

## Report On Workshop on Career Opportunities in Retailing & Digital Marketing



Retailing comes at the end of the marketing distributive channel. In India, retailing originated from the emergence of Kirana stores and mom-and-pop stores, which used to cater to the needs of local people. Before 1980's retailing in India was synonymous with peddlers, vegetable vendors, neighborhood kirana stores or sole clothing and consumer durable stores in a nearby town. In 1980's saw the major change in retailing. The textile companies like Bombay Dyeing, S Kumar's, Grasim and Raymonds came up with retail chains in textile sector, followed by Titan retail showrooms in the organized retail sector. Liberalization of the Indian economy led to withdrawal of stringent restrictions and the latter half of the 1990s saw a fresh wave of retailer entrants. With a shift from manufactures to pure retailers. The retail sector has emerged as one of the most dynamic and fast-paced industry in India due to the entry of several new players and presently it is the most booming sector in Indian economy.

Furthermore, in today's world, everything has become digital and everyone is connecting and communicating online. The pandemic situation and multiple lockdowns have made the people realize the power and potential of digital adoption. Digital marketing has become an indispensable part of current-day companies and offers numerous career opportunities for youths.

On this background, one-day workshop on Career Opportunities in Retailing & Digital Marketing' was organized on 25th March, 2022 under Lead College Scheme of Shivaji University. Around 110 students and faculties from 10 affiliated the workshop. Colleges covered under the cluster, participated

In the inaugural session, Prof. (Dr.) N.M. Mujawar, the co-ordinator, presented the theme of the workshop and introduced the chief guest and resource persons, whom Prin. Dr. V.A. Mane, the president of workshop, welcomed. Dr. N.C. Mali. Dr. Sunita Ambawade gave vote of thanks inaugurated the workshop

The first session on ' Career Opportunities in Digital Marketing ' was conducted by Dr. Nitin C Mali, Director of YCSR of Shivaji University. He highlighted the significance of digital marketing, its nice manner, he described the features of various current growth and future scope in India. In a very passage of time and revolution in ICT and projected generations; the changes occurred in them by the the scope for digital marketing in the years to come. He provided some important tips to youth to become ready to grab career opportunities in digital marketing.

Dr. Abid Salati , Dean , Students ' Welfare at Sanjay Ghodawat University , explained the significance and changing format of retailing in India . He argued that the retailing being the fastest growing industry avails a great number of employment opportunities. He also enlightened the participants on what qualities are required for making successful career in retailing.

The workshop was concluded with the vote of thanks expressed by Dr. Sunita Ambawade . Asst Prof. (Miss . ) Mohini Anchaliya compeered for the workshop. All participants were offered Certificates of Participation. There was a positive feedback of participants about the workshop. )

Prof. (Dr) N.M.Mujawar  
Co-ordinator,  
Lead College Scheme

(Dr. V.A. Mane)  
**PRINCIPAL,**  
Shri Venkatesh Mahavidyalaya,  
ICHALKARANJI - 416 115.



# Lead college workshop on 'Career Opportunities in Retailing and Digital Marketing'

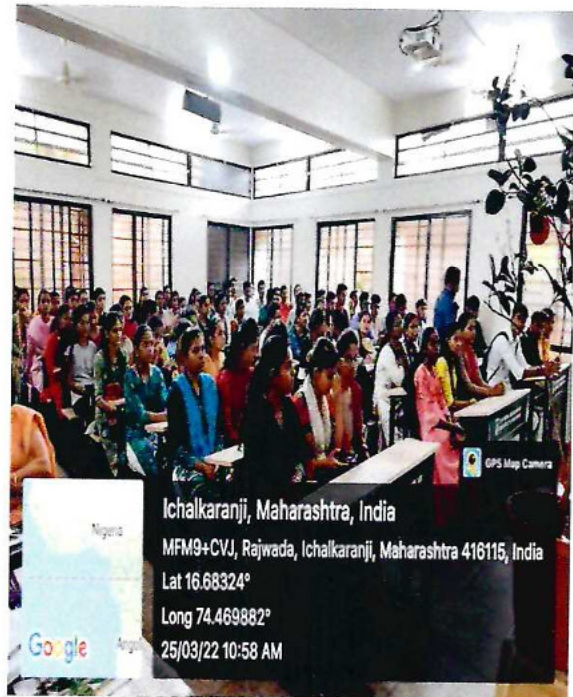
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