



Training Programme

on

RETAIL TEAM LEADER

Sponsored by

Directorate General Resettlement

31 August to 20 November 2021



Retail Team Leader

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.

Contact Details-

Programme Director

Mr. B S Sajwan- 8755270555

Mail- bssajwan@niesbud.gov.in

Programme Coordinator

Name- Mr. Harun Ansari – 6396036373

Mail- harunali@niesbud.gov.in

Name- Ms. Poonam Chauhan- 6395088554

Mail- pcpoonam27@gmail.com

Programme Schedule

Training Programme on Retail Team Leader from 31 August to 20 November 2021
sponsored by Directorate General Resettlement, Ministry of Defence.

S. No	Subject Title
1	Registration & Inauguration
2	Micro Lab – Ice Breaking Exercise
3	Introduction of Retail Team Leader
4	Entrepreneurship and Qualities of Entrepreneur
5	Entrepreneurial Motivation
6	Types of Enterprises
7	Business Opportunity Identification
8	Retail concepts and environment
9	Basic principles of retail marketing
10	Job Role, Responsibilities and Qualities of a Retail Team Leader
11	Organising the Display of Products at the Store
12	Plan Visual Merchandising
13	Establish and Satisfy Customer Needs
14	Processing the Sale of Products
15	Maintain the Availability of Goods for Sale to Customers
16	Allocate and Check Work in Team
17	Monitor and Deal with Customer Complaints
18	Communicate Effectively with Stakeholders
19	Maintain Health and Safety
20	Work Effectively in a Retail Team
21	Group Activity on Team Building & Leadership
22	Work Effectively in an Organization
23	In-store customer service and after sales service
24	Store operations, Management and supervisory skills, Stores and Inventory management
25	Marketing and Product Mix
26	Business Stimulation Game
27	Retail technologies (store level), case studies in retail management soft-skills attitude
28	Interpersonal skills, communication and interview skills
29	Entrepreneurship Support Ecosystem
30	Role & Scheme of government agency (DIC, KVIB, SIDBI and KVIC etc)
31	Market Survey
32	Presentation on Market survey from the Trainees
33	Preparation of Business Plan (Project report)
34	Presentation on Project Report from the Trainees
35	Field Visit
36	License and Registration (Online Uddhyam Registration, GST and FSSAI etc)
37	Book Keeping & Accounting
38	Taxation
39	Importance of Information Technology in Business Digital Marketing
40	Q & A Session Valedictory Function