

Event Details	
Event Name	Training
Topic	BRIDGING INDUSTRY ACADEMIA GAP INDUSTRY VISIT TO DECATHLON, ZIRAKPUR
Date	2024 -04 -09 to 2024 -04 -09
Mode	Offline
Venue	Showroom
Organizer Name	Dr. Subodh Saluja and Dr. Reet kaur
Resource Person	Aditya Johar Manager
No. of Participants	32
SDG No	SDG 8: Decent Work and Economic Growth , SDG 9: Industry , Innovation and Infrastructure , SDG 17: Partnership for the Goals

Objective :

1. Gain insights into Decathlon's unique business model encompassing design , manufacturing , and retailing of sporting goods .
2. Understand the integration of innovation and research in product development within the sports industry context .
3. Explore Decathlon's sustainable practices and their implications for the retail sector .
4. Experience firsthand the customer -centric approach and interactive retail environment at Decathlon stores .

Description :

The industrial visit to Decathlon was an enlightening experience , offering a comprehensive insight into the retail giant's operations . From touring their state-of-the-art facilities to witnessing the intricacies of manufacturing processes , the visit provided a firsthand understanding of Decathlon's commitment to quality and innovation in the sports industry . Moreover , engaging with their passionate team members shed light on Decathlon's customer -centric culture and dedication to fostering an inclusive environment . Overall , the visit was a valuable opportunity to gain practical knowledge and appreciation for Decathlon's multifaceted operations .

Some point on decathlon . Industrial visit

- 1). Introduction to Decathlon : Provide an overview of Decathlon , a renowned multinational retailer of sporting goods . Explain its history , mission , and global presence .
- 2) Business Model : Discuss Decathlon's unique business model , which involves designing , manufacturing , and retailing its own products under various brands across multiple sports categories .
- 3) Product Range: Highlight the diverse range of sporting goods offered by Decathlon , covering activities such as cycling , hiking , swimming , fitness , and more . Explain how they cater to customers of all ages and skill levels .
- 4) Innovation and Research : Explore Decathlon's emphasis on innovation and research in product development . Discuss any recent advancements or technologies integrated into their products .

Outcomes :

1. Enhanced understanding of the complexities and intricacies of the retail industry , particularly within the sports sector .
2. Strengthened appreciation for the importance of innovation , sustainability , and customer engagement in business

operations .

- 3. Expanded network and potential career opportunities through interaction with Decathlon's passionate team members .
- 4. Improved ability to apply theoretical knowledge from retail management coursework to real-world settings .



Students at the store with the staff



Staff members explaining the store layout



Students asking queries



Students with their mentor Dr. Reet at Decathlon



Students experiencing the camping



Group photo of students , mentor and the store manager Mr. Aditya Johar