



RETAIL

MANTHAN

STUDENTS' CORNER

Expressing Through
Photoshop

COMPANY START UP

BOA, A Data
House of Artists

USE OF TECHNOLOGY in the **INDUSTRY**

Alumni Suggestions for
Freshers

content

JUNE | DIGITAL TRANSFORMATION EDITION | 2021

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RETAIL UPDATES

Citibank plans to discontinue the credit card, retail accounts and mortgage (home loan) business in India

Citigroup's franchise in the country, which includes Citibank India and its consumer banking business and credit cards division continues to operate as usual. The official who was providing a clarification on the impact to customer operations as a result of Citigroup's recent announcement that it plans to discontinue the retail banking business in 13 markets including India. The official also added that customers of the consumer bank would be able to avail their usual services till a buyer or buyers are found for the business after the due approval from the Reserve Bank of India (RBI).



Clients to own 1-3% of net worth in Bitcoin said by SkyBridge Capital Founder

Anthony Scaramucci, founder of investment firm SkyBridge Capital, defended Bitcoin's decline and said he advises investors to hold some amount of it as it's the only cryptocurrency that has achieved "escape velocity". Although other digital currencies have been gaining popularity, Bitcoin has managed to maintain its supremacy as the apex predator in digital currency. Anthony Scaramucci said that as an investment adviser he tells his clients to own 1% to 3% of their net worth in Bitcoin.

Amazon is announcing the launch of Amazon Salon

Amazon is announcing the launch of Amazon Salon, a new salon where customers can experience the best of hair care and styling. Set over two floors and more than 1,500 sq. ft. on Brushfield Street in London's Spitalfields. Amazon Salon will try the latest industrial technology from augmented reality (AR) hair consultations to point-and-learn technology.

Hair care and Styling services at Amazon Salon will be provided by Elena Lavagni, owner of Neville Hair & Beauty, an independent salon based in London.



Amazon and Flipkart Have Now Started Taking Undue Advantage of the Pandemic

Confederation of All India Traders (CAIT) in a letter to Commerce Minister Piyush Goyal, said that large e-commerce companies are continuing to supply non-essential items despite government orders to avoid such deliveries.

"In furtherance of the illegal activities being carried out by Amazon and Flipkart, they have now started taking undue advantage of the pandemic by making illegitimate financial gains by supplying non-essential items which have been prohibited by many state administrations."



Urban Company raises \$188M for funding

A Urban Clap, the on-demand home service provider has raised \$190 million in the latest round of investments led by Prosus. After it's previous round of funding in 2019 led by Tiger Global, it was valued at \$933 Million. In the present round, it's valuation has doubled to nearly \$2 Billion, entering the unicorn club of start-ups.



Crypto is the future, especially as the world recovers from a generational pandemic

As the cryptocurrency market continues to skyrocket - hitting \$1 trillion in February to double it's market capitalization in just three months - enthusiasts such as Mark Cuban are increasing calls for the world to embrace digital and decentralized money. Cryptocurrencies are the future, especially as the world recovers from once-in-a-generation pandemic.

Reliance retail 4th Indian Co. to top \$100-billion valuation

Mukesh Ambani, the owner of Reliance Industries Limited has a midas touch. Anything that he touches is converted into gold. In a recent development, Reliance Retail has crossed the \$100 billion market cap in few years. The firm is a subsidiary of Reliance Group. The company sells everything from grocery to electronics, through it's chain of retail stores spread across the country. Currently, unlisted shares of Reliance Retail are trading in the range of Rs 1,500 and Rs 1,550 apiece.



Walmart says fully vaccinated employees can go without masks

Walmart said that fully vaccinated employees will not need to wear a mask at work starting Tuesday, following the latest guidance from the U.S (Centre for Disease Control and Prevention). Walmart says in an internal memo to the U.S. stores, Sam's Clubs and supply chain facilities that unvaccinated workers must still wear face coverings. Vaccinated customers and Sam's Club members will be allowed to shop without a mask starting Friday.



Dogecoin rises 20% after Musk runs a poll about it on Twitter

Cryptocurrency Dogecoin surged by 20% on Tuesday to reach 53 cents after Tesla CEO Elon Musk created a Twitter poll asking, "Do you want Tesla to accept Doge?". Recently, Musk-led SpaceX announced that it will accept Dogecoin as payment for a mission. The meme-inspired cryptocurrency, which was created in 2013, is up by more than 11,000% this year.



Flipkart, PhonePe continue to experience strong growth in Q1, says Walmart CEO-

This was "negatively affected by government-mandated restrictions in certain markets," said Walmart in its post earning statement. However, in Q1 Walmart International "retained market growth of 5.1 per cent. This was led by strength in Flipkart and Canada" and eCommerce, which contributed 16 per cent of the total net sales of the division

INDUSTRY SPEAKS

Which business software is being used by your organization? What are your suggestions for the freshers to cope up with the changing scenario?

DEEPAK KUMAR TEOTIA

Manager

Business intelligence, Boutiquaat.com

Most companies including retail and e-commerce have some ERP (like Navision, SAP, Salesforce) for managing operations and sales. Analytic platforms like Clevertap, PowerBI, Mode, SAS have seen a huge surge in usage in the last decade owing to the influence that data can bring to decision making. These tools help new age companies in tracking specific user related metrics like sales vs downloads, daily/weekly/monthly user engagement, dropped users helping them in making best use of their marketing budgets.

Last but not the least, PowerPoint and Excel spreadsheets have been literally the backbone of every professional that I have known or worked with. I am currently associated with an e-commerce giant of UAE and serve their business intelligence team globally. Although, the organization uses business softwares but primarily PowerBI, Oracle/IBM for DWH, SQL for data extraction. My suggestion for freshers is to have a good hand on MS Excel rest can be learned while working in the organization.



MOHIT KUMAR PATHAK

Sports Buyer

Lifestyle international, Landmark group

We used SAP (most popular ERP SOFTWARE), it helps us (Buyer/Merchandiser) in streamlined ordering process right from ordering to delivery. It helps in Merchandise Planning, Forecasting and most of the global organizations use the same software hence, it is easy to connect with each other. Omni channel is new retail nowadays. Customers are intelligent and they know where they have to invest. Start your career with something related Omni channel business as it will help you in your growth and future.



RAHUL JAIN

Microsoft Inc Gold Partner as a
Technical Specialist
DA & AI

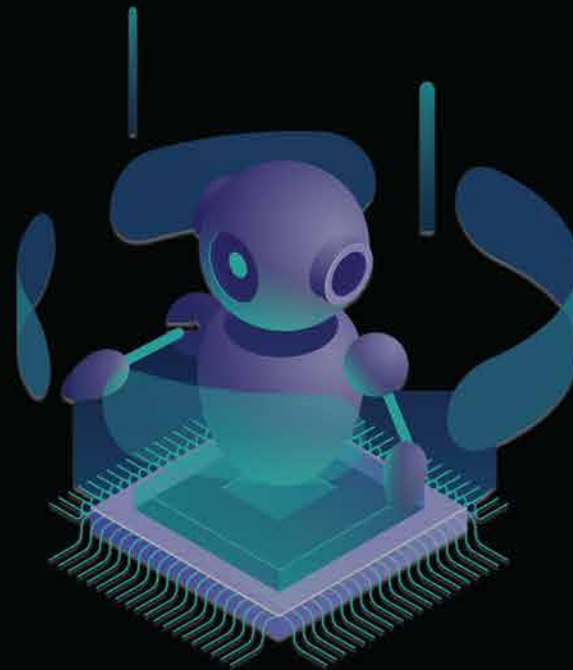
Industry is growing at a rapid pace and the need for data driven decision making has been rising since. With the changing times, most of the companies are bringing in new tech products and there has also been a paradigm shift from Onpremises to Cloud.

I work for Microsoft Inc Gold Partner as a Technical Specialist – DA & AI and have been involved in consulting and solution optimization. We use different stack tools at different phases of Data in our organization.

For instance

- **SQL/Hive/Snowflake** for processing and transforming Data
- **Visual Studio** Packages for SSIS
- **Microsoft PowerBI** for Data Modelling and Visualizations
- **Python** for programming
- **Microsoft Azure** for Azure Dev Operations

My only advise to freshers as aspirants for DA & AI is to decide/for-see a career path towards Data Engineering and Analytics, split it into steps and start learning. Start as a Management trainee/Intern and try to get hands on experience of the tools. They can also subscribe to any of the professional courses available on Pluralsight/Coursera/Lynda and complete them module-by-module.



ABHISHEK SAHU

Self-Employed
Product Designer| UX Researcher|
Information Architect| Data Analyst

"Diverse stream involvement has always helped me to grow and explore many options like organisation's approach towards diversification as a growth strategy. I have worked in the fitness, healthcare sector, retail sector and currently I am in Product Design & Research.

Best business management software (ERP): SAP (Best for organizing key business functions)

Oracle RMS, and **Openbravo** : (Specialized in Retail solutions and cloud-based omnichannel platform),

Miro : (Cloud-based free collaborative design tool for Designers, Marketing services, Research & Ideation). are the best business management softwares (ERP) I have worked with.

Now with the changing scenario, it is essential to be good with data. People must increase their skills for blending, sorting, filtering, analysing and visualisation of data. Data is the key to every industry whichever domain you are in. Softwares are available today which are popular and high in demand which must be learnt. Mentioned below are some software and languages for future opportunities:-

Software/Language/Libraries

SPSS (For researchers & complex statistical data analysis),

HTML/CSS (Must know the basics if you are a designer as it will help to enter startups),

R (If a person is interested in pure statistical language and looking forward to opportunities in Research & Data analytics),

SQL, Excel, Tableau (Data Visualisation),

Figma (Cloud-based free best design tool leading the market now),

Miro (Cloud-based free collaborative design tool for Designers, Marketing services, Research & Ideation).



ARTICLE

Digital Technology in Retail Stores

With the unprecedented increase in internet penetration and abundance of devices like mobile and tablet, online shopping has become the go-to, especially for millennials. It has created a threat to the very existence and relevance of physical stores. That's why brick-and-mortar retail stores are forced to go innovative and give something that online stores are not providing. As it's not always feasible to differentiate stores based on product, most stores are investing their energy in enhancing what they deliver best—a real and personal shopping experience.

Smart retailers are investing heavily in ways to bring the online experience into their stores to join up the customer journey and drive footfall. However, it is crucial to avoid the mistake of investing in technology for technology's sake. The challenge is to enhance the shopping experience without spamming your customers with technology that does not provide a valuable use case. In this post, we take a look at some of how retailers are tackling this challenge.

INTERACTIVE FITTING ROOM:

When a shopper enters the fitting room, the mirror recognizes the products it has via RFID tags embedded in the

garments. Images of the products appear on the mirror, and the person can request a different size or color from a stylist in the store simply by touching the glass. She can even adjust the lighting in the fitting room from the mirror and attach the products to her profile. When she is finished, she can send her selected items to checkout. Once a stylist confirms the purchase, a digital receipt is instantly emailed to her.



IN-STORE KIOSK:

The small, freestanding unit is located within a store on the sales floor that displays information to customers as they walk by. This could be information about your newest product, a limited-time sale, or any other relevant information needed to help customers amplify their overall shopping experience. Today's more sophisticated

in-store kiosks take this one step further by enabling shoppers to interact via touch screens, sound, and video. This type of in-store kiosk is an excellent way to connect with shoppers using multimedia, customer-centric approach.



A simple but extremely successful way of integrating technology in-store to improve customer service is by installing kiosks or iPads where customers can browse all products and order items they can't find in the store.

ELECTRONIC PRICE TAG:

An electronic shelf label (ESL) system is used by retailers for displaying product pricing on shelves. The product pricing is automatically updated whenever a price is changed from a central control server. Typically, electronic display modules are attached to the front edge of retail shelving. Electronic shelf labels are being increasingly adopted in hypermarkets for simplifying store operations. The use of these labels allows hypermarkets to update the prices and other product-related information in less time.



VIRTUAL REALITY:

Retailers are innovating with the use of virtual reality to spice up the in-store experience. In September, Marks & Spencer launched its new homeware range in London and Leeds using Oculus Rift. Customers put on a virtual reality headset and, using Oculus Rift and Leap Motion technology, can select items from the M&S LOFT homeware range to create their 'ideal living space'. There are certainly challenges faced by retailers who wish to integrate technology to improve the in-store journey. Integration with legacy systems can be challenging, and with the plethora of options available,



It's difficult to know where to start. It is vital to remember that the key isn't necessarily in the technology, but rather the experience being offered and how it fits with the customer journey. Don't make the mistake of implementing technology for technology's sake. It is crucial to consider how new technologies are actively solving customer problems and enriching their overall experience.



Source- <https://www.campaignlive.co.uk/article/m-s-creates-virtual-reality-avatar-promote-homeware/1363833>

COMPANY SNAPSHOT



MARKS & SPENCER

Marks and Spencer Group (M&S) is a major British multinational retailer with headquarters in London, England, that specialises in selling clothing, home products and food products, mostly of its own label. It is listed on the London Stock Exchange. M&S was founded in 1884 by Michael Marks and Thomas Spencer in Leeds.

The M&S Company Archive is a vital business asset of over 70,000 historical items and acts to collect, preserve and utilise material relating to all aspects of our history and development as a company. One of the richest retail

history collections in the country, the Archive collection charts the exceptional journey over more than 130 years, from Penny Bazaar to international multichannel retailer.

Their diverse collection of items dates from the start of the company in 1884 and includes written records, staff publications, photographs and films, garments and household products, design and advertising material and much much more.

On 11 November 2013, Marks & Spencer announced "that it is set to have about 80 stores open in the region by 2016 as part of its strategy to become a leading international, multichannel retailer" with partner Reliance Retail. It opened a flagship store in Bandra in Mumbai, M&S sales of lingerie accounts for more than a fifth of the sales in the Indian market, with total lingerie sales increasing by a third during the last six months of 2013. In May 2014, Marks & Spencer announced that their intention was now to open 100 stores in the country by the mid 2000s.

As part of its five-year transformation plan, M&S started working on a new Technology Transformation Programme that will enable it to become a digital-first business and deliver an improvement in customer experience. It is designed to create a more agile, faster and commercial Technology function that will work with the business to deliver growth. They have partnered with tech firms First Insight & Digital Solutions to support digital workflows, create sustainable sampling processes and increase speed to market.

Theme -It's a poster defining myself. I wanted to show my childish and bubbly nature in the poster and represent myself as a traveller who loves nature. Music is like a saviour for me. I am a coffee person who likes to spend time with books.

Susmita Dey
MBA RFM 15



20 6 13

CORNER

STUDENTS'



Jagrati Kalra
MBA (RFM-15)

Theme -A small visual description expressing myself and my keen interests.



Theme -So, basically my theme as it says is: My Thinking Space. I have tried to express myself with the help of these elements that I have incorporated in my poster, elements that express me as an individual. For the color theme I have picked pastel colors mostly pink and various tints of blue. These are all of those things I love and enjoy doing.

Shagun Mishra
BBA (RFM-15)



Mihika Tyagi
MBA (RFM-15)



Theme -This poster made mostly on what felt right versus what is or should be right. I wanted to try something new on Photoshop, so I gave a digital sketch/drawing a try. For which I took my own picture (owing to the topic) for the chance that if it turns out bad it would be okay. Though I am not very happy with what the end product is, I felt that polishing this to perfection would not do justice to the theme. I feel an extremely polished piece would not have been me. While the initial idea was a col-large sort of a thing, adding just a few more elements made it feel complete..

Theme -Violet has always been associated with royalty. My ideology incorporated personifying violet as a monarch of my identity and the 4 horsemen it imbues its exclusiveness and individualism with. I used the roman heads to interpret my interest areas, as violet was mostly worn by the roman emperors. Other elements like the gramophone, spewing out sparkle highlights the luster in small victories during the course of our life.

Aditya Wankhade
B.Des RFM 13



Aanchal Arora
MBA (RFM-15)



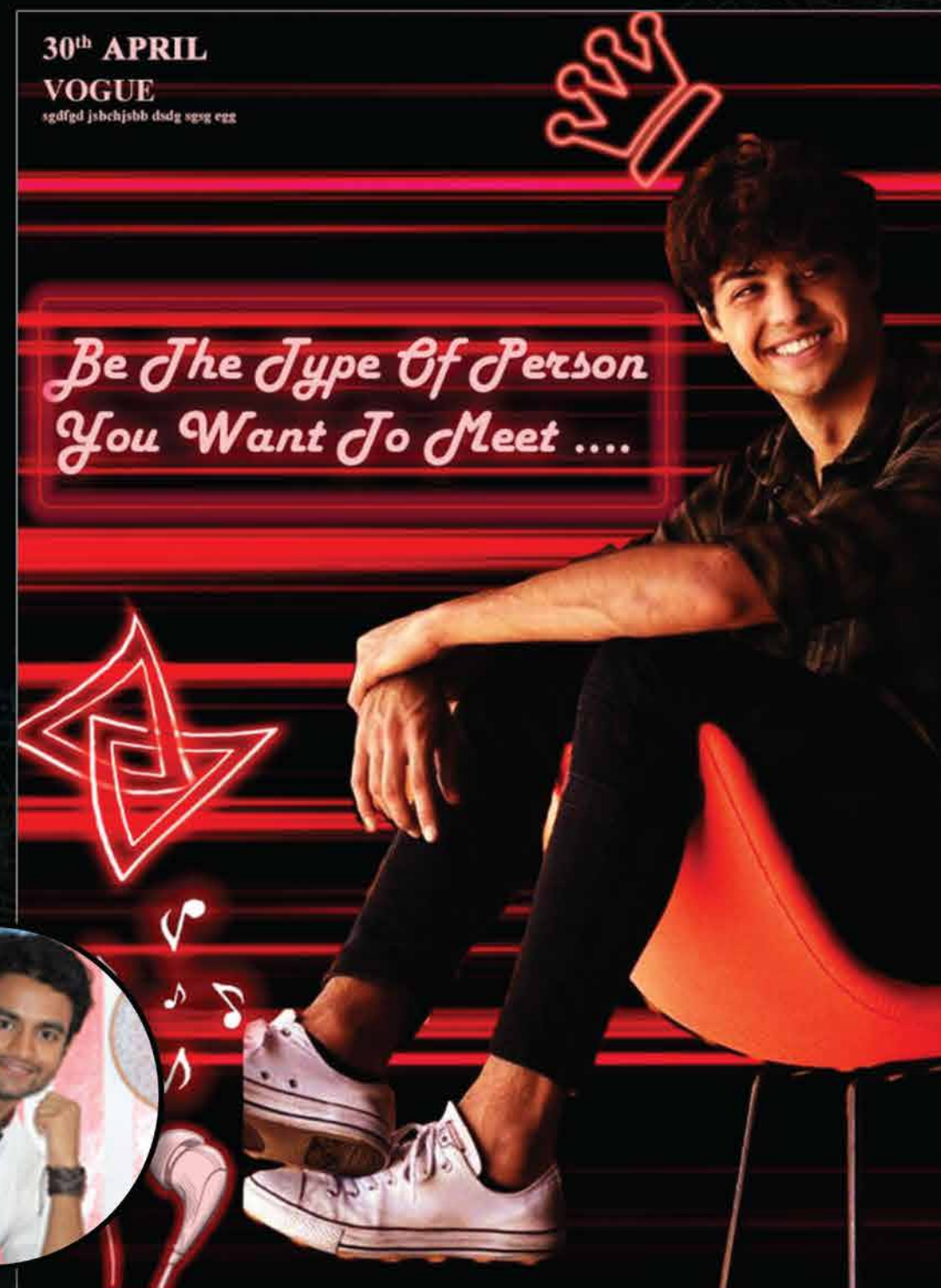
Theme -This poster depicts my interest towards music, reading and as a creative person. I have tried representing my personality through the birds that depict freedom and the clouds that depict me as someone who is mostly lost in her own thoughts.

Manashi
MBA (RFM-15)



Theme -This is the poster that I have made on photoshop which depicts my personality. It is made on the colour theme "Red" which symbolises energy and passion. The headphone in the picture reflects my love and interest for music. The boy in the poster represents my friendly and fun-loving nature and lastly, the footwear represents my fascination towards shoes.

Prashant Raj Gupta
BBA (RFM 14)



FEATURED WINDOW



Theme -Beauty with Brain

Materials Used - shoe box, color paper, coloured sheets, cloth, paper tape

Color Story - Primary, Black and white, cool colour.



Theme - Fashion with Geometrics

Vibhuti Soni
B.Sc. RFM
Batch (2015-18)
FDDI, Chhindwara Campus

Theme - TIEBOL, It's a one stop store for all the handsome men's in our society. The store understanding the needs of the men's in terms of fashion. The stores moto is to the concept that "men's fashion is limited" Rather it's one of the untouched segment of our society where we can explorer a lot. Tiebol offers a wide range of tie, cufflinks, pocket square, wallet, belt, bow for all the age group .

Shubham
BBA (2019)



Theme - This is the representation of a perfume store. The colours used are neutral to show sophistication and to add a contrast with help of the pictures put up in the store. The store dimensions are 10'x8



Yashika
B.Des 13



STORE DESIGN

Theme - Saree is an evergreen apparel that can never go out of style. This is why I have named my store 'The Golden Look' which is a 'make your own saree' store where a customer plans the overall look of their saree through a step wise procedure. From deciding the type of fabric to the colour and material of lace/embroidery. One can compare it to Subway for the better understanding for how one decides their sandwich from the loaf to the veggies and dips. I have tried to make it look subtle with warm tones yet aesthetic with lots of plants and a mirror inside with a raised platform to showcase the final product to the ultimate consumer.



Mohita
BBA RFM 14.



COMPANY START-UP

BASE OF ARTISTS

By Arushi Vig & Pulkit Khanna

This is a story of two artists (ex-batchmates) coming together and providing a platform to various micro-level artists to showcase their work and the ability to reach the customers that are on the lookout for various designers.

Base of Artists (BOA) is a website that functions on various social media platforms like LinkedIn and Instagram. BOA started its journey in February, 2021 and already has more than 20+ artists' data on its website.

The team of BOA felt the importance of having a dedicated community for small creators like graphic, interior and fashion designers.

They found loopholes in the existing applications and platforms that show only mutual friends or artists in the similar state/region when one searches for a graphic designer (for example) and overcame these obstacles by giving the consumers BOA.

This website will act as a solution for combating such obstacles and provide a wider visibility to the artists. A customer in need of any particular designer is directly connected to the desired person through the website as all the necessary data with respect to the artist is available on it.

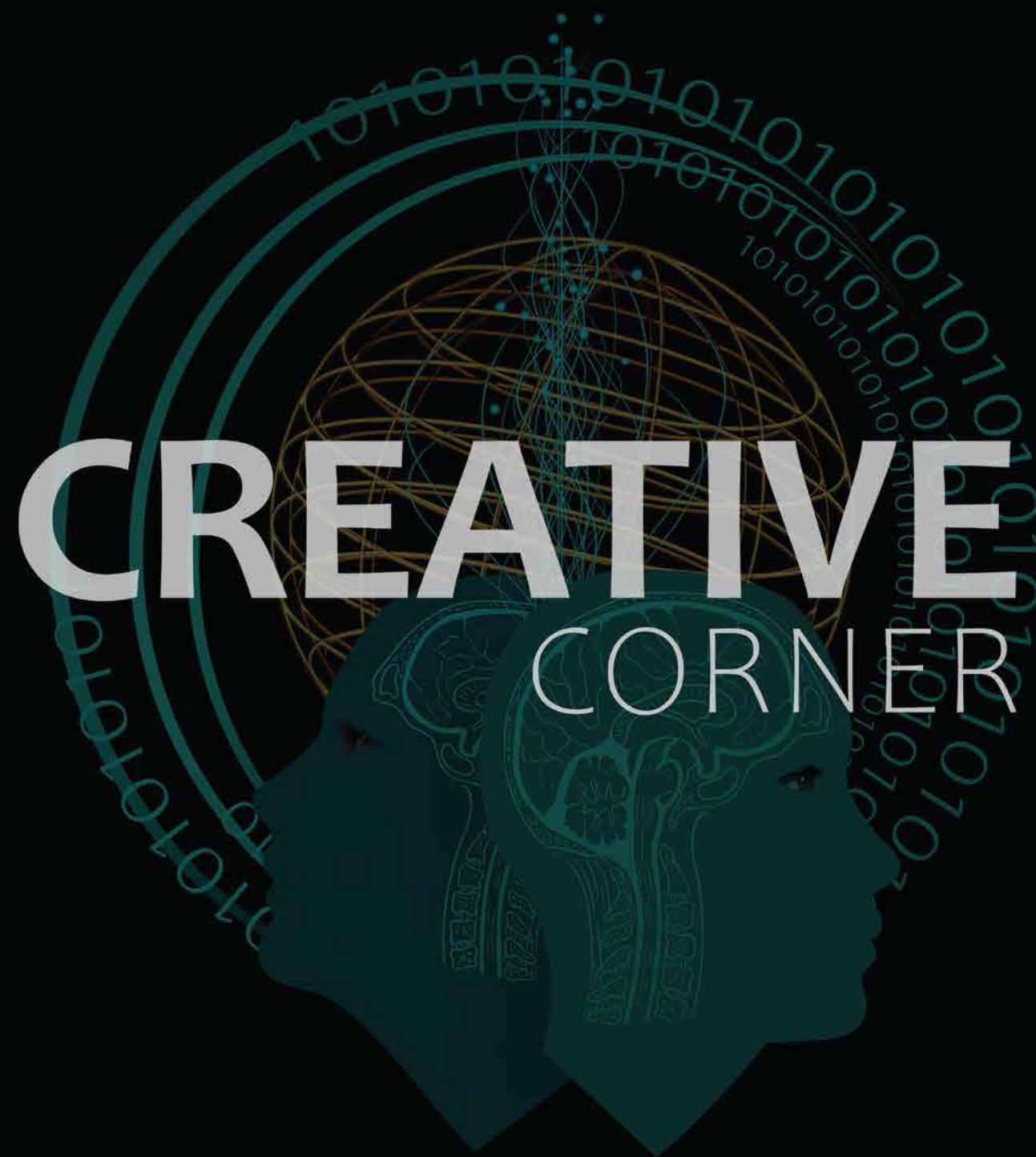
The future of BOA includes adding more artist data on the website and continuing with charging no revenue from artists.

They plan on acquiring funds for further promotion of the website in the coming years. For now, they are the sole investors.

Currently, both the team members are working in the corporate sector and simultaneously working towards the growth of the website.

We wish them good luck for their future endeavours!





A RETAILER

A sweet talker, but he understands
A well groomed man, represents a brand
I thought he was a schemer,
who knew that's called a retailer?

Loves to meet new people,
selling attempts are not feeble
He is amazing with teamwork,
backed up by organisational behaviour

Some say he is so creative,
Well, every display is fantastic
Can someone tell the customers,
how hard is it to maintain VM?

When asked, he mentioned
Banner media, flex and vinyl, it has taken life of mine
Trips for procurement of material, sounds fun but has its perks
Work is work, but more fun with peers
It is satisfying; I read, applications of Merchandising
CorelDRAW and Photoshop, save me every then and now

I try my best to be stylish, can't outshine any mannequin
Saying this; he left, to prove his wits
How can a person be this perfect,
he even knows CRM & HRM

Ask him about accounting,
or even franchising
No left or right,
his decisions make sales to rise


His energy is commendable
At his service from day to night
His face glows, to welcome
customers with a smile

SHREYA JAIN
BBA RFM 14



"Creativity takes courage."

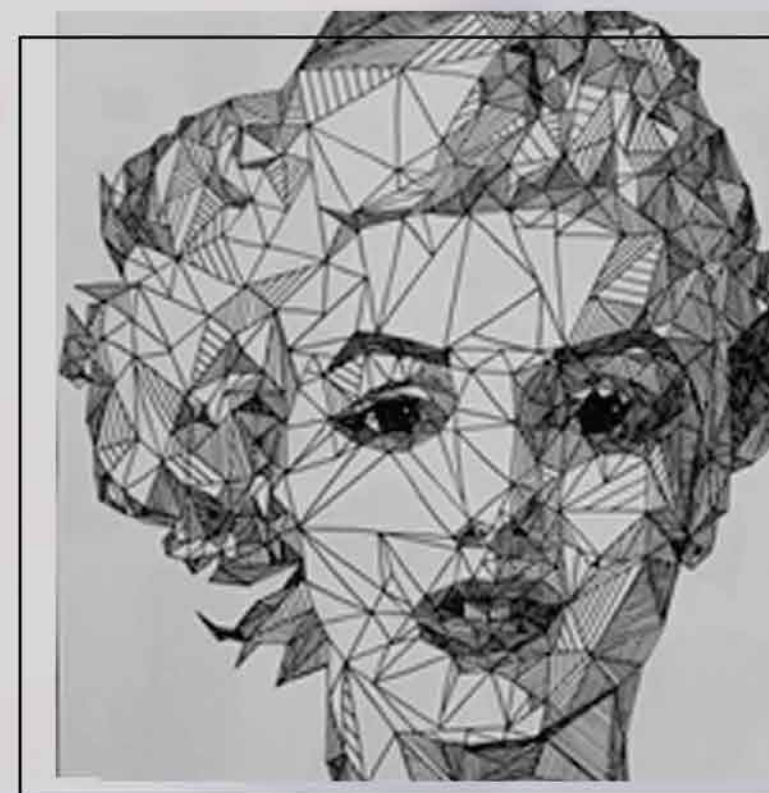
THE ARTIST
Parul Gupta
BBA 15

 the_art_lusher

FDDI TALENT

Parul is an artist who believes in accepting oneself the way oneself is and living life to the fullest. She began her journey as an artist when she was 13 and started learning to draw and paint. Since then, she has been exploring different kinds of arts including acrylic painting, oil painting, mandala art, resin art, fabric painting, sketching, charcoal drawings, paper crafts and also handmade greeting cards. She believes that the beauty of handmade gifts has its own happiness and hence loves gifting her artwork to her friends and family. With the aim of trying new things, she started off the New Year by doing art journaling with the help of a mood tracker.

Creativity is her drug without which she is incomplete.



ALUMNI CORNER



Ketan Sharma



Store Manager
at Bestseller, New Delhi
Batch of 2014
(MBA RFM)
BESTSELLER



Shweta Yadav



Deputy Merchandiser
at Shoppers Stop
Batch of 2016
(MBA RFM)
SHOPPERS STOP

We congratulate you for your new roles!



Sharmistha Sarkar



Manager at Paytm Mall
Batch of 2012
(MBA RFM)



Abhishek Chaturdevi



Jr. Manager at Paytm Mall
Batch of 2015
(MBA RFM)



QUIZ TIME

1 Nykaa decided to expand its jewelry category to offer fashion jewelry and accessories in collaboration with which brand?

2 Who is recently appointed as Chief Operating Officer of Caratlane?

3 Which brand has roped Deepika Padukone as its global brand ambassador?

4 Which e-commerce company has announced its partnership with CSK as its official fashion partner in IPL 2021?

Please submit your answers at manthanretail2020@gmail.com
Answers to this quiz would be published in the next edition.

5 Which brand is the most popular online luxury brand in 2021?

6 Dia Mirza is appointed as a brand ambassador of which premium beauty brand that aims towards sustainability?

7 Which company rekindled its collaboration with one of India's most celebrated designers, Sabyasachi, to launch a first-of-its-kind range of designer home furnishings, under the brand Nilaya?

8 Name the International Home Fashion Brand that moves towards sustainable product development by converting discarded water bottles into rugs.

9 Which American brand announced M-commerce services to make their products readily accessible to the customer?

10 Which popular snacks and sweets brand tied up with South African nutritional food brand Futurelife?

Last Edition Quiz Answers

1. Boohoo 2. Tata Group 3. Udaan 4. Rs.945 Cr
5. Puma 6. Indo-French Year of the Environ-
ment 7. Bharti AXA General 8. HSBC 9. TCS
10. Aditya Birla Fashion and Retail Limited

LOGO - MAKING COMPETITION



SURYASNATA PRADHAN
MBA RFM 15



TOHEED HUSSIAN
MBA RFM 15



ADITYA SINGH
MBA RFM 15



MOHD KASHAF CHISTI
B.DES (LGAD)



ATUL PINHEIRO
FDP(2020-24)



KHUSHI BHATT
BBA RFM 15



PRADHUMAN RATHORE
FDDI, GUNA



SAKSHI PATEL
B.DES (LGAD)

ADMISSION PROCESS IMPORTANT DATES

ADMISSION 2021

16/06/2021–17/06/2021

Availability of open window
for editing forms

15/06/2021

Last date of Online submission of
application for AIST 2021

24/06/2021

Availability of Admit cards

04/07/2021

Entrance exam date (AIST 2021)

12/07/2021

Merit list display on
www.fddiindia.com

END OF JULY 2021

Dates of Counselling - 2021



FOOTWEAR DESIGN & DEVELOPMENT INSTITUTE
Ministry of Commerce & Industry, Government of India

AN INSTITUTION OF NATIONAL IMPORTANCE
under FDDI Act 2017

ADMISSION PROCESS

STEP
01

REGISTER ONLINE

STEP
02

SUBMIT THE REQUIRED DOCUMENTS AND
ONLINE PAYMENT AGAINST REGISTRATION

STEP
03

DOWNLOAD ADMIT CARD

STEP
04

GIVE ENTRANCE EXAM WELL PREPARED

STEP
05

SEE THE MERIT LIST AND APPEAR FOR
THE COUNSELLING

STEP
06

PAY THE ONE TIME REGISTRATION FEE
AND ADVANCE TO RESERVE YOUR SEAT

TEAM RETAIL MANTHAN



Aditya Kushwaha
MBA RFM 15
(Industry Speaks)



Khushi Bhatt
BBA RFM 15
(Company Snapshot)



Suryasnata
MBA RFM 15
(Article)



Manish K Das
MBA RFM 15
(Retail Update)



Susmita Dey
MBA RFM 15
(Quiz)



Yukti Mehrota
BBA RFM 14
(Student Corner)



Mohita Datta
BBA RFM 14
(Company Start-up)



Shreya Jain
BBA RFM 14
(Creative Corner)



Mansi Khatri
MBA RFM 15
(FDDI Achievements
& Designing)



Vanshika Gupta
B.Des 13
(Company Snapshot &
Industry Speaks)



Anmol Hada
B.Des 13
(Retail Update &
Compilation)



Kriti Raje
BBA RFM 15
(FDDI Talent)



Toheed Hussain
MBA RFM 15
(FDDI Talent)



School of Retail & Fashion Merchandise

Please send us your suggestion/feedback manthanretail2020@gmail.com