



RUKMINI DEVI

Institute of Advanced Studies

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DOSSIER

On

Corporate Visit - Big Bazaar

Placement Dept. RDIAS

On

October 16 , 2018



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FORM A

Proposal :

- **Name Of the event to be organized :** Corporate Visit - Big Bazar
- **Date :** October 16 , 2018
- **Time :** 08:45 am-03.30 pm
- **Venue :** Ambiance Mall Gurgoan,
- **Organized By:** Placement Dept. RDIAS
- **Motivation for the activity :** With the advancement in technology and changing times the industry has witnessed a vast change in all the major practices of Human Resources i.e. Performance Management, Recruitment and Retention, Performance Management, Training and Development etc. The placement department organized this visit in order to get an actual view of what's currently happening in the industry and how these major practices of HR are taking place.

Form B

Part 1

Aim of the event :

This visit was organized with an aim to provide an insight on how companies work and also useful information related to the practical aspects of the course which cannot be visualized in lectures. With an aim to go beyond academics, industrial visit provides students a practical perspective of the work place. In the recent time the field of HR has witnessed huge changes in all the major practices due to changing time and technology. The focus of the whole event was to know how these companies are coping up with these changes and then to assess them accordingly on the basis of their efforts, roles and practices.

Part 2

Abstract :

It was a wonderful experience for the students to get the real and practical knowledge of HR in Big Bazaar Corporate visit.

Ms. Aarti Sehgal and Ms. Khushbu took the students to the tour of the whole premises of the company and to the shop floor of Big Bazaar.

The interactive session with the HR Head Ms. Jyoti threw light on the Future Group, led by its founder and Group CEO, Mr. Kishore Biyani, is one of India's leading business houses with multiple business spanning across the consumption space. In the value segment, its marquee brand Big Bazaar is a hypermarket format that combines the look and feel of Indian bazaars with the choice and convenience of modern retail. Big Bazaar caters to every need of your family. Big Bazaar scores over other stores is its value for money proposition for the Indian customers. Since its first outlet open in Kolkata in late 2001, the Big Bazaar has spread to towns and cities with currently 106 outlets. These multi-level shopping meccas stock everything from food to fridges, and cookware to clothes. Its been especially designed to Indian consumers. With slogan

Is se sasta aur accha aur kahin nahi, the Big Bazaar targets itself directly at the average Indian love for following the crowd and scrambling for good discount.

HR had a personal interaction with the students about the labour force in the company, trade unions and problems occurs.

Ms. Jyoti (HR Head) talked about various sectors where employee engagement plays a crucial role. She talked about changes in training and development of an employee. Earlier she had to spend a lot on physical structure on training but nowadays it's all technological driven. She can easily access the modules via apps and websites. Also, the discussion is not one way. It is a two way approach now. She told that employee can easily leave the questions and get answers within a short span of time.

The visit were related to as follows:-

1. Performance Management and Training Development.
2. Innovative Retention Strategy.
3. Management of Change and Excellence in HRM.
4. Employee Relations & Employee Engagement.

These sessions were about of half hour. The motive of this visit was to impart students about the actual working atmosphere. This practice ensures trainees on how to work and how their workplace going to be. This visit helped students to learn about Grooming, Customer handling, Objection handling and Work Environment. They were briefed by the staff about day to day work and discipline they are supposed to maintain. Then we ourselves visited each section.

Part 3

Conclusion

Although it was a visit but it helped us understanding the recent challenges in HR management and the ways to deal with them. With an increase in cultural and gender diversity, team building, performance management and employee relations has become an important factor for better work efficiency and environment. It can be concluded that indeed Big Bazaar is progressing, it is accomplishing its goals with a clear vision and mission gradually. It has achieved high brand equity, highly discounted products and the variety of products that are available under one roof. It is also expanding its business geographically as well as in form of the product width. Big Bazaar is advancing in Supply Chain Management and Customer Relationship Management that helps it to fulfill the needs of customers in time and with greater satisfaction. It has also been very successful in making brand loyalty in the minds of people and without any doubt it has been very successful in target segmenting.

SnapShot



Group Photograph