

Retail Lab

K J Somaiya Institute of Management

Vision/Mission/Objective

Vision

To create synergy between the management students of K J Somaiya Institute of Management and the Industry, so that the students can learn the nitty-gritty of the corporate world along with the studies.

Mission

To Help K J Somaiya Institute of Management become a renowned name amongst other management institutes and industry corporates.

Objective

To create a holistic learning experience for students where they can apply what they have learnt in their course and relate it to the industry.

Content Team

Publishing the prestigious Retail Chronicles consisting of various industry industry happenings from around the globe and as well as out of the box strategies of brands.

Creatives

Creating all the posters and designs associated with retail lab publications as well as of the events organised by Retail Lab.

Corporate Relations

Creating and maintaining relationships with industry partners and also facilitate live project opportunities to the students and organise events involving prominent personalities from the industry.

Social Media

Handling the various social media handles of Retail Lab and devising interesting social media campaigns for the same.

ALL IN

An extraordinary quiz which test your knowledge as well as your patience and strategy as a manager when you bid in all you have! That's ALL IN

Guru Speak

Guru's from across various industries are invited to share their Guru Mantra with the students and give their insights on the current industry trends

Variegating Brands

The flagship event of Retail lab, Variegating Brands is a case study competition held at National Level

Live Projects And Seminar

Members of Retail Lab take live projects & attend seminars and workshops to enhance their skills and knowledge.

Committee Leadership Team

Designation	Name	Email ID
Faculty Head	Dr. Vandana Khanna	vandanat@somaiya.edu
Convenor	Shikhar Gupta	shikhar.g@somaiya.edu
Co-Convenor	Ayush Kumar Goyal	a.goyal@somaiya.edu
Co-Convenor	Pushpak Holani	pushpak.h@somaiya.edu

Thank You

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