

Atharva Institute of Management Studies

Activity / Event report

Name of Event/Title : HR Field Visit: Inside the Retail World

Organization : Atharva Institute of Management Studies

Date(s) of conduction : 07th October, 2024

Class / Sem : MMS - Sem 3

Faculty coordinator : Dr. Reena Poojara, Dr. Leena Jagawat

Student coordinator/ committee : The Pinnacle Club

Description

Objectives:

The primary objective of the HR Field Visit to retail brands was to provide students with hands-on exposure to HR functions in a real-world retail setting, emphasizing Competency and Training & Development. Specifically, the activity aimed to:

- Give students direct exposure to HR practices in a high-paced retail environment.
- Help students learn about the specific competencies required for various roles within retail brands.
- Allow students to observe the structure and impact of training programs for employees in customer-facing positions.
- Foster practical knowledge of employee management and operational efficiency through direct interaction with employees.


Key Takeaways

- **Competency Requirements:** Each role in the retail environment, from managing stock to customer service, demands specific competencies. For instance, roles focusing on inventory management require strong organizational skills, while sales roles rely heavily on excellent communication and customer interaction.
- **Training Programs:** The activity underscored the importance of structured training for retail positions. Training programs often include modules on customer handling, product knowledge, and brand standards. Effective training ensures employees are equipped to meet both brand and customer expectations.
- **Operational Demands:** Retail positions can be physically demanding and involve long hours, requiring resilience and adaptability from employees. Observing these roles helped provide insight into the demands of each position and the skill sets necessary for success.
- **Real-World HR Application:** Engaging with retail employees at different levels gave students a practical understanding of how HR functions—like recruitment, training, and competency assessment—support operational and business goals within a customer-focused setting.

Learning Outcomes

- **Understanding of Competency in Retail Roles:** Students learned to identify the competencies essential for various retail roles, building a foundation for future HR assessments and selection processes.
- **Awareness of Training & Development Practices:** Observing different training approaches provided students with a comprehensive understanding of how targeted training supports performance and improves customer experience.
- **Enhanced Communication and Observation Skills:** Interacting with professionals helped students strengthen their communication and observational skills, critical for effective HR analysis and practice.
- **Preparedness for HR in Customer-Focused Sectors:** This activity equipped students with insights into how training, competency, and work culture impact customer service, preparing them to apply HR principles in sectors where customer interaction is key.

Flyer of the event



The flyer is for an event titled "HR FIELD VISIT: INSIDE THE RETAIL WORLD". It features the logos of Atharva Institute of Management Studies and ACLE (Beyond the horizon). The event is organized by ACLE. The flyer includes a stylized illustration of a modern building. At the bottom, it provides the date (7th October 2024), time (10AM TO 4PM), and venue (Oberoi Mall, Infinity Mall).

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ACLE
Beyond the horizon
Organises

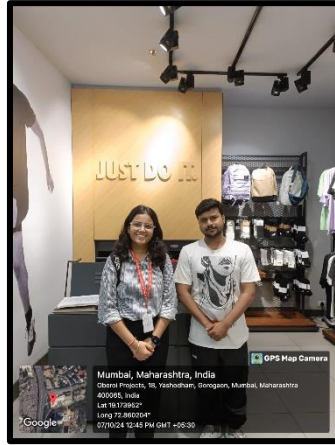
**HR FIELD VISIT: INSIDE
THE RETAIL WORLD**

Date
7th October 2024

Time
10AM TO 4PM

Vaue
Oberoi Mall,
Infinity Mall

Geo-tagged photos



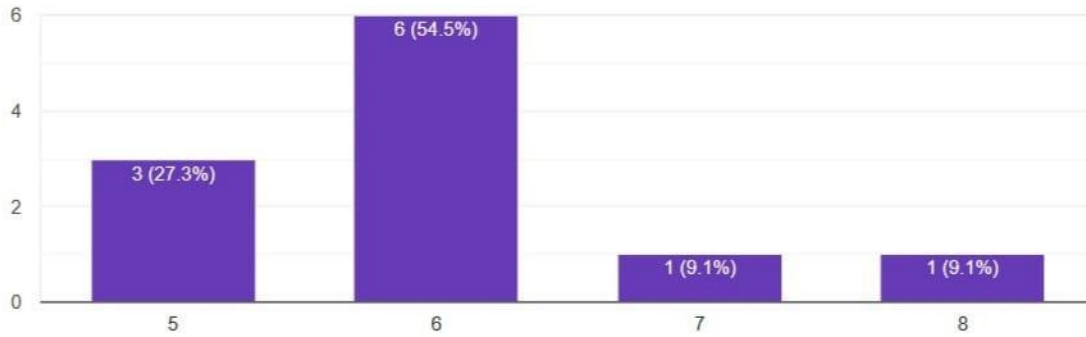


Feedback Analysis

How many stores you visited in the mall?

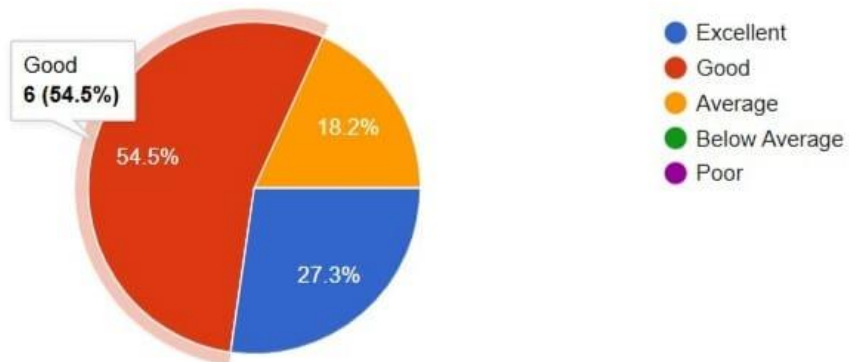
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11 responses



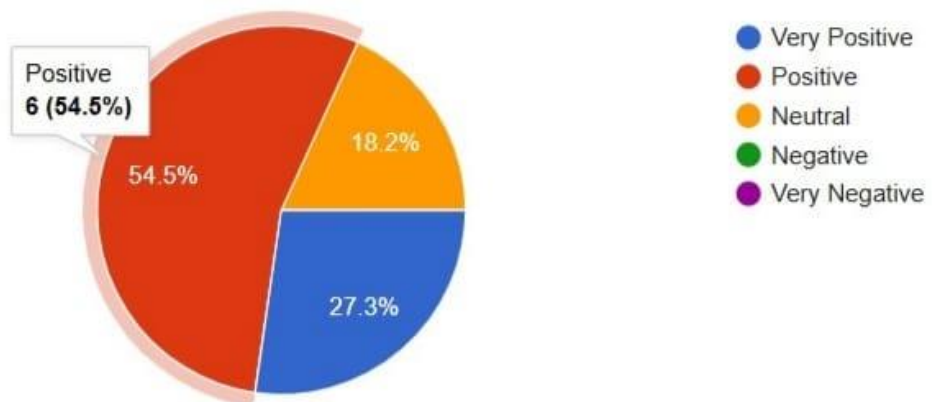
How would you rate the quality of interaction with the mall's staff?

11 responses



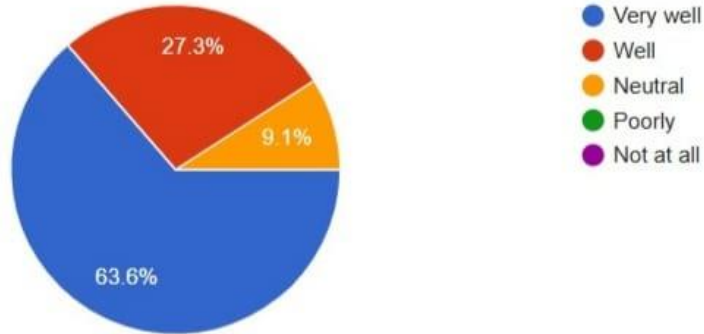
The work culture observed at the mall was.

11 responses



How well did the visit connect theoretical knowledge with practical HR practices

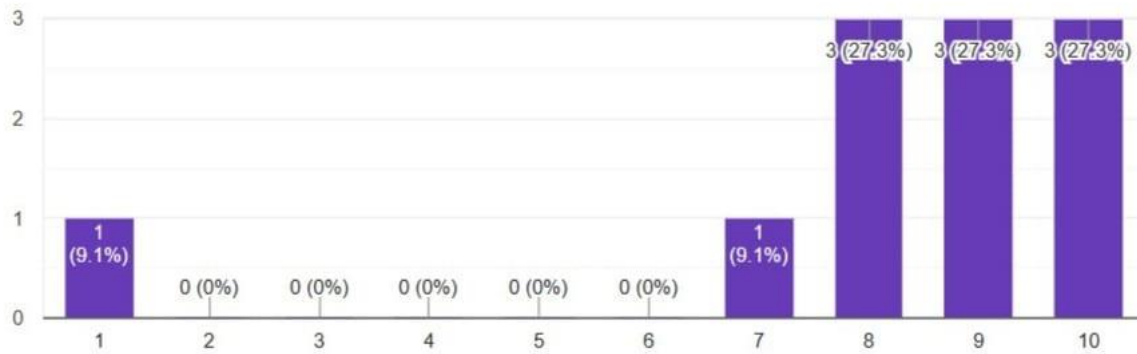
11 responses



Overall, how satisfied are you with the field visit?

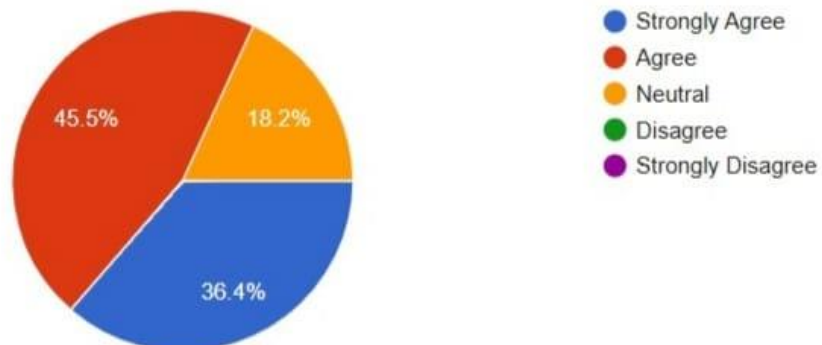
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11 responses



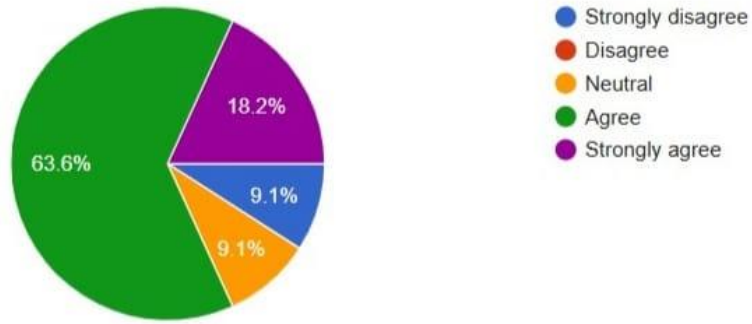
I had enough opportunities to ask questions and clarify doubts.

11 responses



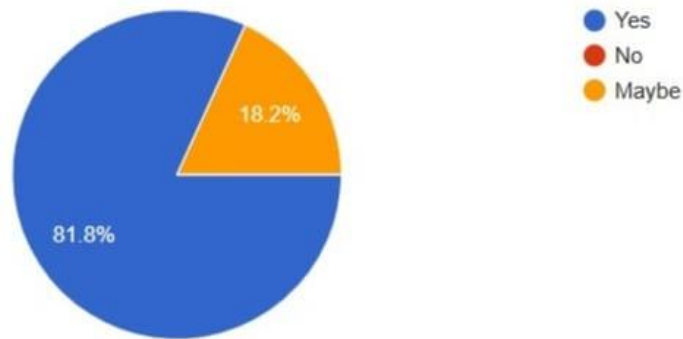
The field visit helped me understand real-world HR practices better.

11 responses



Would you recommend similar field visits to other HR students?

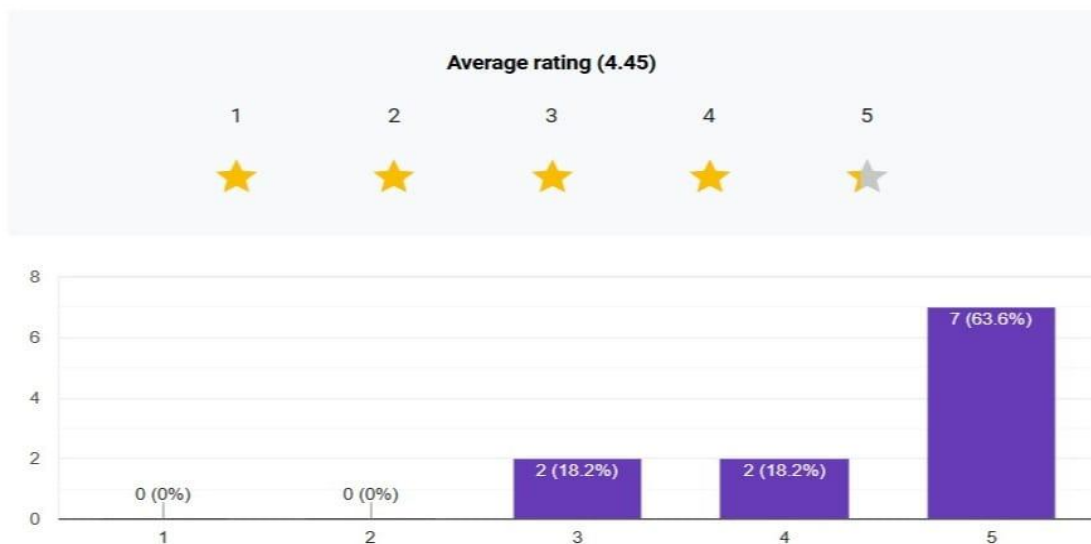
11 responses



How would you rate the overall learning experience of the field visit?

Copy chart

11 responses





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MMS Sem- III - Attendance Sheet - Batch - 2023 - 2025

Specialization - Human Resource

Pinnacle - Field Visit

Date: 7th October, 2024
10.00 AM - 5.00 PM

Roll No.	Name	Signature
A-27	Malpani Aanchal	
A-50	Shekhawat Neelam	
A-55	Singh Kamini	
A-57	Sona Mansi	
B-13	Chaudhary Nidhi Rajkumar	
B-16	Gaikwad Sahyogi Mahendra	
B-31	Kudtarkar Pooja Prakash	
B-35	Mohite Apurva Mahendra	
B-40	Nakum Unnati Vijay	
B-41	Panchal Om Kalpesh	
B-65	Yadav Aakanksha Pramod	
B-67	Gharat Sakshi	