

FOREprints

The Newsletter of FORE School of Management, New Delhi
Private Circulation Only



Message from Director



One of the recent bills reintroduced by the US Congress aims to tighten the existing H1B visa norms that has shaken the Indian IT industry. These amendments to the visa norms are in line with President Donald Trump's "America First" strategy that would potentially jeopardizes a good number of the IT sector jobs which are currently outsourced to India.

The US is the most important market for India's \$110-billion IT services export industry. Some of the worst hit by this new bill will be Indian companies such as Infosys, TCS, and Wipro who together have around 3.5 million employees on their payrolls. Besides Indian companies, global giants, such as, Apple, Facebook, Google, Accenture, Microsoft, etc. who use the H1B visa to hire non-Americans would also be severely impacted. While this has prompted India to raise the concerns of its IT industry with the Donald Trump administration, the American firms are also equally concerned as their costs of service delivery in the absence of their H1B Visa enabled employees will shoot up.

So, could there be any beneficial outcome of this crisis as far as India is concerned? If the cards are played right, then yes! Considering that today a lot of business activities can be in a virtual mode and on the 'cloud', India must look at this H1B Visa issue as a boon in disguise.

Considering our capabilities, India should not be lobbying with the US or any other government to take our highly trained human assets out of India, who have the potential to be the engines of economic growth and prosperity in our-own country. The government of India should rather seriously attempt having a plan to build a new India by recreating an environment that has been fostered in the US. India will do well to, for example create an Indian 'silicon valley'. The task will not be easy, but who says achievements are attained easily. A virtuous cycle in the IT sector linked with all other sectors of the economy needs to be nurtured with the objective to make India a global powerhouse hub to provide IT services the world over.

In the recently held India Today conclave in Mumbai, Reliance Industries Ltd (RIL) chairman Mukesh Ambani echoed a similar sentiment. In his address, he said that "It's high time that our brightest and the best work for the benefit of India and Indians", "By whatever fate they are brought back to this country, they can help improve the lives of 1.3 billion citizens and put together a new developmental model...there cannot be a better blessing in disguise than that." Mr. Ambani also said there is a need to retain data generated domestically within the country as "Keeping our data onshore will ensure that talent, technology, know-how and investments will flow into the country rather than flow out, and will create more jobs for us" and urged the government to start a 'Keep in India' initiative for this.

Editor's Desk



Today the world is at a very interesting point in its history not only in terms of changes taking place in global political and economic power but also in terms of extensive use of technology in the business world. Technology has opened level playing field all across the world through its innovative products, social media being one of the most prominent among them. Social media, although a relatively recent phenomenon, is becoming an increasingly important part of any business's marketing and client base development platform that facilitates two-way communication between a company and its stakeholders. The perception of the 'GFT - The Big 3' (Google Plus, Facebook and Twitter) is truly becoming a must for any business seeking to build sustainable customer relationships. The real-time online connections with existing and potential customers, not only conveys the company's information but also creates positive word-of-mouth that is exponentially broadcasted across a social network. However the innovation cycles based on technology are extremely short due to technological acceleration and businesses have to keep innovating to compete in the market. This has brought to the fore front the demand for creative individuals who can tap this opportunity. Students, you can be creative in your work as a manager if you use your abilities and skills imbibed in your life. Be creative. Be innovative. Be convinced about your abilities. All the Best!

Dr. Hitesh Arora

Student Editor



Just like the last two years, the past three months were nothing short of campus bustling with activities. FORE School of Management organized a book release event for its special book on "Vietnam: The Emerging Asian Star from a War-Stricken Nation", which was attended by His Excellency H. E. Dr. Ton Sinh Thanh Ambassador of Vietnam to India, Nepal and Bhutan, along with various other international forums and summits in which the college participated. The student council was occupied by conducting marketing conclaves, corporate seminars and social responsibility events. Writing the student editor's note for the last time brings a lot of nostalgia along with it. Looking back over the period of two years being a part of FOREprints has been one of the fondest memories for which I am very grateful to the college and the editorial team. With immense gratitude to my team members I present you the latest edition of FOREprints.

Dimple Anand

If India could develop its own navigation technology, that was an outcome of a US ban on India since 1996, which is the core of, now famous, satellite launches by India as well as the making of the very much Indian fighter jets, it is proof enough that India has the potential to cover the extra mile to meet a challenge.

The Indian IT services companies need to play their part in this process, and could work towards finding strategic ways of bringing more work to India - suitable to national priorities and availability of resources. Thus, instead of encouraging the exodus of the highly-trained Indians to foreign shores, they should be persuaded to become part of the badly needed economic, social and cultural resurgence in the country. Let us look forward to the emergence of an Indian Silicon Valley.

Dr. Jitendra Das

Book Launch Event



His Excellency H.E. Dr. Ton SinhThanh Ambassador of Vietnam to India, Nepal and Bhutan lighting the lamp along with Dr. Jitendra Das and Dr. Hitesh Arora

FORE School of Management organized a book release event for its special book on “*Vietnam: The Emerging Asian Star from a War-Stricken Nation*” published by Bloomsbury containing 11 articles on February 7, 2017 at its campus.

The faculty of FORE School of Management visited Vietnam (Ho Chi Minh City) in September 26-29, 2015 as part of its annual Faculty Development Programme (FDP). During the FDP, the FORE faculty members interacted with the faculty of the University of Economics and University of Economics and Law, Ho Chi Minh City and discussed various issues ranging from the Vietnamese economy to trade, travel and education. Deliberations in FDP generated lot of interest in Vietnamese business environment among the participants. CEOs of Indian origin from top MNCs in Vietnam viz Standard Chartered Bank, Prudential Finance, Kimberly Clarke and Mondelez International held a highly informative and inspiring session with the participants on potential and prospects of business in Vietnam.

The book ‘*Vietnam: The Emerging Asian Star from a War-Stricken Nation*’ is an outcome of the learning from fruitful interactive session of FORE faculty in Vietnam. These articles are a fine integration of different perspectives on Vietnam. The book has been printed and published by Bloomsbury India Ltd. Dr. Jitendra Das and Dr. Hitesh Arora are editors of this book. The Foreword of the book has been penned by H.E. Dr. Ton SinhThanh Ambassador of Vietnam to India, Nepal and Bhutan.



Faculty, students and guests during the book launch



His Excellency H.E. Dr. Ton Sinh Thanh Ambassador of Vietnam to India, Nepal and Bhutan releasing the book along with Dr. Jitendra Das and Dr. Hitesh Arora

The most suitable personality for releasing this book was none other than His Excellency H. E. Dr. Ton SinhThanh Ambassador of Vietnam to India. Accordingly his excellency was requested to kindly preside the event and launch the book. He was kind enough to accept the invitation and the book was formally released by His Excellency H.E. Dr. Ton SinhThanh Ambassador of Vietnam to India, Nepal and Bhutan on February 7, 2017. Dr. Jitendra Das, Director- FORE and Dr. Hitesh Arora, Prof.-in-charge Academic Services, shared the dais with the chief guest.

The Director-FORE, Dr. Jitendra Das, welcomed the Chief Guest and presented a brief of the articles written in the book.

His Excellency Dr. Ton SinhThanh, Ambassador of Vietnam to India, Nepal and Bhutan was delighted to release the book and deeply valued the contribution made by FORE faculty members. He talked highly of the relationship between India and Vietnam and how they can leverage it through different trade and mutual understandings.

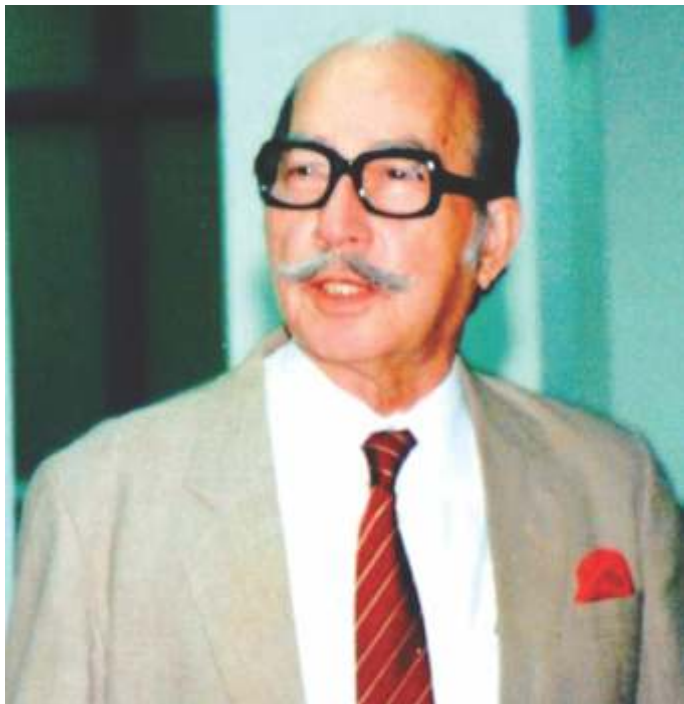
At the end of the event, Dr. Hitesh Arora, Prof.-in-charge Academic Services FORE School of Management, proposed vote of thanks.

The Book lunch event finally drew to a close with the singing of National Anthem. This was followed by a get together and High Tea in pragra hall.



Ms. Tanvi Jaipurkar compering the book launch event

We Remember Col. (Dr) S. P Wahi.



On February 13, 2017 FORE lost one of its founder Director Col. (Dr) S. P Wahi . He left to heavenly abode after a very short illness. We salute the memory of an exceptional man, known for his strength and his noble engagements which are far reaching.

During his illustrious career, Col. Wahi has held several prestigious positions including the Chairman of the Oil and Natural Gas Commission (ONGC - 1981-1989), Chairman & Managing Director of the Cement Corporation of India (CCI), Chairman Bharat Ophthalmic Glass Ltd. and the Chairman of the Standing Committee of Public Enterprises (SCOPE). In addition to these, he held senior executive positions in Bharat Heavy Electrical Limited (BHEL), Bokaro Steel Plant, Heavy Vehicles Factory and served on the Executive Board of several other Public and Private Sector organizations to include HEC and Mishra Dhatu Nigham, Malabar Cement Limited and UP Cement. He was a member of the Public Enterprises Selection Board and on the Board of the Governing Body of the Council of Scientific and Industrial Research, on Governing Boards of Administrative Staff College Hyderabad, Indian Institute of Management Calcutta, Indian Institute of Technology Delhi and on the Board of Foundation for Organizational Research and Education. He has also served earlier as Chairman on the Board of NITIE, National Institute of Industrial Engineering, Mumbai.

In recognition of his outstanding contribution to the oil sector in India, Col. Wahi was awarded the Padma Bhushan, a National award in 1987 by the President of India. He was given Life Time Achievement Award for his contribution in the Upstream Oil Sector by PETROTECH Society, India, in January 2007. In March 2015, Col. Wahi received Urja Award in recognition of his outstanding contribution to Indian Oil and Gas Industry. The Award was presented by Finance Minister, Shri Arun Jaitley.

In addition, he is recipient of following awards:

- Giant International Award (1989).
- Indian Geophysical Union Silver Jubilee Award (1989).
- Institute of Technology, Banaras Hindu University Alumni Life Time Achievement Award (2008).
- Life Time Achievement Award by Bureaucracy Today, jury headed by Mr. T KANair, Advisor to the Prime Minister (2013).
- India Power Awards Lifetime Achievement Award (Contribution to the Energy Sector) (2013).
- Indian National Academy of Engineering - Life Time Contribution Award in Engineering (2013).
- Global Excellence Award in Petroleum Sector (2014).

Col. Wahi earned his engineering degree in Electrical and Mechanical Engineering from the reputed Banaras Hindu University. In recognition of his distinguished contributions to Science and Technology he was conferred honorary doctorates by several leading institutes to include the Indian School of Mines (Doctorate of Science - 1985), Roorkee University (Doctorate of Engineering - 1987) and the Banaras Hindu University (Doctorate of Science - 1989). Additionally, Col. Wahi has Fellowships to the British Institute of Management, Institute of Engineers, All India Management Association, Indian National Academy of Engineering and Institute of Mechanical Engineers.

The book **“Leading from the Front from Army to Corporate World”** authored by Col. Wahi has been accepted as a resource book on **leadership Development** by Management Institutes and Corporate World.

He also served as member of Public Enterprises Selection Board, the President of the Indian Golf Union, President of the Public Sector Sports Control Board and Chairman of the Sports Improvement Development Commission of the Indian Olympic Association.

Since the inception of FORE, he was actively involved and contributed enormously towards the growth and development of FORE and FORE School of Management. He will be remembered as an extra ordinary leader and humble person he was, for his intellectual strength and for his strong and genuine conviction and ability to engage people.

The memory of his brilliant leadership will, however, remain as a source of inspiration and encouragement to all his colleagues, faculty, employees and others. His death has left an abyss among the ranks of leaders, but he leaves behind a solid foundation for others to build upon.

The Management, Faculty, Staff, Students and alumni of FORE mourn at the sad demise of Col. (Dr.) S. P. Wahi and remember the services rendered by him in building the institute. The example of his leadership and his accomplishments will remain as a lasting legacy for all of us, and especially for all other organisations for whom he worked so hard.

“The best and most beautiful things in the world cannot be seen, nor touched, but are felt in the heart.” Helen Keller

Indo-Singapore Business & Social Forum 2017 - Eradication of Malnutrition 2030 & Asia's Greatest Brands & Leaders 2016 - Pride of Asia



Dr. Jitendra Das, addressing at Indo-Singapore Business & Social Forum 2017

FORE School of Management in association with The URS Media Consulting P. L. has organized the “Indo-Singapore Business & Social Forum 2017- Eradication of Malnutrition 2030 & Asia's Greatest Brands & Leaders 2016” on January 24, 2017 at Hotel Marina Bay Sands, Singapore. FORE was Academic Partner in this event. More than 300 delegates from Industry and Academia participated in this summit. The magnificent event highlighted by the presence of top diplomatic dignitaries from several countries.

The Asia's Greatest Brands & Leaders 2016- Pride of Asia is instrumental in bringing Iconic, Powerful, and Emerging brands and leaders of Asia on a common platform to discuss issues and potentials relevant to their respective strategic decisions, thereby innovatively unfolding a permeable screen of unprecedented mutual learning and growth.

The distinguished guests of honor and eminent dignitaries who had graced the event are:

- His Excellency Zenon Kosiniak-Kamysz - Ambassador Extraordinary and Plenipotentiary in Singapore, Republic of Poland
- His Excellency Guillaume Kavaruganda - High Commissioner in Singapore, Republic of Rwanda
- His Excellency James Sinclair Manley - Ambassador Extraordinary and Plenipotentiary in Singapore, Republic of Chile
- His Excellency Zakariya Hamed Hilal Al-Saadi - Consul-General to Singapore, Sultanate of Oman
- His Excellency Dr. Istvan Szerdahelyi - Ambassador Extraordinary and Plenipotentiary in Singapore, Hungary
- His Excellency Abdulla Ibrahim Abdulrahman S. Al-Hamar - Ambassador Extraordinary and Plenipotentiary

in Singapore, State of Qatar

- Mr. Vikram Nair, Member of Parliament for Sembawang GRC

Winning Leaders and Brands - as it was a Summit of all Industries, more than 100 Brand and Leader award winners were felicitated on January 24, 2017 with a presence of over 200 audience from India, Singapore, Dubai, Poland, Hungary, Rwanda, Chile, Qatar and Oman.

Main Awardees include: ITL Cosmos, IMS Ghaziabad, CK Constructions, Country Club, German Imaging Technologies, IIHM, Frontier Bazaar, Seeds of Innocence, Ace Homoeopathy, Jerath Path Labs, Shantah Fertility Center, ITCAN and many more.

The Summit started with a red carpet welcome to over 200 businessmen, diplomats, government dignitaries, social leaders and entrepreneurs on 24th January with over 100 awards presented at Marina Bay Sands Hotel, Singapore. Keynote Speeches were given at the Summit by Dr. Bimal Chhajer - Director, Saaol Heart Centre; Dr. Manika Khanna - Founder, Gaudium IVF Centre; Mr. K. R. Raghunath - Managing Director, KIS Group; Dr. P. V. Mahajan - CMD, StemRx, and Mr. Vishal Gupta - MD, BlueMount RO.

Dr. Jitendra Das, Director, FORE School of Management was invited as a panelist for the Panel Discussion titled “Redefining Business in Global Era: Start-ups and Innovative Enterprises” in this event. He was accompanied by the following prominent co-panelists:

- Mr. Anam Kumar - Editor, AsiaOne
- Mr. Rahul Aggarwal - Director, St. Mark's Group of Schools
- Mr. Sudhir Gupta - Director, Advance Hydrau-Tech
- Mr. Ajay Chhangani - Director and CEO, Rise India
- Mr. Vinesh Gadhia - COO, Nova IVI

India Corporate Governance & Sustainability Vision Summit



Panelists including Dr. Jitendra Das, at India Corporate Governance & Sustainability Vision Summit

FORE School of Management in association with Indian Chambers of Commerce (ICC) has organized the “India Corporate Governance & Sustainability Vision Summit” on February 15, 2017, Hotel Le Meridien, New Delhi. Dr. Kirit S. Parikh, Former Member, Planning Commission, Government of India inaugurated the Summit, where delegates from Corporate, Academia and Entrepreneurs participated.

Dr. Jitendra K. Das, Director, FORE School of Management was invited to address the inaugural in the Session titled “Corporate Governance & Sustainability Vision Awards 2017” in this summit. He was accompanied by the following prominent co-panelists:

- Mr. Aditya V. Agarwal, President, Indian Chamber of Commerce
- Mr. Shashank Saxena, Ernst & Young LLP
- Mr. Anil Swarup, Secretary, Department of School Education & Literacy, Ministry of Human Resource Development, GOI
- Dr. Rajeev Singh, Director General, Indian Chamber of Commerce
- Dr. Kirit S. Parikh, Former Member, Planning Commission, Government of India
- Ms. Ritika Jhanji, Moderator, NDTV

Dr. Das was also invited as a Session Chair for the session titled “Regulations for Corporate Governance in India” in this summit. He was accompanied by the following prominent co-panelists:

- Mr. Hemendra Sharma, AVP & Head - Finance (Smelters), Hindustan Zinc Ltd.
- Mr. S. R. Krishnan, GM (HSSE), BPCL
- Dr. Tamali Sengupta, Independent Director, Srei Infrastructure Finance Ltd.
- Mr. Rajeev Mehrotra, Chairman & Managing Director, RITES.

MOU with SHAKTISHI



Dr. Jitendra Das and Ms. Mayuri Misra exchanging the MOU

FORE School of Management and SHAKTISHI, New Delhi has signed a Memorandum of Understanding (MOU) for collaborative research, publication, exchange of resources for research projects in the areas of Corporate Social Responsibility and Sustainability on March 10, 2017. The MOU was signed by Dr. Jitendra Das, Director, FORE School of Management and Ms. Mayuri Misra, CEO, SHAKTISHI. Prof. Shallini Taneja, Professor-in-charge (Center for Sustainable Development), FORE School was also present on this occasion. This MOU will provide impetus to the research activities at FORE besides providing a platform for research cooperation between the two institutions.

18th National Management Summit on “Leading Transformation of Organisations in the Digital Age”



Eminent panelists along with Dr. Jitendra Das at 18th National Management Summit

FORE School of Management in association with The Top Rankers has organized the 18th National Management Summit on “Leading Transformation of Organisations in the Digital Age” during February 03-04, 2017 at Hotel Surya, New Delhi. FORE was Principal Partner in this event. More than 250 delegates from Industry and Academia have participated in this summit.

The eminent dignitaries who attended the summit are Mr. Pankaj Mohindroo, Founder & National President - Indian Cellular Association; Mr. Rajan Dutta, Managing Director - Xstrops Consulting; Mr. Vijay Rai, MD-APAC & EMEA Markets, Saviour Inc., Mr. Sanjay Verma, Group CHRO & Global HR Head - Uniparts India; Dr. Urvashi Makkar, Director General - G. L. Bajaj Institute; Mr. J. S. Kaushal, Director Personnel - Central Warehousing Corp., Mr. S. Viswanathan, Chief People Officer - NIIT Technologies; Mr. Amitabh Akhauri, CHRO - Jindal Stainless Ltd., Mr. Anandi Sinha, President Group HRM -Minda Industries; Mr. Rakesh Sharma, Chief Trainer - Top Rankers; Mr. G. P. Rao, Management Advisor - GPR HR Consulting; Mr. Adil Malia, Group President HR - Essar Group; Mr. A. Thiru, President Corporate HR - JK Group; Mr. Aman Preet Bhatia, Sr. VP HR - Volvo Eicher Commercial Vehicle; Mr. Vivek Tripathi, CHRO - Lava International; Mr. AD Burman, GM HR - Maruti Suzuki India; Mr. Alok Nigam, Sr. VP & Group CHRO -Bhartiya Group; Mr. R. Anand, Sr. VP HR - HCL Technologies Ltd., Mr. K. S. Bakshi, EVP HR - Oberoi Group; Mr. Sanjay Jorapur, CHRO - Hero Moto Corp Ltd., Mr. T. K. Srirang, Sr. GM HR - ICICI Bank; Dr. Amarjeet Kaur Malhotra, Dean, School of Management Studies -Ansal Universities; Mr. D. V. Shastry, Executive Director HR, GAIL; Mr. P. K. Joshi, Director HR - Hindustan Petroleum,

Corporation Ltd.; Mr. Alok Narain, EVP HR - Quattro; Mr. Sabih Kidwai, Director HR - Schneider Electric Infrastructure; Mr. Rajendra Sud, CEO - Max Skill First; Mr. Pankaj Dubey, MD & Country Head - Polaris India and CEO - Eicher Polari; Mr. S. Y. Siddiqui, Chief Mentor - Maruti Suzuki and Mr. V. N. Rai, Ex Managing Director - KRIBHCO.

Dr. Jitendra Das, Director, FORE School of Management was invited as a Session Moderator for the Panel Discussion titled “The next level: Excellence in management practices in the Digital age” on February 03, 2017 in this summit. He was accompanied by the following prominent co-panelists:

- Mr. Siraj Chaudhry, Chairman, Cargil India
- Dr. A. K. Balyan, CEO-Oil & Gas, Reliance Infrastructure
- Mr. Rajeev Karwal, Founder & CEO, Milagrow Business
- Dr. Y. V. Verma, Ex CEO, LG Electronics
- Mr. Krishan Gupta, Managing Director, Organic Wellness



Dr. Jitendra Das addressing the 18th National Management Summit

Urban Futures: Reinventing Our Cities - Balancing Opportunities with Equity



Panel at Urban Futures: Reinventing our cities - Balancing Opportunities with Equity, during February, at India International Center, New Delhi

FORE School of Management in association with the Center for Urban Green Spaces has organized the conference on “Urban Futures: Reinventing our cities - Balancing Opportunities with Equity” during February 09-10, 2017 at India International Center, New Delhi. More than 150 delegates from various corporate and academia participated in this conference.

Dr. Jitendra Das, Director, FORE School of Management was invited as a speaker for the inaugural session in this congress. He was accompanied by the following prominent co-panelists:

- Manoj Dabas, Organising Secretary-urbanFutures2017 and Director, Center for Urban Green Spaces, New Delhi
- Mr. Vinay Luthra, Chairman, Karnataka Ecotourism Development Board & Co-Chair Organising Committee-urbanFutures 2017
- Dr. Sudhir Krishnam, Chair, Organising Committee-urban Futures 2017 and Former Secretary MoUD, Govt. of India
- Shri D. V. Sadanand Gowda, Hon'ble Minister for Statistics and Program Implementation, Govt. of India
- Shri Zodintluanga, Hon'ble Minister for Urban Development & Poverty Alleviation, Mizoram
- Shri P. D. Rai, Hon'ble Member of Parliament (LS-Gangtok)
- Shri Tupsthan Chhewang, Hon'ble Member of Parliament (LS-Ladakh)
- Shri Naveen Verma, Secretary, Ministry of Development of NE Region, Govt. of India
- Shri R. K. Jain, Member Secretary, National Disaster Management Authority
- Shri T. S. Panwar, Deputy Mayor, Shimla

FORE Organized Health Camp for Villagers at Manesar (Haryana)



Teams from FORE School of Management & Rockland Hospital Manesar during the health camp at Manesar

With the kind guidance and support of the Management and Director - FORE, the Center for Sustainable Development (CSD) under the Village Adoption Initiative organized a Health Camp on February 11, 2017 at Kakrola village, Manesar. This was organized by FORE School of Management, New Delhi in association with Rockland Hospital, Manesar, with the kind cooperation and support of Mr. Faqir Chand (Village Sarpanch) and Panchayat members at their Chaupal.

The FORE team, which was comprised of the Professor-in-charge of the center, administrative staff and SIG students, reached the venue and made the necessary arrangements with Panchayat members at their chaupal for the implementation of this initiative. The objective was to leverage academic and other resources to offer solutions to their problems and to help them address the issues in the area of health in their village. An initial interaction was done before the camp (with village Sarpanch and Panchayat members), and as per the feedback from the village panchayat, a Health Camp has been organized to sensitize and educate the villagers regarding health problems at the grassroots level. Among the many services offered were: Free Sugar Fasting, Free Sugar Post Prenatal, Height, Weight measurement, BMI calculation for considering the excessive fat, ECG (if required), free Bone densitometry coupons given (for checking the bone strength), and free Mammography coupons. More than 168 villagers took advantage of this opportunity and the free consultations by the doctors of Rockland Hospital, Manesar. The students from the SIG also conducted a survey with the help of the questionnaire - this was done to understand the current state of Kakrola village in the areas of health, sanitation, education, waste management, etc. The group also collected the information regarding the other NGOs and corporates who are currently running some intervention projects in the area of CSR and Sustainable development so as to plan the CSD's future initiatives for the villagers. The village Sarpanch and the Panchayat members thanked the FORE School for their efforts in organizing a social initiative in the area of health.

Ignite 2017 - Marketing Conclave



Ms. Archana Sinha explaining the students how customers drive the business

On January 20, 2017 Corporate Interaction Division organised Ignite'17 - Marketing Conclave. The conclave was divided into two sessions. The theme of the first session was 'Customer Experience in 21st Century' and that of the second session was 'Data, Information, Content and Knowledge'.

Mr. Devanshu Bhatia, Chief Marketing and Revenue Officer, Digital (TV shopping & e Commerce), India Today began the session by talking about the customer attitude and the influence of digital world in evolution of customer experience over the years. He observed that a good marketer is someone who can deal with multiple touch-points of customer experience simultaneously. He further explained his idea by taking Uber's customer experience enhancing model as an example. He concluded in talk by stating that even though digital marketing will exist, the current digital marketers will exit within in the next few years.

Next came up Ms. Archana Sinha, Geo Marketing Director, Dassault Systems India Pvt Ltd. She said that even though the digital world is having a considerable influence on defining customer experience, the role of the physical world is not going by. Physical world will always play a key role in defining the customer experience. She also stressed on the point that there are different types of customers and each of them perceive the



Mr. Devanshu Bhatia addressing the students

product in different manner. She also observed that the 4P concept of marketing is evolving to 5C concept. Along with the idea of customer loyalty is evolving. As competition is increasing, it is very hard to maintain customer loyalty since switching between the brands is relatively easy for the customers these days. She added that marketing these driven with the objective to engage with the customers in the most efficient manner. She stated a crowd funding project done by Defence Advanced Research Projects Agency (DARPA) of US defence department as an example for the same. She concluded her talk by explaining about the role of employees in delivering customer experience.

Mr. Avinash Joshi, Social and Digital Transformation Lead - Social Commerce, Influence, Content and Communities at Reliance Jio, talked about the importance of trust in customer experience. He said that the companies should make communities and thereby should build trust among the customers.

Mr. Sandeep Puri, Head of Global Marketing at National Engineering Industries Ltd. (NBC Bearings) and alumni of FORE School of Management, spoke about customer retention. He said that it is important to have loyal customers as well as new customers. He observed that two percentage of customer retention leads to a decrease of ten percentage decrease in



Mr. Avinash Joshi speaking at Marketing Conclave



Mr. Sandeep Puri, alum of FORE, talking about creating loyalty in marketing



Mr. Nitin Bahl explaining that the biggest challenge is to understand the customer.

operational cost. He added that one lifetime customer gives the corporate a business of Twenty Five lakhs US Dollars. According to him a customer can be retained by outstanding service, personalization and emotional content. Communities, content and company character also plays a key role in gaining customers. Mahindra - ASIN association was quoted as an example for customer retention.

Mr. Nitin Bahl, Senior Vice President - Marketing & Head - Corporate Account Management at JLL, stated that the customer experience is directly related to the concept of demand and supply. According to him, Marketing is nothing but an advanced level of applied psychology. He also observed that marketing at the end is basically a person to person engagement. The final speaker of the first session was Mr. Rajeev Soni, Lead Consultant, product Management & Digital Marketing for European Union Delegation to India & South Asia. He talked about the importance of empathizing with the customer. He explained about the microscopic levels of customer engagement. He explained the same by showing examples of Maggi Noodles, Kindle and Safola Masala Oats. Lastly he shared a moment from his career life where he enhances customer experience for the mobile app Helping doc.

Prof. Anupam Narula (faculty of Marketing at FORE) summarised the event and expressed his gratitude towards the



Mr. Rajeev Soni giving his views on empathy towards customers



Dr. Sumeet Kad, speaking at the conclave

speakers. The theme of the second session was 'Data, Information, Content and Knowledge'.

Dr. Sumeet Kad - Global Portfolio Marketing Manager, IBM started the session by talking about the Data analytics and its influence in marketing. He said that data analytics is what helps in creating efficient campaigns and helps the company to retain the market share. He said about the role played by analytics in the success of the popular Netflix television series House of the Cards. He then explained about the importance of virtual and augmented reality, and how popular brands like Starbucks, RelianceJio, and McDonald etc. make use of these technologies for marketing.

Mr. Gurav Mehta, Chief Marketing Officer at Girnar Soft (Cardekho, Gaadi.com, Zigwheels), opened is session by saying that data is the fuel that runs the companies. He talked about how human mind finds it difficult to comprehend. He elaborated on data ecosystems and exemplified the same with the help of Yahoo. He quoted "The more you know how to ask the right questions, the better off you will be."

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



Mr. Gaurav Mehta, addressing at the conclave

Faculty Focus

Prof. Amrish Gupta

Gupta, Amrish (2017). Comparative study of financial performance of bank of Russia and Reserve Bank of India, *Working Paper No. 2017/06*, FORE School of Management, New Delhi.

Renominated as a member of the Capital Market Committee of PHD Chamber of Commerce and Industry on 01-01-2017 for the year 2017.

Review of 2 research papers for Accounting and Finance 2017 international conference, Singapore.

Review of 1 research paper for Universal Journal of Finance and Accounting, USA.

Review of 1 book for Abhigyan.

Prof. Anil Kr. Singh

Singh, Anil Kr (2017). Mapping organizational change configurations with dynamic capabilities, *Working Paper No. 2017/02*, FORE School of Management, New Delhi.

Prof. Anita T. Lal

Dr. Anita T. Lal was invited to judge the Delhi Rotract Club Inter college Debate competition on Jan 21, 2017.

She was also a part of the 'Roundtable discussion' during the TiE Delhi- HR Summit on March 24, 2017 at Welcome Hotel Sheraton.

On March 29, 2017, Dr. Lal delivered a talk on Breaking Perceptions at Hotel Le Meridian, during AIMA's 5th Women's conference- 'Harnessing the power within, Be the change'.

Prof. Anupam Narula

Presented a paper titled "Examining the factors Affecting the eye care Hospital selection decision of patients: A Research study of Medfort eye care hospitals at Delhi" at 10th North American Society for Marketing Education In India (NASMEI) International Marketing Conference held at Great Lakes Institute of Management, Chennai on December 23-24, 2016.

Reviewed one research paper of Inder science for publication in the International Journal of Business and Globalisation (IJBG).

Prof. Asif Zameer

Prof. Asif Zameer delivered a lecture on "How to make your research robust" on March 2, 2017 in an FDP on "Advance Research Methods" organized by Center of Management Studies, Jamia Millia Islamia University, New Delhi.

Prof. Faisal Ahmed

Invited to deliver Keynote Address in the National Conference on "Managing Indian Economy - Challenges for Future" organized by Department of Management Studies, Deen Dayal Upadhyaya College, University of Delhi on February 11, 2017.

Received Executive Certification in Geopolitical Analysis from Institut d'études géopolitiques de Genève, Geneva in January

2017, and presented a case study on South China Sea Geopolitics there.

Prof. Hitesh Arora

Arora, Hitesh., & Arora Padmasai (2017). Bank characteristics, ownership and profitability of commercial banks: Panel evidence from India. *International Journal of Services and Operations Management*, 26 (3).

Arora Hitesh (2017, March 22). A kill Bill? Private B-schools will be pushed to the brink, *The Hindu-Business Line*.

Arora Hitesh (2017, March 19). Seeking parity in management education, *Sunday Pioneer*. Opinion 4.

Prof. Jitendra Das

The Roundtable Discussion in print with Dr. Jitendra Das, Director-FORE as one of the panelists has been published in the *Business Manager HR Magazine* (Vol. 19, No. 7, January 2017 issue).

Das, J. K. (2017, March 13). Making academic research relevant. *Financial Express*, p.12.

Prof. Mohita G. Sharma

Sharma Mohita G., Debnath, Roma Mitra., Oloruntoba., Richard., & Mohan Sachinder (2016). Bench marking of rail transport service performance through DEA for Indian railways. *International Journal of Logistics Management*, 27 (3).

Presented a paper titled "Causal accident analysis in an emerging economy" at the *SIBR 2017 Kuala Lumpur Conference*, at Society of Interdisciplinary Business Research during February 3-4, 2017.

Prof. Prachi Bhatt

Bhatt, Prachi (2017). Employee perception about jobs and organisations' orientations in the context of change, *Working Paper No. 2017/01*, FORE School of Management, New Delhi.

Prof. Priyanka Jaiswal

Jaiswal, Priyanka (2017). Impact of organizational and target's Machiavellianism on use of upward and downward impression management tactics by the leaders and subordinates, *Working Paper No. 2017/03*, FORE School of Management, New Delhi.

Prof. Rakhi Tripathi

Tripathi, Rakhi (2017). Web analytics for each stage of E-government: A study in Indian context. *Journal of E-government Studies and Best Practices*, D.O.I- 10.5171/2017.295851.

Tripathi, Rakhi (2017). Role of web analytics for a transactional E-government portal: A comparative study of Indian and Russian railway portals, *Working Paper No. 2017/08*, FORE School of Management, New Delhi.

Prof. Reeta Raina

Raina, Reeta (2017). Is face-to-face communication today losing its relevance in the digital world, *Working Paper No. 2017/04*, FORE School of Management, New Delhi.

Prof. Shallini Taneja

Prof. Shallini Taneja reviewed two research papers for Social Responsibility Journal, Emerald Publishing Limited, U.K. and Rajagiri Management Journal, Cochin.

Prof. Sriparna Basu

Basu, Sriparna (2017). GOONJ: Essence of sustainability & scalability of social ventures, *Working Paper No. 2017/05*, FORE School of Management, New Delhi.

Prof. Sriparna Basu was a panelist and discussant for workshop entitled "Dealing with Ethical Dilemma Confronting the Board" - workshop organized by KPMG & FORE on January 25, 2017.

Prof. Sriparna Basu was speaker and anchor for Industry-Academia conference organized by CINQUE on January 19, 2017.

Prof. Sriparna Basu with Prof. Rakesh Gupta was awarded the 1st prize worth \$1500 at IILM PRME Research Awards 2017 for their research on social ventures.

Prof. Subhasis Bera

Bera, Subhasis (2017). Cyber - attack and COO effect on Russian Software industry, *Working Paper No. 2017/07*, FORE School of Management, New Delhi.

Prof. Vandana Gupta

Gupta, Vandana (2016). Impact of buyback of shares on stock prices and financial performance of companies in India. *Prajnan*, 45 (1).

Gupta, Vandana (2017). A survival approach to prediction of default drivers for Indian listed companies., *Theoretical Economics Letters*, (27).

Prof. Vinay Dutta

December 2016-Acted as Session Chair for Technical Session on Finance during International Management Conference on Innovation and Sustainable Global Economy organised by Fortune Institute of International Business, New Delhi.

January 2017 - Invited as resource person for Faculty Development Program for session on "How to Make Classroom Effective" organised by Institute of Technology and Science, Ghaziabad

February 2017-Invited to join as Member of the Academic Council at Global Risk Management Institute, Gurgaon.

February 2017- Invited as resource person for session on "Financial Risk Management" for the middle level executives of NHPC for MDP organised by Jaipuria Institute of Management.

February 2017-Invited as resource person for session on "Financial Planning for Retirement" for Middle and Senior Level Executives of BHEL

March 2017-Invited for Evaluation/Viva Voce of PGDM Finance Students Project Reports by Lal Bahadur Institute of Management, Dwarka, New Delhi

Section Wars

Winners of Section Wars with trophy

FORE Sports and Cultural Division organised final event for the year 2016-17, "the Section Wars", a comprehensive sports and cultural fiesta. Tournaments of table tennis, badminton, throwball, pool, foosball, cricket, carom, chess and tug of war were conducted. On the cultural side talent hunt was organised. The event went on for a month starting in February. The participants for the event proved their mettle in almost every event and showcased their strength within the ground as well as outside it.

The overwhelming participation and close performance by sections made for an exciting event. At the end of Section wars the winners were declared on the basis of points. The winners for the individual events are as follows-

Badminton- FMG 24B	Throwball- IMG 10D
Pool- FMG 25B	Foosball- FMG 25C
Cricket- FMG 24C	Carrom- FMG 24C
Chess- FMG 24C	Tug of War- FMG 25C
Talent Hunt- IMG 10D	

FMG 25B emerged as the winner and became the proud owners of a glittering trophy. The support shown by the section captain, participants and their fellow classmates was commendable which acted as an added advantage for their victory. The runners up for the event were FMG 24C.



Prof. Vinay Dutta lighting the lamp at the inaugural session at BHEL

7th Women Entrepreneurs Conference “Women Entrepreneurs: Breaking Barriers & Scaling New Heights”



From L- R, Mr. Rajan Pandhi (Director, DMA), Ms. Haneet Vohra (KSB Designs) Ms. Rashmi Varma (Mapmy India), Dr. Jitendra Das (Director FORE), Ms. Charvi Mehta (MSDE), Mr. Anurag Gupta (NIESBUD) and Mr. Vikas Gupta (Vfn Group)

FORE School of Management in association with Delhi Management Association (DMA) organized the 7th Women Entrepreneurs Conference- “Women Entrepreneurs: Breaking Barriers & Scaling New Heights” on March 04, 2017 at India Habitat Centre, Lodhi Road, New Delhi. About 150 delegates participated in this conference including Entrepreneurs, Corporate and Management Education Professionals.

The inaugural session began with a warm welcome address by the Conference Chairperson Ms. Veena Swarup- Former Director HR, EIL, where she highlighted the theme and briefed the five technical sessions of the event. Dr. Saurabh Srivastava- Founder and Former Chairman NASSCOM & TiE and Founder, Indian Angel Network delivered a very insightful keynote address. Then followed the invigorating inaugural address by Ms. Lakshmi Venkatraman Venkatesan- Founding Trustee & EVP Bharatiya Yuva Shakti Trust.

The first session, “Success Refined” focused on providing experiences and stories of some successful Entrepreneurs who today are making their presence felt in the world of business and have redefined success. The important speakers were Ms. Kalpana Jain- Senior Director, Deloitte; Ms. Shivani Wazir Pasrich- CEO & Managing Director, SWP Productions India; and Dr. Shikha Sharma- MD, Nutri-Health. Each of the speakers highlighted their views on challenges faced by women entrepreneurs and the potential solutions to deal with it. The session was chaired by Dr. Aquil Busrai- CEO, Aquil Busrai Consulting and ended with an interesting Q&A round.

'Entrepreneurship - The Global Perspective' was the second session where the latest research findings and the current global entrepreneurial scenario were presented by Ms. Garima Garg- Director, Deloitte & Mr. Anandan Menon- National Professional Officer, ILO and the implications of the findings were summed up by the session chair, Ms. Moutushi Sengupta- Country Director, McArthur Foundation.

The third session was initiated on the topic 'Incubating and Accelerating Women Entrepreneurship' which discussed, how



L To R: Ms. Shalini Meesala (Deloitte), Dr. Anita Lal (FORE), Dr. Ekta Saxena (Indus Business Academy), Dr. Saurabh Srivastava (Key Note Speaker), Dr. Lakshmi Venkatraman Venkatesan (Chief Guest), Ms. Veena Swarup (Conference Chair) and Rajan Pandhi (DMA.)

the existing ecosystem is supportive to entrepreneurial ventures. Dr. Jitendra Das- Director, FORE School of Management was invited as the Chairperson for this panel discussion. He was accompanied by the following eminent experts: Mr. Anurag Mittal- Senior Advisor, NIESBUD; Dr. Charvi Mehta- Consultant, MSDE - GOI; Ms. Rashmi Verma- Co-Founder & Executive Director, Mapmy India; and Ms. Haneet Vohra- Director, KSB Designs.

Whereas, the fourth session 'In the Spotlight: Entrepreneurial Competencies' focused on identifying various competencies which are key to the success of women entrepreneurs. This session was led by prominent panelists: Ms. Misha Dange- Founder Director, Optaamaze Corporate Solutions; Dr. Anita Tripathy Lal- Professor-In-Charge, Centre for Entrepreneurship Development, FORE School of Management; Mr. Sanjeev Malhotra- Managing Partner, ProSight Partners and Ms. Yogyata Khullar- Founder- Apparels International Sourcing. The discussion followed with an interesting analysis from the session chair Ms. Ester Martinez- CEO & Editor-In-Chief- People Matters.

The concluding session of the conference 'My Story to Start Up' provided a platform to the young Entrepreneurs who narrated their story by bringing out the challenges, facilitations and the drive that propelled them to start-up. The session chair Ms. Geetika Dayal- Executive Director, TiE Delhi got the best out of the neo entrepreneurs: Ms. Sujata Sahu- Founder, 17000 ft Foundation; Ms. Aparna Saroagi- Executive Chairperson and Co-founder WEE Foundation; and Mr. Nishant Neeraj- Co-Founder, Simply Digital.

Towards the end of the event, each and every participant had many key takeaways and were charged up with an entrepreneurial mindset. Finally, Mr. Rajan Pandhi- Director, DMA proposed the vote of thanks by summing up the highlights of the conference and acknowledging the speakers, delegates & the sponsors of the 7th Women Entrepreneurs Conference.

Digital & Cashless Economy - A New Paradigm for NexGen Businesses



Dr. Jitendra Das along with the panelists at the conference on Digital & Cashless Economy

FORE School of Management in association with the Confederation of Indian Industry (CII) has organized a conference “Digital & Cashless Economy” on Thursday, February 16, 2017 at The Taj Mahal Hotel, New Delhi. More than 130 delegates from the corporate participated in this summit.

Dr. Jitendra K. Das, Director, FORE School of Management was one of the Session Moderator for the session “Enhancing Digital infrastructure in India - Role of Stakeholders” in this conference. He was accompanied by the following prominent co-panelists:

- Mr. Sanjay Kaul, Managing Director, India & SAARC, Cisco Systems
- Mr. Pavan Duggal, Founder & Chairman, International Commission on Cyber Security Law
- Mr. Gautam Sinha, Chief Executive Officer, Times Internet Ltd.
- Dr. Anand Shrivastav, Chairman, Business Correspondent Federation of India



Dr. Jitendra Das addressing the gathering at the conference

Alumni Retrospection



Mr. Sanjeev Malhotra
FMG Wave 3, Managing Partner,
Prosight Partners

FORE School came as a choice to me in 1994 when I was at the cross-roads of my career unable to take call on whether I should join my family business (advertising business) or take up a job (had just completed electronics engineering then) or start my own business (had just burnt lot of investor's money in dabbling in short term trading in stock market).

I just went with FORE School saying to myself would think of these choices after 2 years at FORE.

The experience in FORE helped my thought process and enhanced my intellect tools in taking decisions around my career and how to approach various situations in life.

The biggest influence was to help me think like an entrepreneur and giving me the courage to go ahead on my entrepreneurship journey post my PGDBM course in 1996.

I opted not to sit for corporate placements and decided not to join my family business and initiated my consulting practice (that point of time as a market entry consultant) advising foreign SME's to their India entry strategy which included viability study, market risk assessment, partner search studies, regulatory compliances etc.

And in 2007 made a pivot towards investment banking advising SME's on their cross-border search for strategic investor's or buyers.

Today we are a team of 30 plus consulting partners with locations in India, Europe, America and Singapore and have strong focus on eight industry verticals.

As the journey continues I keep looking at my FORE days and few learnings stand out for me...

- One of them was talk sessions where every now and then some successful entrepreneurs were invited to speak to students on their journeys...I found that very stimulating.
- Second was emphasis on using the best of Eastern and Western learnings in developing one's attitude and outlook towards life and career.
- Third was emphasis on public speaking and making presentations and coming out of comfort zone to develop qualities that were missing at least in my resume.

The lessons learnt have been great weapons in my armoury as we move ahead in the battle-field which is called global marketplace...

Panchtatva - Insights into Various Domains from Experts



Alumni panel at Panchtatva 2017

MBA graduates should have knowledge about all domains irrespective of their specializations. Keeping this thing in mind, FORE Alumni Network conducted Panchtatva 2017 on January 6, 2017 where five Alumni of the institute shared their experiences of their journey from the campus to corporate and the session was made interactive by an inquisitive set of audience. The event was facilitated by Prof. Freda Swaminathan. Alumni are working in various domains namely, IT, Finance, Marketing, HR and Operations and proper functioning of all these departments in any company decide its success or failure.

Ms. Tarika Chopra from batch FMG 16 working in Expedia as an HR Manager started the session by telling the various reasons to pursue HR as a career. She talked about her wonderful experience interacting with people, HR manager can handle people effectively and align employees' mindsets, competencies and behaviour according to the business's strategy. She also told that HR is not only restricted to staffing and planning only, new roles are coming up. They have to implement best HR practices to achieve administrative efficiencies in delivering HR transactions. HR people have to promote their company while doing campus hiring, engage in employee advocacy, strategy execution etc. So, HR department is now integrated with business and no longer an isolated one.

Mr. Rajeev Kapoor from batch FMG 13 working in Religare Finvest Ltd. in Banking and Financial services domain as Vice President talked about various types of financial institutions like commercial banks, investment banks, NBFC, Insurance companies, Asset management companies, brokerage firm etc. He also space about major segmentation in banking sector i.e.



Mr. Rajeev Kapoor from batch FMG 13 being greeted by Dr. Freda Swaminathan



FMG 20 batch alumni, Mr. Anshuman Mishra being greeted by Dr. Freda Swaminathan

Retail, Corporate, Commercial banking etc. In banking, there are various opportunities in Risk Management, Sales & Business development, Audit, Compliance etc.

Mr. Jai Nargas from FMG 15 batch is working with General Motors as a Manager in Digital Customer Experience. He told that marketers have realized the importance of customer service. It is not restricted to after sales service only, but the entire shopping experience of customers, how marketers get in touch with customers, how they treat them, work on their feedback etc. He told about the emerging digital market where everything can be sold, even cars in India which traditionally require touch and feel.

Mr. Tarun Mugdal from IMG 2 batch is working in Sales and Marketing domain with Gartner Advisory as Senior Account Director. He started with statement that everyone is interested in marketing nowadays but no one is ready to step into sales. He also said that B2B sales is growing very fast and has a very wide scope. Marketers are giving attention to analytics very much to understand the customers' needs and patterns.

Mr. Anshuman Mishra from FMG 20 batch is working in Operations domain with Google as an Operations Lead. He talked about the criticality of choosing the electives, it should be based on the grades, learning, interest, certifications and work experience. Operations domain deals with utilization of resources effectively making process efficient, timely delivery of products, quality management, managing people etc. He also recommended students to take up Six Sigma certification course especially for Operations domain.



Students intently listening to the alumni

SCOPE International HR Summit -2017



Dr. Jitendra Das along with the panelists at the HR Summit

Human Resources function in today's time and era is witnessing both opportunities and challenges, because of two new age influences "changing workforce dynamics" and "global competitiveness". However, the experience of five generations concurrently working together presents a multitude of challenges - in terms of managing employee expectations and engaging them gainfully. Keeping this context in mind SCOPE had organized a two-day HR Summit titled - "Reimagining HR: Global Competitiveness and New Age Workforce", during February 20-21, 2017 at SCOPE Convention Centre, New Delhi with FORE School of Management as its Academic Partner.

The Summit was attended by around 200 participants both from public and private sector organizations and around 50 speakers shared their views. International organizations like ILO also participated in this. Being an Academic Partner, FORE School of Management, especially Prof. Sanghamitra Buddhapriya, who acted as a facilitator of the summit provided academic input to the technical sessions. Dr. Jitendra K Das, Director of FORE School of Management moderated a session on "Building and Sustaining a High Performance Work Culture." Another important activity where the FORE Team contributed significantly was the Case Study Competition. Thirty four cases were received from different PSEs and they were evaluated by Prof. Sanghamitra Buddhapriya, Prof. Subir Verma and Prof. Prachi Bhatt, faculty members of OBHR area. Prof. Sanghamitra was also a jury member of the case study competition to select the winning teams. The academic efforts put by FORE School of Management was highly appreciated.



Dr. Sangamitra Buddhapriya along with the dignitaries at the HR Summit

5th NHRDN HR Summit on Rewards: New Paradigms for Tomorrow's Workforce



Dr. Jitendra Das along with the panelists at the 5th NHRDN HR Summit

FORE School of Management in association with the National HRD Network (NHRDN) has organized the 5th NHRDN HR Summit on "Rewards: New Paradigms for Tomorrow's Workforce" on February 08, 2017 at Hotel Hyatt Regency, Bandstand, Mumbai. FORE was Principal Partner in this event. More than 160 delegates from Industry and Academia participated in this summit.

The eminent dignitaries who had attended the summit are Mr. Kamal Singh, Director General, NHRDN, Mr. Kamlesh Dangi, Group President HR, UTI AMC; Mr. Rajiv Krishnan, Partner - People Advisory Services, EY; Mr. Leo Puri, Managing Director, UTI Asset Management Co. Ltd; Mr. Dhananjay Singh, Executive Director, NHRDN; Ms. Nidhi Kajaria, Head Compensation & Benefits & Head HR, International Banking & Commercial Banking, ICICI BANK; Mr. Prem Singh, President Global HR, Wockhardt Ltd; Mr. Satyan Jambunathan, Chief Financial Officer, ICICI Prudential Life Insurance; Mr. Mohit Gundecha, CEO & Co Founder, Jombay; Mr. Gautam Chainani, CHRO, JSW Group; Mr. Raj Raghavan, Director & Head of HR, Asia Pacific Region, Amazon; Mr. Mahesh Joshi, Head C&B, Honeywell International India Pvt Ltd; Mr. Balkrishna Patil, VP - Employee Relation, Farm & Two Wheeler Division, Mahindra & Mahindra; Mr. Mayur Shah, Partner, EY; Mr. M. Lakshmanan, Head Talent Management & Total Rewards, Larsen & Toubro (L&T); Mr. Jiten Shah, Tax Head, Prime Focus Ltd; Mr. Bharat Adani, CFO, Centrum; Mr. Rajiv Krishnan, Partner - People Advisory Services, EY and Mr G P Rao, Management Advisor.

Dr. Jitendra Das, Director, FORE School of Management was invited as a Session Chair for the Panel Discussion titled "Compensation Surveys: Total Rewards Track" on February 08, 2017 in this summit. He was accompanied by the following prominent co-panelists:

- Mr. Prashant Srivastava, Group President HR, Reliance ADAG
- Mr. Sanchayan Paul, Head Rewards, Organization Effectiveness & Change, Vodafone India
- Mr. Dependra Mathur, VP & Head - Compensation & Benefit and International HR, Infosys BPO

Anubhuti - An Interface with the Corporate world



Mr. Hemant Arora, Business Head, Lamborghini and Aston Martin addressing the students

On January 4, 2017, Corporate Interaction Division organised the sixth session of *Anubhuti* which was met with an overwhelming response from the students. The topic was “Luxury Industry” and the guest speaker was Mr. Hemant Arora, Business Head, Lamborghini and Aston Martin. Previously he has worked as the AGM Sales, Mercedes Benz and Manager Specialized Cars - CBU, Audi Gurgaon. He also holds the record being the only person to drive the Lamborghini Huracan to the highest motorable road, the Khardungla Pass in 2015.

The speaker started the session by sharing his experience of the drive he did at the Khardungla pass. He said that it was one of the most amazing experience he ever had in his life and the motivation for the same came from his love towards cars.

Lamborghini is an Italian brand and manufacturer of luxury sports cars and SUVs based in Sant'Agata Bolognese, Italy. The company is owned by the Volkswagen Group through its subsidiary Audi. Founded by Ferruccio Lamborghini, an Italian manufacturing magnate, in 1963, Lamborghini was intended to compete with the established brands including Ferrari. Right from the inception, Lamborghini racketeered to the top positions. The brand still maintains its position despite changing the ownership thrice over the years.

The speaker then talked about the various models introduced by Lamborghini over the years. The company gained wide acclaim in 1966 for the Miura sports coupé, which established rear mid-engine, rear wheel drive as the standard layout for high-

performance cars of the era. As of the 2015 model year, Lamborghini's automobile product range consists of two model lines, both of which are mid-engine two-seat sports cars. The V12-powered Aventador line consists of the LP 700-4 coupé and roadster. The V10-powered Huracán line currently includes the all-wheel-drive LP 610-4 coupé and roadster, as well as the less powerful rear-wheel-drive LP 580-2 coupé. Lamborghini intends to double its car production by producing as many SUVs by 2018 as sports cars. Lamborghini is also into the production of marine engines and motorcycles. Lamborghini licenses its brand to manufacturers that produce a variety of Lamborghini-branded consumer goods including scale models, clothing, accessories, bags, electronics and laptop computers.

The speaker then said that the demonetization of Indian rupee did made an impact on the sales but not as bad as expected. The market for luxury automobiles in India has increased up to 17% over the years and it is still growing. He also noted that majority of the customers prefer showroom shopping than online shopping when it comes to buying a car.

The session was followed by a question and answer session.

Karve - A Table Tennis Tournament

FORE Sports and Cultural Division organized a table tennis tournament named *Karve*. The event commenced on December 13, 2016 with full vigour however it had to be put to stop due to winter break. It resumed in January after break was over and end term exams were out of the picture. The various categories in which the participants could compete were men's doubles, men's singles, mixed doubles and women singles.

Anand Priyadarshi dominated the tournament, achieving the top spot in men's singles, men's doubles and mixed doubles.

Shiny Agarwal did the same in the women's single category, winning the women's single and mixed doubles.

Overall the tournament was a huge success, be it the number of competitors or be it the number of spectators or simply because of the atmosphere it created during that time. The full list of achievers is as follows:

- Men's Singles
 - Winner - Anand Priyadarshi
 - Runner Up - Saurabh Sagar Sharma
- Women's Singles
 - Winner - Shiny Agarwal
 - Runner-Up - Kanika Jain
- Mixed Doubles
 - Winners - Anand Priyadarshi and Shiny Agarwal
 - Runner-Up - Nipun Charaya and Naina Gupta
- Men's Doubles
 - Winners - Anand Priyadarshi and Achintya Malik
 - Runner-Up - Rajan Patel and Pankaj Tuteja

Aashayein 2017



Students from FORE along with children from Salaam Baalak Trust

Aashayein is an annual flagship event of Team *Antar* where students spend their time with children of shelter home. This year, it was organized on January 8, 2017 in Salaam Baalak Trust, a shelter home for boys by DMRC. Around 45 volunteers and 16 team members of *Antar* took out time to spread joy in the lives of 130 children for one day. The event started with one of their favourite activity, drawing competition, wherein the boys were given crayons and told to draw and colour as they pleased. All of them drew amazing sketches, including their favourite cartoons, action heroes and lake side sceneries. This was followed by 'Face Painting' as they were eagerly waiting for volunteers and team members to paint their faces and some of them played with the colours till the end. The boys willingly posed for pictures and proudly showed off their painted faces. Football, cricket and badminton were next in line wherein some children displayed their sporting talent while the others just enjoyed themselves.

Thereafter, children lined up for the lunch, which was provided by the college and all volunteers and members enjoyed their meal with them. After lunch, some of the students from FORE performed by singing songs and playing guitar and all boys sang

along with them. Team *Antar* also organized speakers and everyone danced together. The volunteers and team members spent a lot of time interacting with the children; playing carom, listening to their stories and giving them piggy back rides. The day ended around 6 pm when the children were given burgers, muffin, toffee and chocolate to eat. Each child was also given warmers. It was indeed a beautiful experience, not only for all the children but also for FORE students who got a chance to spend time with them and gathered sweet memories to cherish. Bringing smiles to innocent faces is the best gift ever.



Volunteers of Aashayein 2017 posing with children with painted faces



Face-painting in progress



Volunteers playing football with the children

Abhivadan - Event for Senior Citizens



Elders along with students at *Abhivadan* 2017

Abhivadan is a meet and greet event for senior citizens conducted by *Antar*, the corporate social responsibility club of the college. It is held every year and this time, it was held on February 1, 2017. Team *Antar* associated with the old age homes Sandhya and Gharaunda for the event. The Elders from these old age homes were brought to college with the help of enthusiastic volunteers and were welcomed with a tilak at the gate of the auditorium. The events started at 12 noon in the auditorium. The official ceremony took place in the presence of Dr. Jitendra Das and other faculty members and coordinators of the event. Following that a Tambola round was conducted where the citizens were given a paper containing a set of numbers and the coordinators called out numbers in random. The citizens were supposed to strike out the respective numbers and the person who strikes out all the numbers was declared as winner. The segment was enjoyed and appreciated by both the volunteers and those for whom it was conducted.

Soon after, lunch was served by the students to the elders. This

was followed by musical chair and cake cutting ceremony along with gift distribution. A quiz relating to movies was also held, where pictures from old Hindi movies were shown and the senior citizens had to guess the movies. Students at the college had also prepared cultural dance performance. This marked the end of the event and volunteers took the senior citizens back to their old age homes.



Students performing at the event



Volunteers of *Abhivadan* 2017 serving elders



Volunteers of *Abhivadan* 2017 serving elders

Box Cricket League Season 2



Winners of Box Cricket 2017

FORE Sports and Cultural Division organised Box Cricket League Season 2 which started on January 23, 2017. The tournament went for a week. Venue for the tournament was parking lot. There was enthusiasm and excitement about the event.

All the teams had to register on a online form. Each team could have minimum 7 members and maximum of 10 members but playing side could have only seven members. Each team had to have a minimum of one girl member. Each match was for eight overs and one bowler could bowl for two overs. According to the rules, during batting either the girl contestant will open the innings batsman or after the first wicket.

A total of eight teams participated in the event. The matches were held in a round robin format where all contestants meet all the other contestants in a match. The winners are decided on the basis of the points based on their performance.

The winners of the event were Team AlphaQ Champions who scores 35/0 in 3.5 overs while the runner up Phapdas and Khakdas scored 34/7 in 5.5 overs.



Runner up of Box Cricket 2017

Interim Placements Report for PGDM Class of 2015-17

FORE School of Management is cruising towards another successful placement season. Contrary to the belief, demonetization is proving to be a positive development for management students. 75 % of the batch is already placed with average CTC of 9.4 Lakhs.

This year the Placement Season has seen more action towards the end of Placement Season. The traditional technology recruiters from B Schools, namely Cognizant, Infosys, NIIT etc. delayed their recruitment numbers in light of US elections. E Commerce companies have also seen their recruitment numbers getting revised towards the fag end of the placement season. Given that last year, some of the E-Commerce companies had deferred their joining dates, E Commerce companies were not expected to hire in big numbers. However, because of demonetization, companies like Paytm, MobiKwik, Freecharge are hiring in bigger numbers and E-Commerce companies, expecting a brighter outlook going forward, are making a late dash for B School students towards the fag end of placement season.

Another sector that is reaping from demonetization is the BFSI sector and FORE is seeing the recruitment numbers of Banks getting revised upwards. Banking and Financial Services (BFSI) companies like ICICI, SBI, CRISIL, HDFC, Darashaw etc. also showed up in strong numbers. In this sector, the client base is increasing, the quantum of money in bank deposits is increasing, loans are expected to go up, the number of high net worth customers is expected to go up - all this means more recruitment from B Schools. Banks which had already recruited from FORE are evincing interest to come for second round.

The current placement season is also seeing a strong interest from blue chip companies which have, traditionally, been strong recruiters at FORE. HUL, Reckitt Benckiser, Asian Paints, ITC, Maruti, Mahindra & Mahindra, Tata Motors, Café Coffee Day etc. to name a few. Blue chip companies, strategy roles, IT sales, BFSI and e-wallet companies are making their presence felt. Consulting companies like Deloitte, EY, KPMG, Axis Risk Consulting showed up and so did the technology consulting companies like Cognizant, Genpact, Capgemini etc. The technology consulting majors did prune their numbers this year and given the direction coming from Donald Trump's administration, these technology majors will see increase in recruitment action in US at the cost of Indian recruitment.

A positive trend this year is the increase in number of strategy profiles offered on campus. FORE's academic focus on Strategy is paying dividends. IT Sales is another area that has traditionally attracted a lot of companies to come to FORE. This year even Gartner came for IT Sales.

Last year at FORE had seen a peak salary of 21 Lakhs per annum and an average CTC of 9 Lakhs. This year, placements have already outshone the previous year and the average CTC is 9.4 Lakhs per annum. (as of January 2017)

Memoirs



Jaskaran Singh Goraya
Students' Council President

My journey as president student council has been phenomenal and beyond expression. I have grown over the past one year so much that it can't be expressed although here I've made an effort to put it into words. But before I start verbalizing, I would like to thank my father, Prof. Jaswant Singh Goraya, for being my

super hero helping me in every aspect of my life and my mother, Paramajit Kaur Goraya, who always inspired me to work hard and molded me into a real gentleman.

I have learnt that people find very difficult to differentiate between president student council and Jaskaran. I always made sure that the decisions that I've made as president student council should never interfere in my personal dealing with my friends and colleagues. Also I have learnt in this period, how to keep utmost dignity of my post from who I am, which only very few people close to me would substantiate. At last, as I always say to my dear friend, "I am work in progress and will always be like that".

At this prestigious post, I have to make tough choices that others might not agree with but regardless of what other think I have to move forward. I have learnt that when it comes to decision making intuition plays a very special role, may be because it leads you to the right decision. No matter how many pros and cons one figure out for a particular decision, but ultimately gut feel is the one that leads to the right decision.

I would like to thank the chair student affair Dr. Sumeet Kaur for being supportive during the journey, vice-president student council for his great commitment towards the work under his post, all the committees for their hard work and dedication, SIGs for improving our respective domain knowledge, FAN for maintaining and improving cordial relationship with our alumnus and FCD for working selflessly and tirelessly day and night to get us a job which will lead us to a brighter future.

I would like to end on the note "All is for one and one is for all, united we stand divided we fall" because the journey was only possible due to the contributions of all at different stages.

'How time flies', these three words I started my Presidential speech with and now while penning down my experience as Vice President, students' Council, FORE School of Management, I totally understand the value these words hold. The journey at FORE has been very exciting, fueled by the learnings, both inside and outside the classrooms. The faculty at FORE has enriched my mind with the precious business knowledge. Be it



Aman Malhotra
Student's Council Vice President

the fundamentals of Economics by Dr. Subhasis Bera or the nitty-gritties of marketing by Bhalender Sir, I am sure all of it will help me evolve as a good leader in the corporate world.

Also as Vice President, I got a hands-on experience of the real life situations which has helped me to become better at my

management skills. Bridging the gap between the students and management without getting biased for either, is one thing. Other being arranging the sponsorship from the market for our coveted Annual fest 'Genesis'.

All these small steps of achievement actually helped me to realize one important goal of my MBA, 'A good placement'. I am sure when I will be joining as an Territory Sales Manager at Maruti Suzuki INDIA Ltd., the learnings and the relations at FORE will be the most precious gems I will have with me to cherish.

Awards and Accolades



Honouring Dr. Jitendra Das with the award of "One of Asia's 50 Greatest Leaders 2016"

- FORE School of Management, New Delhi has received the Award "**Selected Brand - Asia's 100 Greatest Brands & Leaders 2016**" in the Indo - Singapore Business Congress "Asia's Greatest Brands & Leaders 2016" organised by AsiaOne Magazine & URS Media Consulting Pvt. Ltd. on January 24, 2017 at Marina Bay Sands Hotel, Singapore.
- Dr. Jitendra Das, Director, FORE School of Management, New Delhi has received the Award "**One of Asia's 50 Greatest Leaders 2016**" in the Indo - Singapore Business Congress "Asia's Greatest Brands & Leaders 2016" organised by AsiaOne Magazine & URS Media Consulting Pvt. Ltd. on January 24, 2017 at Marina Bay Sands Hotel, Singapore.

Journey at FORE



Alokita Sharma

All that has gone by, all that is yet to come, we only seem to have the present. These lines suffice to say, sum up beautifully, my experience at FORE. I had always prided myself for having immense patience and the grueling schedule and unrelenting task work and group work, tested me every single time. I have learnt the valuable lessons

of 4 am coffee and 10 am nap.

The knowledge garnered through the course of two years, have added to my vocabulary, and also made me realize that world has so much to offer, we just have to open our eyes to it. It has taught me to love coffee runs I made in between classes, I have come to love my mix Uttapam breakfast at 10 in the morning and those lovely chats I have shared with my college mates.

On a lighter note, I have outdone myself with what I have gained from this college, I have managed to become the coordinator of the only committee I wanted to be in, I have managed to land a job, which I was interested in, I won two events with my friends, I had a wonderful trip to Singapore and Nanyang, and mostly I have managed to get through two years of college.

FORE has given me something that I thought I will always lack, a work drive, and also memories that I will never forget even if I try to. It has been an incredible milestone in the journey of my life.



Ashima Gupta

FORE. My temple of education for two years. I always fall short of words to express my emotions every time someone asks me, "Now that the session is about to end, what or whom will you miss the most after these two years?". Well, I don't believe I would miss anything/anyone. I know whenever I would look back, I would cherish the times I spent at FORE.

You miss the things that are no longer with you, but the time at FORE is an indispensable part of my life. WHY you ask? Let me walk you through it...

I distinctly remember my first day. Walking towards the

auditorium where we were asked to wait in the canteen, I saw a number of students, dressed in the same white formal shirt & grey pants, all here with an ambition, a dream to fulfil, a dream to make a mark in the industry and who chose FORE to be their pit stop & launchpad in their journey. Laughter echoed as more people joined in and we got to know each other. Little did anyone know, that FORE would give them so much in return, that we would be indebted for life.

We were never short on opportunities, be it the committee selections, Special Interest Groups, experienced faculty, live projects etc. The two day rigorous selection process of the committees was enough to give us a flavour as to what was to follow. Case studies, projects, class discussions, reports, deadlines would never leave us alone. Yet, students being students (yes, as we are managers, & we know how to find time for ourselves :D) were out there discovering what life had more in store. Gossip with friends, creating bonds that would last a lifetime, parties, and serious times: we shared it all. The trips to Mukteshwar & Singapore were the best experiences of my life, and sharing it with my friends, made it all the more special.

In terms of career, I left no stone unturned to make sure these years added value to me, and by the end of it not only am I a better person, but also, a better professional. My SIP at Sapient helped me learn a lot in the HR domain, as I was directly involved in the strategic team and created a module that was to be implemented Pan-India, in the offices of Sapient. My one motto is to "Never Stop Learning in life" and I believe this is what has brought me this far & would take me forward. Organizing various cultural events throughout the year, along with my team Nexus and various human resource events being in SIG-HR helped me gain maximum exposure & learning. We all have dealt with failure, issues, times that we felt dejected but it is you who can pick yourself up and rise again. Reflect and try harder to make a mark. Remember that patience is the key.

Now that my stint with HUL is about to begin, I feel all the more nostalgic that this roller coaster of a journey has to come to an end and yet, looking back brings a bittersweet smile to my face as I know this was one ride I would never be able to forget! Adios Amigos!

I vividly remember my first day at FORE school of management. It was beginning of the 3day long orientation process. My greatest fear was that after spending two years in the corporate world, would I be able to fit back into college life again? I must say I was a different person compared to the one had left the gates of graduation school. Work life had changed me completely, for better or for worse that was yet to be seen. I was looking forward to new experiences with both my peers as well as the professors who would be very different from those of my engineering days.

What I realized right at the start was that this was not going to be a cakewalk. I had been told by my colleagues who were already MBA's that it was going to be tough and for the next couple of years free time would be hard to come by. The pressure was on



Chiranjeev Singh Sethi

to take it on.

Our mind and skills have now been honed to take on anything that is thrown our way. I must say that the teachers did not give us any leeway some even lesser than the others. Even bickering with them in the classrooms till either we saw the other's argument was a great experience in itself. I remember professors spending hours with me to figure out the queries I brought back from my internship days. I must say that what I would miss the miss would be the assignments however weird that might sound.



Dimple Anand

I have acquired at FORE. Also, Bob Dylan is now a Nobel Prize laureate which I am mentioning for extra validation points.

Group projects, presentation, assignments for subjects from different domains of management - knowledge and learning from various aspects which will be carried by us in the future. The frequent guest lectures by many well-known people in the industry and the rich alumni network helped us keep abreast of the industry trends at all times. From Microeconomics to Marketing Strategy I have tried to savour and grasp as much as I could. With the right amount of circumstantial luck and willpower I got plenty of chances to take initiatives in many projects. The completion of which differed depending on the team that I was in, giving me many essential slice-of-life lessons

right from the first week as the faculty started piling assignments upon us. Everyone around me was feeling the heat, but this was not the scorching summer heat rather it was the heat of the furnace in which iron is tempered. I was enjoying the pressure, I was in my element. And since that day the pressure has not decreased but our minds have strengthened

I remember choosing to describe my first two months at FORE School of Management with Bob Dylan's famous song's eponymous line - Blowin' in the wind. Almost two years down in time, and that line still manages to capture the essence of my experience in this college but only in terms of the time spent, which doesn't even begin to fathom the experiential learning that

for which I am very grateful.

Apart from the academic curriculum, it was the responsibility of being the member and later on the co-coordinator of FOREword that helped me a lot in terms of getting to know how to manage a team, the duties as a member of a committee that works to bring out timely newsletters recording all the events held in college. This role had me interact with all the student committees, and at times college's administrative block too, which in-turn served as a door to help build and hone my management skills in a real-life situation. FORE School of Management also gave me my first international experience with its International Immersion Programme at Nanyang University, Singapore - which will always be an unforgettable trip for me.

The college gave me what I had and had not expected - both in a positive sense. It made me realise that I have within me a drive, the will to exert myself to work till things met the level of perfection I desired it to achieve. In no institution that I have attended before had I felt this urge to push boundaries and to help me discover that I am very thankful to FORE School of Management. To bid farewell in a similar fashion as I greeted the college, I'll borrow Bob Dylan's words again as at first time was Blowin' in the wind but now The Times Are AChangin' - thank you for the memorable journey.



Devyani Jain

Studying the same course in the same class with people 4 years elder to you was not normal until now.

But this sounds like being in any B-School. What happened at FORE that actually marked my experience is a journey as follows: getting short-listed at FORE was a surprise to me, not because the idea was far-fetched but because I forgot I had applied here; finding the charcoal grey trousers was the first assignment we got here; Supposedly, I got selected in all three committees I applied to; one of the first achievements was to get nominated for Ms. Fresher's among the 5 girls of the batch and being anonymously nominated as the class representative of IMG-9; being a part of a class of only 38 students helped in being an 8 pointer; got placed for summer internship at Videocon Industries on Day 2; Mukteshwar and Singapore mark the best

days of FORE; became the Co-coordinator of my committee, Personality Enhancement Cell; and finally got placed on Day Zero with a great package, a thing to brag about! Phew... quite an experience!

Looking forward to the first convocation of my life and not looking forward to the final farewell.

Thank you for everything FORE School of Management.



Kumar Abhishek

In our due course of life we come across a lot of things, face numerous difficult and challenging situations, meet people who become part of our life and eventually learn to grow with the passage of time. My first presentation to the farewell party, it has been nothing short of an immaculate journey with memories etched in my brain for life.

I could still remember the 1st day when I sat in the classroom with unfamiliar faces and wondered my place among them, by the end of the day most of them became familiar. For a fresher like me it would be an overwhelming experience to stumble upon so much assignments, presentations and deadlines in the very first week. So I had to mend my procrastinating ways and by the time I was getting used to all this, 1st term was over. Being a part of Committee and Student Council imbibes responsibility on you and enhances your personality so as to make you adept for day to day learnings. This journey was made more special & memorable by the courtesy of the choicest friends that I had to fortune of having. They are the helping hand as well as the ones who will play a prank on the same time.

In terms of exposure, I was selected for Student Exchange Program and had the fortune of studying in France for 1 trimester. It was nothing short of a breathtaking experience where I got to learn a lot about the global teaching methods which is evidently very much different from India. I got to know about their culture and tasted their native delicacies. It all helped me a lot in improving my personal self. It was all part of a fun filled trimester where I was fortunate enough to take the best out of it.

By the time I got back, our Summer Internship started and I got the very first exposure of the corporate world. You might be skeptical and have fear about it at first but fortunately for me it was a healthy learning experience. Being from a reputed post-graduate college like FORE you are treated with due respect as well as expected to perform better than others.

Final year of MBA was a somewhat serious phase as we had to focus on campus placements along with regular studies.

Eventually, you get used to the deadlines & sleepless nights and start enjoying them. I came to FORE to learn, to grow and above all to find the missing piece required to succeed in future and I am no qualms in saying that I have managed to achieve all those along with memories and friends for life.



Shobhit Monga

My experience here at FORE has been a unique one. Generally, one is used to taking his/her tasks casually. However, here in a professional course like MBA, things are exactly the opposite. We were given assignments and projects right from day one and not meeting their deadlines will had a huge effect on your GPA. This, in turn, helped us in shaping our personality for being a disciplined and punctual person, something which is essential for us as we enter into the corporate world.

During the two years, even though our main focus in on campus recruitments (first for internship and then for final placements), it doesn't mean that we should stop enjoying and concentrate only on our studies. This is exactly what our two years in FORE has taught us, that life isn't just about academics.

We got to participate in various intra as well as inter college competitions. This gives one an image of their standing among their peers from all over the country. We also got to participate in sports competitions held within and outside our college.

Being a member of the Students Council at FORE was amazing. Each committee has to organize different events (like Case Study Competitions, Online Quizzes etc.). Organizing and participation in them, both are important for a person as it helps in widening your experience.

The college also organized various field trips for the students. First was the field trip to Yakult Factory to educate us about the process involved in its manufacturing and distribution all over the country. Then we went to Mukhteshwar as a part of CSR activity organized by the college. We also had an International Immersion Program in Singapore.

My two years at FORE have been filled with some very unique experiences, from making life long friends to learning from great professors! It has all been a wonderful expedition. The curriculum not only challenged us academically but also enabled us to engage ourselves in extra curriculum activities varying from sports to conducting events to social work, giving us a holistic view of life after FORE, rather than just making us academically sound. We spend so much time in the institute that it feels as if we are one close-knit family.

**Yasmine Kakar**

I believe that be it the guard at the gate or the guest faculty's visiting us, every person has something to add to our growth and development. To name a few things that I enjoyed greatly at the institute were the case based pedagogy, student driven activities, and a constant exposure to the industry trends by the

help of industry leaders and the alumni network.

The college environment encourages peers to help one another, enabling each other to improve both at a personal and professional front, which harbors a sense of oneness and a passion to grow together, that eventually supports the institute's performance.

Benjamin Franklin said 'An investment in knowledge pays the best interest' and I certainly feel that my last two years have been a valuable investment for my future.

Think Tank Conducts Quizzark



Winners of Quizzark

On March 14, 2017, Think Tank conducted their last competition of the academic year named Quizzark at the Virajam Auditorium. It was an inter section quiz competition for the first year students. Sections had to battle it out in topics like Movies & TV, Marketing, Finance, Sports, OB-HR, India. The event had four rounds. In the first round, first three questions were followed by an activity round where one representative from each candidate has to take a push ups for one minute which was then again followed by three quiz questions. The second round was a rapid fire round event where questions were based on FORE School of Management. The next round was a memory test round where participants were asked to repeat a set of words that were first said to them. The last round again had three questions. The event also had some fun activities like collecting maximum one rupee coins, taking maximum push ups and so on. Section C topped the competition and Section A ended as runners up.

10th Higher Education Summit 2017 Building Entrepreneurial Ecosystems: Role and Contribution of Universities



Dr. Jitendra Das along with the panelists at the 10th Higher Education Summit

FORE School of Management in association with Associate Chambers of Commerce and Industry of India (ASSOCHAM) has organized the 10th Higher Education Summit 2017 on "Building Entrepreneurial Ecosystems: Role and Contribution of Universities" on February 23, 2017 at Hotel Imperial, New Delhi. More than 180 delegates from various corporate participated in this conference.

The eminent dignitaries who had attended the summit are Sh. Sandeep Jajodia, President, ASSOCHAM & CMD, Monnet Group; Prof. Furqan Qamar, Secretary General, AIU; Dr. Dev Swarup, Joint Secretary, UGC; Prof. Arun K Grover, VC, Panjab University; Dr. Kamlesh Misra, VC, Ansal University; Sh. Kunwar Shekhar Vijendra, Chancellor, Shobhit University; Shri K. K. Sharma, OSD & Secretary (Designate), MHRD; Prof. Ashutosh Sharma, Secretary, DST; Sh. D. S. Rawat, Secretary General, ASSOCHAM; Mr. Dilip Chenoy, Chairman, Sant Longowal Inst. of Mgmt & Tech; Dr. Amrander Pani, Director & Head Research, AIU; Prof. (Dr.) Pankaj Gupta, O. P. Jindal Global Univ; Prof. (Dr.) N. K. Ahuja, VC, Swami Vivekanand Subharti University; Prof. (Dr.) Balbir S. Tomar, Chancellor, NIMS University; Dr. K. Sundaraman, C.E.O., Sri Krishna Institutions; Dr. V. S. Rao, President, NIIT University and Shri Prakash Javadekar, Hon'ble Union HRD Minister, GOI.

Dr. Jitendra Das, Director, FORE School of Management was invited as a Speaker for the Technical Session in titled "Entrepreneurial Ecosystems in HEIs: SWOT Analysis & Need for Policy and Action Plan" in this summit. He was accompanied by the following prominent co-panelists:

- Prof. (Dr.) Vishwanath D. Karad, Founder, Executive President & Managing Trustee, MIT, Pune
- Mr. Ajay Trehan, Founder & CEO, Authbridge
- Dr. M.M Ansari, Former Member, UGC
- Dr. R P Singh, Secretary, Quality Council Of India
- Prof. M K Vajpayee, Registrar, Ansal University
- Mr. Nirmal Singh, Founder & CEO, Wheebox

Management Development Programmes



Dr. Jitendra Das, Prof. Ashok Harnal along with the 3rd batch students of "Big Data and Data Analytics"

FORE School of Management conducted the following Open MDPs at its Campus, New Delhi during January - March 2017:

1. "Advanced Excel Training" conducted by Prof. Sumeet Kaur during January 4-6, 2017.
2. "Finance for Non-Finance Executives" conducted by Prof. Vinay Dutta during January 23-25, 2017
3. "Developing Communication Competency" conducted by Prof. Reeta Raina during February 13-14, 2017
4. "Superannuation Planning" conducted by Prof. Vinay Dutta during February 23-24, 2017

Companies which nominated their participants in these programmes are: RITES, Gujarat State Petronet, ONGC Tripura Power, GSPL India Gasnet, GSPL India Transco, NSIC, NBCC and NHDC etc.

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

1. "Leading Teams for High Performance" for GAIL (India) Limited conducted by Prof. Sanghamitra Buddhapriya during January 5-6, 2017 at Noida.
2. "Finance for Non-Finance Executives" for IFFCO Limited conducted by Prof. Vinay Dutta during January 9-11, 2017 at Gurugram.
3. "Influencing Skills for British Council Shared Services" conducted by Prof. Sriparna Basu during January 12-13, 2017 at Noida.
4. "Effective Supply Chain Management" for Metlife conducted by Prof. Mohita G. Sharma during January 17-18, 2017 at Noida.
5. "Presentation Skills" for RITES Limited conducted by Prof. Anita Tripathy Lal during January 18-19, 2017 at Gurugram.
6. "Making Smart Decisions" for Petronet LNG conducted by

Prof. Sanghamitra Buddhapriya during January 19-20, 2017 at Dahej Terminal, Gujarat.

7. "Business Development and Joint Venture Management" for ONGC Limited conducted by Prof. Anil Kumar Singh during January 31-February 2, 2017 at Scope Minar, New Delhi.
8. Workshop on "Team Building, Effective Communication & Soft Skill Development" for DND conducted by Prof. Reeta Raina during 31st January, 2017 at Neemrana (Rajasthan).
9. "Managing Creativity and Innovation in Process Orientation" for Petronet LNG conducted by Prof. Sanghamitra Buddhapriya during February 9-10, 2017 at Kochi.
10. "Influencing Skills for British Council Shared Services" conducted by Prof. Sriparna Basu during February 27-28, 2017 at Noida.
11. "Business Development and Joint Venture Management" for ONGC Limited conducted by Prof. Anil Kumar Singh during March 7-9, 2017 at Scope Minar, New Delhi.
12. "HR Analytics" for RITES Limited conducted by Prof. Ashok Kumar Harnal during March 6-10, 2017 at FORE Campus, New Delhi.

A total of 239 participants attended these In-House Management Development Programmes.

A unique online programme of 6 months on "**Big Data & Data Analytics**" with Tech Mahindra was successfully launched on March 5, 2017. The program will be conducted by Prof. Ashok Kr. Harnal from March 5, 2017 to Mid August, 2017. A total of 96 participants have enrolled for this programme.

The Short term Certificate Program on "**Big Data and Data Analytics**" 3rd Batch which was inaugurated on December 5, 2016 was successfully concluded on March 4, 2017.

New Year Celebrations at FORE

This year it was no different, like the previous years FORE organized the get-together for the celebration of New year on December 30, 2016. Members of Executive Board of FORE, faculty and staff were present on the occasion. The get-together was very pleasant because of the happiness of everyone meeting

and greeting each other in a relaxed environment. The emotional bonding within each one's heart could be felt in the air!!After relishing the scrumptious lunch everyone bid adieu to each other.



Students' Council 2016 - 17



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President
Students' Council (2016-17)



Aman Malhotra
Vice - President
Students' Council (2016-17)



Vaibhav Agrawal
Co-ordinator, Antar



Naman Handa
Co-ordinator, CED



Ishaan Anand
Co-ordinator, CID



Abhishek Sharma
Co-ordinator, PEC



Anmol Verma
Co-ordinator, SIGMA



Niel Thomas Lobo
Co-ordinator, FOREConnect



Ashima Gupta
Co-ordinator, SIGHR



Himani Jain
Co-ordinator, FEEF



Rajat Sharma
Co-ordinator, FOSTRA



Alokita Sharma
Co-ordinator, FORE Word



Abhishek Dhall
Co-ordinator, FOREtech



Sidharth Saxena
Co-ordinator, Nexus



Rahul Girdhar
Co-ordinator, Thinktank



Vibhanshu Singhal
Co-ordinator, FAN



Amit Suri
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