

Date: 12th December, 2022

World's Retail Employee day celebration with Retail stores in Baramati

Department of B.Voc Retail Management celebrated retail employee day with retail stores in Baramati. It is an attempt to encourage employers as well as customers to recognize the efforts of retail associates across the country. The day aims at creating awareness and empathy for their jobs and lives and the significant role they play in the lives of the customer. Every year, 12th December is celebrated as **World's Retail Employees' Day (RED)**, to bring the retail employees into focus and thank them for their untiring efforts. This initiative is conceptualized by Trust for Retailers & Retail Associates of India (TRRAIN) & supported by Retailers Association of India (RAI).

On the occasion of RED we Retail Management Department invited Mr. Shrinath Badade Owner of Brand Look Udyog Samuh & Mr. Akshay Katake, Director of Oskarwadi Web series & Misal, emerging entrepreneur to delivering their own experience while setup of their own business

On 12th December, 2022 Retail employee day celebration was started at 12.30 pm. We created group 5 students and ask them to visit various retail stores & offices in Baramati City like **MR. DIY, Milind Trading Co., Reliance Digital, Pantaloons, Reliance Fresh, Zudio** etc. The objective was to thank each individual for their commitment & dedication towards the organization. Each employee was given a rose & words of appreciation for his/ her contribution to the work. Employees also shared their experience with the organization. Students circulated 'Thank You' messages in retail stores.

Students interacted with employees and asked about their day to day functioning and strategies to handle the customers.

We also arrange a cake cutting ceremony to mark the occasion in Reliance Smart, Baramati where they invited all their employees & celebrated the moment. RED celebration ended day by thanking their employees for their contribution & giving their customers the best shopping experience.

We thanked Mr. Sunil Sir (Store Manager, Reliance Smart Baramati) for celebrating Retail employee day and giving valuable support to us.

All the students were very happy during this celebration. There was a very good response from students. In all 51 students participated in this activity.

It was an intuitive day and a great learning experience to students how retail employee plays significant role in the lives of the customer experience. Prof. Mahesh S. Phule, Mr. Sudhir K.

Taware, Mrs. Amruta Bapat, Mrs. Archana Kadam organized this celebration and guided the students throughout the journey.

We express our special thanks to Dr. Chandrashekhar V. Murumkar Principal, for permitting to celebrate Retail Employee Day. We also thank to Dr. R.T. Sapkal for his kind support and valuable guidance.

Mahesh
Prof. Mahesh S. Phule
Coordinator

