



FOREprints

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Message from Director



Of late, both the private and the social sectors are realizing that pure philanthropic or pure capitalistic approach is not adequate for building sustainable institutions. This has given rise to a movement called Social Entrepreneurship. Social entrepreneurship aims at the much coveted triple bottom line that is People, Planet and Profits. It solves problems by disrupting existing systems through re-imagining social rules and re-writing socially valid behaviours.

Today, we are witnessing some of the most exciting innovations taking place in social change. Instead of aiming at changing the markets, social entrepreneurship aims at changing the hearts and minds. It is important that we understand that the desired paradigm shift in society often takes time as social behaviours do not change overnight. Through patience, perseverance and community-driven efforts alone social change is possible. Social entrepreneurship has the potential to persuade entire societies to take new leaps.

Congratulations to the student editorial team, faculty and staff for their concerted efforts in bringing forth another inspiring issue of FOREprints.

Dr. Jitendra K. Das

Editor's Desk



Faculty Editor

A successful business is the result of disciplined process of applying creativity and innovation to opportunities in the market using both convergent and divergent reasoning. Most businesses characterized by traditional thinking lack creative innovations and eventually fail in the long run. Merely generating solutions to business problems is not enough. Businesses must go beyond the routine left-brain thinking.

Research has shown that right-brain lateral thinking is like kaleidoscope images, unconventional and unstructured, whirling from one pattern to another. Such thinking is at the heart of creative process. People who have developed right-brain thinking skills are more reflective, are open to more than one 'right answer', challenge the routine and see problems as springboards for new ideas.

It is indeed a great pleasure and honour to be writing the editorial for FOREprints. This issue of FOREprints is a sincere effort to showcase the varied activities during the last six months at FORE.

Dr. Hitesh Arora



Student Editor

Being a part of this edition of FOREprints is truly a matter of great joy and pride for me. This issue brings to one and all the manifold activities that FORE as an institute took part in through its students and faculty. It is, but a humble attempt, to bring recognition to the exemplary efforts of students and faculty alike.

Looking back over the period of two years of MBA, I realise how much have I grown and learned both personally and professionally. With this newsletter I hope that everyone gets a chance to revisit those wonderful moments that have made us the person that we are today. Thus, with immense gratitude to my team members and my mentors I present you the latest edition of FOREprints.

Srishti Magan

Patron

Dr. Jitendra K. Das

Faculty Editor

Dr. Hitesh Arora

Student Editorial Team

- Srishti Magan- Editor
- Ritika Pruthi
- Amit Arora
- Farhan Aqeel
- Ankit Sharma
- Supriya Sharma
- Shambhvi Singh
- Debpriya De

FORE International Marketing Conference (FIMC 2013)

FORE School of Management organized FORE International Marketing Conference on the theme 'Reinventing Marketing for Emerging Markets' at its campus during November 28-30, 2013. European Institute of Asian Studies (EIAS) was the knowledge and research partner while Indian Merchants' Chamber (IMC) was the partner chamber for the conference.

The conference started with an inaugural session where the Chief Guest was Dr. Yasho V. Verma, CEO of Onida and other guests of honour were Mr Vipul Sabharwal, VP(Sales & Marketing), Whirlpool; Prof. W.B. Joseph, Emeritus Professor of Marketing, Cleveland State University, USA and Mr. Arvind Pradhan, Director General, IMC. The Chief Guest gave the message that there is no correlation between customer survey and customer buying behavior and brands are crucial since consumers in emerging markets have no scope for experimentation. Mr. Vipul Sabharwal talked about the importance of local menu and distribution structures in emerging markets. Prof. W.B. Joseph provided insights into the differences between marketing practices in developed and emerging markets. Dr. Jitendra K. Das, Director, FORE and the Conference Chair stressed on the idea of focusing on GNP rather than GDP for emerging economies as they have certain advantages in export markets. Mr. Arvind Pradhan focused on the impact of digital technologies on consumer behavior in developing countries.

There was a plenary session on the morning of November 29 and then a panel discussion. The theme of the plenary session was 'Emerging vs. Developed Economies: Power Shift' and the panel discussion was on 'The Future of Emerging Markets: Speed Bumps Ahead?'

Prof. Abhinandan Jain from IIM-Ahmedabad talked about the need for innovating localized solutions. Mr. Axel Goethals, CEO of EIAS, propagated the thought that concepts are sold rather than products. Prof. P Rameshan, Director, IIM-Rohtak stressed that until exuberance is matched with the right efforts, there can be no power shift towards the developing markets. Mr. Erik Famaey, Senior Associate, EIAS, gave the insight that creation of the credit bubble is the biggest speed bump for emerging markets.

Post these sessions, the conference had nine technical sessions spread over November, 29-30, where academicians, researchers and some corporate executives presented their research work and conceptual papers. These contributions were under the subthemes like role of social media marketing in emerging markets, green and other societal marketing practices, differences in consumer behavior in the developing world from mature markets, marketing practices in select sectors like banking, telecom and retail and

the changing services marketing landscape in the emerging countries with particular reference to India.

The conference ended with the valedictory session on the evening of November 30, 2013. The Chief Guest for the occasion was Mr. Santosh Desai, MD and CEO, Futurebrands. He gave a captivating valedictory address where he extolled the marketers to be bold, creative, more interesting and learn from the unorganized sector in emerging markets who are capturing the imagination of the local consumers in most of the product categories.

FORE International Marketing Conference (FIMC 2013) was a very successful event on a contemporary and important issue. All the guests and participants were unanimous in their appreciation on the excellent organization and management showed by the conference convening team at FORE. The papers which were presented in the conference will soon be published as an edited book by the well known publishers, Bloomsbury.



Distinguished Speakers at the conference



A view of eminent audience at the conference



A panel of esteemed speakers at the conference

1st National Learning & Development Summit

FORE School of Management in association with the National HRD Network (NHRDN) organized the 1st National Summit on “Learning & Development: Transforming Business through Learning...The Game Changer” on October 11-12, 2013 at ITC Grand Central, Parel, Mumbai. More than 170 senior HR representative participated.

The eminent dignitaries who had attended the summit are Mr. Yogi Sriram, Summit Director & Sr. Vice President, Corporate HR, Larsen & Toubro; Mr. Vikram Bector, Chief Talent Officer, Tata Motors Ltd.; Dr. YV Verma, Managing Director, Mirc Electronics (Onida); Mr. Rajeev Dubey, National President – NHRDN & President – Group HR, Corp Services and Aftermarket Sector & Member of the Group Ex. Board, Mahindra & Mahindra Ltd.; Mr. Kamal Singh, Director General, NHRDN; Mr. Rajendra Ghag, Sr. Executive Vice President & CHRO, HDFC Standard Life; Ms. Pallavi Jha, Chairperson & Managing Director, Dale Carneigie Training India; Dr. Prabhu Aggarwal, Chief Learning Officer, Jindal Steel & Power Ltd.; Ms. Suchitra Bhaskar, Director, Learning & Organisational Development Corporate HR, CRISIL; Ms. Shyamashree Rudra, Global Head – Learning & Development and Talent Management, Cipla Ltd.; Mr. Janmejy Patnaik, DGM - HR & Head Learning and Development, Central Bank of India; Ms. Anjali Chatterjee, Vice President - Talent Management, Engagement and Learning & Development, Tata Communications Ltd.; Ms. Geetha Ghaneekar, Director – Learning & OD, Raymond; Mr. Sarab Preet Singh, Head - Talent Acquisition, Learning & Development, Citi India and Mr. AD Burman GM – HRD, Maruti Suzuki India Ltd.

Dr. Jitendra K. Das, Director, FORE School of Management was the chair cum speaker for the session “Learning - The Game Changer at the Bottom of the Pyramid” in this seminar. He was accompanied by the following prominent co-panelists:



Dr. Jitendra K. Das addressing the audience

- Mr. Anand Pillai, Chief Learning Officer, Reliance Industries Ltd.
- Mr. Mrityunjay Kumar Srivastava, Vice President-Corporate HRD, Wipro
- Mr. Dhruv Desai, Sr. VP-HR & Leadership Academy, Angel Broking
- Mr. Prashant Khullar, Director – Human Resources, Taj Hotels Resorts & Palaces
- Mr. Tojo Jose, Executive Vice President – HR, Blue Star Ltd.

1st National IR Summit 2013

FORE School of Management in association with the National HRD Network (NHRDN) organized the 1st National IR Summit 2013 on “Towards Building Sustainable Employee Relations” on October 16, 2013 at Hotel Radisson Blu, Chennai. More than 130 senior HR representative participated.

The eminent dignitaries who had attended the summit are Mr. Sriram Rajagopal, President – NHRDN Chennai Chapter & Vice President – HR, India & APAC, Cognizant; Mr. Pramod Mahatme, Summit Director & Vice President – Employee Relations, Wipro Ltd.; Mr. SY Siddiqui, Chief Operating Officer Administration (HR, Finance, IT & COSL), Maruti Suzuki India Ltd.; Mr. A Krishna, Senior Vice President –HR, Bosch Ltd.; Mr. PS Ponappa, Vice President – ERM, TVS Motor Company Ltd.; Mr. Vijay Nair, Vice President – Employee Relations, Mahindra Vehicle Manufacturers Ltd.; Mr. Venkatanarayanan R, President - HR, IT & Education, Rane Holdings Ltd.; Mr. Jacob Jacob, Chief People Officer, Apollo Hospitals Enterprise Ltd.; Dr. Rajen Mehrotra, President, Industrial Relations Institute of India & former ILO official; Mr. Sudheesh Venkatesh, Chief People Officer, Azim Premji Foundation and

Mr. Pramod Mahatme, Vice President – Employee Relations, Wipro Ltd.

Dr. Jitendra K. Das, Director, FORE School of Management was one of the Session chair cum Speaker for the session “Bringing IR back on the Agenda in the Boardroom” on October 16, 2013 in this seminar. He was accompanied by the following prominent co-panelists:



Dr. Jitendra K. Das addressing the gathering at the summit

- Mr. Amandeep Gupta, Group ED & Joint CEO, OCL Cement Ltd.
- Mr. P Dwarakanath, Advisor-Group Human Capital, Max India Ltd.

India Corporate Governance & Sustainability Vision Summit

FORE School of Management in association with Indian Chambers of Commerce (ICC) organized the “India Corporate Governance & Sustainability Vision Summit” on February 12, 2014 at Hotel Le Meridien, New Delhi. More than 250 delegates from the corporate world have participated in this summit.

Dr. Jitendra K. Das, Director, FORE School of Management addressed in the inaugural session. He was also one of the Session chair cum Speaker for the session on “Business Ethics and Corporate Governance” in this conclave. He was accompanied by the following prominent co-panelists:

- Mr S K Roongta, Chairman, ICC National Expert Committee on Minerals & Metals & Vice Chairman, BALCO Ltd
- Mr Anil Razdan, Jury Member, Awards & Chairman, ICC National Expert Committee on Energy & Former Power Secretary Government of India
- Dr Sudhir Krishna, Secretary, Ministry of Urban Development, Government of India
- Dr Rajeev Singh, Director General, Indian Chamber of Commerce
- Mr Partha Sarathi Guha Patra, VP & Head – Corporate Affairs, WIPRO Ltd



Dr. Jitendra K. Das with co-panelists

- Mr Seshagiri Rao, Joint MD & CFO, JSW Steel
- Mrs. Rita Singh, Managing Director, MESCO Steel Ltd
- Mr B K Chaturvedi, Hon'ble Member, Planning Commission, Government of India

The other eminent dignitaries who had attended the summit are Mr. V. K Sehgal, Managing Director, Global Coal; Mr. D. K Wadodkar, GM – Engineering, Bilt Graphic Paper Products Ltd; Mr. Indra Guha, Associate Director, Ernst & Young; Mr. Sateesh Kumar, General Manager, NMDC Ltd.

2nd National Summit on HR Shared Services—‘Shared Services to Strategic Enabler’

FORE School of Management in association with the National HRD Network (NHRDN) organized the 2nd National Summit on HR Shared Services on “Shared Services to Strategic Enabler” on February 19, 2014 at Taj West End, Bangalore. More than 160 delegates have participated in this summit.

The eminent dignitaries who had attended the summit are Mr. Pankaj Bansal, Summit Director & Co-Founder & CEO, People Strong; Mr. Pratik Kumar, President, Wipro Infrastructure Engineering, & EVP- HR, Wipro Ltd; Mr. Sudheesh Venkatesh, President – Bangalore Chapter & Chief People Officer, Azim Premji Foundation; Mr. Rajeshwar Tripathi, Chief People Officer, Automotive & Farm Equipment Sectors, Mahindra & Mahindra Ltd; Mr. Prithvi Shergill, CHRO, HCL Technologies; Mr. A Krishna, Sr. Vice President-HR, Bosch Ltd; Ms. Shelly Singh, Co Founder & Chief Business Officer, PeopleStrong; Dr. S Chandrasekhar, President & Global Head HR, Dr. Reddy’s Laboratories.

Dr. Jitendra K. Das, Director, FORE School of Management was one of the Session chair cum Speaker for the session “Avoiding pitfalls and ensuring success in the adoption of HRSS” in this seminar. He was accompanied by the following prominent co-panelists:



Dr. Jitendra K. Das with co-panelists

- Mr. Raghavendra K, VP & Head–Human Resources, Infosys BPO
- Mr. Ramesh Ranjan, Vice President - HR Services, Schneider Electric India
- Ms. Priya Gopalakrishnan, Director – HR, ING Life

Faculty Development Programme—5th Overseas Faculty Retreat in Rome

To 'achieve and sustain Leadership in Management Education, Research, Consultancy and Development' - FORE believes that the development of its faculty, particularly towards effective pedagogy, insightful research and consulting is critical for maintaining and further enhancing the FORE brand. In keeping with FORE's tradition to encourage research among its faculty, the Faculty Development Programme (FDP) was organized in Rome (Italy) from November 11-12, 2013 in partnership with LUISS Business School (Rome), LUISS Guido Carli University.

"Given the context of economic downturn in Europe and US over the past several years that has affected global business environment as well as led to deceleration of growth in emerging economies (like India, China, Brazil etc), holding an FDP in Italy therefore was relevant and timely, to grasp understanding as to how such economies are tackling and overcoming economic recession" observed Mr. R.C. Sharma, President, FORE. He further pointed out that, in addition to country specific issues being discussed at such faculty retreats, it is pertinent to foster and develop the members of faculty as a strong team and embed a sense of one big family that will take FORE School of Management to greater heights through increased cooperation and interdisciplinary collaborations.

The programme content was jointly designed by FORE School of Management and LUISS Business School - one of the top ranked business schools in Italy and part of LUISS Guido Carli University. The FDP module explored several topics such as: Brief analysis of Italy's macroeconomic condition, Outlook of the Italian Economy within the context of the EU, European crises and its impact on competitiveness and economic growth in Italy, Characteristics of the Italian/European/EU cultures and analysis of their impact on doing business (Italian Business Environment), Focus on major industries in Italy and famous Italian brands/family business, Italian and European identities, National image, Made-in and Country-of-Origin effects etc.

"The objective was to provide an informal setting at an international location where faculty can have interactive exchanges with the international faculty through specially



Faculty with President, FORE and Director, FORE during FDP

designed modules about business environment in Italy in particular and Europe in general. This while simultaneously introspecting about research ideas emanating from such discussion." observed Dr. Mohit Anand, Assistant Prof. for International Business at FORE. "FDP led to brainstorming of ideas, the modules were quite interesting that will eventually help us in developing research topics commensurate with our areas of interest" commented several faculty members.

"It was a pleasure conducting the session for FORE faculty. While explaining them about the Italian Business Environment and ways of doing business here, I also learnt about Indian business environment during my conversations with several faculty members," remarked Prof. Luca Giustiniano.

Dr. J.K. Das, Director, FORE School of Management stressed upon "the importance of direct experience of interacting with academics and policy makers through these overseas tours". He mentioned that the subtext of such trips was enhancing the team work among faculty members and providing the faculty with several ideas for new research projects.

The experience was not just limited to sessions and academic exchanges with international faculty, the FORE family also had fun time exploring the historic city of Rome as well as a visit to the Vatican City - the smallest country in the world. Sightseeing included Sistine Chapel, St. Peter's Square, Colosseum, Piazza Venezia, etc. and not to mention shopping and memorable frolic moments.

Best Management Institute for Impact Potential in the Country



Prof. Kanhaiya Singh receiving the award on behalf of FORE School of Management

FORE School of Management received the award of "Best Management Institute for Impact Potential in the Country". The award was jointly conferred by "ASSOCHAM and Education Post". Prof. Kanhaiya Singh (Professor-Incharge, Recruitment, Ranking and Rating) received the award From of Shri Bhupendrasinh Chudasma, Hon'ble Minister of Education, Govt. of Gujarat on November 24, 2013 in a ceremony held at Ahmedabad.

Faculty Focus: Papers presented/published

Prof. Faisal Ahmed

Articles Published

Ahmed, Faisal (2013). Preparedness and global integration: A Case of Lao PDR. *Lao Trade Research Digest*, 4, 1-20.

Ahmed, Faisal (2014). Exploring an India-GCC-China Geopolitical Equilibrium in the Emerging Global Order. In A.K Pasha (Ed.), *India's Political and Foreign Relations with the Gulf Region*, Delhi: Wisdom Publications.

Prof. Mohit Anand

Article Published

Anand, M., & Monin P. (2013, Fall). Innovation processes in emerging markets: Empirical evidence from the Indian insurance industry. *Management International*, 18 (1) 40-57.

Presented a paper titled "A Dialogical Model of Market Building in Emerging Markets" at the *SMS Special Conference Strategic Leadership: An Emerging Market Perspective*, Indian School of Business (ISB), Mohali, December 17-19, 2013.

Prof. Sanghamitra Buddhapriya

Article Published

Buddhapriya, Sanghamitra. & Omar S. Bashehab (2013). Status of knowledge based economy in the Kingdom of Saudi Arabia: An analysis. *Journal of Social and Development Sciences*, 4(6), 268-277.

Prof. Vinay K Dutta

Article Published

Dutta, Vinay (2013). Aligning the enterprise risk management to the personal financial planning domain *Monograph, M-AS13-1* Society of Actuaries, Chicago, USA.

Presented a paper entitled "Aligning the Risk Management Framework to the Marketing function" at the *International Conference on Reinventing Marketing for Emerging Markets*, FORE School of Management, New Delhi, November 28-30, 2013.

Prof. Savita Gautam

Article Published

Gautam, Savita., & Meghna, Dasgupta (2014). Compulsory licensing, India's maiden experience. *Working Paper, No. 37 ARTNET UNESCAP, Bangkok*.

Prof. Amrisha Gupta

Articles Published

Gupta, Amrisha (2013, December). The IPO market in India: Perspective, prospects, and growth strategies. *Indian Journal of Finance*, 12(7).

Gupta, Amrisha (2013). Impact of Inflation on the Corporate Financial Health: A Case Study of Indian Oil Ltd. In Vinayshil Gautam (Ed.), *Longitudinal Thinking: The Best of Abhigyan (Vol. II)*, New Delhi: Macmillan.

Prof. Vandana Gupta

Article Published

Gupta, Vandana (2013). A unified credit risk model for predicting default. *Prajnan*, XLII (3).

Prof. Himanshu Joshi

Presented a paper titled "FX Equity Exposure and Foreign and Foreign Exchange Rate Sensitivity of Stock Prices" at the *12th EBES Conference*, at Nanyang Technological University, Singapore, January 9-11, 2014.

Prof. Sumeet Kaur

Article Published

Kaur, Sumeet (2013) Calorx and Visamo Kids Foundation. In Gopal Krishnan (Ed.) *The Entrepreneurs Choice: Cases on Family Business in India*, London: New York: New Delhi: Routledge India Taylors and Francis group.

Prof. Anita Tripathy Lal

Presented a paper titled "Classification of Women Entrepreneurs in the Indian Sub-Continent" at the *International Multi-Disciplinary Conference*, International Journal of Arts & Sciences, Germany, December 02-06, 2013. She also chaired a session during the conference at Freiburg on "Doing Business in Asian Countries"

Prof. Anupam Narula

Article Published

Narula, Anupam., Yadav, Sunil Kumar., & Rao, Nancy (2014, January-March) Retailing trends and opportunities of China's products in Indian market. *Global Journal of Enterprise Information System* 6(1).

Presented a paper entitled "Asian Medical Tourism Industry: An insight into movement of healthcare consumers in search of value" at the *International Conference on Reinventing Marketing for Emerging Markets*, FORE School of Management, New Delhi, November 28-30, 2013.

Prof. Reeta Raina

Article Published

Raina, Reeta (2013, December). Indians' inter-cultural communication competence as perceived by European expatriates. *Indian Journal of Industrial Relations*.

Presented a paper titled "An Exploratory Study of Listening Skills of Professionals Across Different Cultures" at the *25th International Business Research Conference*, World Business Institute Australia at Cape Town, South Africa, January 13-14, 2014.

Prof. Mohita G. Sharma

Presented a paper entitled "Bringing Resilience through Social Welfare Supply Chain: Clothing for Dignity - An Indian Humanitarian Relief Case Study" at the *International Conference on Humanitarian Logistics*, IIM Raipur, December 1-3, 2013.

Presented a paper entitled "Benchmarking the Services of Indian Railways" at the *Society of Operations Management Conference*, IIT, Chennai, December 21-23, 2013.

Prof. Freda Swaminathan

Presented a paper entitled "Indian B School Alumni - The Paradox of Philanthropy" at the *International Conference on Reinventing Marketing for Emerging Markets*, FORE School of Management, New Delhi, November 28-30, 2013.

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Jubilate '13—combines nostalgia with an eye towards progress

Foundation for Organizational Research and Education (FORE) School of Management held its annual alumni meet- Jubilate on October 19, 2013 to great acclaim. Organized by the FORE Alumni Network (FAN), the Jubilate was a rousing success.

With a carnival theme to set the tone, the Jubilate evening was a chance for alumni to reconnect with old friends and to connect with new ones as they recalled their shared experiences while at FORE School of Management. The 2013 edition of Jubilate was also particularly special as for the first time the event was held simultaneously in Delhi, Bangalore, and Mumbai.

In addition to reminiscing the past, Jubilate also served as a platform to show where FORE School of Management is heading in the future. The dignitaries, Mr. R.C. Sharma, President FORE, Dr. B. B. L. Madhukar, Vice President (Finance) and Treasurer, FORE and Col. (Dr.) S.P Wahi, Former Chairman ONGC spoke at the event on the importance of FORE. Mr. Sharma's talk zoomed on the fact as to how alumni play the most crucial role in the evolution of a business school, whereas Dr. Madhukar spoke at length regarding FORE's modernization initiatives to enhance the classrooms environment and the development of a new building and campus at Sonipat. Col. (Dr.) S.P.Wahi, recipient of Padma Bhushan award further urged the young gathering to come together and put in their best efforts in bringing about a change in the system. His motivating speech was met with thunderous applause.

Dr. Jitendra K. Das, Director, FORE School of Management's brief speech was particularly interesting. He graced the stage to welcome the alumni and reminded them that this was a time for merriment and fun, so one should always do well to oneself.

Following his speech, an Award ceremony was held to honor those alumni who had served as shining examples of Executive Leadership, Public Contribution, Entrepreneurship, and contributing to their alma mater. The four award recipients were given the opportunity to recount their time at FORE and its importance in contributing to their successes, both personally and professionally. The awards recipients and categories for the year are given below:



Mr. R.C. Sharma lighting the auspicious lamp

- Mr. Adarsh Kumar, Executive VP & Business head, Tata Motors Finance ltd., was felicitated with the Alumni Recognition Award for Executive Leadership.
- Mr. Vivek Mittal, Founder & Chairman, RK Foundation, was felicitated with an award for his Public Contribution.
- Mr. Kunal Khattar, Co-founder & VP, Carnation Auto India Pvt. Ltd was felicitated with Alumni recognition Award for Entrepreneurship.
- Mr. Pramit J. Nathan, Director , Strategy and Branding , Creative inc. was felicitated with an award for his contribution to the Alma mater.

As Prof. Anupam Narula mentioned: "The camaraderie shared by the alumni and the college reflects the mood of Jubilate, where we intend to bring back the nostalgia of the days spent on the campus."

Jubilate is a clear testimony to the fact that FORE School of Management boldly strides towards a shining future, with a firm foothold on its glorious past.



Guests of Honour



Members of FAA

HR Conclave 2014

FORE School of Management in association with Indian Chambers of Commerce (ICC) organized the "HR Conclave 2014 - Redefining Excellence in HR" on January 15, 2014 at Hyatt Regency, Kolkata. More than 120 senior HR representatives participated.

The eminent dignitaries who had attended the summit are Mr. Kalyan Kar, Chairman, National Education, HR & Skill Development Committee, ICC; Mr. J Khuntia, GM-HR, OCL Group, Mr. Subroto Basu Chaudhury, Cluster Head of HR-South Asia, Linde India Limited; Mr. Sujoy Banerjee, President - Group HR & OD, McNally Bharat Engineering Company Ltd.; Mr. Deepak Kamath, General Manager, Human Resource & Industrial Relations, JUSCO; Mr. Alope Tagore, Regional Head-Human Resources, Deloitte Shared Services India Private Limited; Mr. Shantanu Das, Vice President-HR, Emami Group and Mr. Nihar Ranjan Ghosh, ED-HR, Retail Sector, RP-Sanjiv Goenka Group. Dr. Jitendra K. Das, Director, FORE School of Management was invited to address the theme in the inaugural session. He was also one of the Session chair cum Speaker for the technical session II i.e. "Workplace of the future" on January 15, 2014 in this conclave. He was accompanied by the following prominent co-panelists:

Mr. Divesh Kumar, Director HR, Apeejay Surrendra Group. Mr. Sugata Halder, GM-HR, Centuryply.

(Continued from page 6)

Prof. Kanhaiya Singh

Presented a paper entitled "Inclusive Growth-A Banking Approach" at the *National Conference on Inclusive Growth*, Tejpur University, Assam, October 25-26, 2013.

Presented a paper entitled "Inclusive Finance - Relook at Branding Strategies" at the *International Conference on Reinventing Marketing for Emerging Markets*, FORE School of Management, New Delhi, November 28-30, 2013.

Prof. Shallini Taneja

Article Published

Taneja, Shallini., & R.R Sharma (2013). Indian ethos as humanistic management principles: A case study of a family business organization. In Shibon Khan & Wolfgang Aman (Ed.), *Humanism in Business Series*, Hampshire: Palgrave Macmillan.

Prof. Rakhi Tripathy

Presented a paper entitled "Google for Marketing" at the *International Conference on Reinventing Marketing for Emerging Markets*, FORE School of Management, New Delhi, November 28-30, 2013.

Prof. Asif Zameer

Presented a paper entitled "Indian Consumers' Dissonance and Coping Mechanisms: Lessons from an Emerging Economy" at the *International Conference on Reinventing Marketing for Emerging Markets*, FORE School of Management, New Delhi, November 28-30, 2013.

Welcome to FORE Family

Dr. Anil Kumar Singh

Ph.D (Business Administration) from University of Lucknow



He has spent around 7 years in Pharmaceuticals and flexible packaging in marketing, general management and operations domain. He has been teaching MBA students since 1999. The last designation which he held was Professor and Head Institute of Business Management, GLA University, Mathura. He has undergone seven courses (at IIML, IIMA, IIMC, IIMI, MDI & IIFT) conducted by strategic management forum of India and has received Management Teachers programme certificate. He has completed course on small scale industrial enterprise management from IIT Kanpur and is a certified auditor from Joint Accreditation System of Australia and New Zealand (JAS-ANZ). He has to his credit two edited books and 12 Publications. His areas of interest are strategies for sustainability, strategic change and dynamic capabilities.

Prof. Muqbil Burhan

Ph.D (pursuing from IIT Delhi)



He has qualified National Eligibility Test for Lecturership conducted by UGC-CSIR. He has also worked with Evalueserve.com as IPR specialist prior to joining Ph.D. He has worked on several projects in public sector. He also worked with Chair Networking Industries at EPFL Switzerland on digitalization of postal sector. His fields of interest include Strategic Management, Technology Management, IPRs and Entrepreneurship.

MoU with Power Grid

FORE School of Management and Power Grid Corporation of India Ltd. has signed a Memorandum of Understanding (MoU) to undertake various activities like Executive Education, Summer Internships, Collaborative Research Projects, Consultancy & Conferences and International Assignments.

The MoU was signed by Mr. Rajendra Singh Executive Director (HRD) on behalf of Power Grid Corporation of India and Dr. Jitendra K. Das, Director, on behalf of FORE School of Management. Ms. Meenakshi Davar, General Manager (HRD), Power Grid Corporation of India, Prof. Asif Zameer, Chairperson (MDP) and Prof. Sanghamitra Buddhapriya, Area Chairperson (OBHR), FORE School were also present on this occasion.

The basic objective of this association is to start long term collaboration in various areas of business and organization development for Power Grid by exchanging intellectual resources of both organizations.

FORE Alumni Association (FAA)

FORE Alumni Association (FAA) was formed in 2010 under the Society Registration Act, 1860. Since then, all the members have worked on a voluntary basis to fulfill the mission and the objectives of the Association. The New Governing Body/ Executive Committee of the parent body has been elected/ nominated through elections which was successfully conducted from July 15, 2013 to August 17, 2013 under the supervision and guidance of Returning Officer at FORE, New Delhi. The results were officially ratified by holding 3rd Annual General Body Meeting of FAA at

FORE Campus on September 14, 2013. The New Office bearers will hold office for a period of two years as per FAA MOA. The Name, Designation, Contact Number and E-mail ID of the elected office bearers of the Governing Body are as follows:

The two Local Chapters of FAA which were opened at Bengaluru and Mumbai on September 27, 2012 and December 11, 2012 respectively are working under the supervision of parent body at FORE, New Delhi.

Name	Post	Contact Number	Email ID
Manu Bhalla	President	9716016012	manu@gigasoft.in
Amit Manchanda	Vice President	8800178088	amit.m.manchanda@gmail.com
Pranav Shukla	Secretary	9971936110	pranavshukla47@gmail.com
Sandeep Kr. Chaudhary	Treasurer	9868384292	s_chaudary@yahoo.com
Abhishek Gupta	Executive Member	9873715008	abhishekgupta@hrsenergy.co.in
Ankit Aggarwal	Executive Member	9873066947	ankit.nxt@gmail.com
Prashant Baweja	Executive Member	8283055022	baweja.prashant@gmail.com

Southern Chapter, Bangaluru

Name	Post	Contact Number	Email ID
Ajai Govind G	President	+91-9900019325	ajagovindg@gmail.com
Sankalp Gera	Vice President	+91-9535311338	sankalpgera@yahoo.co.in

Western Chapter, Mumbai

Name	Post	Contact Number	Email ID
Gaurav Barjatya	President	+91-9195949110	gaurav_barjatya@hotmail.com
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Panchtatva 2014

One of the biggest decisions that an MBA student has to take concerns specializations. While in the first year, a student is exposed to all streams, subjects chosen in the second year are pivotal to building a successful career. With an attempt to solve this conundrum of choosing specializations, Team FAN (FORE Alumni Network) organized *Panchtatva* on January 24, 2014 at FORE Campus. Five prominent FORE Alumni were invited to address the first year students. The speakers were from diverse backgrounds such as Human Resources, Finance, Marketing, Information Technology and Operations.

Mr. Ashish Puri, (FMG Batch 1997-1999) Head Talent Acquisition representing the HR corner, kicked off the event. Drawing from 14 years of industry experience, he highlighted the changing role of HR in business. He added that HR's role from being a mere support function to a strategic partner and boardroom member has proven that the HR industry has come a very long way. With each position that goes unmanned in a company's ranks, there is loss of revenue for the organization. He also added that usage of statistics is now an integral part of HR.

Finance is a business' bread and butter. Mr. Sachin Jain (FMG Batch 2001-2003), an Investment Advisor with a leading private



Panelists of panchtatva

bank, took to the dias next and explained current financial trends. He went on to add that it is imperative for an MBA student (irrespective of interest in Finance) to be aware of the financial and economic environment of India.

Mr. Rohit Moudgill (FMG Batch 1993-1995) Managing Partner in Genesis BM, a Public Relations executive by profession, picked up from where the previous speaker had left off. A rich industry experience of working with some of the top brands in India, he cited examples from his own experiences to stress on the importance of communication in Public Relations (PR). The rise of social media has made information sharing very easy and a bad review /comment can prove to be disastrous for an organization. He went on to explain how crisis communication skills of a PR executive come to the foray in such situations.

The next speaker connected instantly with the audience. Mr. Chinmaya Saxena (FMG 1997-1999), an executive with one of the world's most respected technology companies, used crisp statistics to talk about industry trends in IT. He gave a bird's eye view of trends like BYOD (Bring Your Own Device) and Digital Marketing. Echoing the sentiments of previous speakers, he stressed that one needs to be aware in order to succeed in life. Mr. Siddharth Misra (FMG Batch 1999-2001) Application Sales-India & Sri Lanka at Alcatel, the final speaker for the day, took

the discussion forward by talking about Big Data and how firms were using it to attract and delight customers.

The session was subsequently declared open for a Q&A round. Students bombarded the panel with questions and the speakers responded, citing examples from their experience. Post a 15 minute round, the speakers were felicitated for taking time out to return to the institute. With that, the curtains came down on what proved to be an extremely informative and enriching experience for the first year students.

Rendezvous 2013—The art of Inspiring... and being Inspired



Panelists during the Rendezvous

New Delhi, December 6, 2013: Rendezvous at FORE School of Management is a special event where, each year, a selected set of alumni are invited to campus to interact with students. And it is highly awaited by students and faculty both. Students get a chance to listen to experiences of their illustrious alumni, interact with them and get inspired. For the four chosen alumni on the dais, this is a special homecoming... after all, accolades of the world do pale in front of recognition by one's own *alma mater* and the opportunity to share their experiences with the students.

Rendezvous 2013 had the rare distinction of having on the podium 2 alumni from the founding batch (1992-94). As the alumni achievers walked to take their place on the podium, a packed *Virajam* (the famed auditorium at FORE) erupted into a spontaneous applause. All the 4 distinguished alumni began by reminiscing their days at FORE but like thorough professionals, quickly shifted the focus to the job at hand.

Ashit Ranjan, FMG-1 (1992-94) was the first to take to the podium, speaking at length about on-the-job learning. Currently Vice President- HR at Tecnova India Pvt. Ltd., Ashit drew inferences from his own professional life, relating how he was asked to sit by the security gate to observe daily activities and learn the security arrangements in his office. His light humour, and calm and composed demeanour connected well with the audience.

The next speaker, also from the same batch and with an equally impressive corporate career was Rohit Wadhwa, VP- Advisory Services, Private Banking Division, Royal Bank of Scotland. Speaking about numerous instances from his 19 years of work experience, his interaction dwelt on the importance of pursuing knowledge all through one's life. He vividly recalled the names of all the professors who had taught him at FORE and how their teachings translated well in his professional life.



Audience listening in rapt attention

"One must create an environment of a win-win situation for both the internal as well as external customer and try to attain the company's goals," he advised the budding managers from FORE.

Shantanu Saha, FMG-2 (1993-95), CEO, *The Recruiters*, was the next speaker. Even as he went about casually speaking how different the institute was during his time, his charisma and oratorical skills shone through. Addressing a rapt audience, Shantanu Saha, pulled out a number of anecdotes from his lustrous career, underscoring the importance of being conscious – and therefore being prepared - of evaluation, right from Day 1 of one's job.

"Hard work is obviously essential in the work environment", said Shantanu, while speaking about being prepared for surprises at workplace. "Along with it, a sense of grounding will serve the future managers well. Humility takes one to greater heights."

The only lady panelist for the day, Renu Misra, FMG-3 (1994-96) and Head of Finance, Grohe India Pvt. Ltd., reminded the youngsters of the increasing importance of sticking to one's value system. Drawing from her own experience, she said that MBA's must be open to experimentation in their careers. Renu Misra urged students to be flexible in terms of work location preference in the early stages of one's career. "In today's times, the next generation of business managers are expected to have a lot of patience and a sense of balance between work and personal life".

The Q&A session was quite an affair it always is. The CEOs and Vice Presidents were quizzed on a number of issues by the young gathering. More than anything else *Rendezvous 2013* reaffirmed amongst the students of FORE School of Management, the sense of being a part of a special group of immensely successful people. It also reminded them of the responsibility of taking this legacy forward.

Alumni Retrospection



Days at FORE were exciting, fun filled and a huge learning experience. We made friends on the orientation day itself when a lot of parents also attended along with the students. There was a lot of bonhomie and close interaction among our entire FMG batch of Wave 2 as a lot of classes in the year one were held together in the auditorium. Most of our classmates are still in touch and we try and meet typically at FORE Alumni events.

Our batch was also lucky to have some of the best names in Industry coming in as guest faculty and speakers. I personally used to love the classes of Dr. J. K. Mitra who took Organisational Behaviour and was a visiting faculty who used to come from Faculty of Management Studies, DU. Most of his classes had exercises that involved the entire class in various teams and made us think out of the box, helping us relate theoretical concepts with practical applications. We also had eminent names like Prof. R. P. Billmoria who taught us Industrial Relations. Apart from this list of eminent people whose interactions I still remember till this date and whose experiences helped me a lot in my Corporate life were Mr. T. N. Seshan, our Ex - Chief Election Commissioner, Mr. R C Bhargava Chairman Maruti Suzuki, Mr. Ashok Soota Co-Founder Mindtree among many others.

FORE laid a lot of emphasis on being professional. We were not only taught etiquettes in class but also constantly monitored so that we ingrained it in our day-to-day life. The various case studies, industry assignments, presentations and tests kept us on our toes. A lot of us would study till 2 am at night only to be in class by 9 am for the morning assembly and yoga sessions that used to be an integral part of the FORE in its initial years. The focus on Eastern Management concepts along with Yoga in the curriculum exposed our batch to a lot more than any ordinary management institute and helped us grow holistically. It also told us to be grounded and humble, values that go a long way and are unfortunately missing in many Corporate Leaders of today.

The experiences and learning's at FORE stood me well in my entire corporate career. I must thank FORE for giving me opportunities to sit for placements in prestigious firms like Exide and ABB. I was finally selected at ABB as a Management Trainee through campus in 1995 and went on to work in their various units across India. I was the only MT in my batch and the youngest person ever to be given independent charge as Head HR of a new joint venture company that ABB formed with the Birla group in Central India. This happened within 3 years of joining the company from Campus. At a formal dinner of our JV Company where the CEO's of both companies were present one of our JV partners Director asked me if I was from XLRI. Since FORE was new, not many had heard of it then and I took the opportunity to brief the entire top brass of both companies about FORE and how it was an upcoming management institute with excellent credentials. Going forward I always took the role of an ambassador for our alma mater seriously. As Head - HR in a Business Unit in Daksh in 2002 I hired people in my HR team from FORE and later on in my own firm that I founded in 2004.



Winter reminds me of the same time of the year, 16 years ago when I joined FORE School as an MBA student. The institutional area, much like the rest of the city, wasn't as well developed but was arguably more charming. Projects, presentations, cricket and paranthas kept us all engaged. But as I look back with pride, those 2 years have left an indelible impression.

I believe that the biggest assets for any college are its faculty and learning environment. We had some of the best academicians and industry experts to guide us and build our subject knowledge. The environment was receptive, intuitive and fun. I recall 2 incidents that were transformative for me at FORE. The first one was when we were made to present to a large group in the auditorium. Our presentations were recorded and then played back on the large screen. Embarrassing as it was, but believe me I haven't been through a better exercise on self awareness and presentation skills.

The second one was the crucial period of campus placements. My 2 cents on that -follow your gut. No amount of back checks, references, industry know-how can tell you whether the company you are going to join is the right place to start your career. I'm not saying it's a waste of time. By all means do it but only after you sit down and make up your mind on what you really want to be in life.

A good way of doing it is by eliminating options that you are sure of not pursuing. In my case banking, insurance and IT were a clear no. So I felt excited about FMCG, auto and durables. I agree that IT was perhaps the in-thing or maybe banking in those days but it didn't excite me. So, I joined Luxor and then Radico and now finally KFC (Director Activation). I have been in Brand management, B2B marketing, Trade marketing, Project management, Innovation and activation roles and had a lot of fun and learning at every milestone.

Must do's for a successful professional - read, read and read. There is no match for knowledge and it always helps to read on diverse subjects.

Kapil Grover
FMG - 7

In FORE, our president encouraged all students to take on entrepreneurship at some point in time and be in a position to create jobs instead of looking for jobs. This stayed in the back of my mind and finally in 2004, I founded my own Executive Search Firm called "The Recruiters". Here in my own little way I have tried to contribute to help FORE Students and Alumni. Wherever possible, I help our Alumni find good corporate openings, Career Counseling them or wherever they set on the entrepreneurial path I offer guidance and our Executive Search and HR Consulting services at discounted rates.

Shatanu Saha
FMG - 2

Anubhuti—An Interface with the corporate world

Mr. Amber Krishan (Group lead and technical Director of Training, Human Factors International) enlightened the students at FORE School of Management on October 10, 2013 on the topic: "Introduction to User Experience and its Business Relevance."

The session started with an opening question by Mr. Amber Krishan, to the students, "what makes companies successful?" He highlighted the importance of user experiences in today's market scenario and how to get your business functions right. He illustrated the drastic difference between the ways companies used to address their users in the past and now, by taking the example of a thermostat. He also made the session interesting by narrating the story about the California gold rush.

The discussion went on further and he discussed how it is not about quirky ads, having cool gadgets or copying a branded

product, but the understanding of your user that sets you a class apart. The interactive session continued with the discussion of in-depth gestalt interviews and how this technique focuses on different parts of the human brain and affects a consumer's buying capacity. He then touched upon various aspects of persuasion strategy. Finally, he concluded the session by discussing how all the above discussed things relate to an MBA graduate and then left the stage open for any further questioning.



Mr. Amber Krishan addressing the students

The Corporate Interaction Division conducted another 'Anubhuti' session on October 21, 2013. The students had the privilege of interacting with Mr. Soumya Dutta, Managing Director, eforexindia Pvt. Ltd. He addressed the students on the topic "Understanding Treasury Markets".

The session was initiated with the discussion on how in the early eighties Floating Exchange rate came up and changed the global economy. In the early nineties, world saw a policy shift in emerging markets which led to new financial products being launched there. Year 2000 saw the introduction of derivatives in India.

The speaker focussed on the basics of Derivatives market. Derivatives are divided into 2 groups: Commodity and Financial. There was some discussion on Forwards, Futures and Swaps as well. Then he moved onto the Economic breakdown which happened in 2007 and the Quantitative Easing which followed thereafter. The strategies which led to free flow of money so that assets do not sink below a particular level were highlighted. Demonetisation which saw the emergence of Euro Zone was one of the key points.

The discussion then shifted to the current economic scenario wherein the Fed is mulling over to roll back the \$85 billion bond purchase program. This announcement, by the then Fed Chief Ben Bernanke, led to a sudden increase in the prices of Crude oil and Gold. People invested in Gold because it was considered a safe haven.

Mr. Dutta also talked about the tactical role of wars in modern times and how it was used as a tool to revamp the Manufacturing & Infrastructure sector. India is bound to get hit by QE and it will be a normal thing since all emerging markets will take some hit but the whole point, he focussed, was to hold the ground firmly during these turbulent times. He further discussed the various measures taken by Raghuram Rajan, the current RBI governor, and how it has had an impact on the inflow of money in the country.

Finally the session came to an end wherein he motivated students to develop their interest in Treasury markets and how it is shaping the business in today's times.



January 23, 2014 saw Ms. Disha Chhabra address the students at FORE. A Senior Product Manager by profession, she emphasized on the importance of building one's career. She cited examples from her own book "My beloved's MBA plan". She emphasized the need to think straight while choosing right career option. She talked about the statistics that 80 % people settle for jobs in companies, out of which 40 % choose to do things differently and 4 % actually go for their own ventures. Finally she laid down certain criteria for choosing the right career which include interest, human behavior, creativity etc., the take away from the session was the need to identify one's own interests and desires while choosing the career, as it is rightly quoted "It's the hardest thing in the world-to do what we want. And it takes the greatest kind of courage to actually go for what we really want."

BRICS Chamber of Commerce and Industry

On January 22, 2014 Dr. B.B.L. Madhukar, Vice President (Finance) and Treasurer, FORE School of Management, addressed the students of IMG VII, on the topic of BRICS Chamber of Commerce and Industry, India (BRICS CCI) and the prospect of offering Summer Internships Programs at BRICS CCI to the students of IMG VII.

He started with a brief introduction to BRICS, which is the acronym for the five leading emerging economies of the world, namely, Brazil, Russia, India, China and South Africa. The term was coined by the British economist Jim O'Neill of Goldman Sachs.

Dr. B.B.L. Madhukar, who also happens to be the Secretary General of BRICS Chamber of Commerce and Industry, then proceeded to give an overview of BRICS CCI and its overall operations.

Finally, he threw some light on the summer internship programs being offered to the first-year IMG students.

Genesis 2013



Mr. R.C. Sharma, President FORE addressing the students

FORE School of Management conducted its twenty-second annual fest GENESIS on November 22 and 23, 2013. A 2-day fest that acted as the perfect amalgamation of academic and cultural events, Genesis 2013 was undoubtedly a true display of talent. With some of the greatest business minds converging in the FORE Campus, the participants from various colleges paid testimony to the theme of the fest this year – ‘Great minds converge here’.

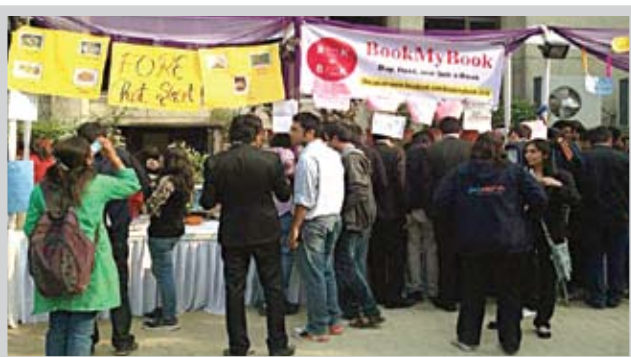
The event commenced on the morning of November 22, 2013 with an introductory speech by the Vice- President & President of Student Council. They briefed the students about the plethora of impressive events which will be covered in the next 2 days and their relevance in the business world. It was followed by lighting of lamp by Mr. R.C. Sharma, Dr. J.K. Das and Dr. B.B.L. Madhukar. After that Mr. R.C. Sharma, President, FORE talked about the importance of college festivals and active participation in one’s life. He urged the students to shed their inhibitions and showcase their talent. He also appreciated the efforts of the student council in organising the fest. With his warm and enigmatic style, Dr. J.K. Das, Director, FORE School of Management further welcomed the students and said that “with time the face of college fests has changed; now they are seen more as co- curricular activities. But what matters is how you conduct yourself and not the brownie points you earn while competing”. He asked everyone to play a good host to the outstation candidates. Next to grace the podium were Dr. B.B.L. Madhukar, Vice President (Finance) and Treasurer, FORE School of Management and Prof. Himanshu Joshi, Chairman, Student Affairs. Together they briefed the students about the rise in participation from other colleges and asked them to use this fest as a medium to upgrade their knowledge and lifestyle.

Genesis 2013 saw the students from some of the finest b-schools around India arrive and participate in the multifold events. Some of the great crowd pullers were Jaagrukta – a street play competition and Ba-Czar – an event designed to test students on their street smart skills by having them compete as stall owners. The events brought out the competitive spirit of each participant and also allowed students to interact with their counterparts across different colleges.

Some of the other major events were the trade-a-thon, an online and offline simulated stock game for the budding finance gurus; the Amazing race – a citywide treasure hunt competition that was as much fun to participate in as difficult it must have been to design and of course the trademarks such as the annual B-plan competition (Concoct) and the debate competition (Kurukshetra) .

But the fest was more than just a few events combined together. With cultural events like the ‘battle of the bands’, a dance competition and fun impromptu events such as twisting minutes (extempore) and dumb and dumber (dumb charades). The days were filled with excitement that started early in the morning, and went all way beyond the time when the sun went down.

It was an exhilarating experience for both the participants and the organizers, as the student committees and the volunteers truly learned the value of micro-managing and dealing with pressure. Team Nexus responsible for the whole show had been working on the arrangements for a long time, and it must be said that Genesis 2013 was a grand success, leaving high hopes for the future fests in all aspects, be it the events to be conducted, the fun to be had or the exemplary management showcased.



Crowd at FORE



The participants of Jaagrukta – the street play competition.

Spic Macay

FORE School of Management was indeed fortunate to witness the stunning performance of Ms. Rama Vaidyanathan, courtesy the Spic Macay event organised by FORE Sports and Cultural Division on February 10, 2014.

Ms. Vaidyanathan is one of the top most stars of Bharatanatyam and is a well known exponent of the dance form all over the world. Having trained intensively under the legendry dancer Yamini Krishnamurty and the eminent Guru Saroja Vaidyanathan, she has been performing professionally for the past twenty five years and is one of the most sought after dancers of her generation.

She danced with such poise and grace that it left the audience with a strange sense of spiritual fulfilment. It is not often that one experiences something so beautiful, where every gesture is perfect, every movement is flawless, every rhythm is so self absorbing. Ms. Vaidyanathan not just offered a visual treat to the students through her awe inspiring performance but also enlightened them about the various mudras and their significance. The memorable



Ms. Rama Vaidyanathan enchanting the audience

evening was concluded with yet another applaudable performance by her on the popular tunes of Vande Matram, celebrating mother nation.

Aashayein'14—Celebration of a Child

The greatest poem ever known
is one all poets have outgrown:
The poetry, innate, untold,
of being only four years old.
Christopher Morley, To a Child

Childhood is that enchanted phase of one's life where the colours are brighter, the air softer and the morning more fragrant than ever again. It deserves to be treasured, cherished and celebrated.

In an attempt to do the same, Team *ANTAR* with its volunteers visited the DMRC Shelter Home near Tis Hazari Metro station on January 5, 2014. This event, *Ashayein* is organised every year by the college's CSR committee with a vision to create awareness on education among under-privileged children and to motivate them to go for schooling.

"This event has lent an amazing start to the new year, it was like reliving your own childhood..." – said one of the volunteers after coming back from the shelter home.

All a child really needs is someone to play with all day and their day was made memorable when students of FSM engaged themselves wholeheartedly with kids in face painting, paper dance and playing with balloons. As the children painted the canvas with colours, it looked like they were putting their innocence and creativity on paper. The children did really well in the quiz and exhibited amazing sportsmanship in the cricket match.

Cute little stories and experiences were shared over lunch and the students realized that the kids had a lot of potential and hidden talent which just needed an opportunity to be unleashed. In the end, the students encouraged the kids to make the best of their lives with hard work and determination as destiny is not made by chance, but by choice.



Student volunteers indulge in face-painting with the kids.



Students of FORE with the kids at the end of the day

Visit to Parle Products Limited

John Keats truly said-“Nothing ever becomes real till it is experienced”. The students of FORE School of management are given full opportunity to realize their learning through experience. The visit to Parle Products Limited, Bahadurgarh was one such event where they were exposed to the practical aspects of operations management.

The students were received by the HR head of the factory. Then shown a short animated movie which informs the history, the course of evolution, the product mix and the various achievements of the Parle Company, various manufacturing processes, methods of cost control and quality control measures of the plant.

After this, students were taken on a round of the factory to explore the factory and see the various manufacturing processes .

Lastly, there was an interactive session in which various queries of the students were answered. The management answered all the questions very satisfactorily.

Thus, it was an overall learning experience where students could relate to the concepts studied in the classroom with the real industry scenario. Moreover, they were able to come face to face with a food industry giant and learn some of its secret success mantras which they are sure would be very helpful in days to come.

Mother Dairy Visit

The first-year students of FORE School of Management went on an industrial visit to the Mother Dairy plant at Patparganj, New Delhi.

Students were first given a brief introduction to the overall dairy industry in India and taken through the journey of the dairy industry right from the days of severe milk-deficiency in India to the inception of the Operation Flood by National Dairy Development Board, and India becoming the largest milk producer in the world. Students picked up invaluable insights into the dairy industry from the highly knowledgeable and experienced guide.

Soon, students were given the opportunity to visit the processing facilities and witness the different segments of the milk processing machinery working in sequence like clockwork to output processed milk. This helped them to understand the various operations carried out at a Mother Dairy plant a lot better. Every step in the process was explained on the go by a senior supervisor at the Patparganj Plant.

The whole trip was an amazing and enriching experience. The students got a bird’s eye view of the entire operations of one of the largest milk brands in India and took home a deeper and clearer understanding of the Indian dairy industry.

Sanrakshan—Forever Green

Team *ANTAR*, FORE School of Management successfully conducted a ‘Go Green’ Plantation Drive on October 6, 2013 in around 20 institutes in Qutub Institutional Area.

Planting a tree has long been a suggestion to better the earth, possibly even preceding the outcry and warning of global warming, water crisis, etc. It was always one of those quaint ideas opted for to mark a special occasion, or to simply make one’s landscape a little prettier. Now days, with the new focus clearly pointing to the desperate need for action against the ongoing destruction of our natural resources, it is more common to hear the simple comment that part of what you can actually do to help is to plant a tree. It seems like such a simple and menial task. But the truth is; every tree makes a difference.

For the past 3 years, *Sanrakshan* has been one of the major events run by team *ANTAR* and they have planted saplings in various institutes and organisations.

The event witnessed a healthy participation from the students of FORE this year. The event commenced with planting the first sapling within the campus of FORE School Of Management by Mr Suraj Shivchand Vaid. Thereafter, Members of Team *ANTAR* and volunteer students planted saplings in the campuses of various colleges, schools, hospitals, government organizations and private organizations. In all, Team *ANTAR* visited more than 20 institutes and planted around 50 saplings.



Event Volunteers in Action

Abhiwadan—We turn not older with years, but wiser every day.



Students with senior citizen at Abhiwadan

Team *ANTAR*, FORE School of management, successfully conducted its event 'Abhiwadan'- a day spent with the elderly, on 22nd January 2014 at FORE School of Management.

Abhiwadan is the flagship event organized by Team *ANTAR*. It is a cultural event wherein a lot of senior citizens from old age homes in association with Help-age India were invited and various fun activities were organized for them. Senior citizens from old age homes like Nirmal Chhaya, Sandhya, Aradhna and Kartar Bridh Ghar graced the institute with their presence.

The event witnessed a healthy participation from the students of FORE this year. There were many students who volunteered for the event and made it a success.

Director Dr. J.K. Das also addressed the senior citizens with his motivational speech. Thereafter, students performed dance, skit and singing. Special performances by the faculty members also graced the event. The senior citizens also participated with utmost zeal and enthusiasm. They sang, tapped their feet and shared their experiences with all the students.

This year *Abhiwadan* was taken a step ahead with the participation of around 60 senior citizens from four old age homes which is in itself a great success over the years.

For the students, it became a special day because of the blessings showered upon them. For the "TEAM *ANTAR*", the smiling faces of the guests gave them a wonderful satisfaction that their little efforts had paid off.

This event instilled in the students a sense of belongingness towards the old generation and also made the invited people feel the warmth of love and respect the students at "FORE" have for them.

Vastrasamman—Joy of Giving!!!

Good deeds are more thought of, and less put to practice. Breaking this myth, Team *ANTAR* has not only been thinking but also putting into practice the events thought after and backed by enormous hard work.

For the last 4 years, *VASTRASAMMAN* held in association with GOONJ has been one of the major events run by the team and have contributed in excess of 2500kgs of clothes through collections from students, management, faculty and other staff over a period of 4 years. This year was also no different in terms of the contributions and the overwhelming response received.

VASTRASAMMAN saw a huge response, particularly during the 'Joy of Giving' week from October 2-8, 2013 and with an

extended collection period compared to last year, the team collected more than 800kgs of material including old & new clothes, curtains, stationary, bags, footwear, newspapers, cassettes etc.

Team *ANTAR* handed over the material collected for the *VASTRASAMMAN* campaign to representatives from GOONJ on Saturday, October 12, 2013.



Students of FORE with the collected materials

6th Global CSR Summit cum Excellence Awards—'Creating Social Value & Impact Through Innovation'

FORE School of Management in association with Associate Chambers of Commerce and Industry of India (ASSOCHAM) organized the "6th Global CSR Summit cum Excellence Awards" on February



Prof. Vinay Dutta addressing the audience
25, 2014 at Hotel The Shangri La, New Delhi. More than 125 delegates participated in this summit.

The eminent dignitaries who had attended the summit were Shri Kapil Sibal, Hon'ble Union Minister, Ministry of Communications & IT., Shri Rana Kapoor, President, ASSOCHAM & Founder, MD & CEO, YES BANK; Ms. Loveleen Kacker, CEO, TechMahindra Foundation; Ms. Prerana Langa, CEO, Yes Foundation; Mr. Vijay Chadda, CEO, Bharti Foundation; Ms. C. Pallavi Rao Narvekar, Group Head - CSR, Radio Mirchi; Mr. Prithvi Haldea, CMD, Prime Database; Ms. Preeti Malhotra, Chairperson, ASSOCHAM National Council for Corporate Affairs & CSR and ED & Group President - Corporate Affairs, Spice Group; Shri M. J. Joseph, Additional Secretary and Chief Vigilance Officer, Ministry of Corporate Affairs; Shri D. S. Rawat, Secretary General, ASSOCHAM.

Prof. Vinay Dutta, Senior Faculty in Finance, FORE School of Management was a Speaker for the technical session I i.e. "Creating Social Value & Impact through Innovation" on February 25, 2014 in this conclave.

Tathagat 2013

Strategy is about making choices, trade-offs; it's about deliberately choosing to be different – Michael Porter

TATHAGAT is one such event of Think Tank that gives the students an experience of devising strategies. This year it was conducted on October 26, 2013 when management students from leading institutes of India like FORE, NMIMS, IMT-G, FMS, MDI, BIMTECH gathered in Virajam Auditorium to present their strategies behind Microsoft's acquisition of Nokia – A necessary Gamble? A smart move or a big mistake?, a much talked about topic of the year.

The event started with warm welcome of the Judge for the event Prof. Davinder Singh and participants, followed by briefing of the rules to teams for their presentations. A total of 8 teams were shortlisted for the D-day from 1st round that was based on executive summaries of the case.

The event got the deserved pace as presentations began. Teams worked out well on every aspect- be it presentation skills,



Prof. Davinder Singh with Think tank team and winners.

case analysis, question-answers, even countered each other by questioning the strategies of presenting team to ensure that they were very much in the game till the end and had left no stone unturned.

The event moved towards the end with Prof. Davinder Singh sharing his expert views on the topic and tips on devising strategies with everyone. Finally, team FORE FRONT represented by Nandgopal Muralithar (IMG-7), Mitul Kathuria (IMG-7) and Ankit Goyal (IMG-7) was adjudged as winners of Tathagat'13 and won the well-deserved prize money.

Trip to Mukteshwar

FORE School of Management recently organized a trip to Mukteshwar, in conjunction with The Energy and Resources Institute (TERI). The first of its kind for students at FORE, this trip promised so much and it would be safe to say, delivered much more.

TERI has a development resource centre at Supi, near Mukteshwar in Uttaranchal called TRISHA (TERI's Research Initiative at Supi for Himalayan Advancement). The Centre's activities aim at improving the overall quality and quantity of agricultural produce in the area using various conventional and biotechnological means.

After a fun-filled yet tiring bus ride, students arrived at the beautiful campus in Mukteshwar. The attending staffs made everyone feel at ease by allocating tents and arranging for snacks. It was refreshing to see that all energy requirements were taken care of by solar energy. There were solar panels across the length and breadth of the campus. The tents had solar lamps too, recharged during the day, as the only source of light at night.

One full day was set aside for a visit to the bio-farm. Here the students were told at length as to how TERI was helping villages in the facility by providing employment and electricity, amongst other things. Post this session, the students were asked to visit these village homes and understand how TERI could help them in future. The representatives then accompanied the students to these villages where in groups of five, the students interacted with villagers. The subsequent one hour spent with the villagers turned out to be the highlight of the trip. The villagers talked at length about how living in such a secluded place was difficult and how TERI had changed their lives. Provision of solar panels, rain water harvesting sheds and employment had made their life much better.

As a token of appreciation and with a view to sensitize them about education, the students organized a small street play for the villagers. The locals made a wonderful audience, applauding

and encouraging the efforts made. Soon the crowd left for the campus, satisfied with a day that could not have been spent any better. With temperatures going down to 10 degrees, bon fires became more of a necessity than a source of fun and frolic.

Ready to be ferried home, students' experience and sense of revelation was etched upon each and every face. The interaction with the villagers made for a stark realization of how life still exists without mobile phones and televisions. Despite the long journey, when students reached FORE campus the subsequent day, they looked reinvigorated and refreshed. Everything was the same – round-the-clock lectures, assignments, projects, class mates- yet one thing was different. A fresh outlook and a fresh perspective. The trip had indeed delivered on all fronts.



Students enjoying the hills of Mukteshwar

Journey at FORE



Seems like yesterday when 240 energetic, hopeful, enthusiastic and diverse minds were sitting under a roof that was about to change the graphs of their lives. The journey was full of sleepless nights, deadlines, day full of lectures and tea breaks and not to forget the sessions in the evenings making it too difficult to breathe in some lazy air. But not to forget

that the growth has been tremendous; either it be related to knowledge about as vast as 40 subjects or it be knowing our own self in such competitive yet enjoyable environment.

To me, FORE School of Management has gifted me something I would be thankful for a lifetime and that is Confidence to believe in myself. Being a fresher, I somehow always had some inhibitions about myself. I knew I will have to prepare before attending a lecture, not miss any classes, be on time to classes, and meet submission deadlines and probably the toughest thing for any engineer --- do assignments on your own. Will I be able to match up the intellect of people around me? Will I be able to live up to my own expectations? Will I be able to justify the place I am in? And with all these questions in process I dint even realize when the charm of this college started influencing my personality and the "fresher complex" never came into being again.

The first milestone in the very first month of the course was getting into Student Council as a FOREword Committee member and the journey rolled on from there. Summer Internship was another event which gave an entirely new perspective to the learnings and having no prior work experience of the corporate world, I knew that it wasn't going to be easy.

Fighting with presentations skills and creativity, it feels like mental abilities have stretched their horizons in these two years. But not to forget, FORE School of Management has given me friends for a lifetime who have had a major contribution by supporting, by laughing out all the stress and by being able to share the knowledge making this MBA course a success.

Ritika Pruthi, FMG 21



I picked up my pen to write about my experience at FORE and realized that articles about experiences in MBA colleges tend to get lengthy and a drag to read. What follows is a brief gist of my journey, the mistakes I made, the things I learned at FORE and how they all changed my outlook as a person.

So here is the insight # 1: "Sleep deprivation could be a key to success in MBA once you master it." I got in FORE with high hopes- a premier institute in the heart of the capital, good CRISIL ratings, good placement record, experienced faculty with amazing profiles, international immersion program etc. During my initial days, I didn't work very hard and but the atmosphere was very competitive, strict rules regarding marks and attendance and the most important thing, and the insight # 2 as well: "Everyone works hard".

Everyone worked their way to get in and they were all smart in one thing or another. I fared bad in the first 2 trimesters.

The work load took its toll and organized schedules remained a farfetched fantasy. I got in the literary committee of the college: FOREword because I love writing. I stepped up a little in 3rd trimester, worked well in my internship and studied a lot to improve my TGPA in the following trimesters and hence another reflection, insight # 3: "TGPA becomes an important thing if you are below 60%." I took marketing major because I like the subject and HR minor to explore other possibilities. I hoped to get into advertising industry because it has always fascinated me.

In MBA, there are second chances and third ones as well, if you are up to it. I learned a lot of things and unlearned a lot as well. I pretty much woke up and realized the world around me has got a lot more serious than I imagined it to be. Corporate interactions at Anubhuti, guest lectures, interactive sessions, international immersion program in Hong Kong, village trip and industry visits, project reports, presentations, live projects, inter college competitions, spirited post class conversations. Everyone was getting ready for the outside world.

We were being prepped for the profession and there was one positioning statement, get serious. It takes days and months to learn something but it takes a life time to acquire a mind set and that was what we gained from MBA, a mind set to be ready for no matter what kind and amount of work and deliver it efficiently. But it was not all work and no play, fruitful class discussions, canteen alive with frantic activity, the buzz before the college fest: Genesis and all of it gelled together. Everyday was a new day, either good or bad.

Farhan Aqeel, FMG 21



Last Year. Last month. Last week. Last days. It feels the count is getting shorter by the day. The journey at FORE that started two years ago with a nervous first day dressed in white and grey has been full of colourful experiences. The midnight coffee, back-to-back term exams, the hustle of group projects, the tussle at the TT table, the PPTs and the XLs. From getting selected in the Student Council at

FORE to selecting new members and organising different events; Life, for sure come a full circle. Everything, that has now so much become a part of daily routine of my life. All that, is about to come to an end. I almost don't feel like writing this article any further. Goodbyes are tough, I had heard. But there's something altogether different about experiencing one yourself.

"People are the biggest assets of an organisation"- I have heard a lot from the corporate HRs. They sure have been the most cherished part of these two years of my life. Still recall the claps and cheers of a complete bunch of strangers upon entering the classroom on my birthday in the first year. Well, the strangers are formally known as "FMG 21-A" - A mixture of unique personalities from across the country, truly representing the "Unity in Diversity". The memories of the first Marketing class presentation where I ended up repeatedly calling a "Bear" a "Beer" still bring a smile to my face. Well, the cold feet are still there. But the fear is that soon there will not be any further opportunities of calling a "Bear" a "Beer".

The International Immersion Trip to Hong Kong will be etched in our hearts till the day we live. It was all about living life to its fullest and at the same time gaining valuable insights about the global business scenario. Then came the Summer Internship and

the immense joy of earning my first paycheque. Enter the senior year and the bells of placement season started ringing aloud. The day came soon enough to let the tears of joy flow when I secured my first job. And the rest as they say is history. As Nostalgia surrounds us all around, I wish to relish the last few days at

FORE. And finally put on that Black Robe at my convocation and hurl that black hat high in the air.

Amit Arora
FMG 21

Memoirs of Students' Council President

It was in 2005, when I first moved out of my house for my undergraduate course. Getting out of my comfort zone, the first couple weeks in a new city staying with unknown people in the college hostel was far from enjoyable. From a very pampered environment at home to washing clothes, taking care of myself and having hostel cooked food, it was a major transformation for me. It took me some time to get adjusted to the whole new environment, but when I did, I never looked back.

Today, after 8 long years, I am a different person. I feel I am much more confident, determined and adaptable, and I owe a majority of this to FORE School of Management.

FORE is an institute that focuses on the overall development of a student. Apart from academics, we are encouraged to participate in various corporate and B-School competitions, we take up additional responsibilities by being a part of the Student Council Committees, and we are also given an opportunity of international exposure.

The student council committees at FORE is one of the best platform for students to learn a number of skills that are required and are of utmost importance as far as the corporate world is concerned. Here, students learn and develop themselves as good team players and leaders. As we have a very rigorous and hectic course framework, students literally have to squeeze time for all the committee/extra-curricular activities. This certainly has improved our time management skills too.

The international program was one memorable experience for us. We had the opportunity to understand the political, social and business scenario of Hong Kong and Singapore. The PGDM



students visited the PolyTechnic University in HongKong and the PGDM-IB students visited Nanyang Technological University – School of Business in Singapore. Though the program was only for a week, many of us were inspired in the way business was conducted there. Everything over there is systematic and organized. Not to forget the people, who were very helpful and treated us like their own. It was because of them that we had a hassle free trip.

After 18 months at the institute, I see a lot of changes in students. We FOREians, are ready to face the challenges ahead, are ready to take additional responsibilities and are certainly looking to reach greater heights. In short, we are ready for the corporate world!

Suraj Shivchand Vaid, FMG 21

Experience of Foreign Students

On December 30, 2013 FORE School of Management opened its gates to a group of 5 students from ESC Rennes, France as part of the student exchange program. At the same time 11 students from FORE School of Management have gone to ESC Rennes, France to attend one trimester there. An experience like this is bound to be an enriching experience for all the students involved as such a program goes beyond just exchange of information; it is but a sharing of different cultures and a chance for the young minds to understand and in some ways enmesh them into the foreign culture. As Med Vatri (one of the 5 students) commented, "At FORE, students and professors are very welcoming. Professors are totally involved with students in a dynamic way which offers the opportunity to learn in a constructive and interactive way. It is an enriching experience which offers me the opportunity to learn more about this extraordinary country with a good quality of learning about business."

The students have really embraced themselves into the way of life at FORE and even embraced the Indian way of living.

It has been a mutual respect and exchange of experiences where the students of FORE have taken upon themselves to make the international students feel like a part of the community and it seems to be going a long way if the budding friendship and the shared warmth is something to go by. As Julien said, "My experience in FORE is very intense and interesting because of our new lives here. I really enjoyed the way Indian students welcomed us and I didn't expect that. I'm enjoying the different courses I chose, thanks to the dynamic participation of class and skillful teachers."

A step towards global education in the truest sense, this is not the first time that FORE has conducted such an event and definitely not the last. With the hope that such an experience leads to true learning and goes beyond just information exchange, the student exchange program so far seems to be a resounding success this year.

Roundtable Seminar—Best Global Practices & Implementation of Companies Act 2013 on CSR

The European Institute for Asian Studies (EIAS) in association with FORE School of Management (FSM) and the National HRD Network (NHRDN) organized a roundtable on 'Best Global Practices and Implementation of Companies Act 2013 on CSR' on February 6, 2014 at FORE School of Management. Prof. Shallini Taneja, Programme Director of the roundtable introduced the backdrop of the roundtable i.e. inclusion of section 135 on CSR in The Companies Act 2013, which makes CSR a core function of the company. While welcoming the panelists and the guests, Dr. Jitendra K. Das, Director, FORE School of Management narrated success stories of few companies in India who have adopted CSR practices and charted a future pathway for the business houses in India.



Dr. Jitendra K. Das addressing the gathering

The esteemed panelists for roundtable included Mr. Axel Goethals, CEO of the European Institute for Asian Studies (EIAS), a leading Think and Do Tank focusing on EU-Asia relations, based in the twin capitals of the European Union (EU) Brussels and Luxembourg; Dr. Frank Heemskerck, Advisory Board member of EIAS; Prof. C.V. Baxi, Ex-Director, Management Development Institute (MDI), Gurgaon; Mr. Pooran Chandra Pandey, Executive Director, the United Nations Global Compact India, New Delhi; Dr. Y. Suresh Reddy, Director, SRF Foundation, Gurgaon.

In the first technical session on "Implementation of Companies Act 2013 on CSR", Prof. Baxi, an expert on CSR highlighted the importance of agenda building for CSR activities along with constituting the board level CSR committee for transparency and accountability. Dr. Reddy shared the various CSR initiatives of SRF Foundation in partnership with other businesses and government.

In the second technical session on "Best Global Practices on CSR", Dr. Frank Heemskerck, presented the illustrations of best

global practices on CSR. He further stated what lessons can be learnt from the best global practices so that the Indian companies investing in socially and environmentally responsible projects could build a more sustainable and inclusive economy. Mr. Axel Goethals, while addressing the issues relating to capacity building, stakeholder's engagement, reporting practices and compliance, also pointed that there is a great potential for companies to invest in environmentally and socially responsible R&D remains largely unexplored, which greatly benefit corporations.

In open house session, the chief guest Mr. Pooran Chandra Pandey talked about the role of international reporting practices which will help to make corporate sustainability a transformative force in achieving a shared, secure and sustainable future for the business and society at large.

The round table ended with a vote of thanks by Mr. Axel Goethals.

Achievers' column

Congratulations to Mrinalini Murthy and S. Venkataraman for representing FORE School of Management and winning a national level case study competition based on Hindalco's supply chain management, organized by IIM Kashipur, on February 22, 2014. They have received a prize money of Rs.20,000/- Top 5 teams from various institutes (IIM Rohtak; FORE School Of Management, New Delhi; Faculty of Management Studies, University of Delhi; IMT Ghaziabad; IIM Kashipur) participated in the event.



Winners receiving the award (Cheque)

Management Development Programmes (October 2013-February 2014)

FORE School of Management conducted following 14 open programmes at its Campus at New Delhi during October 2013- February 2014.

1. Effective Brand Management conducted by Prof. Freda J. Swaminathan during September 30 – October 1, 2013.
2. Foreign Exchange Risk Management conducted by Prof. Himanshu Joshi during October 3-4, 2013
3. Effective Communication and Presentation Skills conducted by Prof. Anita Tripathy Lal during October 7-9, 2013.
4. Effective Supply Chain Management jointly conducted by Prof. Upendra Kachru, Prof. Mohita G. Sharma and Prof. Vikas Chandra during October 16-18, 2013.
5. Advanced Corporate Finance conducted by Prof. Vinay Dutta during December 4-6, 2013.
6. Enhancing Assertiveness and Positive Attitude conducted by Prof. Anita Tripathy Lal during December 11-13, 2013.
7. Enhancing Sales Team Performance conducted by Prof. Asif Zameer and Prof. Anupam Narula during December 16-17, 2013.
8. Coaching & Mentoring for Personal and Professional Success conducted by Prof. Sanghamitra Buddhapriya during December 23-24, 2013.
9. Financial Intelligence & Financial Planning for Women Executives conducted by Prof. Vinay Dutta during January 13-14, 2014.
10. Finance for Non-Finance Executives conducted by Prof. Vinay Dutta during January 22-24, 2014.
11. Decision Making Techniques for Managers conducted by Prof. Hitesh Arora during January 30-31, 2014.
12. Enterprise Risk Management for Creating Risk Intelligent Organization conducted by Prof. Vinay Dutta during February 10-11, 2014.
13. Developing Communication Competency conducted by Prof. Reeta Raina during February 20-21, 2014
14. Effective Negotiation Skills conducted by Prof. Neeraj Kumar and Prof. Prachi Bhatt during February 26-28, 2014.

A total of 134 participants attended these programmes. Some of the well known companies which participated in our open programmes included:

Abbott Truecare Pharma, Agriculture Insurance Company of India, ALP Nishikawa Company, Avery Weigh-Tronix, Blue Dart Express, Bombardier Transportation, Brahmos Aerospace, Canara Bank, Central Railside Warehouse, Central Railway Warehousing Corp., Coal India Limited, Dr. Lal Pathlabs, Duke Fashions India, Engineers India Limited, GAIL, Gujarat State Petroleum Corporation, Gujarat State Petronet, HEC, Hindustan Petroleum Corporation, Honda Motorcycle & Scooters, IDBI Bank, Indraprastha Gas, IRCTC, ITDC, J.K. Cement, Jain Irrigation Systems, Kaarak Enterprises, L&T Infrastructure Finance, LIC

of India, Mahagun Group, Mahindra & Mahindra, Mangalore Refinery & Petrochemicals, Minda Industries, Mineral Exploration Corporation, MTNL, National Housing Bank, Northern Coalfields, NSIC, Odisha Hydro Power, Orient Refractories, Petroleum Planning & Analysis Cell, Phenix Constructions Technologies, RailTel Corporation of India, RITES, Shriram Pistons & Rings, Smile Foundation, Sona Fuji Kiko Automotive, Spice Mobility, SRF Limited, TATA Power, VE Commercial Vehicles, Wave Group, Yes Bank etc.

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

1. Finance for Non-Finance Executives for Metlife Global Operations Support Center conducted by Prof. Vinay Dutta on September 30-October 1, 2013 at Noida.
2. Enhancing Managerial Effectiveness for Self-Awareness for Oil India conducted by Prof. Neetu Jain on October 8-9, 2013 at Duliajan, Assam.
3. Enhancing Managerial Effectiveness for THDCIL Officers conducted by Prof. Sanghamitra Buddhapriya and Prof. Anita Tripathy Lal on October 15-18, 2013 at Rishikesh.
4. Enhancing Managerial Effectiveness for THDCIL Officers conducted by Prof. Neeraj Kumar and Prof. Neetu Jain on October 22-25, 2013 at Rishikesh.
5. Effective Communication through Theatre Technique for NTPC Officers conducted by Prof. Reeta Raina on October 29-30, 2013 at New Delhi.
6. Plan, Decide and Deliver Enthusiastically for Engineers India Limited conducted by Prof. Neeraj Kumar on October 30-31, 2013 at Gurgaon.
7. Express to Excel for Engineers India Limited conducted by Prof. Anita Tripathy Lal on November 21-22, 2013 at Gurgaon.
8. Effective Team Integration Foundations for Change for Petronet LNG conducted by Prof. Sanghamitra Buddhapriya on December 20-21, 2013 at Dahej Terminal, Gujarat.
9. Creating a Culture of Accountability for Petronet LNG conducted by Prof. Sanghamitra Buddhapriya on January 16-17, 2014 at Kochi.
10. Plan Better: Deliver Best for Engineers India Limited conducted by Prof. Neeraj Kumar on January 16-17, 2014 at Gurgaon.
11. Mentoring and Coaching for NHPC officers conducted by Prof. Sanghamitra Buddhapriya on January 20-21, 2014 at Faridabad.
12. Reinventing Integrated Marketing Communications for Panasonic India conducted by Prof. Freda J. Swaminathan on February 7-8, 2014 at Gurgaon.
13. Pioneering yourself into Success Zone for Petronet LNG conducted by Prof. Prachi Bhatt on February 20-21, 2014 at Kochi.

Centres of Excellence—Panel Discussion

Customer Centric Transformation in Digital World

The Centre for Customer Management at FORE organized a panel discussion on 'Customer Centric Transformation in Digital World' on February 7, 2014.

Organizations must deal with an ever-changing landscape while simultaneously activating their brands and engaging customers for the long haul. They utilize customer insights to deliver the brand experiences that their target customers desire, in hopes of creating competitive differentiation. This is the approach that enables successful Customer Relationship Marketing (CRM). Today it is the Digital world which is offering humungous opportunities as well as challenges for the organizations to understand and manage customers' behaviour. The objective of the panel discussion was that the students should learn about such transformations and understand how good companies are incorporating them in their marketing strategies.

Speakers and content:

- Mr. Amit Puri: General Manager, Business Analytics and Optimization, IBM India – talked about how digital technologies have become disruptive forces which are continuously reshaping the business models for all organizations. He talked about the impact of social media, internet connectivity, big data analytics and CRM in his lecture.
- Mr. Saurabh Kumar: He was the head of e-marketing and business intelligence at ebookers - a part of orbitz worldwide. Now runs his own firm called Envigo, a digital marketing company. He gave various examples from the world on how companies are using data to enhance their consumer engagement and delivery mechanisms.

The panel discussion was highly interactive and the students participated enthusiastically in the discussions.

The Role and Potential of Supply Chain Management in Indian Business

A panel discussion on "The Role and Potential of Supply Chain Management in Indian Business" was conducted under the aegis of "Centre of Operations and Supply Chain Management" on January 27, 2014.

The guest speakers invited to enlighten us on the subject were Mr. K.K. Chaudhary, Sr. VP, Lanco Infrastructure and Mr. Aditya Gupta, Zonal Business Head, Tata Drive India Solutions. The discussion was moderated by Prof. Vikas Chandra of FORE School of Management.

The first speaker, Mr. K.K. Chaudhary shared the importance of technology in transforming supply chain management and in turn the entire business environment.

He described the relationship between technology and SCM as a mother-child relationship. He discussed the threats to SCM in today's world like Social media and disinformation, Cyber security, Sub-tier Suppliers, Space Junk and a synergy of threats-for example, climate change+ population growth+ water shortage=challenge for food companies. Finally, he talked about

the root of the problem faced by SCM today and identified the two key problematic areas as distributed accessible databases and multiple operation mechanism. Robust Technologies, Robust Policies and Aware People are the three factors that can be used to tie up these areas.

Then, Mr. Aditya Gupta spoke at length about the key players in a supply chain viz. Service recipient, Manufacturing Organization, Service Organization, Service provider, Shipping and Airlines, Freight Forwarding organization.

During the discussion, some statistics that were elaborated on were : i) SCM industry accounts for 13% of our GDP - which is far greater than the respective proportion in any developed country; ii) The SCM industry has a 2X relationship with GDP growth, the Supply Chain industry is the second biggest employer in the country and the top 10 players hold only 2% of the industry.

Finally, the panelists had a Q&A session with the students, which was highly participative and insightful.

Emerging Challenges in Financial Sector

A panel discussion on "Emerging challenges in Financial Sector" was conducted by the Finance area on February 12, 2014 at FORE School of Management. The objective of the discussion was to highlight the changing role of Indian banking and financial services sector in the wake of globalization. Professor Vinay Dutta was the moderator for the panel discussion.

The first speaker was Mr. Pradeep Agarwal, Advisor and ex GM, Oriental Bank of Commerce. He spoke about the importance of KYC (Know your customer) and its implementation. It is imperative

that the Financial Institutions know about their customers, and this ultimately leads to risk profiling of every customer. He also spoke on the specification of a threshold limit on cash flows to the account. Mr. Agarwal then talked about financial terrorism and financial inclusion.

The next panelist was Mr. C.S. Pasricha, DGM Punjab National Bank. He shared live examples from his own life, where his own staff members were involved in a fixed deposit scam. He expressed his concern for the lack of transparency in the system

which often culminates into frauds and manipulations and the need for a system of governance to check the issue.

The third panelist was Mr. Vikas Gupta, Head Group Finance Technology, with Royal Bank of Scotland. He spoke on IT and European Banking. He briefed the students about various concepts like checklist banking, account number portability. He specifically mentioned about information security policy which states that there should be a holding period of 7 years for every data of customer, since its inception. He then concluded by talking about the Chinese economy and Chinese investment in the U.S.A.

Finally, Ms Tina Makhija, who is Head DHFL Pramerica Life insurance spoke on the concept bankassurance, which stands for a collaboration between banks and insurance companies. She concluded by defining various problems faced by insurance companies nowadays and misuse of insurance facilities.

The discussion was summarized by Professor Vinay Dutta and concluded with a question-answer session which was highly interactive and insightful. The event concluded with a vote of thanks by Dr. A. K. Puri.

FORE Premier League '14

FORE Premier League '14 was held on February 23, 2014 at Gyan Bharti School, Saket, New Delhi. Students, Faculty & Staff and Alumni were brought together by one thing closest to all - Cricket. Two teams consisting of Alumni, one student team and one faculty & staff team geared up to perform in the quest for the title of champions for the year 2014.

The day saw three matches being played. The first match pitted Alumni Team 1 against Student Team of FORE. Batting first, Alumni team 1 managed to put up a modest total of 70 runs in their stipulated 10 overs. Batting second, the Student Team made light work of the target and took only 7 overs to complete a victory. Rahul Garg took the man of the match award.



Winners-Students team

The second match saw Alumni Team 2 play against the FORE faculty & staff team. The sight of former students battling it out with their teachers was greeted with enthusiasm by the crowd. The Alumni Team 2 went out all guns blazing and set a mammoth target of 143 runs. Chasing such a huge total proved to be a tall ask and the team batting second managed 81 runs. Suchit Gupta, with a quick fire 25 from 6 balls, was awarded man of the match.

The winners of the first two matches went to the final. Alumni Team 2 aided by an entertaining knock of 40 runs by Suchit Gupta, put a competitive target of 123 for the student team. The Student Team chased the total with ease and won the match by 8 wickets. Sarthak Vij scored the only half-century of the tournament and deservedly walked away with the man of the match award.

Marketing Conclave 2014

With ever evolving trends in media, businesses and its beholders have understood the importance of shifting from conventional sources of reaching out to the customers to entirely different style of mass advertising and marketing. Considering the paradigm shift, customers are becoming more adept in usage of digital media and internet. Thus, it becomes extremely crucial for businesses to focus upon these in order to communicate the customer benefits and value through advertisements.

In order to better understand this change, Corporate Interaction Division organized a Marketing Conclave on February 19, 2014 on the topic "Digital Marketing: Changing rules of the game".

The first speaker of the evening Mr. Vivek Chugh, Global Lead for Advanced Analytics Centre of Competence at IBM Global Business Services, talked about Big Data and the importance of deriving

useful information from this through which major decisions can be taken. Mr. Abhay Desai took to the dias next and spoke at length about the evolution of media from prints to digital and its impact on marketing. Mr. Desai is currently handling north region operations of DNA newspaper.

The last speaker of the evening was Mr. Ninad Satpute, VP (Planning) at Innocean. Mr. Satpute spoke about the importance of digital media and focused upon changing ideology among marketers concerning digital media. He also laid stress on the fact that not more than 3 % people make their purchase decisions online and even today television and store advertisement take the major share of sales in India and around the world.

The event drew to a close with a vote of thanks by Prof. Asif Zameer.

Au Revoir



Students of WMG 20 on farewell night

The much awaited evening of March 2, 2014 was a memorable one as students of WMG 21 bid farewell to the outgoing batch of WMG 20 students and welcomed the fresher's batch of WMG 22. The ceremony was conducted in the presence of various Professors and staff of the college. The students of WMG 20 and WMG 22 were welcomed to the hi-pitch beats of 'dhol' which set the stage for the remainder of the evening. The 'Time of my Life' soundtrack amidst the backdrop of nostalgic moments captured and flashed on the big screens ensured that all the departing students of WMG 20 got one last chance to relive the college days and left home with a lump in their throat. WMG 21 students hosted the event in great spirit and to keep up with its 'different'

approach, included WMG 22 students to participate in the events of the evening.

Chairman (Student Affairs) Prof. Himanshu Joshi kick-started the evening through the customary 'lighting the lamp' and provided his words of wisdom to the departing batch and motivated the rest of the students. The entire evening was filled with various events ranging from an indigenously conceived and executed skit, a medley of songs in Hindi and Bhojpuri as well as slapstick and stand-up humour discussing the various 'social events' coinciding with the college curriculum. To add to everyone's delight, a colourful dance extravaganza was presented separately by the students of WMG 20 & 21 who performed on the latest peppy numbers. These dance performances earned a thundering applause for their perfectly coordinated steps and had everyone jiving to their beats. The most eagerly awaited event of the evening was the variety of individual titles that were awarded to the students of WMG 20.

The programme came to a close with the crowning of Ms. and Mr. Fresher followed by a group dance by WMG 21 to the tunes of 'ApnitoPaathshaala'.

Later everybody proceeded for dinner hosted within the campus and danced the night away to the DJ's music. A wonderful and enchanting evening culminated with this and along with it, both happiness and nostalgia crept into each one in the campus.

Farewell 2014

As the 2012-2014 batch (FMG & IMG) of FORE School of Management neared the end of its academic journey, an overwhelming sense of satisfaction and achievement laced with a vague feeling of sadness gripped the outgoing students. When almost the entire batch is placed with some of the best employers in the country and abroad, the realization dawns upon you that your college has given to you more than you could have imagined at the time of making the momentous decision of joining the institution.

The two years of their association with FORE School of Management has equipped the senior batch with friends they can cherish for the rest of their lives, teachers they can feel privileged to have been under the tutelage of, a springboard for their careers, and most importantly an invaluable corpus of learning that will hold them in good stead in the near and distant future alike.

The farewell was hosted by the newly elected Vice-President of the Students' Council, Vaibhav Agnihotri and Shuchi Singh. The hosts gave a warm welcome to the senior batch assembled together in the auditorium for the final time, talking about the great time that the juniors had interacting with the seniors and the loads of indelible memories that both the batches will take away from their year-long affiliation with each other.

The first performance of the night was brilliantly rendered by the trio of Rajdeep Baruah, Rahul Singh and Piyush Jain, who belted out three popular songs in quick succession. The next part of the event involved conferring funny nicknames or titles on the



Students of FMG and IMG on farewell night

seniors by the junior batch. A few of the interesting titles were 'Ms Wikipedia' for Aastha Gulyani, 'Mr Page 3' for Suraj Vaid, 'Ms Page 3' for Smiti Rastogi and 'Queen of Good Times' for Ankita Handa. But the big two titles, viz. 'Ms. Foreian' and 'Mr. Foreian' had to be decided by a small contest, which eventually was won by Lovika Jain and the former Vice President of the Students' Council Nitish Dahiya.

Finally, the event was brought to a close with a video of photos capturing some of the most memorable moments experienced by the seniors at FORE School of Management. After the event the seniors as well as the juniors partook in a sumptuous buffet arranged for all.

In summation, it was a night to celebrate and cherish, and draw the curtains on another successful chapter in the book of FORE School of Management.

ICD Dadri Visit

The students of IMG-7 of FORE School of Management went on an industrial visit to the Inland Container Depot at Dadri, Asia's largest inland container depot on February 28, 2014. The visit was organized by Prof. Savita Gautam as part of the 'International Trade Procedures and Documentations' course.

The purpose of the visit was to give the students of International Business a practical perspective on the operations of an Inland Container Depot, and provide a clear understanding of the protocol and documentation procedures to be followed at an Inland Container Depot.

An ICD or Inland Container Depot is a common user facility with public authority status equipped with fixed installations and offering services for handling and temporary storage of import/export laden and empty containers, carried under customs control and with Customs and other agencies competent to clear goods for home use, warehousing, temporary admissions, re-export, temporary storage for onward transit and outright export. Transshipment of cargo can also take place from such stations.



Students and faculty at ICD Dadri

The Inland Container Depot at Dadri is part of Container Corporation of India Ltd. (CONCOR), which is a Category I Miniratna Public sector undertaking under the Indian Ministry of Railways.

The short trip to the Inland Container Depot proved to be extremely rewarding. Students were able to relate classroom teaching to the live experience of watching the depot in action.

CED Workshop

Center for Entrepreneurship Development (CED), FORE School of management, organized an Opportunity Evaluation and Business Plan Workshop on March 3-4, 2014. It is often said that if opportunity doesn't knock, one should build the door. This workshop was all about building that door for budding entrepreneurs among students.

Prof. Anita T. Lal (Professor-in-charge) initiated proceedings for the day. She mentioned that an entrepreneur is a person who is daring, innovative and risk taking. She emphasized that every student needs to think like an entrepreneur.

The first session on March 3, 2014 focused on 'Opportunity Evaluation'. It was an interactive session wherein students were asked to skim their minds to come up with new ideas. While some ideas were general others were completely out of the box. Students were also made to think about the options available to them had there been no financial support available.

The second session about 'Business Models' was taken by Prof. Anita T. Lal. Various effective and efficient business models were discussed that gave students a chance to select one that suited their respective business idea. As the day ended, everyone was left with a business idea to work upon.

The final day of the workshop was designed to touch upon the technicalities of entrepreneurship; the challenges encountered while turning an idea into reality. The three most important pillars on which any business stands are Operations, Finance and Marketing. To strengthen these pillar, three professors from FORE, experts in their respective areas, gave sessions of one hour each.

The first session was taken by Prof. Mohita Gangwar. She explained why and how operations is important for any business. Choosing the right business model and integrating the front end with the back end is the key to keep a business running. She explained the unfailing technique of forecasting demand and maintaining supply. She also touched upon the key issues that an organization faces during expansion.

The second session was taken by Prof. Anupam Narula. Marketing is understanding what the customers want and fulfilling their demand while making profit. Thus the key to success lies in understanding the customers' demand and targeting the right segment. To make the concepts clearer, he explained how to write a marketing plan based on a case study

All the other departments depend on the finance department for the monetary support. Thus, finance plays a pivotal role when it comes to running a business. Prof. Vinay Kumar Dutta explained about the management of assets and how to gain the maximum out of business. "Ultimately, we must make profits", he emphasized.

After three enriching sessions, students were well equipped with tools to articulate the idea, that was just a thought the day before, and convert it into a business plan. Prof Anita T. Lal, in her session at the end of the day, concluded the entire workshop by explaining how one can use all this learning for 'writing a good business plan'.

In the span of these two days, many an unpolished idea transformed into something more concrete. Everything started as nothing. The idea is to keep innovating because the best way to predict the future is to work towards creations.

STUDENTS' COUNCIL (2014-2015)

Before embarking on their new journey, the outgoing batch of 2012-14 had one last responsibility to fulfill- the appointment of the new student council. A rigorous process, that saw the entire 2013-15 batch turn up and vote in huge numbers, saw Ankit Choudhary and Vaibhav Agnihotri take the post of President and Vice-President respectively.

FORE's student committees and special interest groups also had new coordinators and co-coordinators appointed.

The new student's council vowed to take the student committees to the next level and help fellow batch mates in their holistic development.

Committee Name	Coordinator	Co-Coordinator
Team ANTAR	Rupjyoti Burman	Siddharth Kohli
FORE Alumni Network	Vigneshwar Shankar	Prachi Pandey
FOREtech	Ankit Arora	Sumit Pruthi
FORE Sports & Cultural Division	Navya Purwar	Rahul Chhabra
FOREword	Ankit Sharma	Supriya Sharma
Corporate Interaction Division	Divya Gandhi	Shuchi Singh
Centre for Entrepreneurship Development	Surbhi Aggarwal	Aditya Jain
Nexus	Simarmeet Kaur	Sahil Wadhwa
Think Tank	Roshan Wilson	Preety Rateria
FORE Connect	Ankit Choudhary, Nandhagopal Muralithar, Srinivas Amara, Smridhi Khanna	

The 80/20 Approach—Achieving More by Doing Less



How we wish we could have a little more time to do that assignment. What if we had a few more minutes to do that last question in the examination? How wonderful it would have been if we could rise up to the expectations of our seniors and please everyone. But if wishes were horses, beggars would ride!

The truth is none can do everything and please everybody. In life, all you need is a few right decisions to get you where you wish to be, using the 80/20 principle. FORE School of Management was privileged to have Mr. Malay Rai to talk about the same on March 6, 2014 as a continuing part of guest lecture series and interactive sessions with corporate leaders.

Mr. Malay Rai is an alumnus of FORE School of Management, 2007-09, PGDM – IB and was the gold medallist of his batch. He is working with Bain & Co. as Senior Specialist – Transfer Pricing & International Taxation. He has previously worked for EY and Koine Investment Advisory and has more than 6 years of experience in the field of transfer pricing and taxation.

Talking about the Pareto Principle of Time v/s Result, Mr. Rai said that there are always some inputs which contribute more to the output than others; like in marketing, it is said that 20% of the customers drive 80% of the profit. Also, in today's world where businesses are dynamic, commitment to one design may not be favourable. So, instead of trying to be a perfectionist, it always helps to focus on the priorities and take informed decisions. Important is to make sure that you get those selected tasks 100% right because 80/20 rule is not about skipping the details, it is about knowing when details matter. Taking this point further, he said that 80/20 is a mindset and a survival method as planning is half the work. Hence, develop a plan according to the level of importance and time required and while you are at it, make a 'not-to-do' list as well.

Mr. Rai enlightened the audience with the wide scope in which the Pareto Principle makes itself useful. It is valid as a thumb rule in every facet of business world- be it the designing of HR policies, effective business communication, delivering presentations or dealing with aggressive deadlines. As a concluding remark, he said that while focusing on the key strengths, one must also ensure that one's weaknesses are not obstructing one's path to glory.

STUDENTS' COUNCIL (2013-2014)



Suraj Shivchand Vaid
President
Student Council (2013-14)



Nitish Dahiya
Vice-President
Student Council (2013-14)



Abhishek Srivastav
Co-ordinator, FCD



Purnima Choudhry
Co-ordinator, ANTAR



Irfan Warsi
Co-ordinator, FAN



Srishti Magan
Co-ordinator, FOREword



Sahil Dhussa
Co-ordinator, FSCD



Shagun Gourisaria
Co-ordinator, Think Tank



Tapsi Ahuja
Co-ordinator, CED



Shivna Jain
Co-ordinator, Nexus



Yukti Aggarwal
Co-ordinator, CID



Shikha Mittal
Co-ordinator, FOREtech



Lovika Jain
Co-ordinator, FOREConnect



Swati Jain
Co-ordinator, FOREConnect



Taranjit Singh
Co-ordinator, FOREConnect

