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FOREprints

The Newsletter of FORE School of Management, New Delhi



Message from Director



In a globalized world, role of research in an academic institution is very significant for its sustain ability and development and it is imperative to have knowledge driven growth based on innovation. The quest for knowledge is the basic principle behind research. The quality of research work directly translates to quality of teaching and learning in the classroom, and thereby benefiting the students and the society as a whole. The promotion of research in a populous country like India will help the nation surely to arise as a knowledge reservoir in the international arena.

Indian education system faces a number of constraints and challenges; quality research is one among them. Barring a very few prestigious institutes in India, most of the others lag behind in achieving their planned objectives and display dismal picture in terms of quality and quantity research. Not many institutes have mandatory research goals for individual faculty. Most of these institutions do not have adequate systems or infrastructure for quality research. Lack of encouraging academic environment, ill-equipped libraries, inadequate infrastructure, lack of research labs and equipments, lack of funds, faculty crunch, etc. are some of the major factors contributing to the dismal picture of research in the academic institutions in India.

It is very well accepted that academic research has contributed enormously to find solutions to many problems faced by our society and industries. There are many instances in the past when the industries turned to academics for finding solutions to vital issues. The need for sharing knowledge between research institutions and industry has become increasingly evident in recent past. The emerging importance of inter-disciplinary fields has given rise to institutional collaborations that allow knowledge to be pooled together. Very often it is the industry which is the beneficiary of several research efforts. Research provides basic inputs that can be used for planning and policy decision making. Knowledge generated through researches constitutes the basis for sustainable development. Many of the research activities undertaken by the academic institutions are also used to support the government and influence public policy. Research insights emerging from academia helps to solve many organizational problems. Market research facilitates companies to make projections and formulate strategies for their business success and growth. Needless to say that academic research is an integral part of global development.

At this juncture, as our nation is spearheading for innovation and skill development, the Indian academic research forum has a significant role to support the potentials and endeavors of the country. It is very pertinent to develop an inbuilt research mechanism inherent in our higher education system. The higher education system needs to commit themselves to both research

Editor's Desk



Live as if you were to die tomorrow. Learn as if you were to live forever! These great words of Mahatma Gandhi shall always remain pertinent, more so in today's modern digital world. The world shall belong to those who have the capacity to learn. Dear students, as future business leaders in order to succeed, you must inculcate into you the ability to learn. Organizations succeed only through

learning. As rightly observed by Peter Senge, 'Organisations learn only through individuals who learn.....Through learning, we re-create ourselves.'

What do we mean by learning? Where and when can we learn? Learning does not mean text book and class room learning alone. Learning is immeasurable with infinite possibilities. In fact, learning can occur every second everywhere. It can occur while driving in the crowded city roads, while talking to small children, while having a chat with neighbours or while watching a movie or even while watching a lawn tennis game either directly or indirectly in the sub-conscious mind. One has to have the ability to learn.

Let me share with you a few things that I learnt while watching the five-set epic Australian Open final between Roger Federer and Rafael Nadal. Federer was fighting against history and precedent. The first learning is to never let past failure (loss) defeat you. Over power the mental challenge. Second learning is that age is never a deterrent. At the age of thirty five, Federer has become one of the oldest man to win a singles grand slam. Third learning is the law of change. Nothing is permanent. Records are made to be broken and history rewritten. But the most important learning according to me is that great people or legends have the ability to accept and acknowledge the greatness of their opponents or rivals as Federer and Nadal did!

The capacity to learn is a gift; the ability to learn is a skill; and the willingness to learn is a choice.

-Brian Herbert

Wishing you the gift, the skill and the willingness to choose!

Dr. Hitesh Arora

Student Editor



With the government's revolutionary decision of demonetisation the last three months have been very eventful for the country and matters at FORE School of Management have been no different. From a successful and illuminating annual college fest Genesis 2016 to the enlightening International Organisational Behaviour and Human Resources Conference at FORE School of Management, it has been a memorable ride for the students and the faculty members. Many accolades were brought by students through participation in variety of events in different institutions. This edition tries to capture all those days of progress and learning.

With immense gratitude to the entire editorial team, I present to you, the first FOREprints of 2017.

Dimple Anand

and teaching excellence. In view of the fact that India possesses globally acclaimed brain-power, the need of the hour is to create an encouraging environment for academic research in all centers of higher learning. All this leads us to have the right policy framework-which is missing as of now-to be able to develop an appropriate research mechanism for finding solutions to multifarious issues facing our society.

Dr. Jitendra Das

FORE International OB & HR Conference 2016



Dr. Stewart Clegg addressing the gathering at the inaugural function of FIOHC 2016

FORE School of Management, New Delhi organized its 5th FORE International Conference, the FORE International OB and HR Conference (FIOHC) 2016, on November 24-25, 2016. FIOHC 2016 held at the institution's auditorium, in association with its partners National HRD Network (NHRD), Strategic Human Resource Management India Pvt. Ltd. (SHRM India) BRICS - Chamber of Commerce & Industry (BRICS-CCI), and Emerald Group Publishing (India) Pvt. Ltd (Publishing Partner).

The conference theme was "Riding the New Tides - Navigating the Future through Effective People Management", and it brought together the corporate and academia who shared their experience on the theme. The conference, in its different events like Inaugural, Plenary sessions, HR Leaders' Conclave, and Technical tracks, etc., delved into real life anecdotes, shared ideas, talked about the trends in the industry, presented research papers, and business case-studies. All of this made it a truly enriching experience for all the participants.

The ball started rolling with a pre-conference workshop on 'Theory Building' on November 23, 2016, conducted by Dr. Stewart Clegg, Professor, University of Technology, Sydney, Australia. He is one of the most published and cited authors in the field of Organization Studies. He is the only Australian to be recognized by Harvard Business Review as one of the world's top-200 'Management Gurus' in What's the Big Idea? Creating and Capitalizing on the Best New Management Thinking. He discussed about the tools and analyses used for theory building during the workshop which was well received and appreciated by the participants.

The first day of FIOHC 2016 i.e., November 24, 2016 began with the auspicious lamp-lighting ceremony of the Inaugural Function. Dr. Prachi Bhatt, convener of the conference, introduced the Conference Theme to the audience. Dr. Jitendra Das, Director, FORE School of Management, New Delhi, was invited for his welcome address to a full-house auditorium audience. He introduced and welcomed Dr. Stewart Clegg, the Chief Guest of the inaugural function. Dr. Das also welcomed Col. (Dr.) S. P. Wahi, the Guest of Honour of the function. Col. Wahi is an esteemed member of the Executive Board of FORE, and Former Chairman- Oil and Natural Gas Corporation



Mr. Ashwini Mehra addressing the gathering at the FIOHC 2016

(ONGC). Dr. Jitendra Das in his address highlighted the importance of human resources and said "Some of the changes happening in the OB & HR sector are not visible. It is important to understand the changes and disruption happening due to technology." Col. (Dr.) S. P. Wahi also shared his experience, saying "Leadership is ability, not a position". Given his experience as a corporate leader, he shared a very realistic and contemporary definition of leaders' attributes. Dr. Stewart Clegg was invited for his Keynote address on 'People Management, and the Corporation after the Global Financial Crisis'. Dr. Clegg's address covered interesting topics including economic neoliberalism, recent historic events, and digital age. He said, "The boundaries of an organization are dissolving in this digital age".

As per FORE International Conference tradition, the dignitaries along with the Co-conveners of FORE International Operations Conference (FIOC) 2015 unveiled the conference book entitled 'Competing through Operations Excellence'.

An intellectually stimulating inaugural function ended by extending a token of appreciation to the dignitaries followed by a Vote of thanks by Dr. Prachi Bhatt.

The Inaugural Function was followed by three parallel technical tracks with paper and case presentations. After paper presentations, participants had an opportunity to interact with the guests during the lunch break.

The gathering reconvened for the Plenary Session on 'New Trends in HR'. Prof. Bishakha Majumdar, Convener, welcomed the esteemed speakers, Mr. Soumen Chatterjee, Global Lead-Strategic HR and LOB People Practices, HCL Technologies, Ms. Shaaista Quettawala, Head - HR, Bain & Company, Gurugram and Mr. S. Y. Siddiqui, Chief Mentor, Maruti Suzuki India Ltd., Gurugram. Mr. Chatterjee talked about the innovation in HCL and said, "Today most leaders are suffering with the dichotomy of business - whether to optimise current business or re-invent and innovate." Ms. Quettawala focused on Design Thinking in HR and added, "People don't stick to a company because of compensation, foreign trips or promotions. They do because they identify with the values of the company." Mr. Siddiqui, who was also the session chair, looked back on the



Mr. Suresh Tripathi, Dr. Vinayshil Gautam, Dr. Stewart Clegg and Dr. Jitendra Das along with organizers of FIOHC 2016

changes in the field during his expansive career and revealed how he took HR from a support function to the Board Room in Maruti Suzuki India Ltd. The session ended with an informative Q & A round.

Following a tea and networking session, participants reconvened for the 'HR Analytics workshop' conducted by Prof. Ashok Kumar Harnal, IT Area at FORE School of Management. The workshop was well received by the participants. Later, SHRM Workshop on HR Certification was conducted by SHRM facilitator and provided valuable takeaways and information for participants interested in HR certification. That brought the exciting day of activities to an end on a high note.

Dr. Rishikesh T. Krishnan Director, IIM Indore started Day 2 of FIOHC 2016 with his Keynote Address. He talked about the concept of The Rider, The Elephant, and The Path by Heath Brothers. "The heart is an Elephant, the conscious mind is the Rider, and the environment is the Path. You have to direct the Rider, motivate the elephant and shape the path to sustain change," he said to a huge round of applause.

Another sought after event of FIOHC 2016 i.e., 'HR Leaders' Conclave: The Next Big Idea' began as Dr. Priyanka Jaiswal, Convener, welcomed the esteemed speakers. The list of speakers included Mr. Ashwini

Mehra, former Dy. Managing Director & Corporate Development Officer, State Bank of India, Mr. Ravi P. Singh, Director (Personnel), Power Grid India Ltd., Ms. Veena Swarup Former Director, Engineers India Ltd., Delhi, Mr. Prakash Rao, Founding Member and Vice-President, Multi-Process HR Outsourcing, People Strong, Gurugram and Dr. Yasho V. Verma, Former Chief Operating Officer, LG Electronics India Pvt. Ltd and Board Member of FORE. Dr. Verma also skillfully played an important role as Session Chair of the conclave. Dr. Verma started the discussion with the challenges posed to the generation to come, and Mr. Ashwini Mehra added, "HR is heart of any organization. Companies where people management is done efficiently tend to excel. Global competition and innovation have brought the need for revamp - and e-HR is leading the way". Mr. Ravi P. Singh stressed the importance of employee relationships as he offered examples from his role as the Director of Power Grid India Pvt. Ltd. Ms. Veena Swarup talked about business strategy. "Major challenges that employees will face is a good work - life balance. To come up with well-defined roles and variety at work will be another challenge," she said. Mr. Prakash Rao took the discussion to another interesting side of HR- Neuroscience in HR, Artificial Intelligence and Destructive Technology. He noted that "Future work forces should be customer-centric, knowledge intensive, networked, highly



Dr. Stewart Clegg presenting a certificate to a participant at the workshop during FIOHC 2016



Dr. Jitendra Das presenting Dr. Stewart Clegg with a token of appreciation



Faculty and students listening to the speakers attentively

productive, process excellence and a member of an agile team". At the end, Dr. Yasho V. Verma encouraged questions from the participants and concluded the discussion of the conclave acknowledging the changing environment and critical role of HR professionals.

Following thought-provoking case and paper presentations in three parallel technical tracks, participants joined for the lunch.

In the valedictory function of FIOHC 2016, Prof. Subir Verma, convener, welcomed the Chief guest- Mr. Suresh D. Tripathy, Vice-President - Human Resource Management, Tata Steel India, Jamshedpur; the Guest of Honour - Dr. Vinayshil Gautam, Sr. MD & Principal Economic Adviser Protiviti India Member Pvt. Ltd, Chairman, D K International Foundation, and Member, of Executive Board of FORE; and Dr. Jitendra Das, Director, FORE School of Management, New Delhi. Prof. Verma presented the conference summary and thanked the team conveners of FIOHC 2016, Dr. Prachi Bhatt, Dr. Priyanka Jaiswal and Prof. Bishakha Majumdar and all those involved in organising FIOHC 2016. More than 70 papers and cases were presented during the conference. One best business case award and three best paper awards were announced



Col. Dr. S. P. Wahi and Dr. Stewart Clegg at the inaugural function of FIOHC 2016

and the winners were awarded with a prize-money of Rs.10, 000 each by the dignitaries on the dais. The conference ended with the valedictory function in the presence of honourable dignitaries. Dr. Jitendra Das in his address appreciated the overwhelming participation from the corporate, academia, and research scholars in FIOHC 2016. He also mentioned about the forthcoming FIOHC 2016 Book to be published by Emerald group of publishing, India. Dr. Vinayshil Gautam gave a special address where he discussed that HR has been defined differently in different times. "The future lies in dealing with managing people's skills," he said. He also emphasized that "We need to understand that no individual is hired - it is the skills which are hired." Chief Guest, Mr. Suresh Tripathi in his Valedictory Address talked about digitalization and hinted at what lies ahead. "Prepare yourself for the tide, foresee it", he said. Mr. Tripathi also added "Job descriptions are fluid now. Going forward, only few employees will be part of the core teams, rest will be on contractual work for their skills. Managing people is a challenge but also an opportunity", he said. Prof. Verma's vote of thanks led to an end to the eventful two days of FORE International OB & HR Conference 2016.



Dr. Stewart Clegg along with faculty members and participants of the pre-conference workshop on "Theory Building"

Alumni Meet - Jubilate 2016



Dr. Vinayshil Gautam addressing the alumni and the students

October 15, 2016, was a day where FORE School of Management celebrated the success of their alumni, with Jubilate 2016 at the IHC gardens. It was an evening full of fun, merriment and networking, where more than 200 alumni, shared the festive season with each other and interacted with faculty, staff and other members of FORE. The evening started with a meeting with board members, faculty and alumni where the prestigious alumni awards were presented to selected distinguished alumni, and ended with alumni meeting over cocktails and a gala dinner. A curtain raiser in the form of a film, produced by FAN (FORE Alumni Network) student members not only took alumni down memory lane of the old building of FORE but also show-cased the new modern class-rooms, the new building and other changes that have made FORE grow by strength to strength. A mood of celebration was created by a musical event consisting of a medley of songs put up by a band of current students and the comments made by the lively yet professional student anchors.

While welcoming the alumni, board members, faculty and other guests, the Director, Dr Jitendra Das reinforced the importance that alumni play in the success of their alma mater and that how FORE recognizes that Alumni are great role models to current students and are in fact the ambassadors of the institution in the external world. He said that FORE is proud of their alumni network of over 7000 members, many of whom are game changers in industry, entrepreneurship, NGO's, Government organizations etc. and have created their mark in different walks of life. Prof. Freda Swaminathan, Professor in charge FAN, appreciated how alumni from different parts of the country and from leading corporate organizations had shown the interest to register online for the event and had shown great enthusiasm to make Jubilate an annual success. She welcomed the newly elected President of the FORE Alumni Association (FAA), Mr. Rupesh Kumar Pati and other new members of FAA. The involvement of the outgoing members were appreciated.

The meeting was graced with esteemed board members including Col. (Dr.) S. P. Wahi (Former Chairman, ONCG), Dr. B.B.L. Madhukar, (Former CMD, MMTC and currently Vice President (Finance) and



Esteemed board member Col. (Dr.) S. P. Wahi addressing the gathering

Treasurer, FORE) and Dr. Vinayshil Gautam (Former Director IIM-K and 1st Head, Management Department, IIT-D, and currently Senior managing Director and Principal Economic Advisor, Protiviti India Member Pvt Ltd). Dr. Das along with the board members presented the following awards to distinguished alumni.

- Alumni Recognition Award for Excellence Leadership to Mr. Vishal Tuhan (Wave 9) - Head of Finance at The Blackstone Group and former Vice President of the J P Morgan group.
- The Alumni Recognition Award for Contribution to Alma Mater to Ms. Vandana Sharma (Wave 5) - General Manager - Business Services and Support India at Rio Tinto and to Ms. Arti Aggarwal (Wave 14) - Head HR, Essar Group.
- Alumni Recognition Award for Entrepreneurship to Mr. Sanjeev Malhotra (Wave 3) - Managing Partner, Pro Insight Partners.

The vote of the thanks was made by Vibhanshu Singhal, Co-ordinator of FORE Alumni Network.

This was followed by dinner gathering in the well-lit IHC lawns where interaction among the alumni, faculty members and students marked the significance of the occasion. The Meet ended with promise to meet again where alumni recommitted their affinity to each other and their beloved FORE School of Management.



Dr. Freda Swaminathan welcoming the esteemed guests of Jubilate 2016

Book Release -“Competing through Operations Excellence: Agility, Adaptability and Analytics”



Faculty members along with Col. (Dr.) S. P. Wahi, Dr. Stewart Clegg and Dr. Jitendra Das during the book release

FORE International Operations Conference (FIOC) was organized by FORE School of Management on November 26-27 2015, at its campus in New Delhi. This provided a forum for discussion, deliberation knowledge and inquiry in the area of operations management, research and quantitative analysis.

Selected papers presented in the conference went through a blind peer review process and have been compiled and edited in a book form. The title of this book is “Competing through operations Excellence: Agility, Adaptability and Analytics”. The book has been edited by Dr. Jitendra K. Das, Prof. Mohita G. Sharma, Dr. Sumeet Kaur and Dr. Alok Kumar and published by Bloomsbury.

The book was released on the inaugural ceremony of the FORE International HR Conference (FIOH) 2016 on November 24, 2016. The dignitaries who released the first copies included Dr. Stewart Clegg Professor, University of Technology, Sydney, Australia, Col. (Dr.) S. P. Wahi, Member Executive Board of FORE (Former Chairman - ONGC) and Dr. Jitendra Das, Director-FORE.

The Publications Division of FORE and Bloomsbury have contributed immensely to the content aesthetics and timely release of the book. The book has been circulated to the contributors, national libraries, corporates and policy makers.

The book is available for libraries and as personal collection through the publishers.



Dr. Stewart Clegg and Dr. Jitendra Das talking about the book -“Competing through Operations Excellence: Agility, Adaptability and Analytics”

4th Learning & Development Summit 5A Learning: Anywhere, Anytime, Any Content, Any Device, Anyone



Dr. Jitendra Das along with other panelists at the summit

FORE School of Management in association with the National HRD Network (NHRDN) has organized the 4th Learning & Development Summit on “5A Learning: Anywhere, Anytime, Any Content, Any Device, Anyone” during November 10-11, 2016 at Hotel Taj Lands End, Bandstand, Mumbai. FORE was Principal Partner in this event. More than 250 delegates from Industry and Academia participated in this summit.

Dr. Jitendra Das, Director, FORE School of Management was invited as a Session Chair for the Session titled “Leadership & Institution Building Leveraging Moocs for cost advantage E-books, Knowledge portals, Leveraging Mobile learning” on November 11, 2016 in this summit. He was accompanied by the following prominent co-panelists:

- Mr. Amitabh Singh, GM HR, ICICI Bank
- Ms. Sumita C. Majumdar, Head Talent Management & Organization Development, ITC Hotels
- Mr. Shakun Khanna, Sr. Director HCM Strategy & Transformation, Asia Pacific Oracle
- Mr. Sunil Kumar, GM- Training, GAIL
- Mr. Dhananjay Singh, Executive Director, NHRDN

Big Data and Data Analytics

3rd batch of the short term Joint Certificate Program on “Big Data and Data Analytics” (Marketing Specialization) with University of California, Riverside Extension, USA was inaugurated on December 10, 2016 at FORE School of Management, New Delhi. The program will be conducted by Prof. Ashok Kumar Harnal and Prof. Asif Zameer. A total number of 23 participants have enrolled for this programme.

This Certificate Programme in Big Data and Data Analytics has been conceived with the objective to equip Marketing Professionals, Managers, Decision Makers, Research Scholars and Students with state-of-the-art techniques of predictive analytics. It will emphasis on conceptual learning rather than mathematics. The complete course has been structured to stress upon applied aspects of theory and concepts.

HR Best Practices “Making Organizations Meaningful and Future Ready”



Dr. Jitendra Das along with other panelists at the conference

FORE School of Management in association with The Federation of Indian Chambers of Commerce and Industry (FICCI) has organized the conference on “HR Best Practices: Making Organisations Meaningful and Future Ready” during November 07-08, 2016 at FICCI House, New Delhi. More than 200 delegates from various corporate participated in this conference.

Dr. Jitendra Das, Director, FORE School of Management was invited as a speaker in one of the panel discussion titled “A Journey from Classrooms to Board Rooms”. He was accompanied by the following prominent co-panelists:

- Ms. Madhavi Lall, Co-chair conference committee & Head HR, Deutsche Bank India
- Ms. Neeti Sharma, Sr. Vice President & Co-Founder, Team Lease Services Limited
- Prof. Amit Mookerjee, Dean & Head, IIM Lucknow, Noida Campus
- Mr. Ahmad Mehdi, Director, Adroit HR Straight
- Mr. Rajeev Kumar, Global Head, Campus Hiring Wipro Limited



Dr. Jitendra Das receiving a memento at the conference

HR Townhall



Dr. Jitendra Das addressing the seminar on "HR Townhall"

FORE School of Management in association with People and Management has organized the seminar on "HR Townhall" on November 09, 2016 at Hotel Metropolitan, New Delhi. More than 100 delegates from various corporate participated in this conference.

The eminent dignitaries who had attended the summit are Mr. D. P. Singh, Vice President and Head HR - India and South Asia, IBM; Mr. Saurabh Sharma, University Recruiting employer Branding Leader, Ericsson; Mr. Deepak Bharara, CHRO, Lanco Group; Mr. Rajeev Jain, President-North Zone, Genius Consultants Ltd; Mr. Chandan Nallal, Head - Corporate Engagement, Healthify M; Mr. Arvind Usretay, Executive Director, People Advisory Services, EY; Mr. Anil Rathore, Group Head HR, Indiabulls Housing Finance Ltd; Ms. Hemangini Jayant, Vice President - HR, DR. Oetker India; Mr. Alok Narain, CHRO, Quattro Global Services; Mr. Nikhil Desai, International Speaker, Motivator; Mr. Pankaj Dhingra- CHRO, SITI Cable Network Limited, Zee Networks; Mr. Akshat Bhargav, AGM-HR, Pawan Hans Ltd; Mr. Prashant P. Srivastava - VP- HR, Admin & CSR, Greenlam Industries Limited; Ms. Samriti Malhotra, Associate Vice President - Global HRD, Denave; Mr. Ajay Bhatia, VP- Global HR, Innodata Incorporation; Mr. Jayanth Selvappullai, Vice President -Human Resources, Brillio and Ms. Vasudhara Srivastava, VP- HR, Quattro Global Solutions.

Dr. Jitendra Das, Director, FORE School of Management was invited as a Session Director in one of the panel discussion titled "HR as a Growth Partner for Learning and Development - A Plan to Transform Higher Education". He was accompanied by the following prominent co-panelists:

- Mr. D. P. Singh, Vice President and Head HR-India and South Asia, IBM
- Dr. Dewakar Goel, General Manager (HR), Head, ANS, Airport Authority of India
- Ms. Binu John, Head, HR Global Shared Services Centre, New Delhi GF HR Global Operations, Ericsson

Spic Macay 2016



Ustad Hasnain Nizamiji and group enchanting the audience

FORE Sports and Cultural Division on October 17, 2016 in association with Spic Macay organized a soulful Qawwali performance by Ustad Hasnain Nizamiji and group in Virajam auditorium.

Ustad Nizamiji is a qawwal in Dargah Hazrat Nizamuddin Aulia and also Darbari Qawwal in Amir Khusro. He is the grandson of Tamras Khan who was the darbari singer of Bahadur Shah Zafar. Qawwali has been a tradition in the family for last 750 years. He has also performed many songs in bollywood movies like in Ahista Ahista, Rockstar, etc. He is a world famous Qawwal and has performed in many countries like Iran, Holland, Bangladesh, Myanmar, France and South America.

The students had donned their ethic clothes for the evening and were enthusiastic about being in the event. The evening was brought to life with songs like Dum-a-Dum mast Kalandar and Kunfaya, leaving the crowd mesmerized by the soulful performance. Nizamiji also gave a glimpse of his witty nature through impromptu shayari. He also talked about the meaning of qawwali and its connection to the Almighty.

Dr. Jitendra Das felicitated Nizamiji with a token of appreciation and thanked him for the melodious evening.



Faculty and students enjoying the Qawwali performance

Genesis 2016



Mr. R.C. Sharma and Col. (Dr.) S.P. Wahi lighting the lamp for the inauguration of Genesis 2016

This year, the much awaited Genesis - the annual fest of FORE School of Management, was bigger and better than ever. It was 2 days full of fun, frolic and festivities. The title sponsor for the event this year was GO EVENTZ

Genesis kicked off with the Inaugural ceremony. The day began with an address by the coordinator and co-coordinator of Team Nexus who gave a brief description of Genesis, thanked everyone for their presence and provided the line-up of the events for the coming two days. This was followed by an address by Jaskaran Singh - the President - Student's Council, who later invited President of FORE School of management - Mr. R. C. Sharma, to address the audience and declare Genesis 2016 open.

This was followed by official lamp-lighting ceremony by the President, Vice-President, Director, esteemed board member Col. (Dr.) S. P Wahi, Chairperson (Student Affairs) Dr. Sumeet Kaur and President, Student Council, Jaskaran Singh. Next was the address by the Director, Dr. Jitendra Das, who pointed out how Genesis has progressed through the years and how this year has seen the maximum participation ever with more than 1200 participants from 65 colleges nation-wide.

This was followed by short address and words of encouragement by



Col. (Dr.) S.P. Wahi, Mr. R. C. Sharma and Dr. Jitendra Das at the inauguration ceremony of Genesis 2016



Dr. B. B. L. Madhukar and Dr. Jitendra Das lighting the lamp for the inauguration of Genesis 2016

the Vice President Dr. B.B.L. Madhukar and Col.(Dr.) S. P Wahi. Next up were singing and dancing performances by students from Junior and Senior batch, after which the inauguration ceremony was concluded and students proceeded towards various events scheduled for the day.

Events of Genesis 2016

Concoct

Concoct is an annual B-Plan competition at FSM and it was conceptualized with a view of providing budding entrepreneurs a platform to showcase their business ideas. It is an Inter-college competition, designed to give the enthusiasts a platform to present the feasibility of their entrepreneurial dreams. The participating teams have to come up with innovative and feasible ideas for start-ups.

Teams were provided stalls for the execution of business idea. It was about setting up a "Bazaar" with the teams competing and strategizing as per competitor's move which provided the excitement and unpredictability of real-world business.

Ba-Czar

Genesis 2016 was a great success and CED's flagship event *Ba-Czar* was a major contributor to it. *Ba-Czar* was set-up for the two days of fest, where six teams from first year put up stalls of their innovative ideas. Delicious food items, engaging games and even flower/ message services - *Ba-czar* had it all. The event was a huge success, with the revenue for both days summing up-to around INR 1,50,000.

Twisting Minutes

The event Twisting Minutes, conducted by FOREWord, tested the verbal skills of participants. The event had two rounds. The first round was Just-a-minute and the second round was Circumvent.

The participants were judged on a number of parameters like quality of content, adherence to time limit, body-language and relevance of examples.

BackFlush 5.0

BackFlush is the main event conducted by FORE School of Management's special interest group of strategy and operations. The preliminary is conducted online, which is a quiz to test the



Dr. B. B. L. Madhukar and Dr. Sumeet kaur at a Ba-Czar stall with the sponsor during genesis

Business and Operations Acumen and round two is being a Negotiation based round wherein each team has to portray its analysing, strategy skills and negotiate accordingly, in which three teams will act as suppliers and other three as buyers. Each buyer will negotiate with every supplier for the same commodity for which the price is not known to any of the contestants.

The teams that will close the deal closest to the actual price (which would be disclosed to them at the end of this round) will qualify for the next round.

The third round was disclosed on the spot and was a presentation round.

The Wolf of Comic Street

An inter-college stand-up comedy competition organized by Personality Enhancement Cell, to bring out the humorous side to one's personality. It aims to provide a platform to the hidden comic talent amongst the students.

There were four rounds (including screening). For the purpose of initial screening, all the participants have to upload a humorous video on the Facebook page of PEC. Shortlisted students qualified for next round, students were given a funny/double meaning lines or a certain situation on the spot and each participant has to speak on it for minimum 2 minutes. In the next round, teams were given certain situations which may relate to certain movie scenes or advertisements of brands or imaginary situation. In the final round, teams were allowed to present their stand up comedy acts. The teams could also roast the opposite teams but in a decent manner.

Vyamaham

Vyamaham at Genesis'16 tested the competence and skills of the participants in the domain of HR. The event was conducted by SIG-HR. Participants were required to analyze and debate upon various organizational challenges and case-lets on breakthrough HR practices to test their analytical skills and level of domain expertise.

A two round event was held, With Round 1 being an online round, case study analysis for short-listing and elimination and the Final round, Round 2 was a video case study debate, which was held on the campus.

The teams were judged on the following parameters: in-depth knowledge, logic, reasoning and rationale, response to counter arguments, presentation style and articulation.



Ba-Czar Stalls put up by students

FORE Videosis

FORE Videosis is an Inter-College movie making competition that encourages students to come up with creative and innovative videos on the given topic. It is a stepping stone for all aspiring filmmakers to showcase their talent and creativity.

Topics for this year were:

- Black & White
- Masala Bollywood
- Goosebumps

Mujhme Hai RJ

It is a platform for people to whom speaking comes naturally to showcase their wit, passion and originality. Everything in the event was spontaneous and entertaining. It was organised by Foreconnect.

Tasveer'16

This was an inter college photography competition that encourages students to use eyes like a shutter and mind like a lens to explore the world and give new meaning to objects and places. This was a chance for all the enthusiastic photographers to exhibit their photography skills.

Gamers' Asylum (LAN Gaming)

This LAN Gaming event was conducted by FORE Sports and Cultural Division. It was an event for the ardent gamers. It was conducted to mix up some fun and flair in the two day Genesis'16 mega event.

Following games were the main attractions this year:



Students enjoying at the annual B-school fest



Think tank - The organisers of The Amazing Race at Genesis 2016

- Counter Strike 1.6: One of the most popular First person shooter and strategy game
- FIFA 2011: The best Football game under the FIFA title.

Rangoli and Poster Making Competition

FSCD organised rangoli making and poster making competition to bring out the creative side.

Kurukshetra

Kurukshetra is a debating platform that puts together thoughts from the best minds in the industry and from the future managers. The event aims at sparking discussions between teams, under the guidance and mentorship of the most distinguished and learned corporate fraternity there by providing them with an opportunity to portray their intellectual prowess, creativity and business acumen. It was organized by Corporate Interaction Division (CID).

Corporate Buddha

Corporate Buddha is a team based event to test the contestants on the use of acquired skills across various domains - from logical thinking to business ethics.

Corporate Buddha was a multi round team-based case event. The event was designed to test a contestant's ability to analyze the economic, financial and market scenarios to take decisions for a product and take it to new heights. The event was designed and conducted by Team Think Tank.

Jagrukta

When action, emotion, words all come together it can be called a drama, and when it is directed to spread a social awareness it becomes *nukkad*. This was portrayed by the various teams from colleges across Delhi University and other B-Schools in the country who were out with a message, a call for action to issue of girl exploitation for the event *Jagrukta* as part of Genesis '16, the annual management fest at FORE School of Management.

The teams were judged on the basis of message delivered, context, dramatic skills and the involvement of audience.

Prerna

The event was organised by team *Antar* to understand the wide scope of CSR activities that a company can implement. In the first round each team had to select one Indian company of their choice



Students of the senior batch at Genesis 2016

and chalk out a CSR plan for that company which is not being already executed by that company. The CSR plan should adhere to the CSR act, section 135 of the Indian Companies ACT. In the second round the shortlisted teams had to present their detailed analysis.

Pratibimb

Team *Antar* through this event aimed to provide a platform to initiate discussions over various social issues and creating awareness about them through a face painting competition to showcase a social message on expressive faces.

Amazing Race

An event designed to test the mental agility of the participants, their strategies will be tried and their street smartness will be put to test. Their mission is to connect the dots, complete the tasks involved and do it the 'Travelling Salesman' way, all with the help of some puzzles, riddles and clues. Each team were given a set of tasks and some clues and riddles to complete those tasks. Each task would have some points. The clues and riddles would be based on locations in Delhi NCR. Each team will be provided with a map of Delhi NCR and a clue sheet. The teams had to guess the locations using those maps & clues and complete maximum number of tasks in a stipulated time period to reach FORE premises when the time is over.

Deal or No Deal

Deal or No Deal is a financial quiz with a twist. In the first round online quiz was conducted. Each team will be provided with certain



Participants of *Ba-Czar* at their stall



Dr. Sumeet Kaur, Chairperson (Student Affairs) addressing the gathering at the inaugural ceremony of Genesis

amount of plastic money and every question will have some cost and benefit associated. For answering each question, participants needed to buy ticket for that question or in other words participants have to decide whether they want to deal or not with the question. There will be around 3-4 rounds and different kinds of questions in different rounds. Earning pattern will change in every round. It also included bidding for a question, hidden prize money, betting on table etc.

Trader's Cockpit

The Finance and Economy Club organised "Trader's Cockpit", which is an event which combines the knowledge of the economy and allows helps evaluate one country's prospect as an investment destination. Round 1 will be an online quiz for all the teams who register. A total of 8 teams shall go ahead to Round 2. In the second round each teams were given a country and they had to analyse the country's macro economic conditions, ease of doing business and FDI policies.

Techno Slides

Techno Slides is an inter B-School power point presentation competition organised by FORETech to showcase the Tech-savviness of participants. Teams were required to prepare Power Point Presentation on the usage of IT in any one industry out of the following:

Sports Industry, Media Industry, Retail Industry, Hospitality/ Tourism Industry and Automobile Industry.

Presentation content required evolution in the chosen industry by the use of IT, noticeable impact or paradigm shift or monetary benefits from the use of IT in that particular industry, futures prospects, some examples with facts and figures and an insight slide.

Fast Food Hunger

Fast Food Hunger, an exciting online simulation game conducted by ForeTech during Genesis'15 is a real time event wherein various teams play the game head to head in an online platform.

The basic theme of the event is inventory management at a fast food restaurant. The teams are required to balance the demand and supply of various food items at the outlet, keeping in mind various conditions like holidays, weather and festivities along with earning the highest profit.

Markathon

Markathon at Genesis was organised with a view to showcase the business skills of the participants. The event was conducted by SIG-MA, the marketing interest group at FORE. Participants were required to show their marketing skills and selling skills. It was an opportunity for the participants to apply all the learnings into real world and via the best possible practical approach.

Selected teams were given Rs. 999 and time of half day was allotted with the objective to go out on the streets of Delhi and multiply the amount by utilising the capital given to each team along with their innovative ideas. The teams were given just a few hours to think, strategize and implement their ideas. Participants took this challenge very positively and displayed their grit and vigour. Winners were chosen on the basis of innovativeness of ideas and highest profit earned.

Dumb and Dumber

With this lively event, FOREWord brought back dumb charades, all those fond memories of pondering over the actions of your team partner, trying to figure out what he is trying to communicate in the ancestors language, but with a bit of twist. In the first round, the participants were given the name of a movie (Hindi/English) and they had to act it out without speaking to their respective team members within the time limit given. In the second round, the participants were given a movie dialogue) and they had to speak it out for their teammates who had headphones on. The event was a great mix of fun, drama and challenge.

Step-Up

For the first time in FORE history, an inter-college dance competition - 'Step Up' was organised as part of Genesis. Sponsored by GO EVENTZ, 'Step Up' was a collaborative effort of FSCD (FORE Sports and Culture Division) and Team Nexus. The event garnered huge cheering and applause, and the electric, energetic performances were much appreciated.

Argumentative Indian

The event was organised by Team FOREword, which provides an opportunity to avid debater to showcase their debating skills and to raise the bar of thinking for everyone. The topic for debate was 'demonitization'. Every team had one speaker and the other interjector. The judgement criteria was on both account the debate and the question.



Snapshot of Genesis 2016

Faculty Focus

Prof. Alok Kumar

Kumar, Alok (2016). Effective marketing strategy using Two-warehouse inventory model, *Working Paper No. 2016 / 33*, FORE School of Management, New Delhi.

Das Jitendra., Sharma Mohita.G., Kaur, Sumeet., & Kumar, Alok (Eds). (2016). *Competing through operations excellence: Agility, adaptability & analytics*, Delhi: Bloomsbury Publishing India Pvt. Ltd

Kumar, Alok., & Chanda Udayan (2016). Inventory model for repeat purchase under innovation diffusion criterion. In Das J. K., Sharma M. G., Kaur, S., & Kumar, Alok (Eds) *Competing through operations excellence: Agility, adaptability & analytics*, pp 3-16, Delhi: Bloomsbury Publishing India Pvt. Ltd.

Kumar, Alok., & Chanda Udayan (2016). Stage wise innovation diffusion of a technology product in a dynamic market. In Das J. K., Sharma M. G., Kaur, S., & Kumar, Alok (Eds) *Competing through operations excellence: Agility, adaptability & analytics*, pp 17 - 27, Delhi: Bloomsbury Publishing India Pvt. Ltd.

Prof. Ambrish Gupta

Gupta, Ambrish (2016, December). *Project appraisal and financing*. Delhi: PHILearning.

Gupta, Ambrish (2016, December). *Shalokhealthcare Ltd.*, (Case), Reference no. 116-0106-1, The Case Centre, North America.

Gupta, Ambrish (2016, October). *Majestic apparels Ltd.*, (Case), Reference no. 116-0091-1, The Case Centre, North America.

Prof. Anita T. Lal



Dr. Anita T. Lal delivering the talk at JRD Tata Memorial Hall, Indian Institute of Science, Bangaluru

Lal, Anita, T. (2016). Xin Chao....Are you ready for business negotiations....!? *Working Paper No. 2016 / 29*, FORE School of Management, New Delhi.

Prof. Anita T. Lal was invited to deliver a talk on 'Communicating Like a Leader' at JRD TATA Memorial Hall at Indian Institute of Science,

Bangaluru, on July 10, 2016, she was also a Panelist on the same day in the technical session 'Entrepreneurship Education', by Shaktti-IITK Alumni Women Leadership Forum.

Prof. Anita T. Lal was a special invitee to the 'Round Table Stakeholder Feedback Discussion on Women Mentorship Programme' on August 16, 2016 at IIT Delhi.

Dr. Lal conducted sessions on Business Etiquette and Corporate Communication in the SIDBI program organized by Department of Management Studies, IIT Delhi on December 03 & 15, 2016 respectively.

Dr. Anita Tripathy Lal invited to take two sessions on Strategic Communication for the senior level IAS officers on October 19, 2016 in the Advanced Professional Program of Administration at Indian Institute of Public Administration.

Prof. Anupam Narula

Narula Anupam (2016). Global e-business models for innovative service marketing practices: A case let of e-bay, Amazon, and Groupon. In Das J. K., Sharma M. G., Kaur, S., & Kumar, Alok (Eds) *Competing through operations excellence: Agility, adaptability & analytics*, pp 187-205, Delhi: Bloomsbury Publishing India Pvt. Ltd.

Narula, Anupam., Ahuja, Yukti., & Gupta, Mahima (2016). Changing paradigm of online retail market: A study of Grofers' operational excellence. In Das J. K., Sharma M. G., Kaur, S., & Kumar, Alok (Eds) *Competing through operations excellence: Agility, adaptability & analytics*, pp 121-133, Delhi: Bloomsbury Publishing India Pvt. Ltd.

Prof. Basant Potnuru

Potnuru, Basant (2016). Asian 'brain drain' to the United States: A comparison of skill quality of Indians, Chinese, Philippines and Vietnamese vis-à-vis Native Americans, *Working Paper No. 2016 / 26*, FORE School of Management, New Delhi.

Potnuru, Basant (2016). What Will the economy look like in 6 months from now, *Outlook*, The Website, 18th November. <http://www.outlookindia.com/website/story/what-will-the-economy-look-like-in-6-months-from-now/297408>

Prof. Faisal Ahmed

Ahmed, Faisal., & Singh, Vipul Kumar (2016). Econometric analysis of financial cointegration of least developed countries (LDCs) of Asia and the Pacific. *China Finance Review International*, 6 (2).

Ahmed, Faisal (2016, October 27). Indian Ocean Region targets increased integration. *Bangkok Post*, a leading Southeast Asian newspaper.

Ahmed, Faisal (2016, November 16). For APEC: No geopolitics this time, only region-building. *The Santiago Times*, a leading Latin American newspaper.

Prof. Freda Swaminathan

Swaminathan, Freda (2016). The spirit of supply chain management - Creativity and innovation. In Das J. K., Sharma M. G., Kaur, S., & Kumar, Alok (Eds) *Competing through operations excellence: Agility, adaptability & analytics*, pp 67-82, Delhi: Bloomsbury Publishing India Pvt. Ltd

Prof. Himanshu Joshi

Joshi, Himanshu (2016). Corporate risk management, firms'

characteristics and shareholders' value creation, *Working Paper No. 2016/32*, FORE School of Management, New Delhi.

Prof. Hitesh Arora

Arora, Hitesh., & Arora, Padmasai (2016). Performance of local area banks in India: An empirical study (2003-2012). *International Journal of Indian Culture and Business Management*, 13 (3).

Prof. Jitendra Das

Das Jitendra., Sharma Mohita.G., Kaur, Sumeet., & Kumar, Alok (Eds). (2016). *Competing through operations excellence: Agility, adaptability & analytics*, Delhi: Bloomsbury Publishing India Pvt. Ltd.

Prof. Mohit Anand

Prof. Mohit Anand was invited as a reviewer for the Academy of International Business (AIB) Annual Conference 2017 (UAE). His specialization track is: Innovation and Knowledge Management.

Anand, Mohit (2016). Taj's African safari: Will Indian tigers adapt to African grasslands? *Working Paper No. 2016 / 28*, FORE School of Management, New Delhi.

Prof. Mohita G. Sharma

Sharma, Mohita, G., & Sharma, Sachinder, Mohan (2016). Risk, determinants and perspective for creating a Railway Biodiesel Supply Chain: Case study of India. *Journal of Cleaner Production*, 133.

Das Jitendra., Sharma Mohita.G., Kaur, Sumeet., & Kumar, Alok (Eds). (2016). *Competing through operations excellence: Agility, adaptability & analytics*, Delhi: Bloomsbury Publishing India Pvt. Ltd

Prof. Muqbil Burhan

Presented a paper titled "Factors affecting Patent Portfolios in Public Research: A Case of Public Funded Research Organizations in an Emerging Economy" at the *Academy of International Business (AIB) conference*, Fox Business School, Philadelphia USA and iBEGIN Conference Temple University, Philadelphia during November 27 - 30, 2016.

Prof. Priyanka Jaiswal

Presented a paper titled "Behavioural Flexibility: Flexible HR System and Occupational Role Stress" at the *16th Global Conference on Flexible System Management*, University of Technology, Sydney, Australia, during December 4 - 6, 2016.

Prof. Reeta Raina

Raina Reeta., & Chauhan Rajneesh (2016). Organizational socialization & work related attitudes in India's uncertainty culture. *Indian Journal of Industrial Relations*, 52 (2).

Raina Reeta., & Chauhan Rajneesh (2016). Investigating the correlation between organizational socialization and work related attitudes in the uncertainty context of India, *Working Paper No. 2016 / 27*, FORE School of Management, New Delhi.

Prof. Reeta Raina conducted training for PNB employees during November 16-17, 2016.

Prof. Shallini Taneja

Taneja, Shallini (2016). Corporate social disclosures and reporting practices in Vietnamese companies, *Working Paper No. 2016 / 30*, FORE School of Management, New Delhi.

Taneja, Shallini., & Modi, Radhika (2016). Benchmarking CSR

operations for sustainable development. In Das J. K., Sharma M. G., Kaur, S., & Kumar, Alok (Eds) *Competing through operations excellence: Agility, adaptability & analytics*, pp 220 - 230, Delhi: Bloomsbury Publishing India Pvt. Ltd.

Taneja, Shallini., Griffin, Jennifer. J., Taneja, Pawan. K., Sharma, Radha. R., Davidson, D. Kirk & Ray, Rupamanjari, Sinha (2017). Using a stakeholder approach to understand success. In Guler Aras & Coral Ingley (eds.), *Corporate behaviour and sustainability: Doing well by being good* (pp. 21-41), London; New York: Routledge, Taylor & Francis Group.

Taneja, Shallini., & Taneja, Pawan Kumar (2016). Rashtriya Swasthya Bima Yojana for Universal Health Coverage (Case) *Asian Journal of Management Cases (AJMC)*, SAGE Publications.

Prof. Shilpi Jain

Presented a paper titled "Antecedents of Online Trust towards e-Retailers for Repeat Buyers: An Empirical Study in Indian Context" at the *30th ANZAM conference 2016*, School of Management, QUT Business School, Brisbane Australia, during December 6-9, 2016.

Jain, Shilpi., & Purohit, Avitash (2016). Estimating earned business value for agile projects using relative scoring method. In Das J. K., Sharma M. G., Kaur, S., & Kumar, Alok (Eds) *Competing through operations excellence: Agility, adaptability & analytics*, pp 102-118, Delhi: Bloomsbury Publishing India Pvt. Ltd

Prof. Sriparna Basu

Basu, Sriparna (2016). The impact of emotional intelligence on workplace behavior: A study of bank employees, *Working Paper No. 2016 / 34*, FORE School of Management, New Delhi.

Basu, Sriparna (2016, October). Multiple paths to globalization: the India-China story. In Mukherjee, Paramita., Deb, Arnab., & Pang, Miao (Eds.) *India and China: history, culture, cooperation and competition*, Delhi: Sage publication in collaboration with Sichuan Academy of Social Sciences.

Editor of South Asian Survey, a Scopus indexed journal from Sage from November, 2016.

Prof. Sumeet Kaur

Das Jitendra., Sharma Mohita. G., Kaur, Sumeet., & Kumar, Alok (Eds). (2016). *Competing through operations excellence: Agility, adaptability & analytics*, Delhi: Bloomsbury Publishing India Pvt. Ltd

Prof. Vandana Gupta

Gupta, Vandana (2016). Success and failure indicators of international mergers: Evidence from Indian acquirer firms, *Working Paper No. 2016 / 31*, FORE School of Management, New Delhi.

Prof. Vinay Dutta

Invited by BHEL, HRDI, NOIDA for session on "Financial Management and Cost Consciousness" in training programs for Senior Managers on November 23, 2016 and December 14, 2016 respectively.

Prof. Vinay Dutta is a regular reviewer for Vision - The Journal of Business perspective of Management Development Institute (MDI), Gurugram.

Certificate of Excellence and Exemplary Leader in Education in Asia Pacific Award



Dr. Jitendra Das receiving award on behalf of FORE School of Management

FORE School of Management, New Delhi has received the “**Certificate of Excellence**” and the “**Exemplary Leader in Education in Asia Pacific Award**” in the Asia Pacific Education and Technology Summit & Awards 2016 organised by ASSOCHAM India and The Education Post on December 15, 2016 at Hotel Taj Vivanta, Panaji, Goa.

Certificate of Excellence and Educationist of the year in Asia for Revolutionary Contribution in Education Award



Dr. Jitendra Das receiving Educationist of the year award

Dr. Jitendra Das, Director, FORE School of Management, New Delhi has received the “**Certificate of Excellence**” and the “**Educationist of the year in Asia for Revolutionary Contribution in Education Award**” in the Asia Pacific Education and Technology Summit & Awards 2016 organised by ASSOCHAM India and The Education Post on December 15, 2016 at Hotel Taj Vivanta, Panaji, Goa.

Workshop on Effective Communication Through Just a Minute (JAM) Sessions



Students with Dr. Anita T. Lal after the JAM workshop

In today's highly competitive world, where every MBA student aspires to become the CEO of a company some day in the near future, what really gives one an edge over his or her colleague is their communication skills. To communicate effectively one needs to have the gift of the gab where one can meaningfully engage the audience.

Keeping this in view, Prof. Anita Tripathy Lal conducted, for the first time, a workshop on Effective Communication through Just a Minute sessions for 30 participants on Sept 28, 2016.

The idea behind this workshop was to speak correctly & confidently for which the students had to listen well first and take the topic to finish it well in that stipulated time of one minute. The event started with a practice round so that the participants could get familiar with the nuances of the JAM sessions. The first round was made a dummy round for this purpose.

All the rounds were unique in its own way as the topics ranged from simple abstract one word topics to management concepts and ended with real life corporate affairs. Although all the students participated only 3-4 students could speak continuously without any break. There were few students who could listen well and took the speech forward from others and ended up taking their teams to the top.

All these years only few of them had participated in JAM competitions during their graduation days but witnessed a workshop on JAM for the first time. At the end when each participant was speaking about their participation level, some said they are going to win in the next JAM competition and some said they are going to be more confident and participative in their group discussions whether it is in the class room or in interview hall. In fact it was an amazing experience for each students.

By Nikhil Kashive - Ist Year student

Anubhuti–An Interface with the Corporate world

On November 16, 2016, Mr. Mrinal Mathur, Independent Marketing and Brand Consultant addressed the students on topic “The Art and Science of Marketing”

The speaker had a very interactive session with the students. He asked them about their expectations and also asked them understanding on the concept of marketing. The speaker took around 4-5 suggestions and started his session by quoting a line from William Shakespeare's play - “As You Like It”.

The speaker said that marketing is relatively young discipline. Even though the concept of trade dates back to ages, the modern idea of marketing came to the scene quite lately. Marketing is relying too much on the medium and as the medium changes, the entire concept is also changing. Modern concept of marketing is going through an evolution process and so its teachers and disciples.

For answering the question whether marketing is a science or an art, he categorized some of the major concepts of marketing into arts and science. While topics like analysis, consumer behaviour, pricing, promotions came under the concept of science, topics like brand management, digital marketing, positioning and advertising makers marketing an art for the speaker. Summing it up he said marketing is an amalgam of art and science, and depending upon the context the intensity of the concept varies.

The speaker then explained some of the features of marketing. He said that marketing is about creativity with rules. To substantiate his statement, he sought the example of the architecture of building. He explained how architecture explore the scope of creativity while strictly adhering to the laws of structural mechanics.

After that he gave an exercise for the students on calculating the traffic of a region to explain the importance of gut feeling in the field of marketing. Then he quoted the chaurichaura incident which happened on February 4, 1922 to explain the reach of a medium. He said that the reach of digital medium is beyond one can imagine and every marketer should look forward to triumph the medium.

Influence of stereotypes is pretty huge in marketing and he explained the same with the help of some statistical data. With the help of some videos excerpted from Bollywood he explained how the Punjabi race are subjected to stereotyping over the years when it come to food, alcohol, marriage and firearms. Even though the factual data contradicts what is shown, stereotyping continues. He urged the aspiring marketers to sift through the data, get to the facts and share the information in the most inspiring manner.

He concluded the session by saying that marketing is a set of creative intuitive actions with an underlying logic based on information and calculations. The talk was followed by a question answer session.

On November 29, 2016, Dr. Prem S. Vashishtha, Senior Consultant, National Council of Applied Economic Research address the students on “Efficiency and Economic Reforms: The Role of Innovative Idea”.



Dr. Prem S. Vashishtha addressing the student's during Anubhuti

Economic efficiency is an important indicator to determine a nation's investment friendliness and it has a considerable relationship with the size of the market. Often the economic efficiency decreases as the size of the market increase. According to him, this is one of the major reasons why our nation is at 130th position when it comes to ease of doing business despite being huge in market size.

According to the speaker, asymmetry of information is the main reason for the existence of imperfect market. Whether it is buying or selling, a lot of information is not transparent causing a disruption in the market which eventually leads to the formation of an imperfect market.

The speaker then said that wherever there is a scope for imperfection, there is a greater chance for government intervention. Our nation has a lot under the public sector for the same reason. However he added that if the quality of the service provided is less and the cost is high then there is no reason to intervene. He cited the pathetic condition of Indian Railways as an example.

The speaker shared details about the index proposed by the research. There are five factors that determine the index. First one is the labour market. The speaker said that even if the central government comes with labour reforms and decisions, it takes a lot of time to implement since the respective state governments are on different lines regarding the same.

The second factor is infrastructure. If a place has better infrastructure, the easier it is for doing business there. The third factor is the economic climate. The economic policies of a nation has a considerable role in deciding the investing feasibility of that nation. He cited the example of China who keeps a differential pricing system for the delivery of a service. The fourth factor was the political stability of a country and the governance.

The speaker specified that he found the last factor which is perception to be the most innovative element in the index. He said that the way people perceive a subject has considerable impact on making a nation investment friendly.

He concluded the session by saying that bringing reforms to the delivery of services ensures economic efficiency. The talk was followed by a brief question and answer session.

Confluence-Big Data and Operations



Mr. Ashwinder Raj Singh, CEO of Residential Service JLL India, addressing the students at Confluence 2016.

The Corporate Interaction Division at FORE School of Management organized 'Confluence' on Big Data and Operations on December 15, 2016. The event was graced by

eminent speakers from the field of Operations, Data Analytics and Statistics.

The seminar was divided into 2 sessions of 2 hours each with a lunch break in between. The first session was dedicated to operations and dealt with the question of how to scale up new ventures operationally. Mr. Ashwinder Raj Singh, CEO Residential Services, JLL India and FORE Alumnus opened the seminar with his charisma, energy and confident charm. He talked about the importance of a fresh mindset, dynamism and 'entrepreneurial zeal' amongst management students. He also stressed on the value of reading and how it enriches one's personality. He advised students to introspect, figure out their USP, take failure in their stride and add value to the self. He went on to discuss about the importance of technology in operations and necessity of treating people - employees and customers - with fairness and respect. The second speaker, Mr. Chiranjeev Singh from Enabling Excellence, spoke about scaling up in startups. Tempered and calm, he explained Risk Mitigation and its structural framework and ended the first session with current trends in operations like robotics, E-business and the like.



Mr. Chiranjeev Singh, Managing Partner at Enabling Excellence, talked on Operations at Confluence 2016.

The second session was devoted to Data Analytics and was chaired by Prof. Ashok K. Harnal. The first speaker of the session, Mr V. Shekhar Awasthy, a data



Dr. Panjak Srivastava, Director, Ministry of Corporate Affairs, addressing at confluence

scientist, spoke about how analytics is rooted in nature, like how a tiger searches for its prey and the importance of choosing the right tools to analyse data. He

touched on the important topics of identity theft and Data Engineering. The 2nd speaker, Dr. Vandana Nagpal from IBM India talked about the implementation of Data Analytics in real-life

scenarios. She enumerated the skills required to be a Data Analyst - detail orientation, visualization, etc. The final speaker for the day, Mr. Pankaj Srivastava from



Mr. V. Shekhar Awasthy, Chief Data Scientist & Principal Consultant Stat Labs, addressing the session on data analytics.

Indian Statistical Service spoke about the all-pervasiveness of Data Analytics - from Social sector to Manufacturing to Services and enumerated the importance of logic and inquisitiveness in this domain.

The seminar was a truly enlightening and informative one.



Ms. Vandana Nagpal, PMP Associate Director IMB India, talked on analytics.

Rananiti 2016 - Annual Case Competition



Participants presenting their strategy to the judges of *Rananiti*

The annual case study competition (*Rananiti*) was organised by the FORE Operations and Strategy Group (FOSTRA) in collaboration with the Center of Emerging Markets, FORE School of Management and sponsored by KPar LED Solutions on October 24, 2016.

The case study for the event was based upon the recent merger between Reliance Communications and Aircel - jointly developed by FOSTRA team and Dr. Mohit Anand. It consisted of pertinent details of the merger and the individual entities of the merger along with sufficient data for the participants to interpret. The case competition tested the strategic skills of the participants and was very well taken by the students of various B-Schools from the beginning. In the first round, the participants were asked to provide an executive summary and portray as to what is their basic understanding of the data that has been presented in front of them. A number of entries from various B-Schools all over the country came in and on the basis of their analysis, content and originality, 7 summaries were shortlisted for the second and final round.

In the second round, teams from colleges like LIBA Chennai, KJ SIMSR, IIM Amritsar and FORE School of Management competed to grab the top ranks. The panellists for the event consisted of Prof. Mohit Anand and Prof. Anil Kumar Singh from the FORE School of Management. The on-campus round consisted of a 10 minute presentation by each team followed by a 5 minutes Q&A Session by the judges. The participants used game theory and other decision making tools to prove who will benefit the most and how this merged entity will bring a dynamic shift in the telecom industry. They also noted the presence of RJio and other major players that will get affected and this merger will help in overall development of the market.

Through this competition, some important points about the merger were highlighted such as, the value achieved by the companies through this merger. Several teams accounted the benefits of the merger and its impact on Rcom, Aircel and existing competitors in

the market. They also commented on how the whole market will grow as well as the competition will become stiff in telecom industry which will lead to more consolidation in the coming years.

After all the insightful presentations, although the competition was close Ansil Selvaraj and Deepika of team 'Opsy' representing LIBA, Chennai, emerged as the winners. The second position was held by team 'White Collar Crew' from FORE School of Management and the third by team 'Intruder' from KJ SIMSR. The strategic case study event was a huge success and was well-appreciated by everyone.

Exposure to Management in Manufacturing Industry – Yakult

Students of FMG25 and IMG10 visited Yakult's manufacturing plant in Sonepat on November 10-11, 2016. The plant manager and supervisor welcomed the students and taught them that discipline is the very 1st characteristic, a manager should have in an industry. Then students were taken to the production site where they could see the process of making Yakult probiotic drinks. The whole process was explained to the students, about the ingredients that go into big tanks, then the solution is forwarded for Sterilization and Fermentation process. This solution then pass through many more processes before it is filled into small bottles which are then packed and stored in a refrigeration room. After this, students were taken to presentation room where supervisor showed them the benefits of Yakult, how it got invented, how it is different from any other drink. Students learnt about marketing and distribution strategy of Yakult and it helped the students to know about current marketing scenario.

Students were provided with refreshments arranged by Yakult and then they left the plant with some practical knowledge on how industry works.

Vasthrasammaan and Vansamrakshan 2016



Junior and Senior committee member of Team *Antar* at the venue of *Vansamrakshan*

Team *Antar* conducted a cloth donation drive named *Vasthrasammaan* on September 13, 2016. They associated with a Delhi based NGO named *Goonj* for this event. The event received a great response from the students. A box was kept outside the cafeteria of the college and it was filled within hours of the inception. The drive went for 5 days and about 20 kgs of clothes were collected. The overwhelming response from the students made the Team *Antar* to come up with a second edition of the same which happened from October 24, 2016. The response from the second edition was even better than the first. Collected items were handed over to the representative of *Goonj*. They will supply the same to the needy.

On October 23, 2016, Team *Antar* in association with the local counselor conducted a green drive named as '*Vansamrakshan*' as a part of making the city pollutant free. The drive was met with huge response from the faculty and the students. As a part of the event, they had planted about 90 tree saplings at various parts of *Katwaria Sarai*. The saplings of the trees were mostly of coniferous trees. A selfie contest was also conducted where students were asked to take a selfie with a tree and they had to share it on social media. Photos that gained the maximum likes and shares were selected as the winning entries. The top three positions were obtained by *Anand Priyadarshi*, *Sanat Pandey* and *Malavika Bahety* respectively. The winners were awarded wholesomely.



Students planting tree saplings for the event - *Vansamrakshan*

Diwali Celebrations at FORE

This year it was no different, like the previous years FORE organized the get-together for the Festival of Light on October 28, 2016. Members of Executive Board of FORE, faculty and staff were present on the occasion.

Students of FORE School of Management celebrated the Festival of Lights this year on November 4, 2016 with immense joy and bonhomie. Organized by Nexus, the event was filled with sunny smiles and giddy laughter.

The celebrations kicked off with the scintillating poetry of Utkarsh Saxena of FMG 24 Batch. The two comperes for the event - Bhavyata Jain and Roopam Jain of FMG kept the crowd engaged with their liveliness and witty repartee. Intermittent questions testing student's

knowledge of the Ramayana were combined with plenty of fun games. Who can blow the maximum amount of balloons in 2 mins (winner - Karan Girotra IMG Batch), fastest person to eat a packet of chips (Malvika Bahety from 2nd year), wear a T-shirt while keeping a balloon suspended in the air (Winner - Rounaq Juneja from FMG), were the games that left everyone in splits.

The event came to a close with a mesmerizing musical performance by Deepanjan Sinha (IMG) on the keys and Anurag Poonia (FMG) rendering vocals.

The titles of Mr. Patakha and Ms. Pathaka were given to Sidharth Sharma (FMG) and Noopur Arora (FMG) respectively for their stylish ethnic attire.



Snapshot of Diwali celebrations held on October 28, 2016

Management Development Programmes (October - December 2016)



Participants of an MDP along with Dr. Jitendra Das and Faculty

FORE School of Management conducted the following Open MDPs at its Campus, New Delhi during October-December:

1. "Managerial Leadership and Team Building" conducted by Prof. Sanghamitra Buddhapriya during October 14-15, 2016.
2. "Written Business Communication" conducted by Prof. Anita Tripathy Lal during October 20-21, 2016.
3. "Advanced Microsoft Excel 2013-HR Practitioners Perspective" conducted by Prof. Rajneesh Chauhan during November 15-16, 2016.
4. "Building Capacities in CSR: Strategy Formulation, Implementation and Impact Assessment" in association with Indian Institute of Corporate Affairs, Ministry of Corporate Affairs, Government of India conducted by Prof. Shallini Taneja, Mr. Nikhil Pant & Ms. Mayuri Misra during November 21-22, 2016.
5. "Nurturing the 5th Dimension of Leadership" conducted by Prof. Anita Tripathy Lal during November 28-29, 2016.
6. "Customer Management in a Digital Marketing Space" conducted by Dr. Jitendra K. Das during December 6-7, 2016
7. "Coaching & Mentoring for Personal and Professional Success" conducted by Prof. Sanghamitra Buddhapriya during December 8-9, 2016
8. "Enhancing Assertiveness & Positive Attitude" conducted by Prof. Anita Tripathy Lal during December 12-13, 2016
9. "Creating Winning Sales Teams" conducted by Prof. Asif Zameer and Prof. Anupam Narula during December 15-16, 2016

Companies which nominated their participants in these programmes are: SOS Children's Villages International, Delhi Transco Limited, Dakshin Haryana Bijli Vitran Nigam, RITES, Joint Plant Committee, Indian Railway Finance, DS Group, EdCIL, Confederation of Indian Industry, Fresenius Kabi Oncology, Stock Holding Corporation of India, JK Lakshmi Cement, Aaruthal Foundation, Petronet LNG, MANVIK CSR, Quality Council of India, Walchand People First, Jubilant Food Works, Power Grid, Youreka Campouts, Residency Resorts, Bank of Baroda, NBCC, Damodar Valley Corporation,

Indian Oil Corporation, OBHAN & Associates, Rotary International, Gujarat State Petronet, JC World Hospitality & Indian Potash Limited etc.

FORE also conducted following customized in-house programmes during this period :-

1. "Project Management" for SAGE Publications India conducted by Prof. Mohita G. Sharma & Prof. Vikas Chandra during October 17-18, 2016.
2. "Coaching and Mentoring-Developing Future Leaders" for ONGC Mangalore Petrochemicals conducted by Prof. Subir Verma during October 17-18, 2016.
3. "Striking Balance between Ownership and Accountability" for Petronet LNG conducted by Prof. Sanghamitra Buddhapriya during October 20-21, 2016.
4. Training Programme on "India: Opportunities and Challenges" for Sichuan University, China conducted by Prof. Himanshu Joshi on October 20, 2016 at FORE Campus.
5. "Mentorship Development Programme" for Coal India Limited conducted by Prof. Subir Verma during October 20-22, 2016 and November 30-December 2, 2016 at Indian Institute of Coal Management, Ranchi.
6. "Leading Teams for High Performance" for GAIL conducted by Prof. Subir Verma during November 7-8, 2016 at Noida.
7. "Residential programme on Soft Skills" for the managers of Punjab National Bank conducted by Prof. Sriparna Basu during November 16-18, 2016 at USI Residency, New Delhi.
8. "Organization Behavior and Human Resource Management" for Indian Oil Corporation conducted by Prof. Neeraj Kumar on November 18, 2016 at Noida.
9. "Corporate Grooming & Etiquette" for PTC India conducted by Prof. Anita Tripathy Lal on November 19, 2016 at New Delhi.
10. "Developing Managerial Effectiveness, Communication Competency and Building Performance Excellence" for Mitsui Chemicals conducted by Prof. Reeta Raina during November 21-22, 2016 at FORE Campus, New Delhi.
11. "Effective Teamwork for Performance Excellence" for Petronet LNG conducted by Prof. Subir Verma during November 21-22, 2016 at Dahej Terminal, Gujarat.
12. "Effective Supply Chain Management" for MetLife conducted by Prof. Mohita G. Sharma during December 15-16, 2016 at Jaipur, Rajasthan.
13. "Trends in HRM" for IREO conducted by Prof. Neeraj Kumar during December 21-22, 2016 at Gurgaon.
14. "Dealing with Organisational Change" for Petronet LNG to be conducted by Prof. Subir Verma during December 22-23, 2016 at Dahej Terminal, Gujarat.
15. "Towards Marketing Leadership" for Rashtriya Ispat Nigam Limited to be conducted by Prof. Asif Zameer during December 26-28, 2016 at FORE Campus, New Delhi.

A total of 275 participants attended these In-House Management Development Programmes.

Expert Talk on Urban Farming: Business Opportunities with Sustainable Development



Dr. Anirudh Garg addressing the students

Center for Sustainable Development has organized an Expert talk on “Urban Farming: Business opportunities with Sustainable Development” by Dr. Anirudh Garg, Chief Promoter, the Institute of Urban Farming & Sustainability, Moradabad on November 15, 2016 at FORE. A total of 195 students from the first year of FMG and IMG batch attended the event. Dr. Garg talked about latest trends in Urban Farming by stressing upon vertical farming, investment as well as opportunities for the students as a business venture. He said, “Today Agriculture is not just cows and ploughs, farmer must be part engineer, part environmentalist and part economist. It's less about driving the tractor and more about screens processing data on the go, controlling advanced equipment and precision agriculture utilizing GPS to adjust for the soil's needs every few feet. It needs scientists to uncover the next innovation, veterinarians to protect animal health, engineers to develop the newest equipment, marketers to promote new concepts, and accountants and statisticians to turn growing volumes of production data into knowledge and decisions”. He shared the pictures of how they helped the corporates, households and academic institutions to decompose/treatment of waste. He also motivated the students by sharing the stories of their successful models of urban farming in North India. The faculty and students thanked the expert for sharing the opportunities in the area of urban farming.



Faculty, students and the expert speaker Dr. Anirudh Garg together on stage after the conclusion of the event

Workshop on Public Speaking “Overcoming Stage Fear Through Theatre Techniques”

If you can speak, you can influence and if you can influence you can change lives!

Public speaking (sometimes termed oratory or oration) is the process or act of performing a presentation (a speech) focused around an individual's direct speech to a live audience in a structured, deliberate manner in order to inform, influence, or entertain them.

The very purpose of the Public speaking workshop conducted by Dr. Anita Tripathy Lal on November 04, 2016 for a small group of 18 students was to overcome stage fear. As the methodology of the workshop was theatre techniques, a series of theatrical tools were adopted to speak & enact in front of an audience. They comprised of individual cum group activities and as the method of delivery was mostly impromptu, every student had to be high on alertness and also got an opportunity hone their listening skills.

The session began with introductions to enactments of real life scenarios to business scenarios. All these activities were carried out to overcome the inhibitions of presenting in front of an audience. As the different activities unfolded, each of the participants' performance improved.

After the various activities on overcoming nervousness & jitteriness, came the enactment of delivering a speech like a leader and every student stepped into a leadership role and delivered a speech. Every student received an individual feedback by Dr. Anita Lal to improve just not on the content but also to align the body language and voice modulation meaningfully while delivering the speech.

The final act of the workshop was a group activity to pick up a real life case & scripted it to perform in a group where every team member had a role to enact and present in front of the audience. Every group performed their best to be rated as the best performer.

Finally, we all as a group did not realize how the time passed, as the workshop extended from 2 to 3 hours and we were there without a break sharpening our public speaking skills. While walking out of the Hall we all were aware of our verbal; non-verbal and tonal communication and were sure of being much more confident when we there on the stage next time. Yes Cicero was right by saying that Public Speaking is an art, which can be developed.

Rekhia Dutta & Diksha Jaiswal

Ist Year Students, FORE

Achievers' Column

Solaris '16



Team AIB of FORE School of Management, winners of Solaris '16, receiving their cheque

At Solaris '16 organized by IIM Udaipur, Team AIB, comprising of Apoorv Parmar, Hemal Aurora, Diti Garg, and Kushaang Deswal from FORE School stood first in the Evolution D' Entrepreneurs. The event was conducted in two phases, an online quiz and later a marketing simulation event where TOPSIM, Tata Interactive Systems was used. There were three rounds played on the simulation and the team making the maximum profit was declared a winner.

Prabandhan'16

In the event Regnant Populi, conducted by IIT Kanpur as a part of their fest *Prabandhan*'16, Team FOREians consisting of Apoorv Parmar Kushaang Deswal and Pulkit Kapoor came first, beating teams from IIM Jammu and IIM Kashipur. The event was conducted in two phases, an online quiz where the knowledge of HR of participants was tested and later an on campus round where a case about industrial disputes was provided and a solution and justification of the same was to be given.

Trithva 16

In the event Gladius, an HR event conducted by IMI, New Delhi, FORE team comprising of Aby John Mathew, Nimin Mathew Jose and Rijul Reji P were declared winners on October 21, 2016 as a part of their college fest *Trithva* 16.



Team Foreians, winners of Prabandhan'16



Team comprising of Aby John Mathew, Nimin Mathew Jose, and Rijul Reji P, winners of *Trithva* '16

Samanvay'16

FORE team DA, comprising of Dimple Anand, Arihant Agrawal, and Alokita Sharma were declared runner up and second runner up in two events at *Samanvay*'16, annual fest of DoMS Madras, the management wing of IIT, Madras. In their flagship event, 7samurai which was a market simulation event, team DA, came third and in the operations simulation event, Optio, the team won the second prize.

MOQSH-16

FORE team comprising of Arihant Agarwal, Prachi Jindal and Bhuvnesh Tomar won the first prize in MOQSH- a virtual combat, a strategy simulation at Shiv Nadar University, Greater Noida.



Team DA, runners up of Optio and second runners up of 7 Samurai at *Samanvay*'16

Korea Culture Festival contest 2016

The Korea Culture Festival 2016 organized by Korea Foundation for International Cultural Exchange (KOFICE) on November 18-19. Hosted by the Ministry of Culture, Sports and Tourism (Overseas Culture and Information Service), Korean Cultural Centre India and



Rajath Mathew Thomson

supported by the Korean Embassy, the event received an audience of 20,000 Delhiites. A social media competition was run by KCC which lasted for a period of 7 days with a huge prize of recently released Samsung Galaxy S7 Edge to the winner who gets the most engagement on their Photo on the Official Page of Korean Cultural Centre India. Rajath Mathew Thomson (IMG 9) of FORE School of Management was able to gather a total of "41 thousand likes" on his picture to grab the first prize. The success was partly via the help of Digital Innovation techniques taught by Dr. Rakhi Tripathi in class and partly via collaborating with others and working as a team (Krishna Prasad A from FORE has also contributed heavily to this success), to grab the big prize money.

3D-printable project design

The I.S.S. Design Challenge, co-sponsored by Mouser Electronics' valued suppliers Amphenol and Intel®, was a call to college and university students, engineers, and makers, to create a 3D-printable project designed to help I.S.S. astronauts in space. All entries were judged by Grant Imahara and a former commander of the I.S.S. Rajath Mathew Thomson (IMG 9) of FORE School of Management was able to get his design into the top 200 entries which were approved across the world for the contest. His design included a sleek and compact arm 3D-wearable which had multipurpose tools used for space station repair mechanics. The basic aim of his design was to keep it as simple as possible and taking into consideration the ease of use and zero gravity limitations. For the I.S.S. Design Challenge, Mouser has partnered with the Institute of Electrical and Electronics Engineers (IEEE), Made In Space along with Hackster and MacroFab.

International Training Program for EMBA Batch from Sichuan University, China



Prof. Himanshu Joshi, Prof. Shallini Taneja along with a student of Sichuan University during the International Training program

An International Training Program was conducted by FORE School of Management, for an EMBA Batch from Sichuan University, China on October 20, 2016. Seventeen students along with four faculty members from Sichuan University participated in the program. Prof. Himanshu Joshi (Professor in Charge - International Relations) initiated the program with the introduction of FORE School of Management to the participants. Two sessions were conducted during the program. Prof. Shallini Taneja conducted the first session on "India - Opportunities and Challenges", and Mr. Shailendra Singh, IAS, Joint Secretary, DIPP, Ministry of Commerce and Industrial Policy, GOI conducted another session on "Doing Business in India". The program was supported by India-China Economic and Cultural Council (ICEC).

Fling It - Throwball Competition



Stark Performers, winners of fling it during the event.

FORE sports and cultural division organized the first ever throw ball competition at FORE School of Management, 'FLING IT' for girls to show their athletic side. The event started from November 2, 2016

and the venue was parking arena.

A total of six teams, with four members each had participated in the event. Matches were played on a round robin format where each team had to play with each of the other teams. The competition was fierce and all the teams had geared up to fight for the top position.

After an enthralling 5 day tournament, 'Stark performer' came out on top and won the finals with score of 21-8 and 21-13 after a closely fought match. The winning team 'Stark Performers' comprised of Shivani Arora, Shiny Agarwal, Disha Agarwal and Sakshi Negi. And the runners up 'Diamond Divas' comprised of Payal Aggarwal, Bidisha Choudhary, Damini Sinha and Palak Singh.

The tournament showcased a lot of promising talent and the overwhelming response by the contestants made the event a huge success.

CED Events

The Start-Up Ecosystem Seminar



Dr. Anita T. Lal along with speakers and CED team during the seminar

“The Start-up Ecosystem” seminar was organized on September 30, 2016, by the Centre for Entrepreneurship Development (CED) at FORE School of Management and was the very first entrepreneurship event for the first year students. The aim of the seminar was to introduce the students of FORE to the entrepreneurial spirit and inspire them with the success stories of entrepreneurs to imbibe an entrepreneurial mind-set. The seminar had a combination of speakers - a Policy maker, Social entrepreneur, Techpreneur, Serial entrepreneur and also a FOREpreneur alumni of FORE. The seminar was chaired by Dr Anita Tripathy Lal, Faculty & Prof-in-charge CED, FORE.

The Chief Guest of the event was Mr. H. K. Mittal, Director, Department of Science & Technology (DST). For the last two decades, as adviser and member secretary of its National Science and Technology Entrepreneurship Development Board, he has been instrumental in fostering innovation and promoting entrepreneurial acumen in the educational Institutions and mentoring a wide section of Indian entrepreneurs running small rural enterprises to high end technological enterprises.

The seminar was conducted in three stages. The first stage involved the speakers sharing their stories of failures and success with the audience. The second stage was a question and answer round, where the seminar chair directed questions to the speakers followed by a Q&A session from the students. The third stage of the seminar focused on one substantial suggestion that the speakers would give to the future entrepreneurs of FORE.

The seminar began with the introduction of the speakers by Dr. Anita Lal. The proceedings of the seminar began with the first stage, where speakers shared their story.

Mr. Ashish Beergi, a youth activist cum social entrepreneur and co-founder of Mash Project which is building innovative platforms for young people to engage with social development work was the first speaker. Right from his college days he had a passion towards social work. His emphasis was on the fact that social media is a blessing for today's generation. It has made it easier for him to do business as it connected him with his audience across the globe. His suggestion to students was, to use the social media as a platform in a wise way and make connections with the right kind of people. According to him, it was very important to have role models in life as they keep people

going. His concluding statement for the audience was to 'think big' and 'act now'.

The second speaker of the seminar was Mr. Digbijoy Shukla currently engaged at Amazon Internet Services to drive adoption of cloud infrastructure for VC/Angel/Accelerator backed companies in India. Prior to that he was a serial entrepreneur. He shared with the audience the kind of amazing marketing insights he had learned from his start-ups. He stated, “as long as you are goal driven, nothing can stop you”. He further added that for any industry 'customer is the king'. Being in the TiE Delhi team he highlighted how 'The Indus Entrepreneurs' have been fostering entrepreneurship globally. One of his remarkable stints were his venture 'Tenmarks.com'. He concluded by saying that every successful business idea figures out a sustainable model which positively impacts the environment and the society.

Next came in the Techpreneur- the Founder of Avishkar box, Mr. Tarun Bhalla. He is into Robotics with an aim to getting children's attention back to imagination, creativity in a play way manner. These Robotics kits provide practical exposure to the concepts that children study in school by being meaningful, joyful and making them addictive technology. He considered 'Craziness' is the utmost important trait of an entrepreneur. He told the audience about his journey from an introvert person to a Techpreneur through his series of start-ups. He stated that an entrepreneur needs to be in a constant state of paranoia and keep innovating his or her venture. For him an entrepreneur needs to be a self-motivator and not wait for an opportunity, instead create an opportunity. After all, “there is only one life, so make it count.”

Mr. Bharat Gupta the FORE alumni and co-founder of Quace Solution along with his co-founder Mr. Anuj Tyagi an alumni of London University, jointly voiced their entrepreneurial journey kicked off, post their few years of corporate experience. Quace Solutions had two more co-founders who were again alumni of FORE. They were Ms. Shikha Gahai and Sameer Narula. While sharing their experience, both Anuj & Bharat described that in life how things which seemed easy were difficult to achieve and what seemed difficult were easy to do it. They highlighted how as team of 4 they have complimented each other delivering quality products to the customers at a very reasonable price. At the end the duo circled on to the point that 'belief in your idea' is the most crucial for an entrepreneur before starting his journey.

Finally the chief guest of the event, Mr. H. K. Mittal addressed the audience with his personal life example from IIM Ahmedabad days which substantiated his point-“Knowledge is important but action is more important”. He also mentioned the role of DST as a promoter of entrepreneurship across the country. To bring out the spark of entrepreneurship amongst the students, he shared three inspirational examples of real life entrepreneurs. His storytelling session left the young minds awestruck.

Next came in the series of questions from the seminar chair, the questions covered the areas of Start-up India Campaign, Job v/s Entrepreneurship scenario, Motivation of start-ups in India, etc. This was followed by vibrant Q&A session with the students.

At the end the seminar Dr. Anita Lal summed up by highlighting how Entrepreneurs were ordinary people who do extraordinary work by taking risk to innovate and concluded by profusely thanking the guests. The seminar had a remarkable impact on the audience as they got ideas about the start-up ecosystem and how they as management students can contribute by making it more conducive. From the start-up stories they were convinced that one should not be deterred by failures as they only carve the path towards success.

Idea Generation To Business Plan Workshop

The Center for Entrepreneurship Development (CED), FORE School of Management under the mentorship of Prof. Anita Tripathy Lal (Prof-in-charge, CED FORE) organized a workshop on “Idea Generation To Business Plan”, with an aim of transforming the creative ideas of students into brilliant business plans. This workshop was organized at FORE during October 12, 13 & 21, 2016, for the first year MBA students to give them an insight on Entrepreneurship by focusing on Idea Generation Exercise- Opportunity Evaluation Framework followed by Business Model and Business Plan with a special focus on the Marketing; Operational and Financial aspects of a Business Plan.

The workshop began with an Introduction to Entrepreneurship by Dr. Anita Lal. The session focused on History & Growth of Entrepreneurship. It proved that, there is a method in madness of entrepreneurs that is quite often driven by the immense satisfaction of doing things differently and serving the society at large. Dr. Lal cited Schumpeter's Theory of Innovation. This stimulated the students to generate various business ideas in the following Idea Generation session where students got into a series of activities.

The second day began with a quick recap of the things done in first the previous day by Dr. Anita Lal she took the students' best ideas for a test ride in the 7 domain framework of 'Opportunity Evaluation' propounded by John Mullins. Following that the nine building blocks of a 'Business Model' was discussed extensively with examples on how to develop a Business Model.

The concluding day began with the 'Operational Plan' by Prof. Vikas Chandra (Faculty, FORE) highlighted the operational details of a startup. He elaborated on the importance of design and engineering, sourcing, parts manufacturing, assembly, finished goods, delivery for a new start-up.

Following the operational aspects of a B-Plan, Prof. Anupam Narula (Faculty, FORE) provided an in depth insight on the 'Marketing Plan' from the perspective of an Entrepreneur. He proceeded by clearly citing the do's and don'ts of a marketing plan. He took the students through a case and focused on many important concepts like Value creation, Cost benefit analysis and others.

Following the important marketing strategies, the most crucial- 'Financial Plan' of a B-Plan were discussed by Prof. Vinay Dutta (Faculty, FORE). He highlighted the importance of a financial plan and the things that an Investor or VC looks for in a B-Plan. He also touched upon the various Financial concepts like Break-Even



FORE faculty conducting the workshop

Analysis, Cash Flows, Balance Sheets, Profit & Loss Account and Financial Ratios with reference to the B-Plan.

The three day workshop concluded with the session- How to write a B-Plan by Prof. Anita Lal. She also focused on the 3 Tests of a B-Plan- Reality; Competitive & Value Tests and for which a 'TEAM' has to be in place to align the goals & objectives with the vision. Then she shared the tips to deliver an Elevator's Pitch. The workshop came to an end with the motivational story of Howard Schulz and what made Starbucks a success story. For each of the present first year student, it was a very interesting and meaningful workshop. Each one of them could identify their entrepreneurial traits and instincts. This workshop was a great success as it helped the students to conceptualize and develop their very own business plans.

Intra College B-Plan Competition

The Business Plan competition on November 03, 2016, was one of most interesting CED events' of the year. Post the Idea Generation to Business Plan workshop that was conducted in October 18, 2016 teams submitted their Business Plans. Out of these, the top 8 teams qualified for the Intra College Business Plan competition. The competition was judged by Mr. Gagan Ghai (CEO & Business Head, Crest Capital Advisors); Mr. Saurabh Moody (Entrepreneur cum Investor: Founder - Real Box; Mr. Gaurav Kachru (CEO, Internet & TV Commerce at India Today Group & Managing Partner at Super Fuel Advisors LLP) and Dr. Anita T. Lal (Faculty, FORE).

All the teams were given 10 minutes to present their Business plans and an additional 5-10 minutes were spent on a Q&A session with the judges.

Team-'Kraftworks' started off with their proposed project on producing Absorbent Kraft paper in Andhra Pradesh as their

starting location due to the non-availability of any plants there.

Team- 'ThereFor You' wanted to cater to the needs of patients, elderly people, by providing them with care taking services.

Team-'Ignite Minds' presented how by using social media analytics of job-seekers online and choosing an ideal employee for an organisation.

Team-'Aristocrats' focused on development of a software, providing a doctor relationship management with referral doctors on board through direct marketing or integrating with the hospital.

Team -'Eadini' emphasised on the initiative of providing assistance to support pregnant women, new mothers and new-borns.

Team- 'Eco Future Solutions' promised to its customers with their long term goal of making the earth greener through Grid Tied Solar system and Rain water harvesting.

Team- 'Yago' allowed people to order things online and get them delivered in a unique way - through the help of a Yago trader at the most reasonable price.

The last but not the least Team-'AIB' introduced the healthy drink-Hibiscus Tea as this would help in reducing cholesterol because of antioxidant properties and herbal remedies.

After all the business plans were presented, the judges spoke about presenting an ideal B-Plan and how to present it from an Investor's perspective. The results were announced soon thereafter. The top 4 teams were :1) Team Yago the one member army- Sheiban Pervaz; 2) Team AIB comprised of two soldiers - Kushaang Deshwal & Apoorv Parmar 3) Team Aristocrats comprised of six Lieutenants - Pulin Aggarwal, Rupak Jain, SubinMondal, Pulkit Kapoor, Ankit Shah, Mayank Makholia and 4) Team Eco Future Solutions had four Majors-Neeraj Gautam, Bharat Kumar, Ayush Shahi, Vijju Radhakrishnan.

Best part of the competition was that just not the winners, the other participants also got a detailed feedback to improve their B-Plans from the respective judges.

Funding for Start-Ups Seminar

The seminar on Funding for Start-Ups was mainly organized on Nov 30, 2016, for the students to make them aware of the type of funding which are available for start-ups from different industrial sector. The seminar comprised of investors; entrepreneur cum investor and entrepreneurs who had received funding. The experts who graced the occasion were Mr. Ajay Lavakare (Co-President Stanford Angels & Entrepreneurs India And Co-Founder Analytics Vidhya); Dr. (Mrs.) Kiran Modi (Co-Founder, Udayan Care); Mr. Saurabh Moody (Founder, Real Box); Mr. Chinmaya Saxena (Heading Face Book Start-Ups & Mentor & also an Investor to Real Box) and Dr. Anita Tripathy Lal (Prof-in-charge, CED, FORE and the Seminar Chair).

The seminar started with the welcome address and introduction of the speakers by Prof. Anita Lal. After a brief introduction on Funding for Start-ups, speakers were invited to share their experience in Funding and start-ups.

Mr. Ajay Lavakare started his story by telling the students about his academic journey and how he ventured into entrepreneurship. He spoke about the difficulties he faced and explained how he finally found the light of entrepreneurship while studying at Stanford, undertaking a project for a Japanese firm. He went on to discuss the difficulties that he faced in Japan, the language and cultural barriers. His Stanford advisor introduced him to his son who was venturing into the start-up world. He was working on mathematical and statistical models for impact of earthquakes on properties. The data required was tremendous for which he approached Mr. Ajay to get geographic data.

Then they went back to India and started working on the project under the company name, RMSI. Later he started looking at start-ups from an investor's perspective. Being in the board of Indian Angel Network (IAN), he explained how IAN functions along with informal networks of high risk investors. Then he discussed the various stages of funding and how his enterprise Analytics Vidhya has been funded. He finished his story by discussing the start-ups of his interest.

Next came in Dr. Kiran Modi who arrived with a vast experience in social entrepreneurship. She discussed how the best causes still require money and funding is a key for any business. She went on to discuss how she started Udayan Care. She described the incident how at the age of 7 she had decided to help children without parents.

The idea was to bring sunshine in people's life for whom everything had been darkness. She was grateful to all her investors for initiating various scholarships for the education of the children at Udayan Care. As many B-School children work as interns at Udayan Care, she also offered live projects and internships to students. She ended her speech by emphasizing, how passion is important for one's journey. "Reaching for the stars may not but the foundation you set for reaching the stars defines you."

Mr. Chinmaya Saxena the Alumnus of FORE then took the stage and discussed despite being the corporate world how he had brief stints in entrepreneurship. After working at Intel for a brief period, he started his first venture and how it failed and he learnt a lesson of his lifetime. Rather than shying away, he kick started a series of start-ups. Then moved on to Microsoft. He headed a department of market intelligence and learnt a lot through the experts. Every experience and interaction was treated with a desire to learn more. He concluded by saying how today at FB he is enjoying his role as a Start-up Lead and also started investing in some interesting start-ups and Real Box is one of them.

Finally came Mr. Saurabh Moody the co-founder of Real Box began his story with a how the initial series of failures in his young days did not deter him from starting up and becoming a millionaire in his twenties. His narration contained three stories, the story of failures, the story of his startup and the story of how he became a millionaire. He started writing programs with the little to no money he had. The journey began with programming and ended up in Microsoft. Saurabh

currently works at his own Data analytic firm and has won numerous awards while he worked at Microsoft. Saurabh finally concluded his talk by extending an invitation to students to join him for any projects or internships.

The seminar on Funding Start-ups came to an end with a discussion on Funding and the Risk Mitigation Strategies of Star-ups between the Seminar Chair & the speakers followed by the series of interesting questions from the students. At the end every student attending the seminar learnt a lot about funding and knew every start-up may or may not get funding but had a story to inspire other start-ups....!

Asia Pacific Education & Technology Summit



Dr. Jitendra Das along with other panelist at the summit

FORE School of Management in association with The Education Post has organized the “Asia Pacific Education & Technology Summit” on Thursday, December 15, 2016 at Hotel Taj Vivanta, Goa. More than 150 academicians have participated in this conference. This event was inaugurated by Shri. Vinay Tendulkar, President BJP, Goa Pradesh.

Dr. Jitendra Das, Director- FORE School of Management, New Delhi was the session Moderator for the technical session titled “Acceptance of Virtual and Plastic Money- Does it need a healthy mix of management techniques and formal education?”. He was accompanied by the following eminent people in the session.

- Dr. Binay Bhanu Das , Founding Director- FWA
- Prof. J P Sharma , Director- IMS Ghaziabad
- Prof. Vidyanand Jha, Prof. IIM-Calcutta
- Prof. Suresh Advani, Vice Chancellor - MODY University, Laxmangarh, Rajasthan
- Dr. M J Xavier, Vice Chancellor- Karunya University
- Dr. Rajanish Dass, President, Catallyst Constellations
- Mr. Arpit Chadha, Vice Chairman- ITS -THE Education Group
- Mr. Arvind Passey, Sr. Columnist- The Education post

Finance and IT Conclave



Prof. Vinay Dutta along with eminent speakers at the conclave

On October 19, 2016 Corporate Interaction Division organised INFINITY'16 - Finance & IT Conclave. The theme of the Finance session was 'Holistic View of Indian Capital Markets' and that of IT session was 'Public Private Partnerships in e-Governance'.

Ms. Neethu Ahuja, Vice President, BNP Paribas began the session by talking about the evolution of private banking and its features. She explained the concept of private banking in detail and the changes it has undergone over the years. Trust, Reliability and Empathy are the key factors on which Private Banks works and irrespective of the changes happening in this field, these factors never change. She observed that digital infrastructure is going to be the key differentiator in the field of private banking in future and a new paradigm is emerging. She suggested the use of a 3P model that comprises of People, Product and Platform and its proper execution is the best way to tap the potential opportunities before private bankers.

Next came up Mr. Dharmender Chabra, Vice President, Corporate Treasury and Taxation, EXL. He talked about the current economic environment. According to him, for the betterment of the economy there should be a proper channelizing of the capital that comes to our nation as a part of foreign investments. He concluded his session by saying that the government should learn from the multi-national corporations when it comes to decision making on monetary issues.

Mr. Atif Alvi, Deputy GM of Securities and Exchange Board of India (SEBI) talked about the history of SEBI and its duties. He explained how the changes happened in the primary and the secondary markets along with the advancements of the technology influenced SEBI over the years. SEBI has changed from a location based establishment to a screen board establishment. Cyber security became one of the prime concerns of SEBI and most importantly trading changed from formula based to algorithmic based.



Dr. Raman Sethi along with the dignitaries at the conclave

Mr. Rajeev Garg, Business Head-North at Bombay Stock Exchange talked about the need for a robust system which is heavily implemented with technology to meet the changes happening the field of trade. The current pace of each transaction is of six microseconds and it should be decreased to one microsecond. According to him, the first regulator in monetary trade is not SEBI but the stock exchange. He explained about the duties vested on the shoulders of stock exchange like mobilizing capital, guiding the trading investor in the proper manner etc. He also enlightened the students about the career opportunities in the field of risk management and financial engineering.

Mr. Mayank Vishnoi, Associate Director, Capital Markets, Knight Frank India was the last speaker of the session. He talked about the factors affecting the global economic environment and its influence in Indian economy. He observed that the current Indian economy gives a positive appeal when compared to other countries. He shared his observations on the evolution through which bond market is currently going on and added that the introduction of masala bonds is the first step towards the internationalization of rupee.

Prof. Vinay Dutta (FORE faculty) summarised the event and expressed his gratitude towards the speakers. The theme of the second session was 'Public Private Partnerships in e-Governance'.

Dr. Brahmanand Jha, Senior Consultant, e-Governance department of India started the session by talking about the Digital India Campaign. The public private partnership is an area where a lot of opportunities exist but unfortunately not used. Digital India Campaign is an umbrella program encompassing all areas. He explained various projects under the campaign and the challenges ahead of the same like ensuing quality service, developing the architecture, building up a sustainable business model etc.

Dr. Hilal Khan, Vice President- IT, Honda Cars raised his concerns over the execution of the campaign. He urged the importance of



Ms. Neethu Ahuja addressing the conclave

having a proper plan on system development and capital spending. He concluded the session by sharing his experience with former cabinet minister Pramod Mahajan where Mr. Mahajan said that our objective must be on not becoming just into an IT hub but transforming into a hub that is given prime importance by the IT companies.

The next speaker was Dr. Pankaj Gupta who is a popular e-Health and Clinical Transformation Business Leader. He spoke about developing digital infrastructure for health to every citizen. He told that in our nations all the sub departments in the health sector have a data system that is properly managed but the problem resides on the fact that they all work in silos. They all differ in models and solutions which makes the data integration and sharing impossible. Then he explained in detail the proposed e-Health architecture which is in pipeline. The proposal if executed connects each every citizen of the nation with each and every hospital, pharmacy, labs and medical companies of the nation.

Dr. Shailendra Singh, Data Science Lead, Nokia Networks explained about the importance of data security and its application. He also spoke about the wide career opportunities in the field of data science.

Mr. Sudhir Aggarwal, Head - Government Relations, Thomson Reuters South Asia Private Limited, Oracle India was the last speaker of the session. He opened his talk by sharing one of his experiences he had with the prime minister's office regarding an advertisement launched with the Delhi Police department and calling off the same in order to emphasis the power of digital world. According to him the government should learn from the banking and telecom industry on data sharing. He also noted that where ever there is commercial viability there is a scope for public private partnership.

At the end of the conclave, Prof. Raman Sethi (FORE Faculty) thanked the speakers for such an insightful session. As a token of appreciation he distributed mementos to each speaker of this session.

Business Rendezvous with Alumni



Mr. Shrikant Kothari , Mr. Vinny Aggarwal, Mr. Aakarshan Mookim and Lt. Col. Ashutosh Singh at the Rendezvous '16

Making a success in industry is an art where it is crucial to understand the underlying challenges of business. Students at FORE have the opportunity to network with over 7000 alumni who are well placed in multiple sectors of India, and in fact the world. In order to showcase this, the FORE Alumni Network organized Rendezvous '16 on December 2, 2016. Four distinguished Alumni formed a panel where they shared the experience of their journey from the campus to the corporate world. Students were inspired by the success of the alumni and their views on how they should make a success in industry.

Mr. Vinny Aggarwal, Director - Standard Chartered Bank, opened the dialogue by sharing the challenges he had faced in business and the banking sector. He encouraged students to never stop experimenting with options and being open to learning. FORE students, he felt are of high quality and are able to take smart business decisions and become change agents.

The next speaker, Lt. Col. Ashutosh Singh, AVP Lenskart, had a spirited discussion with the students where he reinforced the need for students to single out the one passion that differentiates them from the others. With great enthusiasm he addressed the issues that students deal with when making career choices. Students need to be sensitive to the culture and environment of the organization. He also emphasized the need for students to be ethical at their work place and maintain a work-life balance.

Mr. Aakarshan Mookim, Head Business Finance - Macmillan Education, spoke about employment and its new definition - the need to be always employable. Constantly reinvent oneself, find new ways to update oneself and get real on expectations. He advised

students to establish an environment of trust while learning the skills of negotiation and flexibility.

Mr. Shrikant Kothari, Chief Information Officer of Microsoft - India, quipped with a remark that "What keeps us alive is the element of curiosity". He recommended against following the herd and emphasised the role of execution in every domain. He also placed emphasis on having "skill plus will" and encouraged everyone to show their freshness and enthusiasm while applying for jobs.

The event concluded with Dr. Freda Swaminathan urging students to network with alumni and prepare themselves well to play an effective role in industry. She thanked the speakers for sharing their valuable insights with the students and encouraged students to make their choices wisely as they shape the future.



Dr. Freda Swaminathan greeting Mr. Shrikant Kothari



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