



**Indira Gandhi  
National Open University**



# **DIPLOMA IN RETAILING**

## **STUDENT HANDBOOK AND PROSPECTUS**

**(WITH APPLICATION FORM FOR ADMISSION)**

**JULY 2008**

**IGNOU Regional Centre, Delhi-1  
and  
School of Management Studies  
Indira Gandhi National Open University  
New Delhi-110068**

**Rs. 250/- in Cash  
Rs. 350/- by Regd. Post**

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*“Education is a liberating force, and in our age it is also a democratising force, cutting across the barriers of caste and class, smoothing out inequalities imposed by birth and other circumstances.”*

*- Indira Gandhi*

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“शिक्षा मानव को बन्धनों से मुक्त करती है और आज के युग में तो यह लोकतंत्र की भावना का आधार भी है। जन्म तथा अन्य कारणों से उत्पन्न जाति एवं वर्गगत विषमताओं को दूर करते हुए मनुष्य को इन सबसे ऊपर उठाती है।”

*- इंदिरा गाँधी*

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## RECOGNITION

IGNOU is a CENTRAL UNIVERSITY established by an Act of Parliament in 1985 (Act No. 50 of 1985). IGNOU Degrees/Diplomas/Certificates are recognised by all the members of the Association of the Indian Universities (AIU) and are at par with Degrees/Diplomas/Certificates of all the Indian Universities/Deemed Universities/Institutions vide UGC Circular No. F1-52/2000 (CPP-II) dated 5 May, 2004, AIU Circular No. EV/B (449)/94/176915-177115 dated January 14, 1994. AICTE Circular No. AICTE/Academic/Nov-Dec/2005 dated May 13, 2005.

**Completed application form to be sent to:**

**The Regional Director,  
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52, Institutional Area, Tughlakabad,  
New Delhi - 110 062.**

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*Further information on Indira Gandhi National Open University courses may be obtained from the University's office at Maidan Garhi, New Delhi-110 068 or its Regional Centres across the country.*

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# **1. ABOUT IGNOU**

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## **1.1 Introduction**

The Indira Gandhi National Open University was established by an Act of Parliament in 1985 to achieve the following objectives :

- democratizing higher education by taking it to the doorstep of the learners,
- providing access to high quality education to all those who seek for it irrespective of age, region or formal qualifications,
- offering need-based academic programmes by giving professional and vocational orientation to the courses,
- promoting and developing distance education in India, and
- setting and maintaining standards in distance education in the country as an apex body for the purpose.

## **1.2 Prominent Features**

IGNOU has certain unique features such as :

- national jurisdiction,
- flexible admission rules,
- individualized study : flexibility in terms of place, pace and duration of study,
- use of latest information and communication technologies,
- nationwide student support services network,
- cost-effective Programmes,
- modular Programmes ,
- socially and academically relevant Programmes based on students' need analysis, and
- resource sharing, collaboration and networking with conventional universities, open universities and other institutes/organisations.

## **2.3 The Schools of Studies**

With a view to developing inter-disciplinary studies, the University operates through Schools of Studies. Each School is headed by a Director, who arranges to plan, supervise, develop and organise its academic Programmes and courses in coordination with the School staff and the different academic, administrative and service wings of the University. The emphasis is on providing a wide choice of courses at different levels. The Schools of Studies currently in operation are as follows :

- |  |   |
|--|---|
| 1. School of Humanities (SOH)                        | 14. School of Tourism and Hospitality Service Sectoral Management |
| 2. School of Sciences (SOS)                          | 15. School of Inter-disciplinary and Trans-disciplinary Studies   |
| 3. School of Social Sciences (SOSS)                  | 16. School of Social Work   |
| 4. School of Education (SOE)                         | 17. School of Vocational Education and Training                   |
| 5. School of Continuing Education (SOCE)             | 18. School of Extension and Development Studies                   |
| 6. School of Health Sciences (SOHS)                  | 19. School of Foreign Languages                                   |
| 7. School of Engineering and Technology (SOET)       | 20. School of Translation Studies and Training                    |
| 8. School of Management Studies (SOMS)               | 21. School of Performing and Visual Arts                          |
| 9. School of Computer & Information Sciences (SOCIS) |   |
| 10. School of Agriculture (SOA)                      |   |
| 11. School of Law (SOL)                              |   |
| 12. School of Journalism and New Media Studies       |   |
| 13. School of Gender and Development Studies         |   |

## 1.4 Academic Programmes

The University offers a wide range of Programmes both short-term and long-term leading to Certificates, Diplomas, Undergraduate Degrees, Postgraduate Degrees and Doctoral Degrees, which are conventional as well as innovative. Most of these Programmes have been developed after an initial survey of the demand for such Programmes. They are launched with a view to fulfil the learner's needs for :

- certification,
- improvement of skills,
- acquisition of professional qualifications,
- continuing education and professional development at work place,
- self-enrichment, and
- diversification and updation of knowledge.

## 1.5 Course Preparation

Learning material is specially prepared by teams of experts drawn from different universities and specialised institutions in the area from all over the country as well as in-house faculty. This material is scrutinized by the content experts, supervised by the instructors/unit designers and edited by the language experts at IGNOU before they are finally sent for printing. Similarly, audio and video cassettes are produced in consultation with the course writers, in-house faculty and producers. The material is previewed and reviewed by the faculty as well as outside media experts and edited/modified, wherever necessary, before they are finally despatched to the Study Centres and telecast through Gyan Darshan.

## 1.6 Credit System

The University follows the 'Credit System' for most of its Programmes. Each credit is equivalent to 30 hours of learner study comprising all learning activities i.e. reading and comprehending the print material, listening to audio, watching video, attending to counselling sessions, teleconference and writing assignment responses. For example a four-credit course in the Diploma in Retailing involves 120 hours of study. This helps the learner to know the academic effort one has to put in, to successfully complete a course.

## 1.7 Support Services

In order to provide individualized support to its learners, the University has a large number of Study Centres and Programme Study Centres throughout the country. These are coordinated by Regional Centres. At the Study Centres, the learners interact with the Academic Counsellors and other learners, refer to books in the library, watch/listen to audio/video cassettes and interact with the staff of the Study Centre on administrative and academic matters. The list of Regional Centres are given in this handbook.

## 1.8 Programme Delivery

The methodology of instruction in this University is different from that of the Conventional Universities. The Open University System is more learner-oriented and the learner is an active participant in the pedagogical (teaching and learning) process. Most of the instruction is imparted through distance education methodology rather than face-to-face communication.

The University follows a multiple media approach for instruction, which comprises:

- i) **Self Learning Material:** The printed study material (written in self-learning style) for both theory and practical components of the Programmes is supplied to the students in the form of blocks for every course. Normally, Programme consists of courses (booklets), course consists of blocks and blocks consist of units. In the instant Diploma case you will have one single booklet, which consists of 10-13 units in each course.
- ii) **Audio-Visual Programmes:** The learning package of these audio-video Programmes will contain audio and video cassettes, which will be produced by the University to enhance the understanding of the course material given to the student. The audio tapes are run and video cassettes are screened at the Study Centres during specific sessions, which will be duly notified by Study Centres for the benefit of the students. Audio and video Programmes are being developed/procured and the same will be sent to Study Centres and Gyan Darshan/Gyan Vani as soon as they are ready.
- iii) **Academic Counselling:** Counselling sessions are held as per the schedule drawn by the Study Centres. These are mostly held during the non-working hours of the host institutions where the Study Centres are located. However, in the instant Diploma case counselling sessions shall be organised in the form of Contact sessions in two spells – 5 days each between August and May every year.
- iv) **Internship:** It is required to complete an internship of minimum 6 months. During internship every student is required to maintain a **Workbook** to record the performance and the same shall be authenticated with remarks by the sponsor (retail company/unit). A separate **Confidential Report** in a prescribed format shall be submitted by the sponsor about the performance of the student during the internship. Internship will have a **viva-voce** to assess student skills and competencies acquired in the Programme.
- v) **Gyan Darshan Educational Channel :** A collaboration between MHRD, Prasar Bharti, IGNOU and other organisations has resulted in launching the Gyan Darshan (GD), the Educational Channel of India. The Channel is providing educational programmes from the EMPC studios on a variety of subjects for 24 hours a day to enhance the learning process. Gyan Darshan has now expanded into a bouquet of channels namely GD-1, GD-2, GD-3 ‘Eklavya’ and GD-4 ‘Vyas’. Educational programmes are contributed by major educational institutions such as IGNOU, UGC/CEC, NCERT/CIET, Directorate of Adult Education, IITs and other educational/development organisations in the country. These programmes are simultaneously broadcasted on ‘Edusat’ national channel in which 2 way video-2 way audio teleconferencing facility is available.
- vi) **Gyan Vani :** IGNOU manages FM Radio network in 40 cities and towns for education and development. EMPC is the nodal agency for implementing the project. As many as 26 FM Radio stations at Allahabad, Bangalore, Coimbatore, Vishakhapatnam, Mumbai, Lucknow, Bhopal, Kolkata, Chennai, Delhi, Jaipur, Nagpur, Hyderabad, Panaji, Kanpur, Mysore, Guwahati, Shillong, Ahmedabad, Rajkot, Indore, Jabalpur, Raipur, Patna, Varanasi and Aurangabad are broadcasting educational Programmes. The broadcasts in English, Hindi and the regional languages/dialects are conducted by local resource persons.
- vii) **Interactive Radio-Counselling :** Interactive Radio counselling is provided on radio by experts in the discipline. Students can ask questions right from their homes over telephone. These sessions are conducted for an hour on all Sundays. What they need is a transistor/radio for listening and telephone/mobile for interaction. A toll-free telephone number 1800112345 has been provided for this purpose from selected cities. The detailed schedule for Gyan Darshan, Teleconferencing, Radio counselling, FM broadcasts, etc. can be accessed at IGNOU EMPC-Gyan Darshan website <http://www.ignou.ac.in/gyandarshan%scindex.html>.

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## **2. ABOUT RETAILERS ASSOCIATION OF INDIA (rai)**

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Retailers Association of India (rai) is emerging as the unified voice of Indian retailers, working with all the stakeholders for creating the right environment for the growth of the modern retail industry in India. rai, is the body that encourages, develops, facilitates and supports retailers to become modern and adopt best practices that will delight customers.

The country's key retailers have been spearheading the growth of rai. rai's Governing Board comprises the following people who led the retail revolution in our country – Mr. Kisore Biyani of Pantaloons, Mr. B. S. Nagesh of Shoppers' Stop, Mr. Noel Tata of Trent Ltd., Mr. Vinay Nadkarni of Globus Stores, Mr. Ved Prakash Arya of Pantaloons, Mr. Sumantra Banerjee of RPG Retail, Mr. Nandan Piramal of Piramyd, Mr. Kodandarama Setty of Viveks and Mr. Gibson G. Vedamani, CEO rai.

### **Vision**

To develop, facilitate and propagate practices and processes that will grow the Indian retail industry, leading to increased consumption and growth of the economy.

### **Mission**

- To establish growth of modern retail in India.
- To support retailers by providing the required knowledge and information.
- To lobby and liaise with the government for easier establishment and operations of retailing.
- To educate and train retailers to adopt modern retail practices.
- To work for customer delight by helping retailers to create the right retail environment.
- To encourage adoption of the right values, transparency and code of conduct by retailers.

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## **3. RETAILING IN INDIA**

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The earliest retailing in India started with the 'pan shop' concept, a small shop, more often in a size ranging from 20 square feet selling betel leaves (pan), cigarettes and 'bidi'. A little larger version came into existence which is known as the 'Kirana' store and this store sells grocery also to the needs of the local people. These small stores are very large in number in India and are run by families. Hence, they are popularly known as 'mom and pop' stores.

Later, Departmental Stores and the government subsidized Super Stores selling clothing fabric, apparel and other life style products came into existence. Recently, corporate organizations realizing the significance of retailing are opening their stores nationally bringing in the 'Chain Store' concept. Alongside this retail growth we now see the evolution of many large Malls and Hypermarkets, which are a destination for happy shopping, dining and entertainment. Retailing in India is unique as even today all the forms mentioned above are coexisting.

The Key drivers of growth of organized retailing in India are the following:

Growth of consumerism, changing life style, availability of numerous brands - both national and international, increased media exposure and higher spending power of the consumer have increased the levels of domestic consumption in India. India has an enviable customer base with its vast 1 billion above population, which has 890 million people under 45 years of age and over 480 million classified as middle class population. India is a glorious market and the number of effective middle class consumer is expected to rise to over 600 million by 2011.

The positive attitude of the Government and its desire to further open up various sectors and privatize some viz. telecom, energy, aviation, insurance, infrastructure, etc. is resulting in the constant upgrading of products, processes and services for our customers.

It is expected that in the next two years modern retail will provide 2.2 million jobs and provide local employment opportunities. This will see a good proportion of 'first time' employment and 20% of organised retail employees will be tax payers. Of the total employees, 50% or more will be women and this will empower women more.

To cater to this huge demand for personnel, many educational institutes have started offering specialized retail courses and training.

The retail infrastructure is developing fast as 100% FDI in real estate development projects is allowed. About 40 million square feet of retail space will be created over next 5 years by existing retailers and this growth will enable more retail stores to be established in India in future. Close to 2.2 billion dollars will be invested in warehousing and distribution, fine tuning supply chain management and this will enable faster reach of products to consumers at less expenses, reducing considerably wastages in the supply chain.

With its inherent technology strengths and advanced technology development in retail, India can look forward to becoming the backbone and backend management of global supply chain. Enterprise Resource Planning packages have been deployed in the top Indian retailing companies and soon Electronic Data Interchange efficiencies will be achieved. Bar-coding all products following uniform standards will enable easier product identification, product tracking and product replenishment processes.

The status of the retail sector will depend a lot on external factors like government regulations and retail estate prices, besides the strategies and activities of the retailers and demands of the customers. Some other factors that will propel growth are increased investments, a faster pan-India spread, allowing retail to work 24 hours 7 days a week and creating a single-window for obtaining licenses to open and run stores in India.

Organised retail is poised to grow and see its boom time. For many, modern retailing in India is going to be the future as it has the capability to percolate into smaller towns and even villages. The opportunity for retailers to yet enjoy the first mover advantage is there for the taking and retailing will grow from strength to strength in India in all product categories.

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## **4. DIPLOMA IN RETAILING**

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### **4.1 Programme Details**

The Indira Gandhi National Open University (IGNOU) is always a front-runner in identifying opportunities and designing suitable Programmes for the benefit of the society and economy. IGNOU, in collaboration with **rai**, has designed the Diploma in Retailing, an innovative Programme (the first of its kind) in the Open and Distance Learning System. The business and University relationships are perfected in the Programme and all the students who join the Programme are guaranteed an internship of minimum of six months duration with an established retail company. Further, during the period of internship student will be paid a stipend.

The Programme is of 32 credits comprises 4 compulsory courses with an Internship and viva-voce. Each course is of 4 credits (BRL-001 to 004). However, BRLT-005 Internship and viva-voce is of 16 credits which has 6 months internship. One credit is equivalent to 30 hours of students study time, which includes reading course materials, attending counselling sessions, and writing assignments. Courses and course-wise unitisation is given in this book.

The Programme is offered in English medium and student is expected to attempt assignments and examination in English only.

The Programme fee is Rs. 6500/- including Rs. 100/- registration fee. The Programme has minimum duration of one year and maximum duration of three years. In case student cannot complete the programme within three years, he/she will be required to take re-admission for the courses he/she might not have completed. The student can get re-admission by filling up the re-admission form by paying prescribed fee per course. (See Re-admission, page 13).

Beyond this period (i.e. four years from the admission, which includes re-admission) student will have to seek fresh admission by paying full programme fee as applicable at that time. Student may however, request for credit transfer subject to the credit transfer policy prevalent at that time for the courses. As and when it is necessary, the University can revise the re-admission fee and it shall be payable by the student as per schedule of payment notified by the University.

## 4.2 Diploma Programme Course Structure

<u>Course Codes</u>	<u>Courses</u>
BRL-001	: Overview of Retailing
BRL-002	: Retail Marketing and Communication
BRL-003	: Retail Management Perspectives and Communication
BRL-004	: Customer Service Management
BRLT-005	: Internship and Viva-Voce

## 4.3 Detailed Contents of the Courses

### **Course BRL-001: Overview of Retailing**

Unit 1	: Retail Scenario
Unit 2	: Retail Consumer
Unit 3	: Retail Formats
Unit 4	: Sourcing and Merchandising
Unit 5	: Visual Merchandise and Store Design
Unit 6	: Retail Operations and Store Management
Unit 7	: Legal Environment
Unit 8	: Technology in Retailing
Unit 9	: Rural Retailing and E-Tailing
Unit 10	: Emerging Trends and Careers in Retail Industry
Unit 11	: Business Ethics

### **Course BRL-002: Retail Marketing and Communication**

Unit 1	: Overview of Retail Marketing
Unit 2	: Understanding Shoppers and Shoppers' Behaviour
Unit 3	: Personal Selling
Unit 4	: Customer and Customer's Needs
Unit 5	: Steps of Selling-1
Unit 6	: Steps of Selling-2
Unit 7	: Overview of Retail Promotions
Unit 8	: Advertisement and Promotions
Unit 9	: In-store Sales Promotions Management
Unit 10	: Objectives, Advantages, Limitations in Store Promotions
Unit 11	: In-store Promotions, Strategies, Budget, Evaluations
Unit 12	: Types and Techniques of Sales In-store Promotions

**Course – BRL-003: Retail Management Perspectives and Communication**

Unit 1	:	Management Perspectives in Retailing
Unit 2	:	Retail Planning Process
Unit 3	:	Retail Organisation Structure
Unit 4	:	Decision Making Process
Unit 5	:	Leadership and Team Work
Unit 6	:	Monitoring and Controlling Retail Operations
Unit 7	:	Accounting for Retailing
Unit 8	:	Introduction to Communication
Unit 9	:	Non Verbal Communication
Unit 10	:	Listening Skills
Unit 11	:	Cross Cultural Communication
Unit 12	:	Interactive Skills
Unit 13	:	Technology Enabled Business Communications

**Course – BRL-004 :Customer Service Management**

Unit 1	:	Introduction to Customer Service
Unit 2	:	Customer Service Classification
Unit 3	:	Steps in Selling
Unit 4	:	Retail Selling Skills
Unit 5	:	Customer Expectation
Unit 6	:	Service Quality
Unit 7	:	Customer Experience Management
Unit 8	:	Customer Loyalty
Unit 9	:	Grievance and Complaint Management
Unit 10	:	Service Recovery
Unit 11	:	Internal Marketing
Unit 12	:	Communication to the Customer

**Course – BRLT 005 :Internship and viva-voce**

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## 5. INTERNSHIP

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The Diploma Programme will provide an opportunity to do internship (practical trainings in retail stores) for a period of six months. The candidate selected for the Diploma will be placed for his/her internship in a particular retail unit/company. The terms and conditions for undertaking an internship by a student are as follows:

- required to undergo six months compulsory training with a retail unit/company.
- workbook to be filled-in regularly and assessed by the supervisor.
- required to submit filled-in Workbook at the time of viva-voce (verbal face-to-face assessment by an external examiner).

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## 6. EVALUATION SYSTEM

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The evaluation system consists of two components:

- 1) Continuous Evaluation through Assignments for courses BRL-001 to BRL-004, and Workbook, Confidential Report from the Industry and Viva-voce for course BRLT-005.
- 2) Term-end Examination is organised twice a year i.e. June and December every year. In the final result, assignment (continuous evaluation) carries 30% weightage for course BRL-001 to BRL-004 while term-end examination carries 70% weightage for the same. Evaluation of BRLT-005 Internship consists of 3 components viz., assessment of Workbook with 50% weightage, assessment of learners through Confidential Report by the Retailing Company with 10% weightage and comprehensive three times viva-voce with 40% weightage on Internship.

University follows grading/marking system for continuous evaluation as well as term-end examination. In the instant Diploma in Retailing, marking system shall be followed. The University shall furnish grades also in the Grade Card award of the Diploma. The notional correlates of the Letter Grades and percentage of marks are as under :

Letter Grade	Quality Value	Point Grade	Equivalent % of numerical marks
A	Excellent	5	70% and above
B	Very Good	4	Above 55% and below 70%
C	Good	3	Above 45% and below 55%
D	Average	2	Above 35% and below 45%
E	Unsatisfactory	1	Less than 35%

Depending on the percentage of marks secured by the candidate the Divisions shall be awarded as follows:

1st Division	-	60% and above	Pass	-	35% to 49.9%
2nd Division	-	50% to 59.9%	Unsuccessful	-	Below 35%

The student is required to score for courses BRL-001 to BRL-004 at least 35% marks in both continuous evaluation (assignment) as well as the term-end examination individually. However, for course BRLT-005, student is required to score an average of 50% of all components.

### Term-end Examination (TEE)

The term-end examination is another component of the evaluation system. Term-end examination carries 70% weightage in the final result. The University will be organising term-end examination for courses BRL-001 to BRL-004. However, there is no term-end examination for the course BRLT-005.

The term-end examination for each course is of 50 marks and of two hours duration. The course work BRL-001 to BRL-004 will have 200 marks (50 marks for each course × 4 courses).

The University conducts term-end examinations twice a year i.e. in June and December.

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## 7. UNIVERSITY RULES

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### **Educational Qualifications Awarded By Private Institutions**

Any educational qualification awarded by the Private Universities established under the provisions of the “Chhattisgarh Niji Kshetra Vishwavidalaya (Sthapana Aur Viniyaman), Adhiniyam, 2002” are non-existent and cannot be made the basis of admission to higher studies with IGNOU.

### **Incomplete and Late Applications**

Incomplete application forms/Re-registration forms, received after due date or having false information, will be summarily rejected without any intimation to the students. The students are, therefore, advised to fill the relevant columns carefully and enclose the copies of all the required certificates duly attested by a Gazetted Officer. **The form is to be submitted to the Regional Director, IGNOU Regional Centre, 52 Institutional Area, Tughlakabad, New Delhi-110062 ONLY on or before the due date.** The application form sent to other offices of the University will not be considered and the applicant will have no claim whatsoever on account of this.

### **Validity of Admission**

Students offered admission have to join on or before the due dates specified by the University. In case they want to seek admission for the next session, they have to apply afresh and go through the admission process again.

### **Simultaneous Registration**

Students who are already enrolled in a Programme of one year or longer duration can also simultaneously register themselves for any certificate Programme of 6 months duration. However, if there is any clash of dates of counselling or examination schedule of the two Programmes taken, University will not be in a position to make adjustment.

### **Re-admission**

Students who are not able to clear their Programme within the maximum duration shall be allowed to take re-admission for additional two years for the Diploma Programme, in continuation of the earlier duration. The student is required to make payment per course on pro-rata basis for re-admission. The details of pro-rata fee and the Re-admission Form is available at the SRED/Regional Centres. For further details please see the website [www.ignou.ac.in](http://www.ignou.ac.in)

### **Reservation**

The University provides reservation of seats as per the Government of India rules.

### **Scholarships and Reimbursement of Fee**

Reserved Categories, viz. Scheduled Castes, Scheduled Tribes and Physically Handicapped students are to pay full fee at the time of admission to the University along with other general category candidates. Physically Handicapped students admitted to IGNOU Programmes are eligible for Government of India scholarships. They are advised to collect scholarship forms from the respective State Government Directorate of Social Welfare or Office of the Social Welfare Officer and submit the filled-in forms to them through the concerned Regional Centre of IGNOU.

Similarly, SC/ST students have to collect and subsequently submit their scholarship forms to the respective State's Directorate of Social Welfare or Office of the Social Welfare Officer, through the concerned Regional Centre of IGNOU for reimbursement of Programme fee.

### **Foreign Students**

Foreign students residing in India are eligible to seek admission in IGNOU programmes who have valid student visa for the minimum duration of the programme. Such students are required to remit the fee at par with foreign students (fee structure of foreign students could be downloaded from the website [www.ignou.ac.in](http://www.ignou.ac.in).) Admission of foreign students residing in India will be processed by the International Division of the University after ensuring their antecedents from Ministry of External Affairs/Ministry of Human Resource Development. Programmes with limited number of seats are not opened for foreign students.

## **Refund of Fee**

Fee once paid will not be refunded under any circumstances. It is also not adjustable against any other Programme of this University. However in cases where University denies admission, the Programme fee will be refunded after deduction of registration fee **through A/c Payee Cheque Only.**

## **Study Material and Assignments**

The University sends study materials and assignments, wherever prescribed, to the students by registered post and if a student does not receive the same for any reason whatsoever, the University shall not be held responsible for that. However, student can write to the University informing the reason as to why he/she has not received study materials requesting the University to provide him/her a set of study material. **In case a student wants to have assignments/study material he/she can obtain a copy of the same from the Study Centre/Regional Centre or may download it from the IGNOU website [www.ignou.ac.in](http://www.ignou.ac.in) or [ignoured1@ignou.ac.in](mailto:ignoured1@ignou.ac.in).**

## **Counselling and Examination Centre**

All Study Centres, Programme Study Centres, Special Study Centres activated for various Programmes are not Examination Centres. Regular Counselling sessions in two spells (i.e. 5 days each spell) will be conducted at the Study Centres specified for the Programme.

## **Change/Correction of Address and Study Centres**

Printed cards are placed in the Programme Guide for change/correction of address/change of Study Centre, which is dispatched along with the study material. In case there is any correction/change in the address, the student is advised to make use of proformas provided in the Programme Guide and send it to the Regional Director, IGNOU Regional Centre, 52 Institutional Area, Tughlakabad, New Delhi - 110062 who will forward the request after verifying the student's signature to SR & E Division, Maidan Garhi, New Delhi-110068. Request for **change of Study Centre is normally accepted subject to availability of seat for the Programme at the new Study Centre asked for.** Change of Address is not permitted until admissions are finalised.

Depending on actual number of students or due to other operational reasons, the University may deactivate a Study Centre/Programme Study Centre and the students of the deactivated Centre will be attached to another Centre. The Regional Centre will inform the concerned student about the change after admissions are finalized.

## **Change of Region**

When a student wants transfer from one region to another, he/she has to write to that effect to the Regional Centre from where he/she is seeking a transfer marking copies to the Regional Centre where he/she would like to be transferred to. Further, he/she has to obtain a certificate from the Coordinator of the Study Centre from where he/she is seeking transfer regarding the number of assignments submitted. The Regional Director from where the student is seeking the transfer will transfer all records including details of fee payment to the new Regional Centre under intimation to the Registrar, SR&E Division and the learner. For change of Region in practical oriented programmes like computer programmes, B.Sc., Diploma in Retailing etc., *No Objection Certificate (NOC)* is to be obtained from the concerned Regional Centre/Study Centre where the student wishes his/her transfer. However, the transfer shall be subject to availability of seats wherever applicable.

## **Official Transcripts**

The University provides the facility of official transcripts on requests made by the students on plain paper addressed to Registrar (SRE), IGNOU, Maidan Garhi, New Delhi-110068. A fee of Rs. 100/- per transcript payable through DD in favour of IGNOU is charged for this purpose. The students are required to pay Rs. 300/- in case of request for sending transcript outside the country.

## **Disputes on Admission & other University Matters**

The place of jurisdiction of filing of suit, if necessary, will be only at New Delhi/Delhi.

## 8. REGIONAL CENTRES

The University operates with a network of Regional Centres across the country. The list of Regional Centres activated for the Diploma in Retailing are given below:

S. No.	Regional Centre	Code	Address of the Regional Centre
1	HYDERABAD	01	REGIONAL DIRECTOR IGNOU REGIONAL CENTRE RAHUL CHAMBER HOUSE, NO.3-5-909 HIMAYATNAGAR MAIN ROAD, HIMAYAT NAGAR, HYDERABAD-500 029, ANDHRA PRADESH Tel: 040-23221254, 23221255 Fax: 040-23221260 E-mail: <a href="mailto:hyd2_ignourch@sancharnet.in">hyd2_ignourch@sancharnet.in</a> Website: <a href="http://ignouhyd.ap.nic.in/">http://ignouhyd.ap.nic.in/</a>
2	GUWAHATI	04	REGIONAL DIRECTOR IGNOU REGIONAL CENTRE NAVAGIRI ROAD 1 <sup>ST</sup> BYE-LINE CHANDMARI GUWAHATI – 781003 ASSAM Tel: 0361-2668409 / 2662831 / 2662834 Fax: 0361-2662879 E-mail: <a href="mailto:grcignou@sancharnet.in">grcignou@sancharnet.in</a> Website: <a href="http://www.grcignou.ac.in/">http://www.grcignou.ac.in/</a>
3	DELHI- 1	07	REGIONAL DIRECTOR IGNOU REGIONAL CENTRE DELHI- “1” 52, TUGHLAKABAD INSTT. AREA NEAR BATRA HOSPITAL, NEW DELHI-110062 Tel: 011-29958078, 29956015, 26056834 Fax: 011-29053172 E-mail: <a href="mailto:rcd1ignou@rediffmail.com">rcd1ignou@rediffmail.com</a> Website: <a href="http://www.ignourcd1.ac.in">http://www.ignourcd1.ac.in</a>
4	AHMEDABAD	09	REGIONAL DIRECTOR IGNOU REGIONAL CENTRE OPP. NIRMA INSTT. OF TECHNOLOGY SARKHEJ GANDHINAGAR, HIGHWAY, CHHARODI, AHMEDABAD – 382 481 GUJARAT Tel: 02717 – 242975 / 242976 Fax: 02717 – 241580 E-mail: <a href="mailto:rcignouahd@yahoo.com">rcignouahd@yahoo.com</a> Website: <a href="http://www.ignougujarat.org">http://www.ignougujarat.org</a>
5	BANGALORE	13	REGIONAL DIRECTOR IGNOU REGIONAL CENTRE NSSS KALYANA KENDRA 293, 39 <sup>TH</sup> CROSS, 8 <sup>TH</sup> BLOCK, JAYANAGAR, BANGALORE-560082, KARNATAKA Tel: 080-26654747 / 26657376 Fax: 080-26644848 E-mail: <a href="mailto:ignourcblr@eth.net">ignourcblr@eth.net</a> Website: <a href="http://164.100.80.120/ignou/">http://164.100.80.120/ignou/</a>
6	COCHIN	14	REGIONAL DIRECTOR IGNOU REGIONAL CENTRE KALOOR, COCHIN- 682 017 KERALA Tel: 0484-2340203/ 2348189/ 2330891 Fax: 0484-2340204 E-mail: <a href="mailto:igrc14@vsnl.net">igrc14@vsnl.net</a> Website: <a href="http://www.ignourckochi14.net">http://www.ignourckochi14.net</a>

7	BHOPAL	15	REGIONAL DIRECTOR IGNOU REGIONAL CENTRE SANCHI COMPLEX, 3 <sup>RD</sup> FLOOR OPP. BOARD OF SECONDARY EDN. SHIVAJI NAGAR, BHOPAL – 462016, MADHYA PRADESH Tel: 0755-2578455 Fax: 0755-2578454 E-mail: <a href="mailto:ignoubhopal@rediffmail.com">ignoubhopal@rediffmail.com</a> Website: <a href="http://www.ignoubhopal.co.in/index.htm">http://www.ignoubhopal.co.in/index.htm</a>
8	PUNE	16	REGIONAL DIRECTOR IGNOU REGIONAL CENTRE 1 <sup>ST</sup> FLOOR, MSFC BUILDING 270, SENAPATI BAPAT ROAD PUNE – 411 016, MAHARASHTRA Tel: 020-25651124 Fax: 020-25671864 E-mail: <a href="mailto:ignourcpune42@vsnl.net">ignourcpune42@vsnl.net</a>
9	BHUBANESHWAR	21	REGIONAL DIRECTOR IGNOU REGIONAL CENTRE C-1, INSTITUTIONAL AREA BHUBANESHWAR – 751 013 ORISSA Tel: 0674-2301348 / 2301250 / 2301352 Fax: 0674 – 2300349 E-mail: <a href="mailto:igrd21@hotmail.com">igrd21@hotmail.com</a> Website: <a href="http://www.ignoubbsr.org/">http://www.ignoubbsr.org/</a>
10	KHANNA	22	REGIONAL DIRECTOR IGNOU REGIONAL CENTRE I.T.I. BUILDING, BULEPUR (DISTRICT LUDHIANA) KHANNA – 141 401, PUNJAB Tel: 01628-229994/ 229993 Fax: 01628-238284 E-mail: <a href="mailto:ignoukhanna@yahoo.co.in">ignoukhanna@yahoo.co.in</a>
11	JAIPUR	23	REGIONAL DIRECTOR IGNOU REGIONAL CENTRE 70/79, SECTOR-7, PATEL MARG MANSAROVAR, JAIPUR – 302 020, RAJASTHAN Tel: 0141-2785750 Fax: 0141-2784043 E-mail: <a href="mailto:ignou@raj.nic.in">ignou@raj.nic.in</a>
12	CHENNAI	25	REGIONAL DIRECTOR IGNOU REGIONAL CENTRE C.I.T. CAMPUS TARAMANI CHENNAI- 600 113 TAMILNADU Tel: 044-22541919 / 22542727 / 22542525 Fax: 044-22542828 E-mail: <a href="mailto:ignourcc@md3.vsnl.net.in">ignourcc@md3.vsnl.net.in</a> Website: <a href="http://www.ignouchennai.ac.in/">http://www.ignouchennai.ac.in/</a>
13	LUCKNOW	27	REGIONAL DIRECTOR IGNOU REGIONAL CENTRE B-1/33, SECTOR- H, ALIGANJ LUCKNOW – 226 024, UTTAR PRADESH Tel: 0522-2364893 / 2762410 (RCL) Fax: 0522-2364889 E-mail: <a href="mailto:ignoulko@sancharnet.in">ignoulko@sancharnet.in</a> Website: <a href="http://www.ignourclko27.in/">http://www.ignourclko27.in/</a>

14	KOLKATA	28	REGIONAL DIRECTOR IGNOU REGIONAL CENTRE BIKAS BHAWAN, 4 <sup>TH</sup> FLOOR NORTH BLOCK, SALT LAKE, BIDHAN NAGAR KOLKATA – 700 091 WEST BENGAL Tel: 033-23349850, Fax: 033-23347576 E-mail: <a href="mailto:ignourcd28@yahoo.com">ignourcd28@yahoo.com</a> Website: <a href="http://www.ignoukolkatarc.com/">http://www.ignoukolkatarc.com/</a>
15	DELHI '2'	29	REGIONAL DIRECTOR IGNOU REGIONAL CENTRE GANDHI SMRITI & DARSHAN SAMITI RAJGHAT NEW DELHI-110002 Tel: 011- 23392374/ 23392376 / 23392377 Fax: 011-23392375 E-mail: <a href="mailto:ignourd2@bol.net.in">ignourd2@bol.net.in</a> Website: <a href="http://www.ignourcd2.ac.in">http://www.ignourcd2.ac.in</a>

## 9. STUDY CENTRES

The students selected for the Diploma in Retailing will be attached with one of the Study Centre/Programme Study Centre under the purview of a particular Regional Centre. The Study Centre will be his/her college for utilizing academic and administrative support. The Study Centres will provide the following services:

- Sale of Student Handbook and Prospectus.
- Pre-admission counselling.
- Induction for newly enrolled learners.
- Preparation of Counselling Schedules for organizing two spells of academic counselling of 5 days each for a batch of 60 students each time.
- Organisation of theory and practical counselling sessions.
- Arrange audio and video programmes.
- Arrange Schedules for Radio, TV and teleconferencing.
- Organise teleconferencing programmes.
- Provide library facility for the reference purposes.
- Provide marks/grades and feedback on assignments to learners within 30 days from the date of submission.
- Forward marks of assignments and Workbook and viva-voce to the Regional Centre.
- Conduct Entrance and Terminal Examinations, in case the Centre has been allotted as an Examination Centre (subject to Centre's acceptance).
- Conduct Term-End Exam/Practicals/Lab Practicals, in case the Centre has been allotted Examinations (theory/practical)(subject to Centre's acceptance).
- Attend to learners' queries and maintain register for such queries.
- Maintain records of learners' attendance, assignment submission and grades/marks.
- Organise Viva-voce during academic counselling, preferably on the 5<sup>th</sup> day of each spell.

However, in the instant case of Diploma in Retailing Programme, the student selected for the programme required to undergo an internship of 6 months (practical training) with a particular Retailing Company. During this period, he/she will be attending to Internship at the assigned Retailing Company/Unit for his/her Internship.

The Study Centres are being identified and the same will be intimated to you immediately after the admission is confirmed.

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## 10. ADMISSION

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Candidate will be admitted into the Diploma in Retailing either through (a) Direct Admission, or (b) Sponsored Admission depending upon eligibility criteria given below:

### 10.1 Direct Admission

Candidates who have completed +2 shall be directly admitted based on merit. However, number of seats depends upon number of internships to be made available by the collaborating Agencies through Retailers Association of India (rai).

- Selection for a particular Regional Centre shall be based on internships availability for the Region (Regional Centre).
- After selection, candidate will be posted for an internship (training) for a period of 6 months anywhere in the Region where internships are available (See details of Regional Centres). However, exact internship locations/companies will be given to students once his/her admission is confirmed.

Selection Procedure for Direct Admission

- The selection is by merit, based on +2/equivalent, for physically fit candidates.
- The University provides reservation of seats as per Government of India Rules.
- There will be a personal interview at the designated Regional Centre prior to selection of the candidate. Candidates will be informed of the date and time sufficiently in advance. Candidate will have to make his/her travel arrangements at their own cost.
- **The selected candidates will be sent an offer letter following which the programme fee of Rs. 6,500/- by means of Demand Draft in favour of IGNOU payable at New Delhi will have to be paid.**

### 10.2 Sponsored Admission

The sponsor is allowed to nominate employees, who have passed +2/equivalent, from their Retail Organisation. The sponsor will submit the Sponsoring Form along with the individual application form(s) of the candidate(s) nominated along with the Programme Fee of Rs. 6,500/- per candidate by means of a Demand Draft drawn in favour of IGNOU payable at New Delhi. A separate format for sponsorship is placed on page 25 & 26 of this book.

**NOTE: Last date to submit the filled-in Application Form is 31<sup>st</sup> May, 2008.**

Filled-in Application Form(s) under Direct Admission as well as Sponsored Admission shall be deposited/sent to the :

**The Regional Director,  
IGNOU Regional Centre, NCT of Delhi-1,  
52, Institutional Area, Tughlakabad  
New Delhi - 110 062.**

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## 11. GUIDELINES FOR FILLING UP THE APPLICATION FORM

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Here are some specific instructions that will help you in filling-up the APPLICATION FORM for admission which is provided in the envelope alongwith Student Handbook and Prospectus. The instructions are aimed at getting the correct and accurate information from you so that you do not face the hazard of rejection of your candidature when the information is processed by the computer.

Please fill up the form and mail or submit in person the same along with copies of attested certificates to the IGNOU Regional Centre, Delhi-1, New Delhi-110062 in the same envelope so as to reach on or before the last date. Incomplete application/applications received after the last date as notified are summarily rejected without giving any intimation to the candidate.

Some instructions for filling-up of application form are given below:

1. Write Programme Code as DIR.
2. Leave it Blank. University will allot the Enrolment No.
3. Code of Regional Centres are given at pages 15 to 17. You have to write the code of the Regional Centre Under which your Study Centre falls.
4. For State Code, refer page 21.
5. Presently University is offering only English medium. Therefore, write A 1 in the box.

A	1
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6. If you are already doing or have done a programme with IGNOU, please write the relevant code in the boxes and write the Enrol Number & Programme Code in the relevant boxes of 6a and 6b.
7. Please follow the rule of Date/Month/Year e.g. 5th June, 1976 should be written as:

0	5		0	6		1	9	7	6
---	---	--	---	---	--	---	---	---	---

8-16. Write the relevant code in the boxes provided. As per the detail given in the application form.

17. If your name is VIRENDER KUMAR HASIZA, then write as follows in the boxes provided for

V	I	R	E	N	D	E	R		K	U	M	A	R		H	A	S	I	Z	A
---	---	---	---	---	---	---	---	--	---	---	---	---	---	--	---	---	---	---	---	---

18. Please write your Father's/Husband's/Mother's name. If the name is KEDAR NATH HASIZA, then write it as follows:

K	E	D	A	R		N	A	T	H		H	A	S	I	Z	A				
---	---	---	---	---	--	---	---	---	---	--	---	---	---	---	---	---	--	--	--	--

19. Leave blank as it is not relevant to you.
20. Write the relevant code in the box, then fill the column 20(b)
21. Write the relevant code in the box.
22. Furnish the details of scholarship, if any received by you.

23. Note that:
- (a) Qualification code is in three digits e.g. 001, 002, 003, 004, 005 or 006. Write only highest qualification code which could be found on page 21.
  - (b) Write your main subjects in short form.
  - (c) Fill in the year of passing.
  - (d) Write Division - 01, 02 or 03. If you have simply passed the examination without containing any of three Divisions, write 04.
  - (e) Write down aggregate percentage obtained by you at the highest level of your qualification and round off to the nearest integer (i.e. 61.3 should be 61 and 65.7 should be 66) while filling in the form.
  - (f) Fill in the code of Board for which the list is given on page No. 22.
24. On receipt of offer of selection make a demand draft for Rs. 6500/- in favour of IGNOU payable at New Delhi and send it to the address mentioned on the offer letter.
25. Fill in your address for correspondence where you would like to receive your study material and all other correspondence. Do not give post box No. as address. Leave a box blank between each unit of address like house No. street name, P.O. etc. The address given by a student must be in India otherwise the Registration will be invalid.
- 26, 27 & 28. Write down your telephone No. Fax No., E-mail Address, if any.

**CHECK LIST:** Before sending the form to IGNOU, please check whether you have:

- (1) affixed your photograph and signed over it.
- (2) Clip the following certificates:
  - a) Certificates in support of your educational qualification(s).
  - b) An attested copy of Experience certificate wherever required (for sponsorship only).
  - c) An attested copy of Category certificate for SC/ST/PH/Minority candidates.
  - d) An attested copy of Age certificate wherever required.
  - e) Student Card duly filled in along with photograph.
  - f) Acknowledgement Card duly affixed with the postage stamp for Rs. 6/-.

**Note:** Every sponsored candidate to be sponsored by Retailing Company is required to fill Application form only. However, on behalf of candidates, the Retailing Company shall fill the format prescribed on page 25 & 26 recommending sponsored candidates.



## LIST OF STATE BOARD CODES

(For 10+2)

Sl.No.	Code of Board	Board (Abbr)	Year from which 10+2 in effect	Name of the Board
1.	0101	ABIE	ALWAYS	Board of Intermediate Education, Andhra Pradesh
2.	0401	AHSL	1986	Assam Higher Secondary Education Council
3.	0501	BIEC	ALWAYS	Bihar Intermediate Education Council
4.	0701	CBSE	1979	Central Board of Secondary Education, New Delhi
5.	0702	ICSE	1979	Council for the Indian School (Certificate Exam), New Delhi
6.	0703	NOS/ NIOS	1991	National Institute of Open Schooling, Delhi (Passed with five subjects)
7.	0801	GBSE	1978	Goa, Daman & Diu Board of Sec. & Higher Sec. Ed.
8.	0901	GSEB	1978	Gujarat Secondary Education Board
9.	1001	HBSE	1987	Haryana Board of School Education
10.	1101	HPBE	1988	Himachal Pradesh Board of School Education
11.	1201	JKSS	1980	J&K State Board of School Education (Summer)
12.	1202	JKSW	1980	J&K State of School Education(Winter)
13.	1301	KBPE	1971	Board of Pre-University Education, Karnataka
14.	1401	KU	1966	University of Kerala
15.	1501	BSMP	1988-89	Board of Secondary Education, MP
16.	1601	MSBE	1978	Maharashtra State Board of Secondary Education & Higher Secondary Board
17.	1701	MBSE	1980	Board of Secondary Education, Manipur
18.	1901	MZSE	1980	Mizoram Board of Secondary Education
19.	2001	NBSE	1980	Nagaland Board of Secondary Education.
20.	2101	CHSE	1980	Council of Higher Secondary Education, Orissa.
21.	2201	PSEB	1988	Punjab School Education Board
22.	2301	RBSE	1986	Rajasthan Board of Secondary Education.
23.	2501	TNSB	1978	Board of Secondary & Higher Secondary Exam., Tamil Nadu
24.	2601	TBSE	--	Tripura Board of Secondary Education.
25.	2701	BHSI	ALWAYS	Board of High School & Intermediate Edu., U.P.
26.	2802	WBSE	1978	West Bengal Council of Higher Secondary Education.
27.	3601	JAC	2006	Jharkhand Academic Council, Ranchi
28.	8888	DDDD	--	A recognised three/two year Diploma/Certificate after 10th Class.
29.	9999	XXXX	--	Not listed in this list.

## (For 10+2 Vocational Stream)

Sl.No.	Code of Board	Board (Abbr)	Year from which 10+2 Vocational stream in effect	Name of the Board
1.	1901	MZSE	2001	Mizoram Board of Secondary Education



# INDIRA GANDHI NATIONAL OPEN UNIVERSITY, NEW DELHI

APPLICATION FORM FOR ADMISSIONS FOR DIPLOMA IN RETAILING PROGRAMME  
(TO BE SUBMITTED AT IGNOU REGIONAL CENTRE, DELHI-1, 52 INSTITUTIONAL AREA,  
TUGHLAKABAD, NEW DELHI-110062)

Application Number

Control Number

Before filling in the form please read instructions on page 19 to 22. Completed form with copies of certificates and prescribed programme fee i.e. Rs. 6,500/- should be sent to the **IGNOU Regional Centre, Delhi-1, New Delhi-110062 ONLY** so as to reach on or before the due date notified in the advertisement. (Photocopy of the form will not be accepted.)

### INSTRUCTIONS

- Use BLACK BALL POINT PEN in boxes using English capital letters or English numerals.
- Do not staple. Only Clip the documents along with it.
- Write in CAPITAL LETTERS only within the box without touching the lines as shown in the Sample below.

0 1 2 3 4 5 6 7 8 9 A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

1. Programme Code

D I R

2. Enrolment No.  
(For office use only)

3. Regional Centre Code

4. State Code

5. Medium Code

(Write the relevant code in the box)

- A1 English
- B2 Hindi
- C3 Others

A 1

If other please specify

6a. Are you registered with Ignou

(Write the relevant code in the box)

A1 Yes

B2 No

6b. If yes write the Enrol. No. & Program Code in the boxes below:

Enrol No.

Programme Code

Photo  
(to be affixed)

7. Date of Birth

Date

Month

Year

8. Nationality

(Write the relevant code in the box)

A1 Indian

B2 Others

If other please specify

Candidate's Signature

9. Sex:

(Write the relevant code in the box)

A1 Male

B2 Female

10. Category:

(Write the relevant code in the box)

A1 General

B2 SC

C3 ST

D4 OBC

11. Territory Code:

(Write the relevant code in the box)

A1 Urban

B2 Rural

C3 Tribal

----- Fold from here -----

12. Marital Status: (Write the relevant code in the box)

- A1 Married
- B2 Unmarried

13. Religion: (Write the relevant code in the box)

A1 Hindu

B2 Muslim

C3 Christian

D4 Sikh

E5 Jain

F6 Buddhist

G7 Parsi

H8 Jews

I9 Others

14. Whether Minority:

(Write the relevant code in the box)

A1 Yes

B2 No

15. Social Status: (Write the relevant code in the box)

- A1 Ex-service man
- B2 War widow
- C3 Not applicable

16. Whether Kashmiri Migrant:

(Write the relevant code in the box)

A1 Yes

B2 No

17. Name of the Candidate: (Leave one box empty between First Name, Middle Name and Surname)

18. Father's/Husband's Name/Mother's Name: (Strike out whichever is not applicable)

19. Course Codes: (only for MCA/BCA/PGDDM/CTE/DTS/PGDRD/CAFE/DCE/BPP & PGDMRR) (For students simultaneously opting BPP should also fill option of BPP along with DMT, DDT, DPVCPPO, DPVAPFV)

MCA

CS-60

A1\*

CIC

B2

(Write the relevant code in the box)

BCA

MTE-03

A1

CIC

B2

(Write the relevant code in the box)

CTE/DTS/PGDRD  
PGDDM/PGDMRR

Optional  
Courses

CAFE

Optional  
Courses

DCE

Optional  
Courses

BPP

Optional  
Courses

NOT APPLICABLE





**INDIRA GANDHI NATIONAL OPEN UNIVERSITY, NEW DELHI**

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**15. Form for Sponsored Candidates by Retail Companies**

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(To be submitted to the Regional Director, IGNOU Regional Centre, Delhi-1, 52 Institutional Area, Tughlakabad, New Delhi - 110062)

1. Name of the Unit : \_\_\_\_\_
2. Name of the Company : \_\_\_\_\_
3. Registration Details (includes date of registration)  
(Enclose photocopy) : \_\_\_\_\_
4. Number of Units Company Possesses State (specify location): Country:  
.....  
.....
5. Name of Unit/Company and Address (where the candidate(s) is/are presently working. Enclose separate list, if necessary) : \_\_\_\_\_
6. Products/Services Dealt with (Name them) by the Unit / Company : \_\_\_\_\_
7. Number of employees working with the Unit/ Company (where the candidate is presently working) : \_\_\_\_\_
8. Address of the Unit/Company's Head Office (furnish contact person & telephone & email ID) : \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_
9. Names of Supervisory Staff for Supervising Trainees (Name at least 4-5 staff members)
  1. Name:\_\_\_\_\_ Desig.:\_\_\_\_\_ Tel : \_\_\_\_\_ Email\_\_\_\_\_
  2. Name:\_\_\_\_\_ Desig.:\_\_\_\_\_ Tel : \_\_\_\_\_ Email\_\_\_\_\_
  3. Name:\_\_\_\_\_ Desig.:\_\_\_\_\_ Tel : \_\_\_\_\_ Email\_\_\_\_\_
  4. Name:\_\_\_\_\_ Desig.:\_\_\_\_\_ Tel : \_\_\_\_\_ Email\_\_\_\_\_
  5. Name:\_\_\_\_\_ Desig.:\_\_\_\_\_ Tel : \_\_\_\_\_ Email\_\_\_\_\_

On behalf of the Company/Unit, we will provide required facilities for the sponsored candidate(s) to do their internship/training. Similarly, the Unit/Company will also take the responsibility of such candidates to shift to any other Unit/Company in case the existing Unit/Company is shifted/closed for the remaining period of internship/training.

List of Sponsored Candidates for the Diploma Programme in Retailing is enclosed (number \_\_\_\_\_ in words \_\_\_\_\_). Programme fee @ Rs. 6,500/- for \_\_\_\_\_ candidates amounting to Rs. \_\_\_\_\_ enclosed vide DD No. \_\_\_\_\_ dated \_\_\_\_\_ on \_\_\_\_\_ (Bank, Branch and its address)

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The Unit/Company shall accept all terms and conditions for fulfilling the admission criteria specified under the Sponsored Category and also take the responsibility of providing internship during the minimum-maximum period of the programme.

**Date :**

**Place :**

**Name of the Signing Authority**

**Contact Telephone No. if any:**

**E-mail id :**

**Signature**  
**(Stamp with full address)**

**Note:**

1. Please enclose any published write up which is being used by the Company/Unit for publicity or any other purpose for reference.
2. This particular form shall be filled-in only by the Sponsor (Retail Companies/Units). Candidates are not required to fill this form. However, all sponsored candidates are required to fill-up Application Form for admission into Diploma in Retailing.



## Category Certificate

### (For SC/ST/PH\* Candidates)

This is to certify that Mr./Ms./Mrs. \_\_\_\_\_ son/daughter/wife of  
Shri. \_\_\_\_\_ of Village \_\_\_\_\_  
Town \_\_\_\_\_ Distt. \_\_\_\_\_  
State/U.T. \_\_\_\_\_ belongs to \_\_\_\_\_ caste, which  
is recognised as a Scheduled Caste/Scheduled Tribe under the Constitution (Scheduled Caste Part C States)  
Order 1951 read with the SC/ST list (Modification Order, 1956).

Mr./Ms./Mrs. \_\_\_\_\_ and his/her family reside in Village/Town \_\_\_\_\_  
District \_\_\_\_\_ State/U.T. \_\_\_\_\_.

#### Signature of Tehsildar/Commissioner/District Magistrate

Place \_\_\_\_\_ Name \_\_\_\_\_

Date \_\_\_\_\_ Seal/Stamp \_\_\_\_\_

\*If the candidate belongs to SC/ST and PH please provide certificate of both categories.

\*The physically handicapped candidates must provide PH category certificate from the competent authority, which is duly recognised by the Directorate of Social Welfare Department of the Government.

#### DECLARATION BY APPLICANT

I hereby declare that I have read and understood the conditions of eligibility for the Diploma in Retailing Programme for which I seek admission. I fulfill the minimum eligibility criteria under the sponsored category and I have provided necessary information in this regard in the application form. I shall provide proof of my eligibility along with the original certificates in the event of qualifying for admission after verification. I have carefully studied the rules of the University as printed in the prospectus and I accept them and shall not raise any dispute in future over the same rules. In the event of any information being found incorrect or misleading, my candidature shall be liable to cancellation by the University at any time and I shall not be entitled to refund of any fee paid by me to the University.

Date: \_\_\_\_\_

(Signature of the Applicant)

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## 16. CONTACT PERSONS

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**Dr. V. Venugopal Reddy**

Programme Coordinator & Regional Director,  
IGNOU Regional Centre, Delhi-1  
52, Institutional Area, Tughlakabad Extn.  
New Delhi - 110 062  
Tel : 011-26058354, 011-26056831, Fax : 011-29053172  
Email : [rcd1ignou@rediffmail.com](mailto:rcd1ignou@rediffmail.com)

**Dr. Madhulika**

Programme Coordinator  
Email : [madhulikahal@gmail.com](mailto:madhulikahal@gmail.com)

&

**Dr. Rashmi Bansal**

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Next to Hotel Le Royal Meridien,  
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**Mr. Avijit Ganguli**

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**Website :**

**IGNOU** : [www.ignou.ac.in](http://www.ignou.ac.in)

**rai** : [www.rai.net.in](http://www.rai.net.in)

**Note:** Besides, candidates can also contact Regional Directors of other Regional Centres which are specified under Regional Centres (pages 15 to 17).

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## **17. ACADEMIC PROGRAMMES OFFERED BY IGNOU**

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### **Doctoral Programmes**

1. Doctor of Philosophy (Ph.D.) in Education
2. Doctor of Philosophy (Ph.D.) in History
3. Doctor of Philosophy (Ph.D.) in Tourism Studies
4. Doctor of Philosophy (Ph.D.) in Pol. Science
5. Doctor of Philosophy (Ph.D.) in Economics
6. Doctor of Philosophy (Ph.D.) in Sociology
7. Doctor of Philosophy (Ph.D.) in Public Administration
8. Doctor of Philosophy (Ph.D.) in Library & Information Sciences
9. Doctor of Philosophy (Ph.D.) in Physics
10. Doctor of Philosophy (Ph.D.) in Hindi
11. Doctor of Philosophy (Ph.D.) in English
12. Doctor of Philosophy (Ph.D.) in Commerce
13. Doctor of Philosophy (Ph.D.) in Management
14. Doctor of Philosophy (Ph.D.) in Social Work
15. Doctor of Philosophy (Ph.D.) in Women's Studies
16. Doctor of Philosophy (Ph.D.) in Rural Development
17. Doctor of Philosophy (Ph.D.) in Child Development
18. Doctor of Philosophy (Ph.D.) in Distance Education
19. IGNOU- HRI Integrated Doctoral Programme in Mathematics
20. IGNOU- HRI Integrated Doctoral Programme in Physics
21. Doctor of Philosophy (Management)
22. Doctor of Philosophy (Engineering and Technology)
23. Doctor of Philosophy (Food and Nutrition)
24. Doctor of Philosophy (Agriculture Extension)
25. Doctor of Philosophy (Nursing)

### **Master's Degree Programmes**

1. Master in English (MEG)
2. Master in Hindi (MHD)
3. Master in political Science (MPS)
4. Master in History (MAH)
5. Master in Economics (MEC)

6. Master in Sociology (MSO)
7. Master in Public Administration (MPA)
8. Master in Public Policy (MPP)
9. Master of Commerce (MCOM)
10. Master's of Science Degree in Dietetics and Food Service Management (MSc. DFSM)
11. Master in Computer Applications (MCA)
12. Master in Library and Information Science (MLIS)
13. Master of Science in Hospitality Administration (MHA)
14. Master of Arts in Distance Education (MADE)
15. Master in Tourism Management (MTM)
16. Master of Business Administration in HRD/ Finance/Operations/Marketing (MBA)
17. Master of Business Administration (Banking & Finance) (MBF)
18. M.A. in Rural Development, M.A.(RD)
19. M.Sc (Mathematics with Applications in Computer Science) (MACS)
20. Master in Education MA (EDU)
21. Master of Commerce (In Finance and Taxation) (MCOM, F&T)

### **Bachelor's Degree Programmes**

1. Bachelor of Arts (BA)
2. Bachelor of Commerce (B.Com)
3. Bachelor of Science (B.Sc.)
4. Bachelor of Social Work (BSW)
5. Bachelor in Nautical Science leading to B.Sc. Nautical Science
6. Bachelor of Science in Nursing (B.Sc.N)
7. Bachelor in Library and Information Science (BLIS)
8. Bachelor in Computer Applications (BCA)
9. Bachelor of Education (B. Ed)
10. Bachelor in Technology in Civil (Construction Management) (BTCM)
11. Bachelor in Technology in Civil (Water Resource Engineering) (BTWRE)
12. Bachelor of Science in Hospitality & Hotel Admn. (BHA)
13. Bachelor in Tourism Studies (BTS)
14. Bachelor of Science (Honours) in Optometry and Ophthalmic Techniques
15. B.Tech. (Mechanical Engineering)
16. B.Com. (Accountance and Financing)

## **PG Diploma Programmes**

1. P.G. Diploma in Library Automation & Networking (PGDLAN)
2. P. G. Diploma in Translation (PGDT)
3. P. G. Diploma in Journalism and Mass Communication (PGJMC)
4. P.G. Diploma in Radio Prasaran(PGDRP)
5. P.G. Diploma in Audio Programme Production (PGDAPP)
6. P.G. Diploma in Maternal and Child Health (PGDMCH)
7. P.G. Diploma in Hospital and Health Management (PGDHHM)
8. P.G. Diploma in Geriatric Medicine (PGDGM)
9. P.G. Diploma in Rural Development (PGDRD)
10. P.G. Diploma in Higher Education (PGDHE)
11. P.G. Diploma in Distance Education.(PGDDE)
12. P.G. Diploma in Management (PGDIM)
13. P.G. Diploma in Human Resource Management (PGDHRM)
14. P.G. Diploma in Financial Management (PGDFM)
15. P.G. Diploma in Operations Management (PGDOM)
16. P.G. Diploma in Marketing Management (PGDMM)
17. P.G. Diploma in International Business Operations (PGDIBO)
18. Post Graduate Diploma in Intellectual Property Rights (PGDIPR)
19. Post Graduate Diploma in Environment & Sustainable Development (PGDESD)
20. Post Graduate Diploma in Clinical Cardiology (PGDCC)
21. Post Graduate Diploma in Disaster Management (PGDDM)
22. Post Graduate Diploma in School Leadership and Management
23. Post Graduate Diploma in Participatory Management of Displacement Resettlement and Rehabilitation

## **Diploma Programmes**

1. Advanced Diploma in Construction Management (ADCM)
2. Advanced Diploma in Water Resources Engineering (ADWRE)
3. Advanced Diploma in Computer Integrated Manufacturing (ADCIM)
4. Advanced Certificate in Power Distribution Management (ACPDM)
5. Diploma in Creative Writing in English (DCE)
6. Diploma in Creative Writing in Hindi (DCH)
7. Diploma in Early Childhood Care and Education (DECE)
8. Diploma in Nutrition & Health Education (DNHE)

9. Diploma in HIV and Family Education (DAFE)
10. Diploma in Computer Integrated Manufacturing (DCIM) leading to B.Tech. Mechanical
11. Diploma in Primary Education (DPE)
12. Diploma in Management (DIM)
13. Diploma in Tourism Studies (DTS)
14. Diploma in Youth in Development Work (DCYP)
15. Diploma in Nautical Science (DNS)
16. Diploma in Women's Empowerment and Development (DWED)
17. Diploma in Civil Engineering (For Corporate Sector) (DCLE)
18. Diploma in Civil Engineering (Army Personnel only) (DCLE)
19. Diploma in Electrical & Mechanical Engineering (Army Personnel only) (DEME)
20. Diploma in Value Added Products from Fruits and Vegetables (DVAPFA)
21. Diploma in Dairy Technology (DDT)
22. Diploma in Meat Technology (DMT)
23. Diploma in Value Added Products from Cereals, Pulses and Oilseeds (DPVCPO)
24. Diploma in Nursing Administration (DNA)
25. Diploma in Retailing (DIR)

### **Certificate Programmes**

1. P.G. Certificate in Participatory Management of Displacement Resettlement and Rehabilitation (PGDMRR)
2. P.G. Certificate in School Leadership and Management
3. P.G. Certificate in Professional Development of Teachers
4. Bachelor's Preparatory Programme (leading to BA, B.com for non 10+2)
5. Certificate in Computing (CIC).
6. Computer Literacy Programme (CLP)
7. Certificate in Primary Curriculum and Instruction (CPC)
8. Certificate in HIV and Family Education (CAFÉ)
9. Certificate in Nutrition and Child Care (CNCC)
10. Certificate in Food & Nutrition (CFN)
11. Certificate in Food & Safety (CFS), (online)
12. Certificate in Rural Development (CRD)
13. Certificate in Guidance (CIG)
14. Certificate in Teaching of Primary School Mathematics (CTPM)

15. Certificate in the Teaching of English (CTE)
16. Certificate in Primary Teaching (CPT)
17. Certificate in Primary Education (CPE)
18. Certificate in Shoe Upper Sticking (CSUS)
19. Certificate in Shoe Upper Cutting (CSUC)
20. Certificate in Shoe Lasting and Finishing (CSLY)
21. Certificate in Tourism Studies (CTS)
22. Certificate in Craft and Design (Pottery) (CCDP)
23. Certificate in Disaster Management (CDM)
24. Certificate in Environmental Studies (CES)
25. Certificate in Human Rights (CHR)
26. Certificate in Consumer Protection (CCP)
27. Certificate in Laboratory Techniques (CPLT)
28. Certificate in Competency Enhancement for ANM/FHW (CCEANM)
29. Certificate in Health Care Waste Management (CHCWM)
30. Certificate Programme in Motorcycle Service and Repair (CMSR)
31. Certificate Programme in German Language (CGL)
32. Certificate in Business Skills
33. Certificate Programme in Newborn and Infant Care (CNIC)
34. Certificate Programme in Maternal and Child Health care (CMCHC)
35. Certificate in Elementary Teacher Education

#### **Awareness Programmes**

1. Awareness Course on Intellectual Property Rights
2. Appreciation Course on Environment

**Websites:** ignou.ac.in (IGNOU)  
ignourcd1.ac.in (IGNOU RC Delhi-I)  
rai.net.in (Retailers Association of India)

### **IGNOU HELPLINE**

#### **GENERAL INFORMATION ON ACADEMIC PROGRAMMES**

**Phone No. :** 011-29532321

#### **STUDENT QUERIES**

**Phone Nos. :** 011-29533869, 29533870, 29533129

**Fax No. :** 011-29535714

**Email :** sre@ignou.ac.in

#### **MATERIAL PRODUCTION AND DISTRIBUTION DIVISION**

**Phone Nos. :** 011-29532450, 29535485, 29534005

**Fax No. :** 011-29535083

**Email :** mpdd@ignou.ac.in

#### **STUDENT REGISTRATION AND EVALUATION DIVISION**

**Phone Nos. :** 011-29532482, 2953828, 29535027

**Fax No. :** 011-29534429

#### **IGNOU Regional Centre, NCT of Delhi 1**

**Phone Nos. :** 011-29956015, 29958078, 29955208, 26058354

**Fax :** 011-29053172

**Email :** rcd1ignou@rediffmail.com

**INSTRUCTIONS**

1. This card should be produced on demand at the Study Centre and Examination Centre or any other Establishment of IGNOU to use its facilities.
2. The facilities would be available only relating to the course or courses for which the student is actually registered.
3. Duplicate Identity Card will be issued by the Regional Director, on payment of Rs. 20/- by way of Demand Draft only in favour of IGNOU payable at the city where Regional Centre is located.
4. Loss of Identity Card is to be reported immediately to the nearest Police Station.
5. Identity Card is to be submitted to the issuing authority after completion of the said programme.



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Indira Gandhi National Open University

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**To be filled in by the Student.**

Course Applied for : .....

DD/Challan No. : .....

DD/Challan Date : .....

Amount : .....

DD Drawn on : .....

**For Office Use only**

Your Enrolment Number is

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Name of the Programme \_\_\_\_\_

Name \_\_\_\_\_

Father's/Husband's Name \_\_\_\_\_

Address (in Capital Letters) \_\_\_\_\_

Pin Code \_\_\_\_\_

Full Signature of the Candidate \_\_\_\_\_

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IGNOU Regional Centre

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**BY REGISTERED POST / SPEED POST**

**APPLICATION FORM FOR ADMISSION TO DIPLOMA IN RETAILING**

**DO NOT KEEP MORE THAN ONE APPLICATION FORM IN THE ENVELOPE**

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IGNOU REGIONAL CENTRE  
NCT OF DELHI-1  
52, INSTITUTIONAL AREA  
TUGHLAKABAD  
NEW DELHI - 110062**

**From:**

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# ORGANISATIONAL STRUCTURE

