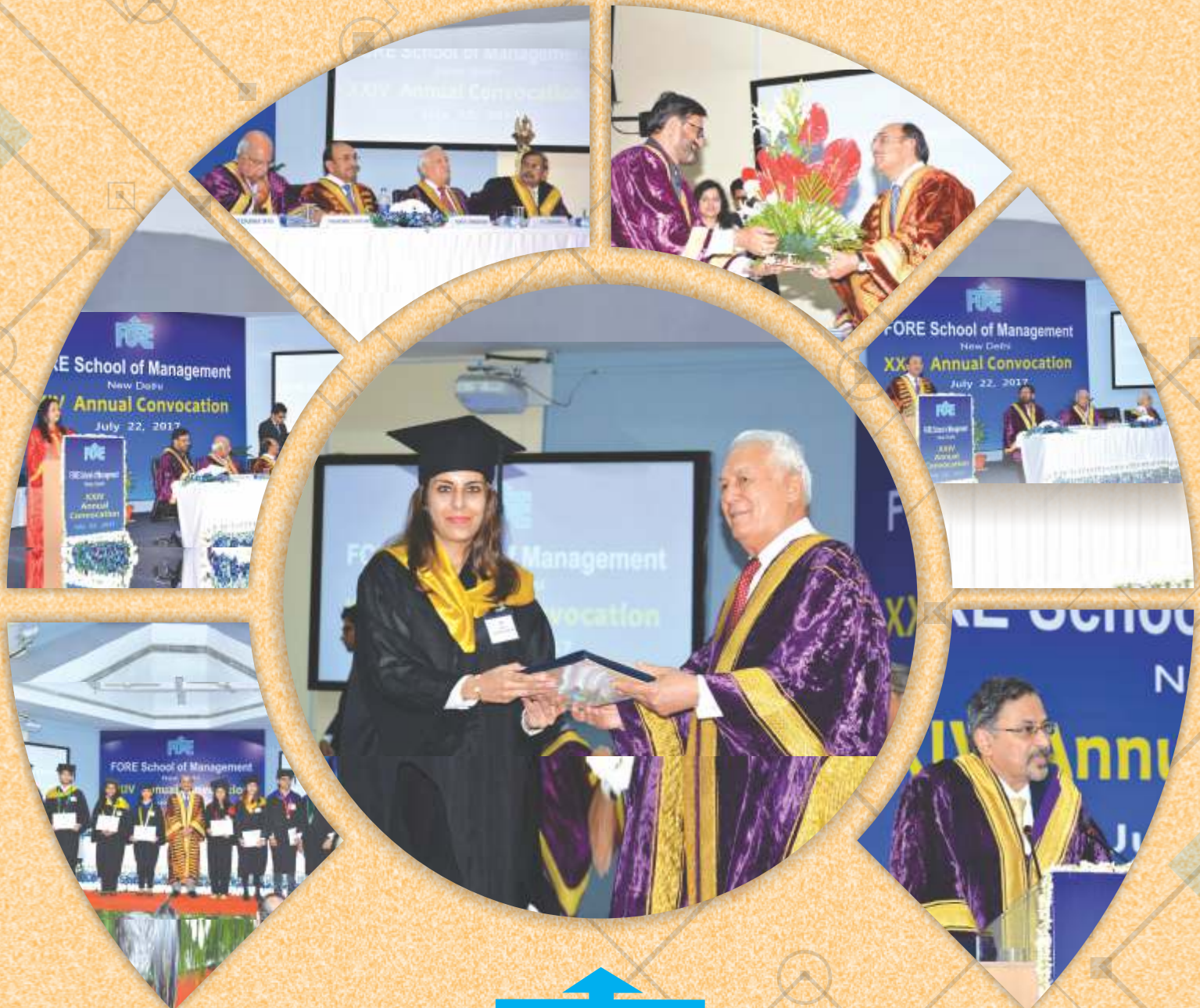


FOREprints

Volume No. 6 Issue No. 2

July 2017 www.fsm.ac.in



Private Circulation Only

The Newsletter of FORE School of Management, New Delhi

Message from Director



The Ministry of HRD, Government of India had announced to scrap UGC and AICTE and replace it with a new body named Higher Education Empowerment Regulation Agency (HEERA) to regulate both technical and non-technical institutions, but in a recent announcement this has been put on hold. The reform issues behind this, nonetheless, are of critical significance for the higher education in India.

For the past few years, or rather a decade, concerns have been raised in many quarters about the deteriorating quality of higher education, and the associated command and control based regulatory mechanisms in place in India. A 2010 circular of AICTE announcing that admissions, curriculum, fee, etc. will be decided or approved by an authorized government agency only, is a case in point. This circular was challenged in the Supreme Court and institutions have been functioning since then based on reprieve granted by the Supreme Court. Multiple regulatory control by numerous statutory bodies with their labyrinthine mechanisms have challenged all institutions, preventing innovative and creative environment taking root in higher education institutions. To illustrate, the regulators prescribing area in an institution to be used for toilets shows the level and extent of regulation. Such 'deep regulation' reflects a flaw in the entire regulation system.

The reports of various committees and commissions have in the past highlighted the deficiencies of regulatory bodies and pointed out the lack of autonomy and freedom given to the higher education institutions, and made recommendations for their growth and qualitative improvements. However, so far nothing substantive has come out of these reports.

All existing Acts / guidelines of UGC and AICTE need to be thoroughly reviewed in the context of educational requirements of the present global times. Indian universities have had a dismal ranking in the world. The best we have currently is IISc Bangalore at 152 in QS World University Rankings and IIT Delhi next at 185. With huge financial support and almost full autonomy to these government institutions this is the best we have attained in about 60 years of their existence. With pincer like grip of regulators stifling autonomy it can be anybody's guess as to what Indian private institutions can achieve when it comes to global standard. Institutions like Harvard, Stanford, Kellogg, Oxford, MIT, etc. earned their status of "world class" not through government guidelines or regulations but on their own remarkable quality enrichment through the autonomy they enjoyed. It is high time for Indian higher education to find its proper mooring at the global level and to minimize the outflow of lakhs of Indian students in search of good institutions abroad.

If these issues are not handled appropriately then the new regulatory environment, HEERA or whatever, reflecting any lackadaisical reform may become a case of problem being handled getting changed from one hand to only the other hand.

It is time for all those who are involved in drafting the blue print of a reform to revitalize the very thinking of encouraging conducive

Editor's Desk



India has elected and welcomed her 14th President and 13th Vice President in her 70th year of Independence. It is a great moment of pride for all of us!

Many new initiatives are being taken in all sectors of the economy by the government so that India emerges as a world leader. The Banking Regulation (Amendment) Ordinance 2017 promulgated in

May this year has been passed by the Rajya Sabha on the tenth of this month. This move is being viewed as one more step initiated by the Modi government to combat the problem of steadily rising Non Performing Assets in the Indian Banking sector. The amended Act shall empower Reserve Bank of India (RBI) to help banks (including the State Bank of India, its subsidiaries and the Regional Rural Banks) deal with their stressed assets and to initiate action against the loan defaulters. Banking Regulation Amendment, 2017 is an addition to the other recent measures such as Insolvency and Bankruptcy Code 2016, Securitization and Reconstruction of Financial Assets and Enforcement of Security Interest Act (SARFAESI), Recovery of Debts due to Banks and Financial Institutions (RDDBFI) besides the six new Debt Recovery Tribunals (DRTs).

It is not surprising that questions are being raised regarding the rationale behind giving such expansive powers to the RBI given the belief that the real cause of the present banking NPA crisis has been the RBI's unwillingness to share the true NPA picture with all together with its own laidback approach for years towards handling the problem. Given the fact that the major chunk of NPAs are in the Public Sector banks (PSBs), giving the RBI more powers might be an honest attempt by the Government to free the banks from unnecessary pressures faced by them in the process of initiating action against 'big' loan defaulters. In my opinion, improvements in the RBI 'architecture' in terms of policy, functions, mechanisms and regulatory powers would go a long way in making these sincere efforts in dealing with the problem of NPA crisis and in reviving the banking sector.

I welcome the new batch 2017-19! Keep up your hard work and be focused. A new journey of knowledge has started. Learn as much as possible so that your "life-journey" is successful!

Best Wishes,

Dr. Hitesh Arora

Student Editor



It has been a great experience to be a part of FOREword team and now, it is even better as former Coordinator passed the baton to me and I am grateful to be working on the first edition of this year. I welcome new batch of 2017-2019 and wish them best of luck. In last few months, our batch has experienced many new things like International Immersion Programme, Industrial exposure during internship, sharing classes with international students; overall, it has been very eventful. Many of them shared their experiences with us and it is our great pleasure to share those with you. I'll try to deliver my best as the Coordinator of FOREword and expect the same from new junior team. I thank my team and everyone associated with the newsletter for their contribution to the July, 2017 edition of FOREprints.

Akshat Gupta

environment for promoting quality education, emphasizing autonomy and accountability, and fostering creativity and innovation and thereby nudging institutions to move towards world class.

Dr. Jitendra Das

Induction Ceremony for Batch 2017-19



Mr. Ashwinder Raj Singh lighting the lamp at the induction on ceremony

The Induction Programme for the 26th Batch of PGDM and 11th Batch of PGDM - International Business was held in the Virajam Auditorium on June 20, 2017. The dignitaries who attended the event were: Mr. R. C. Sharma, President FORE, Dr. B. B. L. Madhukar, Vice President (Finance) & Treasurer FORE, Dr. Jitendra Das, Director, Prof. Sanghamitra Buddhapriya, Chair-PGP, and faculty members. The Chief Guest for the event was Mr. Ashwinder Raj Singh, Chief Executive Officer - Residential Services, JLL India, a distinguished alumni of FORE. The event started with the lighting of the lamp and it was followed by invocation by students of FORE.

Prof. Sanghamitra Buddhapriya welcomed the new batch and highlighted on the academic rigour that FORE maintains and on the role of good personal values in life. Dr. Jitendra Das welcomed the guests and in his deliberation, he dwelt on the importance of rules and regulations in an academic institution and how 'academic discipline' was given topmost priority in



Mr. R. C. Sharma addressing at the induction ceremony

FORE School of Management. Dr. Das administered the induction oath to the new students. President R. C. Sharma congratulated the students for having made it to FORE and inspired them to do well in life. He advised the students to best utilize their two years' time seeking guidance from the faculty.

The Chief Guest Mr. Ashwinder Raj Singh shared his corporate experiences with the students and under lined on the role of networking, relationship and trust. He also underlined on certain principles like- Speed is the Essence; Think Customer First; Change & Continuity; Nurturing the Right Talent and Hard work. He inspired the students to have self-belief and to remain focused.

Dr. B. B. L. Madhukar, while delivering the vote of thanks, lightened the atmosphere with his words of poetry and conveyed his message that 'communication' plays a very important role in every walk of life including business.

The event came to a close with the singing of the National Anthem.



Dr. B. B. L. Madhukar addressing at the induction ceremony



Faculty and Students at the induction ceremony

XXIV Convocation of FORE School of Management, New Delhi



(L to R) Dr. Jitendra Das - Director; Dr. Vinayshil Gautam - Board Member; Hon'ble Chief Guest Mr. Ajay S. Shriram; Mr. R. C. Sharma - President, Mr. T. C. Venkat Subramanian - Board Member

XXIV Annual Convocation of FORE School of Management was graced by Mr. Ajay S. Shriram, Chairman & Senior Managing Director, DCM Shriram Ltd, New Delhi on Saturday, July 22, 2017. 151 students of PGDM and 38 students of PGDM-International Business received their diplomas. Twelve (12) working executives also received their PGDM diplomas.

Dr. Jitendra Das, Director - FORE welcomed the Chief Guest and advised the passing out students that "You must set a goal in life. Always think about it, dream about it and work for it and you will definitely achieve success. This is the secret of all super achievers".



A snapshot of faculty procession during the convocation

He wished all the graduating students success and encouraged them to bring more laurels to FORE, their Alma Mater.

In the activity report, Director-FORE mentioned that FORE received two global awards - 'Selected Brand - Asia's 100 Greatest Brands & Leaders 2016' award in the Indo-Singapore Business Congress "Asia's Greatest Brands & Leaders 2016" organised by AsiaOne Magazine & URS Media Consulting Pvt. Ltd. at Singapore and 'Certificate of Excellence' and the 'Exemplary Leader in Education in Asia Pacific Award' in the Asia Pacific Education and Technology Summit & Awards (APETA) 2016



Mr. Ajay S. Shriram lighting the lamp at the convocation ceremony



Chief Guest presenting medal and certificate to Abhishek Sharma (IMG 9)

organised by ASSOCHAM India and The Education Post at Goa. Final Placements for 2016-17 saw strong surges at the beginning of the Placement Season and towards the end of the Placement Season. The average compensation on CTC basis was a shade over Rs. 9 Lakhs per annum while the highest CTC was approximately Rs. 18 Lakhs per annum. This year, we had more recruiters as well as greater diversity of recruiters. Traditional non-IT industries, like FMCG, Banking, Financial Services, Insurance, etc., were on campus in full strength.

Mr. R. C. Sharma, President- FORE congratulated the students on this occasion. While showering his blessings on the students, he stressed on the aspect of social consciousness for bringing



Juli Gupta (WMG 23) receiving the diploma from Mr. R. C. Sharma



Prachi Jindal (FMG 24) receiving the diploma from Mr. R. C. Sharma

about positive change in society using the skills acquired at FORE and advised them not to run after monetary rewards alone. Chief Guest, Mr. Ajay S. Shriram addressed the graduating students and shared his life experiences with them. He told them “You must ask questions. That’s the only way you can imbibe more knowledge. The learning curve must never stop. Be a student for life. Maintain relationship with all the stakeholders with different approach and different skills”.

Mr. T.C. Venkat Subramanian, Board Member, FORE proposed the vote-of-thanks. Graduating students celebrated their graduation by throwing their caps in the air!



Audience listening in rapt attention

List of Honours			
	FMG Batch - 24 (2015-2017)	IMG Batch - 9 (2015-2017)	WMG Batch - 23 (2014 -2017)
First	Ms. Samta Marwaha	Ms. Saloni Grover	Mr. Virender Harish
Second	Ms. Prachi Jindal	Mr. Abhishek Sharma	Ms. Juli Gupta
Third	Mr. Rounak Agarwal	Ms. Ashima Gupta	Mr. Sushant Taneja

International Immersion Program 2017



FORE School of Management – India
International Immersion Programme



PGDM (FMG and IMG) students along with faculty during IIP - Singapore

International Immersion Program (IIP) is a part of the full time course curriculum, for students to have an exposure of international business scenario. International Immersion Program for the academic year 2017-18 was conducted from March 26 - April 1, 2017 at Nanyang Business School, Nanyang Technological University, Singapore for the entire batch of PGDM (FMG) and PGDM (IMG) students. Five highly specialized elective courses in the areas of Finance, Marketing, Human Resource Management, Information Technology, and Operations Management were taught by Nanyang faculty members. All the Students received course completion certificate from NBS, Singapore. There is an arrangement of credit transfer for the courses conducted during the IIP, and each course will count as 0.5 credit course. To provide exposure of international business practices, Nanyang Business School also arranged industrial and corporate visits for students in reputed organizations like Bloomberg, Thomson Reuters, Urban Redevelopment Authority of Singapore, and New Water.

Courses offered during IIP 2017 are as follows:

1. International Finance - Associate Prof. Low Buen Sin
2. Strategic Marketing for Global Businesses - Associate Prof. Sharon NG.
3. Knowledge and Technology Management - Prof. Vijay Sethi
4. Managing Talents: Challenges in Asia's Emerging Markets - Associate Prof. Olexander Chernyshenko

5. Supply Chain and Value Creation - Prof. Ravi Kumar

The excitement of studying in one of the top Business Schools of the world was clearly visible on everyone's face. It was a lifetime experience for the students to learn from, interact with the Professors of Nanyang Business School having immense experience. Icing on the cake were the local sightseeing tours arranged by the FORE School of Management after the classes.

Students enjoyed the view of magnificent Singapore from top of the Singapore Flyer, visited Marina Bay Sands Sky Park, had dinner at Indian restaurant. Students witnessed largest indoor waterfall and massive Flower Dome in Gardens by the Bays, then there were arrangements done at Sentosa Island for the students to enjoy the beauty of Singapore.



PGDM (FMG and IMG) students along with faculty during IIP - Singapore



PGDM (FMG and IMG) students along with faculty during IIP - Singapore

Voice of the students :-

“Prof. Low Buen Sin, who is also the associate Dean of Nanyang Technological University, took classes on International Finance. The curriculum for it included aspects on international exchange rate and hedging. The classes were interactive and the students were explained different scenarios with interesting case studies and assignment. It was enriching experience for the students.” – Anuja Prakash

“It was one of the best experiences of my MBA life. Studying in one of the top 25 universities of the world is like a dream come true. While learnings from some of the best International minds were immeasurable, the experience is also going to be a value addition to my resume.” – Hina Gupta

“As part of our IIP, I had the privilege of being taught by Prof.

Alexander Chernyshenko, a dynamic professor who put life into the theoretical subject of Human Resources through animated lectures full of energy. There was high level of involvement and participation of students in the classroom. The subject was taught with a concentrated focus on learning almost entirely through real life case studies and group discussions.” – Ishmeet Kaur

“The biggest takeaway for me would be the emphasis that the basic concepts of the subjects have on its understanding. Time and again, the professors at Nanyang Technological University, Singapore, who had enormous experience, solved mammoth case studies by applying rudimentary concepts. This just highlighted the solid foundation that they have in the field and that is something I aspire to have in the future” – Abhishek Batra



PGDM (FMG and IMG) students along with faculty during IIP - Singapore



PGDM (FMG and IMG) students along with faculty during IIP - Singapore

5th Summit on Women Leadership: New Age Imperatives



Dr. Jitendra Das addressing the summit

National HRD Network (NHRDN) has organized the 5th Summit on “Women Leadership: New Age Imperatives” on March 16, 2017 at Welcom Hotel Sheraton, Saket, New Delhi. More than 250 delegates from Industry and Academia participated in this summit.

The eminent dignitaries who had attended the summit are Mr. Dhananjay Singh, Director General, National HRD Network; Dr. Balvinder Shukla, Summit Director & Vice Chancellor - Amity University; Mr. Nitishwar Kumar, IAS, Private Secretary to MoS Communication, (I/C) & MoS Railways, Govt of India; Dr. A K Balyan, CEO, Reliance ADA Group; Ms. Veena Swarup, Former Director-HR, EIL; Mr. J. S. Kaushal, Director (Personnel), Central Warehousing Corporation; Ms. Rachna Mukherjee, Chief HR Officer, Schneider Electric India; Ms. Vishpala Reddy, Vice President & Head (HR), American Express; Ms. Anupamma Babbar, Director (HR), Agilent Technologies; Dr. Reena Ramachandran, Member, Ad Hoc Task Force, Department of Performance Management, Cabinet Secretariat, Govt. of India; Dr. Shikha Sharma, Managing Director, Nutri Health Systems; Ms. Seema Bangia, Head (HR), Mahindra Defense Systems Ltd., Sanjay Singh, Principal Resident Representative, Tata Sons Ltd.

Dr. Jitendra Das, Director, FORE School of Management was invited as a Session Chair for the Session titled “Millennial Leadership Paradigm Shift” in this summit. He was accompanied by the following prominent co-panelists:

- Ms. Pavitra Singh, Associate Director - Talent Acquisition & Campus Engagement for India Région, PepsiCo
- Ms. Kanika Bhutani, Director – EY – LLP

UP MSME Summit - Breaking Barriers to Excellence: Unlocking Hidden Potential



Dr. Jitendra Das along with the panelists at the summit

FORE School of Management in association with the Confederation of Indian Industry (CII) has organized the UP MSME Summit on “Breaking Barriers to Excellence: Unlocking Hidden Potential” on Thursday, June 22, 2017 at Hotel Radisson, Noida. More than 150 delegates from the corporate participated in this summit.

The eminent dignitaries who had attended the summit are Mr. Anish Chaudhry, Chairman - CII Western Uttar Pradesh Zonal Council & Jt. Managing Director, CHW Forge Pvt. Limited; Mr. Jyoti Prakash Gadia, Managing Director, Resurgent India; Mr. Shreekant Somany, Chairman & Managing Director, Somany Ceramics Ltd; Mr. Anuj Khanna, MD, C&S Electric Limited; Mr. Vinod Sharma, Managing Director, Deki Electronics Ltd; Mr. Shakun Khanna, Senior Director - HCM Strategy & Transformation, Asia Pacific, Oracle; Mr. Vijay Rai, Managing Director-Enterprise Business, Saviour US IN; Mr. Nitin Dakshene, Head Sales Operations (North), Tally Solutions Pvt. Ltd; Mr. Sanjiva Dubey, Professor - BIMTECH & IIM Lucknow & Former Country Head and Asia-Pacific Executive, IBM Consulting; Mr. Rajesh Sikka, Managing Director, Metaflex Doors India Pvt Limited; Mr. A. Subrahmanyam, Deputy General Manager, Export-Import Bank of India; Mr. Ashish Mittal, Co-Founder, EasemyGST & Chief Mentor, Turning Ideas Venture Partners; Mr. Atul Gupta, Business Head - Finance, Jakson Ltd; Mr. Neeraj Kumar Singal, Director, Semco Group.

Dr. Jitendra K. Das, Director, FORE School of Management was one of the Session Moderator for the session “Strengthening Credit Access” in this summit. He was accompanied by the following prominent co-panelists:

- Mr. Mahesh Munjal, Chairman & Managing Director, Majestic Auto
- Mr. Ajay Thakur, CEO-SME Segment, BSE SME Exchange
- Mr. Dharmendra Kalra, GEVP & Regional Business Leader - SME/Business Banking, Yes Bank
- Mr. Salil Chaturvedi, Director-SME Ratings, CRISIL
- Mr. Ashutosh Gupta, Director & Business Head - SME Finance, Freecharge

Farewell 2015-2017 Batch-Bon Voyage!



President and Vice President of students council 2016-2017 and 2017-2018

It is often said that the best period in the life of anyone is the time that one spends in college. This is, undoubtedly, golden era, which one recollects nostalgically for the rest of his stay in the world. And as juniors, it was our duty to help them re-live those days, and farewell party was thrown on March 23, 2017. It's difficult to describe- a jumble of fear, a pang of regret, and sprinkles of nervousness with a side of excitement. There's a lot of uncertainty and expectation in the air, and that's what makes it so exciting, but equally as frightening.

The farewell took place in the auditorium, decorated with strips of multi-colored paper, balloons and fancy lights. Though there was an atmosphere of joy and excitement, yet it was tinged with an air of melancholy. All out-going students were in their best ethnic attire. Though sad, but feeling great, everyone gathered in the auditorium and the function started. It began with the formal address to the gathering, followed by programs of entertainment that were put up for recreation by the hosting party. It included band, dance and singing performances. Even the seniors could not restrain themselves from performing and relived their moments by performing a group dance and band performance. Some students recited touching couples and poems befitting the occasion. To throw more surprising elements in the party, fun titles were distributed among the crowd, also to declare Mr. and Miss FORE titles, items of talent



Students of FMG 24 and IMG 9 during the farewell



Prof. Sumeet Kaur presenting certificates to Best Managed Committee (Team Nexus)

show and newspaper dance was organized. To add to the excitement, photo booth was placed at the entrance, wherein they could get themselves clicked with funky quotes and props. Also, while our programs were going on, dainty dishes, followed by dinner were being served.

All in all something like farewell has really stirred up many deep emotions within all, and has caused tightening of bonds and friendships. But aside from that thought, in the end, everyone was satisfied, happy and excited about their futures.



Students during the farewell



Vastrasamman



Prof. Sumeet Kaur and students of *Antar* Team along with the contributed stuff

Carrying forward the motivation and enthusiasm from “*Rakhtdaan*”, Team *Antar* moved to its next event “*Vastrasamman*”. The entire team was excited about the event and wanted to make it a huge success in the college. With the motive to collect maximum contribution from students it was necessary to encourage them for the noble cause. Before the event, the whole cafeteria was decorated with handmade posters, frills and printed *Vastrasamman* posters were pasted in the college to make the students aware about the event. A beautifully decorated contribution box was kept outside the cafeteria. The event started from September 13, 2016 and continued for the next 10 days. The event got overwhelming response from students and faculty members from the very first day. The contributed stuff contained clothes, woollens, toys, footwear, newspapers, magazines, used books, notebooks and pens. The biggest challenges that the team faced were to make a huge contribution box and to motivate the students about importance of joy of giving. The entire team worked really hard as a unit and got the mellow fruitfulness of hard work. *Antar* team continued the contribution drive in November 2016 and March 2017 also and got an enthusiastic response with a feeling of doing something for others from FOREians towards this noble work. The collection from November 2016 and March 2017 was approximately 150 kg making overall donation of around 350 kg. The contributed stuff was donated to NGO “GOONJ” on March 23, 2017 which would be utilised by them in an effective manner. At the end team *Antar* want to thank the chair student's council, Dr. Sumeet Kaur, and all the FOREians for their valuable guidance and support at each and every phase of the event.

FORE School Alumnus honoured by the Queen of England



An alumnus of FORE, Poonam Gupta (5th Batch of MBA-IBM 1998 - 1999) has been awarded the prestigious “Officer of the British empire” OBE by the Queen of England for her outstanding achievements in the field of commerce and charity. Her interview as published by BBC (link; <http://www.bbc.co.uk/news/uk-scotland-39665958>)

Faculty Focus

Prof. Alok Kumar

Kumar, Alok., & Udayan, Chanda (2017). Economic order quantity under permissible delay in payments for new products in dynamic pricing-advertising condition. *International Journal of Business Innovation and Research*, 13 (2), 203-221.

Prof. Ambrish Gupta

Prof. Gupta, reviewed 2 papers for Accounting and Finance Conference 2017, Singapore.

Prof. Anita T. Lal

Prof. Anita T. Lal was invited to mentor the 2nd batch of Women Entrepreneurs of WEE foundation on Preparing Business Plans at IIT Delhi on June 11, 2017.

Prof. Anita T. Lal has been felicitated on March 29, 2017, for significantly contributing to the first batch of Women Entrepreneurship and Empowerment (WEE) Mentorship Program supported by Department of Science and Technology, Govt. of India and Foundation for Technology Transfer, IIT Delhi.



Prof. Anita T. Lal being felicitated at IIT Delhi, for mentoring the WEE women entrepreneurs

Prof. Anupam Narula

Narula, Anupam (2017). A research study on shopper's behavior in Russia: Marketing opportunities. *Working paper No.2017/11*, FORE School of Management, New Delhi.

Narula, Anupam (2017). An empirical study on eye care hospital selection decision of patients: A research of Medfort eye care hospitals at Delhi. *Working paper No.2017/12*, FORE School of Management, New Delhi.

Presented a paper titled "Medical Tourism: Rise of Asia as Global Healthcare Destination", at *SYMHEALTH 2017-An International Conference on Healthcare in a Globalizing World* on during May 4-6, 2017 organized by Symbiosis International University, Pune.

Prof. Asif Zameer

Zameer, Asif (2017). Russia: A study of the food and grocery retail sector. *Working paper No.2017/14*, FORE School of Management, New Delhi.

Prof. Asif Zameer was invited as Management Expert on the panel of Dena Bank for interviews for promotion of their employees from Chief Manager to AGM level. The interviews were conducted at Mumbai, Delhi and Kolkata during 21-28 April 2017.

Prof. Bishakha Majumdar

Majumdar, Bishakha., & Chakraborty, Rudranil (2017). Powertech India: Redesigning workforce composition. *Ivey Publishing*, ref. no. 9B17C016, 2017.

Prof. Faisal Ahmed

Ahmed, Faisal., & Alam, Absar, M. (2017). *Business environment Indian and global perspective*, (second edition). New Delhi: PHI Learning Pvt. Ltd.

Prof. Freda Swaminathan

Prof. Freda Swaminathan conducted a session on New Paradigms in Marketing at Hansraj College, University of Delhi, at a One week Faculty Development Program on 'Evolving Paradigms in Commerce Education' on May 4, 2017. It was well attended with faculty from universities from all over India.



Prof. Freda Swaminathan receiving a memento at Hansraj College, Delhi

Prof. Himanshu Joshi

Joshi, Himanshu (2017). Constructing international equity portfolio for BRIC nations using modified global CAPM returns. *Abhigyan*, 35 (1), 25-34.

Joshi, Himanshu (2017). Disinvestment and firm performance - A comparative analysis of strategic sale vs. public offerings by Indian public sector enterprises. *Working paper No.2017/13*, FORE School of Management, New Delhi.

Joshi, Himanshu (2017). Russian Rubble exchange rate: A univariate time series analysis. *Working paper No.2017/15*, FORE School of Management, New Delhi.

Prof. Jitendra Das

Das J. K. (2017, May). Importance of research in academic institutions, *Governance Today*, 3 (8), p. 47.

Das J. K. (2017, May 15). How about an Indian Silicon valley? *Financial Express*, p.12.

Das J. K. (2017, May 15). H1-B issue is a golden opportunity, *Pioneer*, p.9.

Das J. K. (2017, May 12). Finding strategic way, *The Statesman*, p.14.

Invited as a Speaker in the Session on 'Governance Scenario across Sectors' at the *AMDISA 14th South Asian Management Forum 2017* organised by the Association of Management Development Institutions in South Asia (AMDISA) during April 24-26, 2017 at Male, Maldives.

Chaired the Session on 'Governance and Institution Building' at the *AMDISA 14th South Asian Management Forum 2017* organised by the Association of Management Development Institutions in South Asia (AMDISA) during April 24-26, 2017 at Male, Maldives.

Presented a paper titled "Taking Indian Higher Education to the Next Orbit" at *AMDISA 14th South Asian Management Forum*

2017, organised by the Association of Management Development Institutions in South Asia (AMDISA) during April 24-26, 2017, Male, Maldives.

Presented a paper (co-authored with Prof. Shallini Taneja) titled "Skill Building for India through Corporate Social Responsibility (CSR): Policy, Implementation and Challenges" at the *International Association for Business and Society (IABS) Conference on Business and Society: From Ambition to Impact* during June 29 - July 2, 2017, Amsterdam, the Netherlands.

Interview of Dr. Jitendra Das aired at MBA Rendezvous. Link to the Interview: <http://www.mbarendezvous.com/directors-interview/interview-with-dr-j-k-das/>

Dr. Jitendra Das' interview on IIM bill incorporated in the leading magazine *Alive* in May 2017 edition, p. 92.

Prof. Mohit Anand

His research paper titled: "Financial Inclusion and PMJDY: A critical analysis and way forward" (co-authored with Kathuria, M. and Khanna, S.) has been accepted for presentation at the '5th European Research Conference on Microfinance' at University of Portsmouth (UK) from 12-14 June, 2017. The paper was presented by one of the co-author at the conference on 12 June, 2017.

Prof. Reeta Raina

Presented a paper titled "Exploring the efficacy of using theatre techniques in teaching business communication" at the *32nd International Academic Conference*, organized by the International Institute of Social And Economic Sciences in Geneva, Switzerland during June 27-30, 2017.

Prof. Sanghamitra Buddhapriya

Buddhapriya, Sanghamitra (2017). Mentoring experiences: A study of Indian public sector professionals. *The Indian Journal of Industrial Relations*, 52 (4), 290-309.

Prof. Sriparna Basu

Basu, Sriparna., & Makkar, S. (2017). The impact of emotional intelligence on workplace behaviour: A study of bank employees. *Global Business Review*, 20 (2), 1-21.

Prof. Sriparna Basu, organized an industry-academia roundtable at FORE on May 12, 2017, on behalf of the Communication Area.

Prof. Vinay Dutta

April 17, 2017- Invited by Centre for Financial Training and Research for Women, Banasthali Vidyapith for delivering special talk in Faculty Development program on "Managing Money for Happy Family-Bhartiya Insights".

April 19-20- Invited by Punjab National Bank as panel member in the interview process for promotion from Deputy General Manager to General Manager.

May 17, 2017- Invited by Jaipuria Institute of Management for delivering talk in the FDP for Finance Faculty on "How to Teach and Methodologies on Teaching and its Effectiveness".

May 20, 2017- Invited as a resource person by BHEL, Centre for Learning and Development, for taking session on "Financial Management and Cost Consciousness" in their General Management Program.

May and June 2017- Invited by Allahabad Bank as external expert in the interview process for promotion from Deputy General Manager to General Manager and Assistant General Manager to Deputy General Manager.

Induction Ceremony- Perspective of a Fresher



Yatharth Pandey

IMG 11

Being a fresher for the second time in our lives has its heavy toll on our perception. All of us have built their own expectations from such an event based on their previous experience.

Due to that a lot of people develop rather neutral psychological state towards that. From my personal experience, I must confess

that for the first time in my life I didn't feel dozy and so, I believe, felt the people around me.

FORE won my heart the moment it gifted us an industrial experience exposure of executive level on the first day. It was also pretty rad that the chief guest (Mr. Ashwinder Raj Singh, Chief Executive Officer - Residential Services, JLL India) happened to be college Alumni, who made it to such a great position within few decades after finishing the studies at the institution. The best experience of the day was when he turned on his slideshow and the word "Networking" accumulated my whole path from day one during my graduation to that very moment in one slide.

Within a few fleeting moments during which he attempted his best to serve a concentrate of business as an ethical entity to all of us, we formed a small idea of what it was. In almost no time with the speech of the President of FORE presented to the students, but heavily addressed towards his fellow staff delivered the essence and confirmed our doubts that business meant family.

Academic guidance on behalf of the Director and the humourous enlightenment presented by the Vice-President, FORE poetically, yet in a down to earth way, showed us the creativity aspect of how we should manage through the next two years of our lives in FORE and subsequently into the corporate environment.

I personally appreciated the mention of the handbook which was nothing else, but sort of a constitution to abide by and how flexible it was towards creation of new rules and regulations as per requirement.

I can say that this induction session was worth the wait through the tedious registration process we all were put through before we got into the auditorium.

The conclusion came like the taste of the sweets that we were served afterwards-

We are welcome at FORE!

Singapore Meet



Dr. Jitendra Das and faculty along with alumni at the Singapore Meet

FORE Alumni Network successfully conducted an Alumni Meet in the beautiful realms of Singapore on March 31, 2017. For the first time in the history of FORE School of Management, the institute ventured into foreign lands to reunite with FOREians. Our illustrious faculty, including Dr. Jitendra Das, Director and Prof. Freda J. Swaminathan, Professor-in-charge FAN joined to greet the Alumni on this occasion. The evening began with Dr. Das talking about the indispensable role alumni play in the growth of the college.

He further commended the enthusiasm shown by the alumni for this meet and encouraged them to stay connected and involved with the college. The glory of this occasion escalated with the decision to open a Singapore Chapter, to plan activities for our eminent alumni in Singapore and keep them connected. Mr. Mukul Jain (FMG 7), Vice President of Pramerica, was nominated as President of the Singapore Chapter and Namrata Agarwal (FMG 17) was selected as the Vice President.

The meeting ended with a promise to fulfil the objectives of this new chapter and to make the Singapore Alumni Meet a tradition of our college. Our beloved alumni not only helped us make the first Singapore Meet a success but also opened doors for many more such meets in the future.



Dr. Jitendra Das interacting with the alumni at the Singapore Meet

Mumbai Meet



Dr. Freda Swaminathan along with the alumni at the Mumbai Meet

An alumni meet organised by FORE Alumni Network, was conducted by the President and Vice President of Western Chapter on February 3, 2017 at Peninsula Grand, Mumbai. The exemplary role of FAA and the need to strengthen its network was reinforced by Freda Swaminathan, Professor-in-charge, FAN and Rupesh Kumar Pati, President, FAA.

Alumni from diverse business segments, from companies including HUL, Citibank, HSBC, Kotak, SBI, Crisil, E&Y, BSE, Cognizant and Deloitte came together to make the occasion even more stimulating and enlightening.

Mohit Jain (AVP, Citibank) was proudly nominated as Secretary and Rajneesh Kumar (Kotak), Kirti Obhan (HDFC) and Dattatreya Singla (TTSL - Tata) as Executive members of the Western Chapter.

The agenda of the meeting also included making decisions about hosting more informal meets in Mumbai to facilitate the management and logistics for the annual Western Chapter Meet in a more efficient manner, and it was decided that the Western Chapter meet will be held on a fixed day every year, ideally the first Saturday of February.

Overall, it was a productive meet, which paved a path for, and gave direction to the effort required for the forthcoming meets.

Student Exchange Programme at ESC Rennes, France-Reminiscence

Going for the exchange program was not something I had wished to do. When the mails were floated, I got myself registered and till the end of the process, I kept asking myself: 'Have I made the right choice?' This question remained with me till I stepped my first foot into France.

Everything was completely new and different there. And in no time, you get adjusted to the environment. People there know very little English and this is where Google translator and maps became our saviours. For the first few days, we stayed in Paris. The city has its own indescribable charm. When in Paris, you can't miss to visit the Eiffel Tower and home of the world-famous artwork of Leonardo da Vinci: Louvre. Our college was located in Rennes so we started the journey towards our destination.

The prime motive to go for this exchange program was to have an experience of how different or similar the studies were in the two countries. As I was expecting, academics were both different and similar in a lot of ways. There were group projects, class assignments, case studies and presentations, which are there in all B-Schools. The teachers were very particular about deadlines and punctuality. Apart from these similarities, I felt some difference in the education system as well.

ESC Rennes was a 'Global School of Management' with students and faculties coming from all over the world. With 50% international students on the campus and 85% international faculty, the campus was a good mix of various cultures and nationalities and there was a lot to learn from them. Studying here was an opportunity to build a new network of friends and contacts from all over the world, which is a major asset in an increasingly inter-dependent world.

The sections were divided according to the courses you had opted for. I had opted for the course named Franchising and Digital Strategy. There was a good blend of students from China, Italy, Argentina, India, France and Tunisia therefore every topic was discussed from global point of view. The timetable designed was such that an entire day was dedicated to one subject only. In one day, there were usually 4 sessions with two coffee breaks and a lunch break in between.

The college has 3 campuses, all three of them located close to each other. Campus 1 is the primary campus which has main reception, students' center, teachers' offices. Every campus has amphitheater classrooms for lectures, Boxes for group study and cafeterias for refreshments. The boxes are solely for students' use. Students can book these boxes online from the portal or from the reception. Other facilities include a language resource centre, a Bloomberg trading room, an incubator "innostart", 2 sports halls and a music studio.

Studying in ESC Rennes was an unforgettable experience, an opportunity I could not have missed and memories that I'll always cherish.

Mr. Saksham Arora

IMG-10



A Snapshot from the Exchange Programme at France

One of the main reasons for me joining FORE was its international semester exchange with ESC Business School in Rennes. I still remember that I made my mind that I would definitely apply for it. Now I can proudly say that it is the best decision that I have taken till now.

I still remember the day we left, January 10, 2017. We landed at Charles De Gaulle airport around 7:30 p.m. and got out of the airport by 8. It was raining and the temperature could not be more than 2-3 degrees. It was also windy and in a second we got the feel of the weather in France and what we would be experiencing for the next few months.

We stayed in Paris for 3 days and our 1st stop was Eiffel tower as you would have guessed till now. We also went to Arc De Triumph, Champs De Elys, and the very famous Louvre museum to gaze at the Mona Lisa. And then we left for Rennes which is a small city 350 kms south of Paris.

The experience at ESC Business school was amazing. We had our induction program where they introduced us to the rules and regulations of the Business School. The Welcome team presented us with a welcome package on arrival. The atmosphere was amazing. We got to know other students as well and there were many students from India as well as other countries who were on their semester exchange.

Everything they taught were from an international perspective. I still remember all the examples they gave were focused on international problems rather than focusing on any single country. This helped us develop a wider understanding of problems. Also most of the faculty there are from some other country and have worked somewhere else in the world previously. I got to learn a lot from them and know their perspective about looking at certain things which I couldn't have thought before. The Professors are very helpful and you can visit them anytime for help.

The peer learning at ESC Rennes is also amazing. You get to learn a lot from the French students as well as other students. You get to know about their experiences and also get to tell them yours.



FORE students in front of Eiffel Tower

One thing is for sure, those who haven't been to experience India, definitely want to experience once in their lifetime.

One thing is for sure, the life at Europe is amazing. I definitely want to work hard and go there again.

Mr. Vinayak Agrawal
IMG-10

A Tribute to Sudhanshu Dhawan



Sudhanshu Dhawan, student of FMG 24, FORE School of Management, passed away on June 16, 2017 in a road accident, at prime youth. People know Sudhanshu as a mature, witty and a smart individual. But not many know his other side. He was one of the most adventurous person you can ever find. May it be a movie or a road trip, he was up for anything. He was

an amazing biker, fast but amazing. Sudhanshu had a sense of righteousness which he always followed and would stand up for it even if he was up against fellow classmate or a lecturer.

Sudhanshu believed in a good 8 hours sleep, may it be an assignment or exam, he would sleep on time at max by 1:00 am. He wanted to be fresh the next morning. Sleep was always the first priority. I had never seen him abuse or being rude to anyone, even though he was a Delhi te. He always had that smile on his face, showing his calmness in any dire situation. This brought confidence to his friends and teammates. He was never been rude to anyone.

Starting of the first semester he sucked at playing chess, but by the end of fourth semester he mastered the game. He had that determination towards things he loved the most. He was a gym and sport enthusiast, always had an urge to be fit. Also he had a good dressing sense.

His untimely demise came as a shock to his friends and family. Sudanshu has left a void in many lives and his memories continue to provide support to his near and dear ones.

Manufacturing Innovation Conclave 2017 “Leveraging Innovation to make it Smart in India: Competitiveness through Innovations in Manufacturing”



Dr. Jitendra Das along with the panelists at the conclave

FORE School of Management in association with the Confederation of Indian Industry (CII) has organized the Manufacturing Innovation Conclave on “Leveraging Innovation to make it Smart in India: Competitiveness through Innovations in Manufacturing” organized on Friday, June 23, 2017 at Hotel ITC Maurya, New Delhi. More than 200 delegates from the corporate have participated in this summit.

The eminent dignitaries who had attended the summit are Mr. Kishore Jayaraman, Conclave Chairman & President, India & South Asia, Rolls-Royce India Pvt Ltd; Mr. Rajeev Singh, Senior Director, Deloitte India; Dr. Gautam Shroff, Vice President & Chief Scientist, TCS Research; Mr. Drew Johnson, Vice President, Engineering & Operations (Global), Aeris, USA; Smt. Kalpana Awasthi, IAS, Director General, National Productivity Council, Department of Industrial Policy and Promotion, Ministry of Commerce & Industry, Government of India; Mr. Vinod Sood, Managing Director, Hughes Systique Corporation; Mr. Amit Sharma, IAS, Regional Director, Survey & Land Records, Government of Jammu & Kashmir and Former Managing Director, J&K State Industrial Development Corporation (SIDCO); Mr. Tarun Mishra, Founder & CEO, Covacsis Technologies Pvt. Ltd.; Mr. Varun Gadhok, Country Head - Manufacturing Solutions, India and SAARC, Autodesk India Pvt Ltd; Mr. M. S. Shankar, Senior Director- Technology & Innovation, Anand Automotive; Mr. Tarun Mishra, Founder & CEO, Covacsis Technologies Pvt Ltd; Mr. S. M. Vaidya, Executive Vice President & Business Head, Godrej Aerospace; Mr. Ashwani Bhargava, Director, Supplier Management, Boeing India and Mr. Drew Johnson, Vice President, Engineering & Operations (Global) Aeris, USA.

Dr. Jitendra K. Das, Director, FORE School of Management was one of the Session Moderator for the session “Disruptive Innovation - Focus on Pervasive Automation” in this summit.

The Art of Debating over the Years!



Dr. Anita T. Lal as a jury member during the debate competition organized by the Rotract club

Listening to the students during the annual inter college debate organized by Rotract Club Delhi South, this year - 2017 was very interesting as well as difficult to judge because every debater had a trump card up his/her sleeves to charm the jury members.

The competition was just not a landmark event for the winners - students from Ramjas College and Jaypee Institute, it also turned out to be a landmark event for me. It was out of the blue by mere chance, I had received an invite to judge the competition. My excitement knew no bounds while confirming my presence for the event because immediately I went into a deep reverie of 30 years down the memory lane. It was the year 1987, while pursuing my English Honors, I had represented Government College Rourkela (Odisha) to participate in the Rotract inter college debate competition and was adjudged as the best debater. This invitation could not stop me from being nostalgic and amazed at the sheer coincidence.

While assessing the young speakers of the current generation, I noticed that debating over the years has undergone a sea change. In the good old days, every college would send maximum one or two representatives where the students could speak for or against the topic according to their choice. Whereas, today colleges are represented by a team of two students, where one has to speak for the motion and the other against. Gone are the days, while debating one would think only about his/her chances of winning, even if one member is good and other not so good, still a college had the chance to win the title. Today gone are the 'game of chances', both the team members speaking for and against have to be good or else there is no chance to win. The other new addition is the introduction of arbitration during the debates. Post the team's delivery, each team is posed with questions from the panel and the team has to answer. To keep the audience engaged

as rapt listeners during the competition, there is a provision for the audience to ask one question to each team. While the judges announced the winners, there was a surprise for the audience as there was a prize for the best Interrogator as well.

Nowadays to win in a debate competition, one has to prepare well, ensure that the partner is also equally well prepared and then together they are ready to present against each other and defend themselves from the queries of the jury members and the audience. WOW... what an exercise for team work! More or less every team gets similar type of questions to answer on the very same subject, then what are the chances of winning in the competition. I think in the yester years, it was important when one's turn would come to speak. It used to be a matter of chance if your turn came at the end, then you had the chance to respond to the points of the previous speakers, could also add on the new points and hope for a chance to win. Well if I look back, that day in the year 1987, for me it was luck by chance that I was the last speaker of the day and had the chance to win. Whereas, this year the winners had all the luck because unlike the other teams, both the members spoke well and defended well, so they had all the chance to win. Now is it turning out to be bit like the 'games of chance'. By any chance is there some kind of a supernatural element/force which is working upon the chances and coincidences one should have in a life time or so...

'Now when I often look back, in my vacant mood, all the memories flash upon my inward eye, which is a bliss of being adjudged as the winner; and then while judging the winners my heart fills with pleasure and dances with 'The Daffodils' by William Wordsworth'.

Prof. Anita T. Lal

Conference on Skilling India for Global Competitiveness



Dr. Jitendra Das addressing the conference

FORE School of Management in association with the PHD Chamber of Commerce & Industry has organized the conference on “Skilling India for Global Competitiveness” on April 19, 2017 at Constitution Club of India, New Delhi. FORE was Principal Partner in this event. Mr. M. Hamid Ansari, Hon'ble Vice President of India has graced the event as Chief Guest. More than 200 delegates from Industry and Academia participated in this summit.

The eminent dignitaries who had attended the summit are Dr. Raghupati Singhania, Chairman & Managing Director, J K Tyre & Industries Ltd; Ms. Sangita Reddy, Joint Managing Director, Apollo Hospitals Group; Dr. Ajit K. Nagpal, Chairman & Director General, Amity University Middle East Initiative; Mr. Arunachalam Karthikeyan, Head of iMOVE Office in India; Mr. Amit Gupta, Co-Chairman, Education Committee, PHD Chamber; Mr. Rajeev Sharma, Head, Proto manufacturing Factory and Tool Room, Hero MotoCorp Ltd; Mr. Gopal Jiwrajka, President, PHD Chamber; Mr. Sanjeev Kaul Duggal, Chairman, Skill Development Committee, PHD Chamber and Mr. M. Hamid Ansari, Hon'ble Vice President of India.

Dr. Jitendra Das, Director, FORE School of Management was invited as a speaker in the Inaugural Session titled “Thought Leadership for Scale, Speed and Innovation for Making India the Global Skill Capital” in this summit. He was accompanied by the following prominent co-panelists:

- Mr. Anil Khaitan, Sr. Vice President, PHD Chamber
- Mr. N.K. Mohapatra, CEO, Electronics Sector Skills Council of India
- Ms. Vandana Luthra, Founder, VLCC
- Ms. Rina Dhaka, Renowned Fashion Designer
- Mr. Kamlesh Vyas, Associate Director, EY (Ernst & Young) India
- Mr. Jayant Krishna, Executive Director & Chief Operating Officer, National Skill Development Corporation

7th International Conference on Electrical & Electronics Manufacturing: Inspiring Confidence



Dr. Jitendra Das along with the panelists at the conference

FORE School of Management in association with Associate Chambers of Commerce and Industry of India (ASSOCHAM) has organized the 7th International Conference on “Electrical & Electronics Manufacturing: Inspiring Confidence” on Wednesday, May 31, 2017 at Hotel Leela, Chanakyapuri, New Delhi. Shri P. P. Chaudhary, Hon'ble Minister of State, Ministry of Electronics and IT & Ministry of Law and Justice, Government of India has graced the occasion as Chief Guest. More than 200 delegates from various corporate participated in this conference.

Dr. Jitendra Das, Director, FORE School of Management was invited as a Session Moderator for the Special Session in titled “Soft & Technical Skills for Effective Manufacturing” in this summit. He was accompanied by the following prominent co-panelists:

- Shri Rakesh Mathur, SVP, Electronics Sector Skills Council
- Shri Manish Kumar, Managing Director & Chief Executive Officer, NSDC
- Shri Rahul Sharma, President, IJ Center of Excellence & Managing Committee Member, ASSOCHAM
- Dr. Ashwini Kumar Sharma, Director General, NIELIT
- Shri Damodar Aveli, IQAG Pvt. Ltd.
- Shri Akira Kuriyama, Country Head, HIDA

Summer Internship Experiences



Divita Yadav
Explorars

Being a Fresher and a Science Graduate before FORE, I was really looking forward to my SIP experience in order to help me find the best-suited domain for myself and these past two months of working at Explorars have added a great deal of value and knowledge to both, me and my work. I got the internship through a live project I was doing with Explorars and worked there as a Marketing Intern. The two main highlights of the internship were being mentored by one of the Founding Directors of the firm and at the same time having the ability to evaluate as well as implement new ideas and projects even at strategic levels. The entire experience was really enriching for me and it taught me to never stop trying to learn new things and that the simplest of ideas can show tremendous returns if the execution is done right.



Sheibban Pervez
Ogilvy and Mather

You learn several concepts of marketing, branding and advertising through the initial chapter of your MBA. However, when you step into the real world, you realise just how difficult it is to design the strategy and moreover, to communicate it. At Ogilvy & Mather, I worked for some of the biggest clients and got an in depth knowledge about branding and marketing communication. My journey was a bumpy one until I realised the golden rule, "If it doesn't sell, it isn't creative". While working in the digital team, I was involved in ideation for campaigns, monitoring social presence, researching competition and creating content. It was an amazing learning experience that taught me more than any chapter by Kotler.

Ever since I started reading about marketing as a possible career option, it became my dream to someday be a part of a fast-



Rishubh Rastogi
United Biscuits

moving consumer goods (FMCG) company. United Biscuits gave me this opportunity. The internship experience gave me insights about core sales and distribution operations and an opportunity to interact with many reputed professionals in this field. The two month period of internship has helped me to understand my career goal better and also has equipped me with essential corporate life requirements.



Saurav Singh
Carrier

I did my B.E in IT from Bangalore with work experience in Tata Consultancy Services (TCS). My SIP was with Carrier Air-Conditioning & Refrigeration, one of the best brands in this industry. This experience was completely different from my past education and past work experience. At Carrier, I worked on a 'Market Research' project to understand the best practices of the company and that of other competitors in the "Commercial Applied Services" department. I had the privilege to work closely with the Delivery Head (All India) in this segment. His continuous guidance has helped me in working on all aspects of my project & has been critical in terms of gathering relevant information/data. This project could not have been possible, had it not been the constant support of Prof. Asif Zameer. His inputs at every level have been very helpful in the project's effective & timely delivery. The concepts which we learnt in the first year in Marketing had to be used on a practical basis in these 9 weeks of internship. Reading from books is quite different from what you see and feel in the market. Applying theoretical concepts on a real life problem is real fun as compared to applying the same on case studies. The challenges faced during the internship made it even more exciting. These challenges were travelling in scorching heat and convincing your target customers to fill questionnaires, most of them who were not willing to spare 10 minutes because of their busy schedule.

This project was a 360 degree experience of planning, executing, analysing and presenting all at one go in a short tenure of 9 weeks. This experience made me understand that theoretical and practical knowledge of Marketing are two faces of a coin and both are incomplete without each other.



Deepesh Gangwal
IDBI Federal Life Insurance

A skill new grabbed,
A flair been unwrapped,
Knowledge used as a dart
Turned an intern smart
During my Internship program, I had the opportunity to work with IDBI Federal Life Insurance. There is a saying in insurance industry that "if you can sell insurance then you

can sell anything". What then, I said to myself--just bring it on. I initially thought that selling insurance would be easy, but it proved to be a really challenging job. Well, to sail through the sea of Sales and Marketing, your boat needs to be built on sound concepts of reasoning and logic. Applying the theories and lessons learnt in classrooms in the practical scenario, I began to explore the world of Marketing and Sales. It was such a valuable experience, implementing your abstract knowledge into realistic applications. This is what my internship has taught me. The whole internship program has expanded my career horizons by presenting me with the corporate experience & exposure and introducing me with the marketing chap living inside me.



Shivangi Garg
Stratview Research

When you are in your first year of your MBA, you are always worried and confused about the direction in which you want to steer your career. Same is the case with summer internship, we want to be sure of ourselves with type of job function, role or company we should aim for.

Stratview Research gave me an experiential exposure to an entirely new mindset and ability to foresee my career path post B-School. We did in depth study of a sector or a market performance globally. Market estimation with accuracy is always a challenge as no data comes free. I came to understand how market drivers are analysed and how companies overcome a constraint in its own way. I could keep an eye on any company's activities, though I was not part of those companies. Here, I also got an opportunity to talk to representatives of different firms to understand their perspective of the market. Now I am more confident about analysing any market better and with a totally different angle.



Vibhor Mathur
Genpact

The journey of my internship started with a lot of exuberance, the first day on the job and we met people who were high up in the Genpact ladder, they made us get a feel of the company. The day ended with a casual get together at dinner for all the interns that helped us get to know each other.

The second day excitement rose further, a Zumba session , team tasks and other fun activities helped us get settled. The third day is when we got into the corporate and it didn't disappoint. We had our mentors and HR managers waiting for us to guide us on this path of learning about the corporate work life. From the start these people helped me in every way possible, I was given the opportunity to attend meetings that included senior vice president and other high in command. For my project they helped me get in touch with people, regularly helped me update my efforts. Initially I lacked a bit initiative having been a fresher but my mentors helped me get right up and get my project done before the stipulated time. The overall experience of these 9 weeks has proved more than fruitful for me. It has softened my rough edges and made me more capable of handling the corporate work life. In the end it was hard to say goodbye to such a company that broadened my horizons and developed me as human being as well. Thankyou Genpact.

Advertisements - Why? How? What?



Akshit Gupta

FMG 25

Have you ever watched an ad and wondered “what was the purpose of it” or “what were they trying to tell you”? Every advertisement that you see, be it on television, newspaper or social media channels like YouTube have a specific objective to it and it's not sales. It could be to create brand awareness or to build a connect with the audience or anything else. Sales happen because of the successful completion of these objectives. If you have ever noticed that all great advertisements never talk about their products up front. They connect with you, make you relate to them, be it the latest “Doublemint” Ad or Cadbury's earlier “Kuch Meetha Ho Jaye” campaign.

Every great advertisement has a certain fixed way of communicating their ideas to the audience. It's called the “Golden Circle”. The idea is to move from inside out of this circle.

Why?: Why do you exist? What purpose do you serve?

How?: How are you fulfilling that purpose? What makes you different from other?

What?: What do you sell?

Most of the marketing efforts move from outside to inside in their communication and doing so they fade away into oblivion. They'll start with what they sell and how it's different, seldom reaching the “how”. Let's take an example of a taxi service (Ola, Uber etc). What sounds better?

“We provide an excellent taxi service and we do it through a vast network of drivers, wanna ride with us?”

Or

“We believe in making travel a convenient experience for you, we will do it because of the vast network of drivers, we happen to provide taxi services, wanna ride with us?”

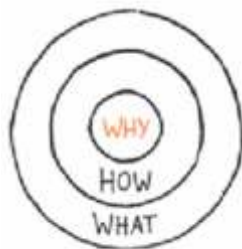
People don't buy “What you do” but “Why you do it”

Dell came up with their MP3 players in the early 2000's, people didn't buy them rationalizing to themselves that why would you buy an MP3 player from a computer company yet iPod became a rage. Dell was a bigger company at that time yet people went with the iPod. It's because unlike Dell, Apple did not advertise what they were selling but why they were selling it ingraining in minds of people their belief of innovation and how they create innovation through unique design and simple to use interface prompting people to buy anything that they sell and not just computers.

Have you ever watched an ad and wondered “what was the purpose of it” or “what were they trying to tell you”?

Every advertisement that you see, be it on television, newspaper or social media channels like YouTube have a specific objective to it and it's not sales. It could be to create brand awareness or to build a connect with the audience

The Golden Circle



Source: martinights.com

GST



Akshat Gupta

FMG 25

It is supposed to create a ‘one nation, one tax’ system and rolled out on 1st July, 2017.

Earlier, we had Value-Added Tax (VAT) systems both at the central and state levels. But the central VAT or CENVAT mechanism extends tax set-offs only against central excise duty and service tax paid up to the level of production.

CENVAT does not extend to value addition by the distributive trade below the stage of manufacturing; even manufacturers cannot claim set-off against other central taxes such as additional excise duty and surcharge. Likewise, state VATs cover only sales. Sellers can claim credit only against VAT paid on previous purchases. The VAT also does not subsume a host of other taxes imposed within the states such as luxury and entertainment tax, octroi, etc.

When GST came into effect, all central- and state-level taxes and levies on all goods and services subsumed within an integrated tax having two components: a central GST and a state GST. This ensured a complete, comprehensive and continuous mechanism of tax credits. Under it, there will be tax only on value addition at each stage, with the producer/seller at every stage able to set off his taxes against the central/state GST paid on his purchases. The end-consumer will bear only the GST charged by the last dealer in the supply chain, with set-off benefits at all the previous stages.

It basically seeks to amend the Constitution to empower both the Centre and the states to levy GST. This they cannot do earlier, because the Centre cannot impose any tax on goods beyond manufacturing (Excise) or primary import (Customs) stage, while states do not have the power to tax services. The GST would subsume various central (Excise Duty, Additional Excise Duty, service tax, Countervailing or Additional Customs Duty, Special Additional Duty of Customs, etc.), as well as state-level indirect taxes (VAT/sales tax, purchase tax, entertainment tax, luxury tax, octroi, entry tax, etc).

There are 5 tax classes in GST with many exceptions due to which small shopkeepers, manufacturers etc. find it difficult to understand. GST on many items is less than earlier effective tax while on some items, GST is more.

There is a mix reaction observed from public, some are happy with this step while some still need some time to digest. But one thing is for sure, after implementation of GST, tax rules are much more structured and regulated than before.

8th India Operational Excellence Summit 2017 - “From Make in India to Make for India”



Dr. Jitendra Das along with the panelists at the summit

FORE School of Management in association with the Confederation of Indian Industry (CII) has organized 8th Opex 2017 “From Make in India to Make for India” on Friday, March 17, 2017 at India Habitat Centre, New Delhi. More than 150 delegates from the corporate participated in this summit.

The eminent dignitaries who had attended the summit are Mr. M. M. Singh, Co-Chairman, Regional Committee on SMEs, CII NR & Executive Advisor, Maruti Suzuki India Ltd; Mr. Deepak M. Muthreja, Principal Consultant, Breakthrough Management Group India; Mr. Ashok Wadhawan, President - Manufacturing Business, Punj Lloyd Ltd; Mr. J. V. Ramamurthy, President & Chief Operating Officer, HCL Infosystems Ltd; Smt. Kalpana Awasthi, IAS, Director General, National Productivity Council, Department of Industrial Policy and Promotion, Ministry of Commerce & Industry, Government of India; Mr. Deepak M. Muthreja, Principal Consultant, Breakthrough Management Group India; Mr. Pankaj Dubey, CEO & Director, Eicher Polaris Pvt Ltd & Country Head & Managing Director, Polaris India Pvt Ltd; Mr. Yatinder Suri, Managing Director & Country Head, Outokumpu India Pvt Ltd; Mr. Rahul Chaudhary, Chief Executive Officer, Tata Power Ltd (Strategic Engineering Division); Mr. Dilip Sawhney, Managing Director- India, Rockwell Automation; Mr. Niraj Hans, Chief Operating Officer, Sandhar Technologies Limited; Ms. Sarini Sachdeva, Chief

Executive Officer, Aardour Worldwide Logistics India; Mr. Mansingh Jaswal, Director & Chief Executive Officer, Genex LogiSolutions Pvt Ltd; Mr. Raju Madhukarrao Bawankar, Director - Supply Chain, Goodyear India Ltd; Mr. B Sumit Kumar, Vice President & Regional Head North, TCI Supply Chain Solutions and Ms. Gazal Kalra, Co-Founder, Rivigo.

Dr. Jitendra Das, Director, FORE School of Management was one of the Session Moderator for the session “Designing products that truly matter to Indians & Delivering on the promise of Best-in-Class” in this summit. He was accompanied by the following prominent co-panelists:

- Ms. Mansi Madan Tripathy, Country Head, Shell Lubricants India Cluster.
- Mr. Varun Gadhok, Country Head - Manufacturing Solutions, India and SAARC, Autodesk India Pvt. Ltd.
- Mr. Balaji Rajagopalan, Executive Director - Technology, Channels & International Business, Xerox India Ltd
- Mr. K. P. Sharma, Vice President - Customer Satisfaction & Quality, Schneider Electric India
- Mr. Satendra Singh, Head of Strategy and Business Development, Global Manufacturing Operations, Nokia
- Mr. Manu Bhargava, Key Account Advisor-Industrial, Exxon Mobil

Freshers' Column



Sonakshi Satyawali

Surrounded by lush green trees, crystal clear chirping of birds, a Buddhist Monastery & other temples of Knowledge, the college building gave me a sense of a perfect amalgamation of Divine & Natural Forces being set up to dawn upon the Enlightening Paths of our Future ahead. Viewing things in some or the other positive manner can actually turn you as a very rational & a “Karmyogi”. The Campus space has led us to be more connected, be it with a smile on face or a gentle wave of hand or a pat on shoulder, we feel like white swans floating in the pond of Knowledge & Opportunities.

Looking forward to this journey of unleashing my best possible version along with my colleagues and taking forward the Glory of this Institution in any possible capable manner!



Priyanka Gupta

I can't believe it has already been 3 weeks since I set foot in this campus. A perfect example of how time flies for my experience in FORE till date has been a tremendous one, with so many surprises filled along the way. From getting to interact with seniors to attending back-to-back classes, participating in events to endless discussions with my new classmates in the reading room, FORE continues to amaze me everyday. I am looking forward to making the most of these two years of my FORE life.



Naman Taneja

After a long process of CAT, being in FORE seems worth. I was welcomed whole heartedly. Seniors made interactions seamlessly fun and comfortable, we were treated as part of the family. No policy of exclusion seems to exist in the campus, everyone is equal & free to dwell. I believe this kind of environment is very much conducive for greater knowledge exchange and networking. The industry interaction that has happened within the last 20 days have been immense and quite nurturing. I hope that this mix of support and learning continues to exist, enabling us to write the future of FORE.

On the first day I entered with mixed feelings, thousands of thoughts running through my mind. The day went by in completing the formalities, smiling at people and trying to strike a conversation. Second day was a bit better, having to see some familiar faces. Eventually the much-awaited events started;



Khushboo Chandoke



Binisha Sharma

KYS, committee meets, classes, it was like travelling in a metro where the crowd pushes you in and out without your control and you have no clue what is happening. To cope up with academics and events is scary as hell, but that day, listening to Ankur Warikoo, instilled a proud feeling of being associated with this institute.

The Chinese philosophy of yin and yang (black and white or light and dark) resides not only within us but also on us with the so called “temporary uniforms”. It brings in evenness, no doubt, because the missing vibrancy is supposed to come out from us. And it does, in terms of the joy of mingling, discovering, sharing, and laughing. And it is amusing how the third eye (the seniors) is trying to hatch the mysterious us. All in all, there have been confusing and doubtful days but nonetheless fun, though anticipating for the worst and hoping for the best.



Dikshant Jindal

Never believe your eyes, is what FORE truly re-instates our faith in. It's not the modest size of the campus but the magnanimous size of the hearts of the people that encapsulates its essence. From the exceptionally informative session by the CEO of JLL India to the most creative way of introduction through the KYS programme, FORE welcomes its students with a truly warm heart. The state of the art classrooms along with its proficient pedagogy and a great pool of committees reflects the vision of FORE in providing excellent education. In such a short span of time, a nest of memories has already laid its stones.



Nidhi Vohra

At FORE School of Management, I observed that there are minds not only rich in experience but are from diverse backgrounds thereby creating an environment to promote learning from all facets of life. The first “Anubhuti” session embarked upon me the realisation that the sense of good placement is not in terms of packages and big brands but to do something you love.

The ice breaking session with the seniors was an incredible platform for me to meaningfully interact with as many seniors as possible. FORE has made me believe that MBA is not just about making your life; it is about living a life too!

Management Development Programmes (April - June 2017)



Faculty along with participants of an MDP

FORE School of Management conducted following 2 open programmes at its Campus at New Delhi during April-June, 2017.

1. Building Business Intelligence from Social Media conducted by Prof. Shilpi Jain on April 24, 2017.
2. How to Summarize and Present Your Business Data conducted by Prof. Shilpi Jain on May 29, 2017.

A total of 25 participants attended these programmes. Some of the well known companies which participated in these programmes included: Gujarat State Fertilizers & Chemicals, Directorate General Supplies & Disposals, Baroda Apex Academy, Punjab National Bank, Karnataka Soaps & Detergents, SBI Life Insurance Co., NBCC (India), National Housing Bank, Indian Oil Corporation, Solar Industries India, Goa Shipyard etc.

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

1. "Risk Management" for ONGC Academy conducted by Prof. Himanshu Joshi during April 24-26, 2017 at Dehradun.
2. "Business Etiquette" for Horizon Worldwide conducted by Prof. Anita Tripathy Lal on May 11, 2017 at FORE Campus, New Delhi.
3. "Leveraging Social Media for Business Intelligence" for Indian Oil Corporation (Pipelines Division) conducted by Prof. Shilpi Jain on May 17, 2017 at Noida.
4. "Leading Teams for High Performance" for GAIL Training Institute conducted by Prof. Sanghamitra Buddhapriya during May 18-19, 2017 at Noida.
5. "Presentation Skills" for RITES conducted by Prof. Anita Tripathy Lal during June 13-14, 2017 at Gurugram.

A total of 84 participants attended these In-House Management Development Programmes.

Faculty Development Programmes (April - June, 2017)

FORE School of Management conducted following 4 Faculty Development Programmes at its Campus at New Delhi during (April-June, 2017)

1. IBM SPSS and Research Methods conducted by Prof. Sumeet Kaur during May 4-5, 2017.
2. Entrepreneurship Development conducted by Prof. Anita Tripathy Lal during May 8-9, 2017.
3. Multivariate Data Analysis conducted by Prof. Sumeet Kaur during May 11-12, 2017
4. Advances in Corporate Finance and Personal Finance conducted by Prof. Vinay Dutta during May 29-30, 2017.

A total of 26 faculty members and research scholars from reputed institutes attended these Faculty Development Programmes.



Faculty along with participants of an MDP

Students' Council (2017-2018)

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