



FOREprints

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Message from Director



The pace of change in the world today is phenomenal-be it technology that we use or the life of stardom. In the 1990's or earlier a movie had to be screened for about a year before it could be declared a super hit; today on the first day of its release a movie can get declared as a super hit. Movie 'film reels' have vanished and taken over by the ever evolving digital technology through the 'cloud'. People seldom changed their phone in the 1990's and at home it used to be a family thing; today people use hand phones (cellular phones) that are very personal and it gets replaced typically in about 2-3 years, due to it becoming old or obsolete. The phones, more aptly termed hand phones, are no more only a voice conversation device. It is quickly becoming not only a voice/text/video based communication device, but also as an instrument to help withdraw cash from ATM, or as a payment device, or as various verification/authentication device. There is already a talk about hand phone with built-in sim card technology thus making sim cards/chips supplied by a phone company, which is inserted in a hand phone, obsolete. Such new handphone will immensely facilitate a consumer who wishes to change a phone service provider by just exercising a digital option on his/her phone itself. This will also mean that a consumer may switch between different phone companies of choice at free will, thereby making this cellular service market immensely competitive. Shopping, traditionally done at a shop or a store in physical sense, is now, at a fast clip, being done online facilitated by the Internet Technology and a logistics support that is always under pressure to become more efficient. The traditional shops would find it increasingly more challenging to cope with this consumer shopping behavior change. A shop-floor manufacturing a product would become obsolete as soon as the product manufactured there becomes obsolete and that will happen sooner than one may normally expect. So, how does a manufacturing unit cope with this? Behind all these and many similar other changes sit technology in myriad form. These changes in use or behavior pattern of consumers are because of obsolescence of products or technology. The obsolescence must be seen in the context of innovations in technology and products that is taking place at an increasing pace by the day. Even 'knowledge' is becoming obsolete at a faster pace than one may expect. For example, computer languages such as FORTRAN, COBOL, etc. and more recent

Editor's Desk



Greece with its huge budget deficit is the epicenter of the present Euro-zone sovereign debt crisis. The Greek economy did not go bankrupt overnight. The crisis has been unfolding since long. Greece's crisis is the vicious combination of high deficit, high debt and low competitiveness that has stifled the economy.

On Monday July 13, 2015 Greek Prime Minister Alexis Tsipras struck an agreement with other European leaders. This is the third international bailout in five years for Greece, the first in May 2010 and the second in July 2011 respectively. The bailout if accepted would require Greece to introduce wide range of reforms in its economy. Greece would have to change, change the way it functions and shall have to strive very hard to improve productivity and efficiency to become more competitive.

A deeper crisis may have been averted by this bailout but one must remember that a bailout at the end of the day is 'surrender of economic sovereignty'. Only time shall tell whether the new package shall help 'maintain Greece's financial stability and provide recovery potential' or whether shall push it deeper into a 'larger financial catastrophe' in future.

The current situation of Greece is a perfect example that demonstrates that we should not live beyond our means. With this, I wish you all especially the new batch all the very best and hope that you excel not only in academics but also as good human beings!

Dr. Hitesh Arora

Student Editor



FOREprints, in a nutshell, encapsulates a wide variety of activities that FORE's esteemed faculty and students engage in. Through this newsletter, we aim to shed some light on their impeccable efforts in helping FORE reach greener pastures. This point of time marks several new beginnings. The institute welcomes a new batch of students while the

existing batch commences its final year, preparing for life after this highly engaging MBA programme. Working with my team has proven to be a highly rewarding experience. This newsletter would not be as illuminating without their diligent efforts. Thus, I present to you the latest edition, a culmination of all the recent events and activities.

Ashish Dua

ones such as C++ , etc. have become obsolete. And alarmingly, some of the technology knowledge imparted to engineering students in their first year of study becomes obsolete by the time they complete their four year degree program. Thus, in the current environment of rapid obsolescence life becomes challenging for all. So, how does one cope with this challenge? We will talk about it in the next issue!

Dr. Jitendra K. Das

XXII Convocation of FORE School of Management



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

"It is good to have an end to journey toward; but it is the journey that matters, in the end." - Ernest Hemingway

The convocation marked an end to the MBA journey for FMG 22, IMG 7 and WMG 21. The excitement was palpable, with the event being graced by Mr. Abhayanand, IPS (Retd), Mentor - Super 30, Former DGP-Bihar on Friday, May 29, 2015. 173 students received their PGDM and 55 students received their PGDM – International Business diplomas. Twenty seven (27) working executives also received their PGDM diplomas.

Mr. R.C. Sharma, President- FORE congratulated the students on this occasion. While showering his blessings on the students, he stressed on the aspect of social consciousness for bringing about positive change in society using the skills acquired at FORE and advised them not to run after monetary rewards alone.

Dr. Jitendra Das, Director – FORE welcomed the Chief Guest. He presented the Activity Report for the year 2014-15 mentioning the various awards received by FORE during the year. Recently, FORE has received the "Best B-School Award for promoting Industry - Academia Interface" by ASSOCHAM. Placements at FORE have been excellent. The highest salary for Batch 2014-2015 was 18 Lakhs. Highest & lowest salary saw an increase of 20% over the last year. The average CTC was 8 Lakhs and the placements took 33% less time than last year.



Maansi Gupta, gold medalist of FMG 22, receiving the certificate from Chief Guest.



Chief Guest Mr. Abhayanand, IPS (Retd), addressing the gathering



Dr. Jitendra K. Das, Director FORE, welcoming the Chief Guest with anthurium flowers.



Ankit Sharma of FMG 22, receiving the diploma from Mr. R.C. Sharma, President, FORE.

More than 75 recruiters visited the campus including 22 new recruiters namely PWC, Groupon, British Telecom, Cognizant, Reckitt Benckiser, KPMG, Café Coffee Day, etc. In terms of CTC, female students got better placements than the male students by 5%. Summer Placements also saw robust growth with highest stipend of Rs. 50,000 per month (40% higher than last year).

He also informed about the grant of Research Centre status to FORE by Guru Gobind Singh Indraprastha University for running Ph.D. programme. He wished all the graduating students success and bright future in their professional and personal lives and hoped that they would all bring more laurels to FORE, their Alma Mater.

(contd...)



Dr. B.B.L. Madhukar (Vice President- Finance & Treasurer FORE) proposing the vote of thanks.



Prateek Kumar Malhotra, gold medalist of WMG 21, receiving the certificate from Chief Guest

Chief Guest, Mr. Abhayanand addressed the graduating students and shared his life experiences with them. He advised them to be 'unreasonable' by bringing new ideas in the areas where they can make an impact and the world will accept their point of view through power of conviction and results. He advised them to train their mind to be a good analyst and then a good synthesizer. He further cajoled them to try and do what is socially relevant and give something back to the society from where they have received so much.

Dr. B.B.L. Madhukar, Vice President FORE proposed the vote-of-thanks.

On the whole, the convocation proved to be an illuminating experience that marked the beginning of the corporate journeys of the students.



Graduating students taking oath during the convocation



Smridhi Khanna, gold medalist of IMG 7, receiving the certificate from Chief Guest



Award winners with the Chief Guest

List of Honours

	FMG-22	IMG-7	WMG-21
First	Maansi Gupta	Smridhi Khanna	Prateek Kumar Malhotra
Second	Nikita Khanduja	Nitesh Kumar Jain, Arjun Sarin	Kavita Kharayat
Third	Shivangi Anupriya	-	Reshmi Raveendran



Convocation at a Glance

Induction Ceremony - FMG-24 and IMG-9

"The secret to a rich life is to have more beginnings than endings." -Dave Weinbaum



Mr. R. C. Sharma (President FORE) lighting the lamp

The induction ceremony on June 15, marked the eventful beginning of the new batch of students, the Future Managers Group – Batch 24 and International Managers Group – Batch 9. The event witnessed the participation of the President, Vice President and Treasurer, Director and the faculty of FORE School of Management, along with representatives of Media and Corporates. Mr. Vinny Aggarwal-Senior Associate Director, Standard Chartered Bank and Mr. Tanoj Sharma-Senior General Manager, Marubeni-Itochu Group graced the occasion as the Chief Guest and the Guest of Honour respectively.

Ceremony started with lighting of the ceremonial lamp by the

dignitaries. Prof. Vinay Dutta, Chairman-PGP welcomed the new batch and Dr. Das, Director, delivered the welcome address. President, Mr. R. C. Sharma imparted words of wisdom to the students as he does every year and the same was applauded by all present on the occasion. Subsequently, Mr. Tanoj Sharma and Mr. Vinny Aggarwal delivered captivating speeches to the students. They mentioned few interesting anecdotes which would surely prove to be highly enlightening and motivating to the students in their two year journey at FORE. Dr. B.B.L. Madhukar, Vice President and Treasurer proposed the vote of thanks and ceremony concluded with national anthem.

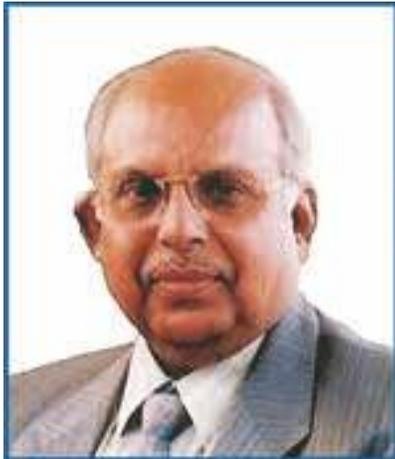


Faculty and students at the induction ceremony



Audience listening in rapt attention

Life Time Achievement Award



Dr. Vinayshil Gautam, Member-Executive Board of FORE, (Founder Director, IIM - K; First Head, Management Department, IIT-D; Chairman, DK International Foundation), Senior Advisor, KPMG, was conferred the

"The Life Time Achievement Award" of Sri SIIM and Sri SIIM Foundation in recognition of his outstanding contribution to the field of Management Education and consulting. This award was conferred on the foundation day of Sri SIIM on May 11, by Shri Hansraj Gangaram Ahir, State Minister (independent charge) of Fertilizers and Chemicals, GOI. This is Dr. Gautam's 5th such recognition since 2007. Heartiest congratulations to Dr. Vinayshil Gautam, on behalf of FORE Family for the prestigious recognition.

Placement Update - 2015

- Placements at FORE have been good over the years and this year was no exception. This year the highest salary was 18 Lakhs - a 20 % increase over last year. Similarly the lowest salary also saw an increase of 20 %. The average CTC was 8 Lakhs and the placements this year took 33% less time than what it took last year.
- More than 75 recruiters visited the campus - some of the prominent ones being : ICICI, SBI, Infosys, Asian Paints, E & Y, Deloitte etc. There were 22 new recruiters this year including the likes of PWC, Group On, British Telecom, Cognizant, Google, Accenture, Reckitt Benckiser, KPMG, Café Coffee Day etc. Cognizant was the single largest recruiter with more than 20 offers.
- The industry sectors that led recruitment were Consulting, BFSI (Banking, Financial Services and Insurance). In terms of nature of jobs, it was Consulting, Information Technology, Marketing and Finance jobs that took the lead.

Best B-School For Promoting Industry - Academia Interface' Award

FORE School of Management has received the 'Best B-School For Promoting Industry - Academia Interface' Award in the National Education Excellence Awards 2015 organized by ASSOCHAM India on April 18, 2015 at The Taj Mahal Hotel, New Delhi. The award was received from the Hon'ble State Minister of HRD, Prof. (Dr.) Ram Shankar Katheria.

- From a gender view point, the female students secured placements that were better than the male students by 5 % (In CTC terms).
- Summer Placements were strong. The highest summer internship of Rs. 50,000 per month was 40 % higher than that of last year. Most of the students secured paid summer internships. Some of the prominent Summer Internship companies that visited the campus were Deloitte, Hector Beverages, Genpact, L & T, UB, Tata Motors, Vodafone, Jindal Steel, Mahindra, Reliance, etc.

Placement Statistics 2014-15

Final Placement

- Total number of companies visited - 80
- Percentage of eligible students placed - 100 %
- International Companies visited - 02
- Highest CTC for Domestic offers – 12.25 lacs p.a.
- Highest CTC for International offers – 18.0 lacs p.a.
- Average CTC - 8 lacs p.a.

Summer Internship

- Total number of companies visited - 100
- Percentage of students placed – 100 %
- Highest Stipend offered - Rs. 50,000 p.m.
- Average Stipend - Rs. 11,100 p. m

1st Indian Management Forum

'Indian Management Education: Towards the Next Orbit'

FORE School of Management in association with the National HRD Network (NHRDN) organized the 1st Indian Management Forum on "Indian Management education – Towards the next Orbit" on April 28-29, 2015 at Scope Complex, New Delhi. FORE was B-School Partner in this event. More than 100 delegates have participated in this summit.

The eminent dignitaries who had attended the summit are Mr. S. Y. Siddiqui, Chief Mentor – Maruti Suzuki India Ltd; Mr. R. N. Nayak, Chairman & Managing Director - Power Grid Corp of India Ltd; Dr. H. Chaturvedi, Alternate President - EPSI & Director – BIMTEC; Prof. Gautam Sinha, Founding Director – IIM Kashipur; Mr. Shreevats Jaipuria, Vice Chairman - Jaipuria Institute of Management; Mr. Rajneesh Bawa, Director (HR India & SE Asia) - Case New Holland; Mr. Rajeev Bhadauria, Director-Group HR - Jindal Steel & Power Ltd.; Mr. Anil Sharma, Vice President (HR) - ITC Hotels Ltd; Mr. P. Dwarakanath, Advisor (Group Human Capital) - Max India Ltd; Dr. Y. V. Verma, Member of Executive Board - Dena Bank & FORE School of Management, Delhi; Dr. Janat Shah, Director – IIM Udaipur; Mr. Manoj Sinha, Union Minister of State for Railways, Ministry of Railways; Prof. Furqan Qamar, Secretary General, Association of Indian Universities; Dr. P. K. Biswas, Director – IFMR; Dr. R. P. Singh, Chairman, Board of Governors - IIT Guwahati and Dr. Murali Manohar Joshi, Member of Parliament.



Dr. Jitendra K. Das addressing the gathering

Dr. Jitendra K. Das, Director, FORE School of Management was invited as a speaker for the Session titled "Leadership & Institution Building" in this summit. He was accompanied by the following prominent co-panelists:

- Mr. Pankaj Bansal, Co-Founder & CEO, PeopleStrong
- Padma Shri Dr Pritam Singh, CEO – LEAD Centre
- Dr Bhaskar Chatterjee, Director General & CEO, Indian Institute of Corporate Affairs
- Mr K Ramkumar, Executive Director – ICICI Bank & President – ICICI Foundation

Changing Face of Retail , Decoding the Future



Dr. Jitendra K. Das along with other panelists

FORE School of Management in association with the Confederation of Indian Industry (CII) organized a Conference titled "Changing face of Retail – Decoding the Future" on May 15, 2015 at Hotel The Lalit, New Delhi. More than 150 delegates have participated in this summit.

The eminent dignitaries who had attended the summit are Mr. Adesh Gupta, Conference Chairman, CII Retail 2015 & Chief Executive Officer - Liberty Group; Mr. Harminder Sahni, Managing Director - Wazir Advisors Pvt. Ltd.; Mr. Mukesh Mathur, Executive Director - Oracle India; Mr. Shreekant Somany, Chairman, CII Northern Region and Chairman and Managing Director - Somany Ceramics Ltd.; Mr Rishab Soni, Managing Director - SSIPL Ltd.; Mr. Darpan Kapoor, Immediate Past Chairman CII

Chandigarh Council & Vice Chairman - Kapsons Group; Mr. Kiran Kotheekar, Director - Vector Consulting Group; Mr. Alok Jayant, Head – Retail and CPG, SAP India; Mr. Danish Ahmed, Managing Director - Shopsy.com; Mr. Vivek Sahu, Director - Strategic Accounts - OpenText India; Mr. Rajesh Arora, Vice Chairman - The Arora Group; Mr. Rohit Bhatiani, Director - Deloitte India; Mr. K. S. Bhatia, Founder - Pumpkart.com; Ms. Preet Dhupar, Chief Financial Officer - Ikea India Pvt Ltd; Mr. Sandeep Jain, Executive Director - Monte Carlo Fashions Ltd; Mr. Ramesh Sadhu, Chief Executive Officer - Liberty Retail Revolutions Ltd.; Mr. Manoj Malhotra, Chief Executive Officer - Avantha Business Solutions Ltd.; Mr. Ajay Goel, Senior Vice President – International and Corporate Marketing - Agarwal Movers Group.

Dr. Jitendra K. Das, Director, FORE School of Management was Session Moderator for the session "Building Iconic Brands - Learning for entrepreneurs and small and medium businesses" in this conference. He was accompanied by the following prominent co-panelists:

- Mr. Rajesh Jain, Managing Director, Lacoste India
- Mr. Inder Dev Singh Musafir, Director, M&B Footwear Pvt Ltd.
- Mr. Dhamotharan R, VP & Head Buying & Merchandising, ITC Wills Lifestyle Retailing Business
- Mr. Mrinal Mathur, Head – Marketing, LT Foods Ltd.
- Mr. C. Anil Kumar, Deputy General Manager, Holostik India Ltd.

Manufacturing Innovation Conclave “Innovation – Key Catalyst for Make in India”



Dr. Jitendra K. Das along with other panelists

FORE School of Management in association with the Confederation of Indian Industry (CII) organized the Manufacturing Innovation Conclave 2015 “Innovation – Key Catalyst for Make in India” on June 19, 2015 at Hotel ITC Maurya, New Delhi. More than 200 delegates have participated in this summit.

The eminent dignitaries who had attended the summit are Mr. Sameer Gupta, Managing Director - Jakson Group; Mr. Nirmalya Banerjee, Business Head - Breakthrough Management Group International (India); Mr. Shreekanth Somany, Managing Director - Somany Ceramics Ltd; Dr. Kurichi Kumar, Head of Engineering - Rolls-Royce India Pvt Ltd; Mr. Sandeep Sinha, Chief Operating Officer - Cummins India Ltd; Dr. H. Purushotham, Chairman & Managing Director - National Research Development Corporation (NRDC), Government of India; Mr. Rahul Chaudhary, Chief Executive Officer - Tata Power Ltd (Strategic Engineering Division); Mr. Vikram S Kasbekar, Head - Operations & Supply Chain - Hero MotoCorp Ltd; Mr. Pankaj Dubey, Managing Director & Country Head - Polaris India Private Limited; Mr. Sriram Ramakrishnan, Chief Executive Officer & Managing Director - Consul Neowatt Power Solutions Pvt Ltd; Mr. Raj Singh Rathee, Managing Director - Kuka Robotics India; Mr. Saurabh

Mohan Saxena, Chief Executive Officer - ZF Hero Chassis Systems Pvt Ltd; Mr. Ashok Wadhawan, President- Manufacturing Business - Punj Lloyd Group; Mr. Rajiv Bajaj, General Manager, India - Stratasys AP Ltd; Mr. Yatinder Suri, Managing Director & Country Head - Outokumpu India; Mr. Ibadat Singh, Vice President – Operations – DataWind; Mr. Vinod K Pandita, Founder & Chief Executive Officer - PMC India and Mr. Shailendra Singh, General Manager - Maruti Suzuki India Ltd.

Dr. Jitendra K. Das, Director, FORE School of Management was one of the Session Moderator for the session “Leveraging Human Brains for Creative Ideas” in this conference. He was accompanied by the following prominent co-panelists:

- Dr. Gautam Shroff, Vice President & Chief Scientist, Tata Consultancy Services
- Mr. Varun Gadhok, Country Head - Manufacturing Solutions, India and SAARC Autodesk India Pvt Ltd
- Mr. Gautam Dutta, Senior Director – Marketing, Siemens Industry Software (India) Pvt Ltd
- Ms. Archana Shahrawat, Regional Head - Manufacturing Vertical, Ricoh India Ltd.

3rd NHRDN IR Summit 'Rejuvenating Industrial Relations to Make in India Happen'



Dr. Jitendra K. Das along with other panelists

FORE School of Management in association with the National HRD Network (NHRDN) organized the 3rd NHRDN IR Summit on "Rejuvenating Industrial Relations to Make in India Happen" on May 22-23, 2015 at Hotel Taj Lands, Mumbai. More than 150 delegates participated in this summit.

The eminent dignitaries who had attended the summit are Mr. Kamal Singh, Director General – NHRDN; Mr. G. P. Rao, Management Advisor & CEO - GPR Consulting; Mr. Adil Malia, Group President HR - Essar Group; Mr. Rajeev Dubey, National President-NHRDN & Group President-HR & Corporate Services, CEO-After Market Sector - Mahindra & Mahindra; Dr. Vijayan Pankajakshan, Member EC-NHRDN Mumbai Chapter & Dean HR - We School; Dr. Aquil Busrai, CEO – Aquil Busrai Consulting; Mr. Pradeep Banerjee, ED – Hindustan Unilever Limited; Mr. Jalaj Dani, President-HR, International & Chemical - Asian Paints; Ms. Priyadarshini Anand, GM – Change Management - Aditya Birla Group; Mr. S. K. Acharya, Director-HR - Neyveli Lignite Corp Ltd; Mr. J. S. Kaushal, Director (HR) – CWC; Mr. Ashwani Prashara, Head HR & IR Group Manufacturing Services - Reliance Industries Limited; Mr. Rajneesh Bawa, Director HR India & SE Asia - Case New Holland; Mr. Vineet Kaul, CHRO – Hindalco Industries; Mr. P. Dwarakanath, Advisor-Group Human Capital - Max India; Dr. P. V. Ramana Murthy, Global Head HR - Indian Hotels; Mr. Jacob Jacob, Chief People Officer - Apollo Hospital; Mr. Barttanu Das, Head HR – Blue Dart; Prof. J. Philips, XIME Bangalore; Mr. Partha Pratim Dasgupta, CEO – Apogeeleads and Dr. A. K. Balyan, MD & CEO – Petronet LNG.

Dr. Jitendra K. Das, Director, FORE School of Management chaired the Session titled "Frame-work for Responsive Industrial Relations" on May 22, 2015 in this summit. He was accompanied by the following prominent co-panelists:

- Mr. Pramod Mahatme, V.P- Employee Relations, WIPRO
- Mr. R. S. Maker, Director General, EFI

- Mr. Sharad Gangal, Sr. V.P. HR, Thermax Ltd
- Mr. Arvind Shrouti, Sr Advocate & Owner, Option Positive

Freshers' Speak (Batch 2015-17)



Utkarsh Saxena

FORE has shown me the importance of discipline in one's life. It has enabled me to interact with people from various backgrounds. The initial experiences have helped me in setting targets for myself. This programme will surely be akin to a life changing experience.



Heena Gupta

FORE has been a cherishing experience till now. It has taught me to handle pressure well. Everything and everyone here provides a sense of motivation. I wish to gain a lot more going ahead.



Sonika Mittal

FORE has been an enriching experience, right from the orientation program to the lectures, presentations and assignments, which have become a part of daily life. The recent experience of committee selections taught us how to manage our time and priorities well and also to outperform the other candidates in multiple rounds. I am looking forward to this amazing journey that lies ahead.

Faculty Focus

Prof. A. K. Puri

Book review published in *Abhigyan*, Vol 33, No.1(April-June 2015), book titled *International Finance*, by Rajiv Srivastava, Oxford University Press, 2015.

Prof. Alok Kumar

Presented a paper entitled "Inventory model for permissible delay in payments of new products under dynamic pricing and advertising expenditure" at *International Conference on Evidence Based Management (ICEBM 2015)*, Birla Institute of Technology & Science, Pilani, Pilani Campus, Rajasthan, March 20- 21, 2015.

Presented a paper entitled "Innovation diffusion based inventory model under dynamic advertising and pricing policy" at *International Conference on Evidence Based Management (ICEBM 2015)*, Birla Institute of Technology & Science, Pilani, Pilani Campus, Rajasthan, India, March 20 – 21, 2015.

Prof. Anil Kumar Singh

Was Invited as Guest of Honour and Chaired a session at a National Conference "Make in India-Emerging Trends in Trade & Innovations for effective Entrepreneurship", MI-ETTIEE organised by Rukmani Devi Institute of Advanced Studies, New Delhi on April 18, 2015.

Singh, Anil Kumar (2015). Exploring the process of institutional configurations during economic transition– Insights from Uzbekistan. *Working Paper No. 2015/09*, FORE School of Management, New Delhi.

Prof. Anita Tripathy Lal

Prof. Anita Tripathy Lal was invited by the Indian Coast Guard to conduct as special session on "Effective Communication for Media Management" to the senior officials on May 21, 2015 at New Delhi.

Prof. Anita Tripathy Lal conducted a half day Communication workshop on Business Etiquette & Written Communication for the staff members of FORE on May 14, 2015.

Prof. Anupam Narula

Narula, Anupam (2015). An insight into Uzbekistan's cotton textile industry. *Working Paper No. 2015/06*, FORE School of Management, New Delhi.

Narula, Anupam (2015). Changing buying behavior of global consumers: A caselet of Italian consumers. *Working Paper No.*

2015/07, FORE School of Management, New Delhi.

Narula, Anupam (2015). Global e-business models for innovative marketing practices: A caselet of eBay, Amazon and Groupon. *Working Paper No. 2015/10*, FORE School of Management, New Delhi.

Reviewed research paper titled "Service Quality Indirectly Influences Customer Loyalty via Customer Satisfaction in Financial services" for *Rajagiri Management Journal*, Cochin.

Prof. Asif Zameer

Zameer, A., & Devasagayam, P.R. (2015). Cognitive dissonance and buyers' coping mechanisms: A comparative study US and Indian consumers. Published online *International Journal of Business Administration*, www.sciedu.ca/journal/index.php/ijba/issue/view/333

Zameer, A. (2015). Italian luxury brands in India: Opportunities and challenges. *Abhigyan*, 33 (1), 1-11.

Book review published in *Abhigyan*, Vol 33, No.1(April-June 2015), book titled *Logistics management* by Ganapathi, S.L. and Nandi, S.K., Oxford University Press, 2015.

Prof. Faisal Ahmed

Prof. Faisal Ahmed was invited as a Resource Person to lecture on "India-China: Possibilities and Impossibilities" at Jaipuria Institute of Management, Jaipur on April 28, 2015. It was part of a 2-day Faculty Development Programme (FDP) conducted by academic from John Hopkins School of Advanced International Studies, HNC, Nanjing, China during April 27-28.

Prof. Faisal Ahmed was invited as a Resource Person to lecture on "Case Study Research Method" on May 25, 2015 in a 10-day Training Programme on Research Methodology (May 18-27) organized by the Department of Economics, J.N. Vyas University, Jodhpur.

Prof. Freda Swaminathan

Presented a paper titled "A study on the dimensions cultural values in contemporary Indian advertising - A consumer perspective" at the *International Journal of Arts & Science – International Conference for Academic Disciplines*, Vienna, Austria during April 19- 23, 2015.

Prof. Himanshu Joshi

Book review published in *Abhigyan*, Vol 32, No.4 (January-March 2015), book titled *Social Research Methods* (4th

edition) by Alan Bryman, Oxford University Press, 2012.

Prof. Hitesh Arora

Book review published in *Abhigyan*, Vol 32, No.4 (January-March 2015), book titled *Leadership lessons from the military*, by Dheeraj Sharma, Sage Publication India Private Limited, 2014.

Arora, Hitesh (2015, July 4) Higher education for women empowerment. *Daily Excelsior*, (Jammu) <http://epaper.dailyexcelsior.com/?id=MzU0MjA=>

Prof. Jitendra K. Das

Das, Jitendra, K. (2015, May 29). Net neutrality. *Haribhoomi*, (Chhattisgarh) p.8.

Das, Jitendra, K. (2015, May 4). Make in India. *Ranchi Express*, p. 8.

Interview of Dr. Jitendra K. Das was published in *Governance Today*, May 2015, Vol. 01, Issue 08, Pg. 58.

Prof. Mohit Anand

Anand, Mohit., & Belhoste, Nathalie (2015). Formation du client dans les stratégies de développement des multinationales dans les marchés émergents: le cas de l'assurance en Inde. *Economies et Sociétés*, 16 (3) ,449-472.

Anand, Mohit (2015). MallassuranceTM - Case of innovative insurance marketing and distribution channel. *Working Paper No. 2015/04*, FORE School of Management, New Delhi.

Prof. Mohita Sharma

Presented a paper titled "Creating Bio – Diesel Value Chain for Indian Railway" at the *International Purchasing and Supply Education and Research Association (IPSERA)*, Amsterdam, Netherlands, during March 29 – April 1, 2015.

Delivered a lecture in the COSCR Seminar Series at Leeds University Business School, U.K, titled "Challenges of Sustainable Operations in Emerging Economy: Special Focus on India" on June 4, 2015.

Prof. Prachi Bhatt

Bhatt, Prachi., & Jain, Neetu (2015). Employment preferences of job applicants: Unfolding employer branding determinants. *Journal of Management Development*, 34 (6) 634 – 652 ('B' Category).

Pof. Reeta Raina

Presented a paper titled "Non verbal communication practices

in Rome" at the International Journal of Arts & Science – *International Conference for Academic Disciplines*, Spain during June 23- 26, 2015.

Raina, Reeta (2015). Exploring the Correlation between effective communication and organizational effectiveness in relation to Indian Automotive Sector. *Working Paper No. 2015/05*, FORE School of Management, New Delhi.

Prof. Shallini Taneja

Taneja, Shallini (2015). Corporate social responsibility practices in Italian companies: An exploratory study. *Working Paper No. 2015/08*, FORE School of Management, New Delhi.

Prof. Vinay Dutta

Dutta, Vinay (2015, February-March). Thumb rules-when they work and when they don't, *Financial Planning Journal*.

Invited as External expert in the interview committee for promotion of AGM to DGM of Punjab National Bank during April 7-11, 2015. Other members on the interview committee included-Mr Gauri Shankar, Managing Director and CEO of PNB; Mr. K. V. Brahmaji Rao, ED, PNB; Dr Ram S. Sangapure, ED, PNB and Mr Ravi Chatterjee, Ex-ED, Syndicate Bank.

Invited as External expert in the interview committee for promotion of Chief Managers to AGMs of Punjab National Bank during April 21-25. Other members on the interview committee included ED and GMs of PNB and Ex-ED of Indian Overseas Bank.

Staff Column

Dr. Rajesh Kr. Bhardwaj (Librarian)

Paper presented and published in the proceedings on "Print Books Vs Digital Books: Challenge for Change Management in Libraries" at the 60th *ILA International Conference* organised at Punjab University Chandigarh during April 8-10, 2015, p770-776. Co-chaired a technical session of the same conference. Also edited the conference proceedings.

Being the organising secretary of ASIALA 2015, organised a one day Seminar on "Managing Knowledge and Learning Resources: Repositioning Libraries in Virtual Era" jointly organised by the Asian Library Association and Delhi Technological University at Library Conference Hall, DTU Campus on May 16, 2015. Chaired a technical session on "Advance Technologies, Tools and Trends in Libraries" of the same conference.

Welcome to FORE Family

Prof. Nikunj Kumar Jain, FPM (IIM Indore); B.Tech (MANIT, Bhopal).



Prof. Nikunj Kumar Jain has three years of cross-functional industrial experience in green field Bharat Oman Refineries Ltd. Bina (M.P.) (BORL, a joint venture between Bharat Petroleum Corporation Ltd and Oman Oil SAOC, Sultanate of

Oman) in the areas of Project Management with exposure to Commissioning; Operations and Maintenance of Power Plants; Procurement and Inventory Management, Warehouse and Store Management, Contract Management, Vendor Management etc. He has presented several research papers in National and International Conferences. He has published research papers in National and International Journals and has also published a case study in Asian Journal of Management Cases. His research interest areas include Retail Operations, Logistics and Supply Chain Management, Game Theory Applications in Supply Chain Management, Big Data Analytics, Mathematical Modelling and Optimization of Real Life Problems.

Prof. Anshul Jain, FPM (MDI, Finance), PGDM (IIML), B.Tech (IITD, EE).



Prof. Jain is a published author in International Journals of repute and has presented papers in various National & International Conferences. Apart from research, he takes an active interest in developing cases for management

education. He has published with Richard Ivey Business Publishing and Harvard Business School Publishing. Prof. Jain taught at IIM Kashipur prior to joining FSM. He has also worked in and consulted for one of India's leading Private Banks in the field of derivatives pricing.

His research and consulting interest areas are Financial Market Microstructure, Financial Derivatives & Risk Management and Derivatives Pricing.

Prof. Ashok Kumar Harnal, M.Phil (Punjab University), MA (Economics) and Diploma in Project Management (Punjabi University); B-Tech(IIT,Delhi).



Prof. Ashok Kumar is an expert in open-source systems and especially in implementing Big Data Systems such as Hortonworks and Cloudera. He participated in numerous machine learning competitions with real world data in areas of

business, environment, marketing and advertisement. He writes a popular blog on Big Data and Data Analytics (<https://ashokharnal.wordpress.com/>). He has conceived, planned & implemented in Defence Estates three country-wide information systems: Raksha Bhoomi to computerize land records; Knowledge Management of land-title related files/maps in all Defence Estates offices; and Setting up of a Disaster Management organization, Archival Unit and Resource Center, at Delhi for safe storage of land-title related records in paper, digital & microfilm forms. His areas of research are Big Data and Data Analytics, Knowledge Management Systems and Computerisation of land records.

Prof. Divesh Kumar, Ph. D (Thesis submitted) IIT Roorkee; MBA (Madan Mohan Malviya Engineering College, Gorakhpur); BSc- MJP (Rohillkahnd University, Barielly).



Prof. Divesh Kumar has experience of Two years in the academics where he has worked as faculty (Marketing) with ICFAI group. He has qualified UGC NET (JRF) in June 2009. He has presented his research work in prestigious

national and international conferences in India as well as in abroad. His papers are published in well reputed and indexed international journals. He has also won Highly Commended award for Emerald IMA South Asian Management Research Fund Award (2013) of 500 Euro for the project "Problems and prospects of compost marketing in Uttarakhand". His research interest include: Sustainability marketing strategies, Sustainable supply chain, survey based research and MCDM.

International Immersion Programme - Hong Kong



Mr. R. C Sharma (President, FORE), faculty and students at the Hong Kong Polytechnic University

The International Immersion Program at FORE, aimed at exposing students to the academic and industry background at an international level, was scheduled from March 29 to April 4 in Hong Kong.

Hong Kong gave many memories to all 110 students who took off at the night of March 28, 2015. It was the much awaited journey that people had waited for a year post joining college. Upon reaching, the local tour guides fascinated everyone with his different accent and weird name. After having breakfast and checking into hotels, the group headed to a boat ride at the Aberdeen Harbor. It was a refreshing start to the excitement filled places yet to be explored, the next one being Madame Tussades Wax Statue Museum.

On the second day, everyone headed to the purpose of visit- The Hong Kong Polytechnic University, which with its large campus and amazing infrastructure, left students in awe. The first day at the university went smooth with the professor delivering lecture with a different accent and giving a quiz at the end of the class, a trend that continued for the next 4 days. It was quite informative to know about the financial aspects of economy of Hong Kong. On the second and third day, classes continued with all kinds of information regarding the business environment in Hong Kong and China being shared.

As the fourth day began, it was time to pack bags for a new country- China. An industrial visit to Shenzhen city, which was scheduled for enhancing knowledge of students by showing

them the overall working of a company, was a great learning experience. Everyone came to know how manufacturing in the company happens.

A day before leaving Hong Kong, everyone was taken to the Hong Kong Science Park, for attending a presentation in CREE (a company manufacturing LED lights) and a visit to the IT Park. Various fascinating inputs regarding technology were gained by everyone. The evening was free for everyone to do shopping or to go anywhere they wanted.

Apart from the academic front, the institute had also organized for trips to Hong Kong Disneyland and Ocean Park, which gave students an experience of lifetime. From the actually hair raising rollercoaster 'Hair Raiser' to the serene ocean life captured with sheer naturalness, Ocean Park had it all. Disneyland was a world in itself. Fantasies came almost true with the reel life characters of cartoons in the most natural form coming to meet everyone-in form of 6-D cinema, rides, games and what not. Also, everyone visited the Buddha Monastery and further went for shopping to relax themselves. The amazing trip came to an end when everyone reached the airport after the enthralling 5 km long cable car ride. Everyone was tired yet satisfied with the eventful week. With the flight that took off in the evening, everyone left behind the city which probably gave many, one of the best experiences of their lives, both in terms of learning as well as fun, that they'll remember years and years hence.



Mr. R. C. Sharma (President, FORE) addressing the audience at The Hong Kong Polytechnic University



Students at a picnic spot during IIP- Hong Kong

International Immersion Programme- Singapore



Faculty and students at Nanyang Business School - Singapore

It was on March 28, 2015, Singapore Airlines flew with FMG - 23 Section C and IMG 8 batch for one of the best journeys of their MBA life. 120 students, 7 days, a dreamy island was a perfect concoction for celebrating the end of first year of MBA. International Immersion Program with Nanyang Technological University was one of the best educational experience for the students.

The tour was very well organized with a fixed time table that had the perfect balance of learning and fun. Prof. A.K.Puri, Prof. Rakhi Tripathi, Prof. Shallini Taneja, Prof. Anupam Narula, Prof. Rajneesh Chauhan and Prof. Muqbil Burhan accompanied the students in this educational trip.

The day we landed, it was the funeral for Lee Kuan Yew, the founding father of Singapore. The entire city was under a deep mourning and hundreds and thousands of people had come out on the roads to witness the funeral procession. One of the best things about the citizens of Singapore was that

they have a huge sense of belonging to their country. Everybody from the university professors to the local cab driver was proud to be a part of Singapore.

The professors at the NTU helped us as MBA students to broaden our horizon to the workings of another economy. The lecture on "Sun Si Bingfa (Art of War)" made us look at marketing from a different set of glasses all together. We were made to see how an island which has no water for its masses rose up to the challenge and created its own source of water. The hosts at NTU had arranged a one day tour to NEWater which showed us how, the process of Water Management actually takes place in Singapore and how they had tackled their scarcity of water.

All the tours that were arranged for the students were spectacular and the best being the day at Universal Studios. From the mummy ride to entering the world of transformers, each and every ride was a mind blowing experience for all.



Faculty with students at Cloud Forest - Singapore



Faculty with students at the Universal Studio - Singapore

Entrepreneur and the Support Systems Seminar



Mr. Choudhary, Mr. Tandon and Mr. Sabharwal with Prof. Anita T. Lal Centre for Entrepreneurship Development conducted "Entrepreneurs and the Support Systems" seminar on March 16, 2014 at FORE School of Management.

Prof. Anita T. Lal, Prof-in-charge CED welcomed the esteemed panel members of the seminar and spoke about the CED activities at FORE. Then seminar chair Mr. Ajay Tandon (Director Citiventures-Seminar Chair) took the seminar forward by highlighting the importance of different support systems in the life of an entrepreneur like motivation, family, mentors and Venture Capitalists.

The first speaker was Ms. Anju Shrivastav (Founder WinGreens). She narrated her story how after 25 years of corporate experience in the advertisement world, she started working for the less privileged section of the society and was yet able to make it a profitable venture.

She shared her experiences of dealing and working with people from rural areas and how she worked for years to train the unskilled landless labours into productive skilled labours producing various flavours of dips for her company WinGreens. At the same time, she was able to empower women and provide wages above the minimum level for all her employees in these areas.

Mr. Kuldeep Choudhary, the second speaker was the founder and owner of Moriya productions. He is also the Co-Founder of NGO India Vidyarthi which works for the less privileged kids of the society. In year 2013 he started an NGO to support the less privileged kids and to motivate the young minds of India in "How to overcome your Failures during Corporate Life". He delivered a very powerful and impacting inspirational speech to budding entrepreneurs stressing on how should one tackle the biggest failures of their lives and move on by having the right attitude of never giving up. He shared his personal story of how he faced the biggest failure of his life where his social image had gone for a toss and how he turned things around and recovered from the situation only by having the right attitude.

Finally came the Foreian, Mr. Sandeep Sabharwal Managing Partner & Promoter of SLCM since 1996. He has been



Ms. Anju Shrivastav (right) interacting with students instrumental in establishing SLCM as a professional Agri-Logistics Group specializing in post harvest services.

Mr. Sandeep talked about his concept of 4 T's i.e. Trauma, Transition, Team, and Target, which are the most important support systems in an entrepreneur's journey. He focused on the fact that how these 4 T's act as a cycle of events in an entrepreneur's life that lead him to new targets and goals. He also talked about the fact that "Entrepreneur can never be satisfied" and it is this dissatisfaction that leads him to newer heights.

The seminar became very invigorating as Mr. Tandon kept on connecting the discussions with meaningful insights on funding. The seminar witnessed a huge appraisal by audience and ended with the summing up and vote of thanks by Prof. Anita T. Lal.

Delphi- Student Consultancy Club (New Committee of Students' Council)

Consultancy is a world class source of knowledge and expertise. Delphi – The consulting club is the new pillar of Student's Council team which will represent the consulting minds of FORE School of Management. The main purpose of founding this team was to inculcate the mindset of consultancy within the students. The team would be looking to provide access to the best possible resources that would enable students in their preparation for careers in management consulting and strategy. In order to enhance, the overall understanding of fields in consultancy, Delphi would be involved in bringing the representatives from the industry through various types of events. Delphi has started its interaction with the alums of FORE in leading firms and encouraging them to have real life discussion about the kind of problems they face in the industry with the students. They will be sending out cases to the students and will be involved in getting them into a problem solving mode.

FORE School of Management Management Development Programmes



Participants of an MDP with faculty

FORE School of Management conducted following 3 open programmes at its Campus at New Delhi during April – June, 2015.

1. Spreadsheet Modeling for Financial Analysis conducted by Prof. Himanshu Joshi during May 18-19, 2015.
2. Business Operations and Strategy Simulation (BOSS) conducted by Prof. Mohit Anand and Mr. Saurabh Grover during May 21-22, 2015.
3. Project Finance – Funding & Appraisal conducted by Prof. A.K. Puri during June 22-23, 2015.

A total of 14 participants attended these programmes. Some of the well known companies which participated in these programmes included: Container Corporation of India, National Power Training Institute, Heavy Engineering Corporation, SAIL, Rural Electrification Corp., Mahanadi Coalfields, Wave Infratech, Canara Bank and Kerala State Planning Board etc.

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

1. "Driving Operational Efficiency through Finance" for Neon Skills & Professional Dev. Pvt. Ltd. conducted by Prof. A.K. Puri on April 7, 2015 at New Delhi.
2. "Corporate Governance" for Airports Authority of India conducted by Prof. Mohita G. Sharma on April 7-10, 2015 at New Delhi.
3. "Team Building and Conflict Management" for Petronet LNG conducted by Prof. Sanghamitra Buddhapriya on April 17-18, 2015 at Dahej Terminal, Gujarat.
4. "Effective Team Integration: Foundation for Change" for Petronet LNG conducted by Prof. Neeraj Kumar on April 23-24, 2015 at Dahej Terminal, Gujarat.
5. "Plan Better : Deliver Best" for Engineers India Limited

conducted by Prof. Neeraj Kumar on May 20-21, 2015 at Gurgaon.

6. "Finance for Non-Finance" for Neon Skills & Professional Dev. Pvt. Ltd. conducted by Prof. A.K. Puri on May 25, 2015 at Hyderabad.
7. "Emotional Intelligence" for Power Grid Corporation conducted by Prof. Sanghamitra Buddhapriya on May 25-27, 2015 at Jammu.
8. "Superannuation Planning" for Oil India conducted by Prof. Vinay Dutta on June 3-4, 2015 at Duliagan, Assam.
9. "Superannuation Planning" for Engineers India Limited conducted by Prof. Vinay Dutta on June 10-11, 2015 at Gurgaon.
10. "Managerial Leadership & Team Building" for ITD Cementation India Ltd. conducted by Prof. Sanghamitra Buddhapriya on June 17-19, 2015 at Mumbai.
11. "Managerial Leadership & Conflict Resolution" for ONGC Mangalore Petrochemicals conducted by Prof. Prachi Bhatt on June 29-30, 2015 at Mangalore.

FORE also conducted following Faculty Development programmes (FDPs) during this period :-

1. "Psychometric Testing and Applications" conducted by Prof. Sanghamitra Buddhapriya and Prof. Prachi Bhatt during May 7-8, 2015.
2. "Advances in Finance" conducted by Prof. Vinay Dutta and Prof. A.K. Puri during May 14-15, 2015.
3. "SPSS and Research Methods" conducted by Prof. Sumeet Kaur during May 21-22, 2015.
4. "Multivariate Data Analysis" conducted by Prof. Sumeet Kaur during May 28-29, 2015

A total of 41 participants attended those Faculty Development Programmes.

Summer Internship Experiences

Rohit Kakria

Asian Paints



For a person who is inclined towards Sales and Marketing, landing the number one company in the paint segment, Asian paints, and that too on the first day of the SIP process was an amazing opportunity and a tremendous confidence booster. They also offered a

hefty stipend which added to my enthusiasm and vigour.

The project given was a real life market situation they are dealing with and they expected a thorough research and proper implementation from the interns. The insight from the managers in Asian Paints and their guidance makes you understand the project with all parameters defined clearly. The thing I appreciated the most, was the opportunity to handle the project independently under suitable guidance.

Market visits were an eye opener. I could compare the theoretical aspect of Kotler with the practicality of the real world. The interviews with clients and the dealers revealed how diversified the market is and how one has to reach a common consensus to satisfy each consumer.

Abhishek Tyagi

United Biscuits



Summer Internship is supposed to be a one of the high points of PGDM degree, and I am glad I did it in an organization which proved the supposition.

A year back, it would have been difficult for me to imagine myself doing hardcore sales at retail shops and selling biscuits across a complete city. On my first day as an intern in United biscuits in Jaipur, while I was expecting a little orientation and briefing session, I was directly sent with a salesman to analyze the market and do sales. At the end of the day, I felt I knew a lot. Visiting more than 40 retail outlets every day became normal by the end of first week.

I was lucky enough to get a great mentor who made sure to challenge me with new things. My project was extended to institutional and corporate sales, wherein I visited 5 star hotels

and approached their purchase managers for initiating supply.

By the end of two months, I was able to meet expectations of my mentor and most importantly, my own self. The experience has sure made me more confident to approach people, negotiate and take up new challenges that come my way. It was a great learning experience which I will utilize in all my future endeavors.

Shrey Bhardwaj

Ideal Cellular Ltd.



I did my summer internship in Idea Cellular Limited in the vertical of Sales & Distribution. Being a fresher, the two months of summer internship helped me in understanding the corporate structure of a big company. I also conducted a lot of field work as part of my

project. It helped me understand and apply several concepts that I had learnt in my marketing management courses. I gathered several insights in the B2B marketing field. There was a lot to learn from my industry mentors and they guided me throughout the project. The experience of the corporate culture was fresh and exciting. It helped in understanding how the hierarchy functions.

The exposure has helped me generate a keen interest in this field and I find the classrooms much more interesting as I can relate them to my work. In essence, this summer internship programme has helped me grow as an individual which will serve me well in the future.

Snehashish Chowdhary

Hector Beverages



10 full months had passed since I had last worked for an organisation. I had embraced this new life and this new life had engulfed me. So when I did return to New Delhi from Singapore; after the most unforgettable week of my life at

FORE; I was both nervous and excited. I was joining one of India's most recognized start-ups as a summer intern from a reputable institution. The next 9 weeks were nothing short of

the best adventure of my life. I was a part of a very small organisation with the freedom to act as per my wishes but also with the responsibility of leaving the business in slightly better shape than in which it was given to me. During these 9 weeks whatever I learnt is almost tenfold of what I had learnt in the past 3-4 years. No book, journal or case study can teach you what the market can teach you in a few days. For an aspiring manager to be a part of all aspects of business from production to the point where money changes hands is a dream opportunity, for these 9 weeks I have lived the dream. An internship in sales darkens the skin tone, ruins a couple of expensive shirts but what it develops are tacit skills, the ability to handle pressure and keep a cool head in the most harsh circumstances. It gives me immense pride and a sense of satisfaction to say that I was able to deliver what was expected of me by the company and I feel that I have gained a lot from this opportunity that was given to me.

Sarabjeet Singh Rajpal

KPMG



My summer internship in the Management Consulting division of KPMG has been a great learning experience. I got the opportunity to work on a very strategic project for KPMG and imbibe the consulting culture that persists in Big 4 companies. I got to learn a lot

from my peers and my mentors, and got insights into the practicality of theoretical concepts that I had been studying over the past one year. The people at KPMG were very friendly and cooperative, with high levels of professionalism. These two months have given me a fairly rich experience of the corporate world.

Sayantana Mitra

Darashaw



Not everything in life goes the way one wants it to be. I feel privileged to have got an opportunity that I always wanted. A profile in finance in the financial capital of the country, Mumbai was all I had dreamt for but had never believed would become a reality, someday.

I am an intern at Darashaw and Co. Pvt. Ltd., pioneers in India in the field of retirement benefit industry. It is one of the oldest companies operating in India in this space and is a family owned business.

To add to the well-known verse that Bombay never sleeps, it is also a city where almost everyone breathes finance. From footpaths to the lifts, buses to trains, all topics of discussion rests around finance. Darashaw also boasts a similar culture. Being a core finance company operating in a niche domain, it comprises a compact yet extremely efficient set of professionals. While some manage portfolios, others advise clients; while some sell products others arrange issues. But at the end of the day, all the departments are inter-linked and all strive for one common goal.

“One goes through school, college, medical school and one's internship learning little or nothing about goodness but a good deal about success.” –Ashley Montagu

Ishana Singh

Tata Motors



My internship at Tata Motors was an enriching experience as I not only got to be associated with a huge name like Tata, but also got to explore a wonderful new city i.e. Mumbai. Tata Motors gave me the opportunity to get into the

shoes of an actual employee and experience what 'real' work is like. It involved assignments which actually facilitate the day to day working of the organisation. Therefore I am learnt how to be accountable and responsible for each and every action of mine. My assigned mentor keenly looked into my interests and gave me multiple projects which were aligned to my skill set. She motivated me from time to time and that kept me going really well. I had the liberty to expand the horizons of my imagination as I thought of new and exciting ways to implement the already existing initiatives under Campus Engagement and Employer Branding(My department) and I also got to think of new ways to strengthen ties with the college fraternity. All in all it balanced out whilst I stumbled in and out of my comfort zone, and I looked forward to each day with new found enthusiasm and vigour.

Anubhuti Abstracts



Mr. Mandeep Singh during the question-answer session of Anubhuti

The Corporate Interaction Division commenced the first Anubhuti session of the year for the budding first years. The

speaker, Mr. Mandeep Singh, the General Manager of Brandtone, India presided over the event.

Mr. Singh started the session by elucidating upon the potential of mobile marketing. He explained how challenging it is to market any product in India as it is highly diverse in every sense. He suggested that one should think like a doctor before formulating the marketing strategy for any product or service. Subsequently, he spoke about the limitations of conventional marketing tools in the rural areas of our country. He felt that harnessing mobile marketing strategies would prove to be very beneficial in these areas.

He also shared his experience of successful marketing campaigns carried out in rural areas with mobile marketing strategies. He gave a detailed explanation upon how these strategies were implemented. Moreover, he shed light on how such techniques can help counter a competitor's strategy.

Students' Council (2015-2016)

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