

Training of Teachers of Secondary Stage (Grades 11-12) Teaching in Retail sector: 1 to 5 July, 2024

A training programme for teachers of the secondary stage (Grades 11 & 12) specializing in the Retail sector was held from July 1 to 5, 2024, at the PSS Central Institute of Vocational Education (PSSCIVE), Bhopal. A total of 38 vocational trainers and teachers from eight states—Haryana, Punjab, Gujarat, Karnataka, Telangana, Uttarakhand, Himachal Pradesh, and West Bengal—participated in the programme. The participants were trained on various key topics, including the fundamentals of retailing, customer concern resolution, continuous service improvement, product selection, providing specialist customer support, sales presentation, selling skills, credit application processes, customer relationship management, stock display, visual merchandising, teamwork, organizational dynamics, loyalty schemes, customer information systems, and customer retention strategies. Additionally, they received assignments focused on conducting group discussions, role plays, writing case studies, maintaining student portfolios, and assessing student performance. The programme also included an industrial field visit to packaging industry and three shopping malls/retail outlets, providing participants with insight into the latest developments in the organized retail sector to help them implement retail vocational courses in their respective states.