 16-17, 2020



NATIONAL RETAIL SUMMIT

About the Institute

K J Somaiya Institute of Management was established in 1981 as a part of Somaiya Vidyavihar (now a constituent institute of the Somaiya Vidyavihar University since August 2019) with the objective of providing state of the art education in management and allied areas. The institute is consistently ranked among the Top-25 Management Institutes and Top 10 private sector B-schools in India. Over the past 4 decades, the Institute has evolved into a leading B-school offering sector specific and employment-oriented management programmes. Apart from the regular programmes, the Institute offers customized and industry specific certificate and executive development programmes for government bodies, companies, defense personnel and NGO.



About NRS

National Retail Summit is a national level flagship event which is organized by MBA-Retail Management Program first-year students at K J Somaiya Institute of Management. Spanning over two days it is one of the most sought after B-school events. This event primarily aims to create an interface between the academia and the industry practitioners. Covid-19 has changed how we live, including the migration of academic sessions to digital platforms. Thus, in keeping up with this pace of change, this year NRS will celebrate its 12th year since inception on an online platform. The event begins with the inauguration ceremony and keynote address by eminent personalities from the retail industry which is followed by sub-events - Kurukshetra, Brand-O-Mania, Retail Mela and Panel Discussion. This event witnesses the biggest footfall and it is one of the marquee events of Retail Management students.



Theme 2020

Reimagining Retail is the biggest challenge and opportunity for the retail sector. There is potential for tremendous growth and unprecedented development as we leverage the limitless power of the digital medium. Retailers have understood the complexities of customer psychology and they seek to deliver a comprehensive shopping experience to consumers, in a convenient manner. For this, they have leveraged the power of e-commerce and m-commerce, utilizing the wireless capabilities offered by the latest technology. Retailers have decided to band together to consolidate and expand, as seen by Walmart's acquisition of Flipkart and firms such as Amazon, Alibaba and J C Penney making big moves to stay relevant. Indian retail giants such as Tata, through Croma and Starbucks; and Reliance, through its Jio Mart and Reliance Digital

initiatives, are using this sector as a platform to accelerate not just profits, but the growth of our nation as a whole. The diversity of the sector is the cornerstone of the NRS experience and it is evident how even in difficult times, it has been a savior for many people. Bringing people together and using the online environment as a platform to fulfill needs, form connections, and strengthen relationships through engagement is how the industry is reinventing itself as a symbol for trust and hope for the common man. The retail industry has maintained a constant focus on reinventing the status quo and being flexible and adaptable to conquer any challenge. Keeping this in mind, there could be no better theme for our event than "Reimagining Retail", as we embrace the future of retail.

Kurukshetra

The time to amalgamate learnings and layout the path of a visionary. The time to outwit, outplay, and outlast and compete with the finest minds of our Country. Kurukshetra is one of the biggest live case study competition in the retail domain and attracts the brightest minds from premium B-schools of the country where the participants come up with innovative and ingenious solutions to the provided case study. The case is an experiential case study for the students because it focuses equally on implementation and strategies. This is required for today's Managers who is a thinker first and a doer also for many times in challenging situations.



Brand-O-Mania

"Brand-O-Mania" can be described as a Brand Strategy Competition in the Retail Realm. The main focus of the event is on enhancing the brand creativity and product innovation proposed by the participating students, through their brand idea, design, and communications. Here the participants are required to come up with a brand of their own, devise strategies and showcase their skills in promoting and marketing the brand.



Retail Mela

Melas are where we congregate to eat, enjoy, be entertained or simply, spend time. Have you ever imagined experiencing a mela on a virtual platform? Here is your chance to explore and re-imagine a mela with us! "e-Retail Mela" is a temporary online retail space for buyers to shop from various brands, offering a wide selection of products. Buyers will be able to avail lucrative discounts and offer when they make a purchase using the hyperlinks provided on our web portal. Also, shoppers will be able to indulge in mini-games like spin the wheel, darts, etc. and win attractive prizes.

Come and be a part of our virtual endeavour!



Panel Discussion

At the start of the year when Covid-19 happened, no one knew how our lives were going to be and how we would survive the lockdown, but the retail industry including both offline and online, amazed us and has acted as a saviour for the common people and the economy at the time of crisis with adaptability and flexibility. Now as we move towards the new normal, let's look at what our Industry Experts have to say on the topic of 'Reimagining Retail' in the Panel Discussion session. "Every great achiever is inspired by a great mentor". Let's develop our ability of problem-solving and logical thinking with our gurus/pandits in the Panel Discussion session, where Industry Experts will share their point of view on the changing dynamics of the retail industry and will enlighten us with their pearls of wisdom.



Call for Sponsors

The National Retail Summit has witnessed associations with stalwarts of the retail sector. One of the leading mutual funds firms, UTI was one of our strongest allies. Bankable firms such as HDFC Bank were present in conjunction with automotive legends like BMW. And one cannot forget the participation of goliaths in retail like Future Group and Croma, as we sought to bring together all aspects of the retail industry. Prominent publications such as Business Standard as well as FMCG giants such as Society Tea were our partners in retelling the story of retail. We are looking for dynamic sponsors with zeal and enthusiasm as well as a passion for all things digital. We are looking to form strong brand associations and foster brand interactions with our partners. To this end, in addition to monetary incentives, we are looking for products to display on our digital platforms. We will leverage the problem-solving skills of our participants to deliver effective, efficient, and creative solutions to the problems and scenarios mentioned in the case studies that will be provided to us. Agile businesses in the pursuit of the future of retail who bring to the table a radical approach to business as well as a collaborative mindset are the partners we are looking for.

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NATIONAL RETAIL SUMMIT

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