



TSDC | THAKUR SHYAMNARAYAN
DEGREE COLLEGE
Professional Degree Courses | Institute Code 1019
Approved by Govt. of Maharashtra | Affiliated to University of Mumbai
• NAAC Accredited Grade 'A' (1st Cycle)
• ISO 9001 : 2015 (Certified)

Ref: TSDC/IP-07/228/2026-27

Date : 03/08/2026

NOTICE
Training & Placement Cell

Job Title: Live Project – Big Day Activation (Reliance Stores)

Duration: Aug 13th to Aug 16th (Thursday to Sunday)

Location: Assigned Reliance Smart Bazaar Stores

Reporting To: RSM/ ASM/ AASM / Trade Marketing Manager

Daily Allowance: 400 Rs per Day

Role Overview

As a Big Day Intern, you will support Parag Milk Foods' in-store Big Day activation by driving product visibility, assisting with customer engagement, monitoring stock availability, and ensuring smooth execution of promotional activities.

Key Responsibilities

- Support the execution of Big Day promotional activities in assigned Reliance stores.
- Ensure products are displayed as per planograms and merchandising guidelines.
- Monitor stock availability and immediately report stock shortages to the sales team.
- Assist promoters in product sampling and customer engagement activities.
- Ensure POSM (posters, wobblers, danglers, etc.) is correctly placed and maintained.
- Coordinate with store staff for replenishment and display maintenance.
- Capture photographs of displays and submit reports through the designated application.
- Share daily updates with the reporting manager.

Eligibility

- MBA/BBA/Graduate students (Marketing, Sales, or related fields preferred).
- Good communication and interpersonal skills.
- Willingness to work in a retail store environment.
- Basic knowledge of Microsoft Excel and smartphone applications.

Skills Required

- Communication and customer interaction
- Teamwork and collaboration
- Problem-solving
- Attention to detail
- Time management



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What You'll Gain

- Hands-on experience in Modern Trade retail.
- Exposure to live in store promotions and brand activation.
- Opportunity to work with leading retail chains like Reliance.
- Certificate of Internship upon successful completion.
- Networking opportunities with industry professionals.
- Performance based appreciation for outstanding interns. (1000 Rs coupon for Top 10 Interns across India and 2000 rs for Top 1 Intern)

Working Hours: 11 pm to 7 Pm on Sat and Sunday

This Project is ideal for students looking to gain practical experience in sales execution, retail operations within the FMCG industry.

Registration link - <https://forms.gle/6wB1ydkaQmJ3ezeaA>

Deadline - 5th August 2026

Mrs. Ruby Ghosh
Training Officer

Mrs. Abha Dhote
Placement Officer

Dr. G.D. Giri
Principal

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- Students & Teachers Notice Board
- Administrative Officer