



Training Programme

on

RETAIL ENTREPRENEURS

Sponsored by

Directorate General Resettlement

31 August to 20 November 2021



Retail Entrepreneurs

The Directorate General Resettlement (DGR) organizes employment oriented resettlement training courses for retired / retiring Armed Forces personnel to enhance their qualifications/skills to enable them to seek suitable employment after their retirement. With this mandate, a resettlement training course for Officers and JCOs on Retail Team Leader has been allotted to the Institute to be conducted from 31 August 2021 to 20 November 2020.

In order to promote self-employment as a career option for the participants, the Institute has planned to cover entrepreneurial exposure also, through organizing sessions on Entrepreneurship, Entrepreneur and Enterprise, Financial literacy, Business plan preparation, Marketing techniques, Credit linkage, entrepreneurship support ecosystem, etc during the programme.

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Programme Schedule

Retail Entrepreneurs programme 31 August to 20 November 2021 sponsored by
Directorate General Resettlement, Ministry of Defence.

S. No	Subject Title
1	Registration & Inauguration
2	Introduction of Retail
3	Introduction of Marketing
4	Retail concepts and environment
5	Basic principles of retail marketing
6	In-store customer service and after sales service
7	principles of retail selling
8	Store operations, Management and supervisory skills, Stores and inventory management
9	Product Mix
10	Distribution and Communication Mix
11	Marketing Planning
12	Evolution of Marketing
13	Essentials of store display, Introduction to sourcing and purchasing
14	Entrepreneurship Management - Entrepreneurship Awareness Camp
15	Consumer Behavior ,Customer relationship Management
16	Entrepreneurship
17	Entrepreneurial Motivation –(EMT Lab) and life skill
18	Business Stimulation Game
19	Project Report
20	Hiring, SWOT
21	Retail technologies (store level), case studies in retail management - international and domestic, soft-skills attitude
22	Interpersonal skills, communication and interview skills
23	Different Business Model
24	Mission Based Marketing
25	Floor Plan in Retails
26	Floor Planning
27	Private Label in retails
28	Inventory Management
29	Digital Marketing
30	Validation