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The Newsletter of FORE School of Management, New Delhi



Message from Director



Over the past few years, 'artificial intelligence' has evolved from being a mere buzz-word in tech-friendly circles, to making headlines on future of work in newsrooms across the world. The world is opening up to the fact that Artificial Intelligence (AI) can be incorporated in a variety of tasks - from simple household chores to major decision making processes in top corporates. It is no surprise that the education sector is also seeing remarkable uses of these AI technologies. As these technologies develop, we shall continue to see their impact and reap benefits in both teaching and learning techniques.

The ability of AI to analyse vast amount of data would enable higher education to see beyond smart classrooms - to smarter teachers and students. Imagine the scenario when a student can have embedded 'smart' devices implanted in her/his eye and all information is readily available and readable at a blink-so to speak-and thus, in such a scenario how should a student be evaluated in a course? The onslaught of technology and AI, in particular, therefore, will force us to redo our pedagogical solutions, change assessment methods, and will even aid in automating and fastening administrative tasks for both institutions and individual academicians.

The higher education world is quickly moving beyond classrooms and printed textbooks. AI can help in this digitization - by enabling smarter books, customizable learning interfaces and possibly help teachers and students to craft courses that are customized to their needs. Going beyond the learning process, AI could also assist in the evaluation and assessment of students. There are already technologies that help in the evaluation of objective tests; advancements in AI could push those boundaries further and we could even see an automated evaluation of narrative and subjective contents.

This technology would also allow a student to have continuous and individually customized inputs that would be required at her/his stage of learning. It could help flag issues early on, and help in the feedback process between the teacher and students - thereby enabling healthy and relevant communication. Students would get access to relevant additional tools and teachers would be able to know the efficacy of different pedagogies quickly.

AI would not just hold teachers accountable, but also strengthen their teaching practices. Current systems have the ability to analyze when a large group of students make a mistake in a question - this can be expected to improve to the point where the AI system could provide live hints or suggest corrective action in a customized manner. With such a technology, students would be able to learn from anywhere and anytime, and still receive individual output and maybe even other elements of a traditional classroom.

Another upcoming innovation is the use of Blockchain technology. Use of this in universities could remarkably alter how evaluations and credits are maintained and transferred - both within and across universities. Academic research within these institutions would also see increased protection, and their due share of recognition. This would incentivize academicians to pursue their research without worrying about the administrative hassles, and truly revolutionize the impact of academic research.

Looking at AI as just another tool for content delivery and assessment would be undermining this revolution in front of us. All of us as teachers,

Editor's Desk



The last day of October has long been commemorated as former Prime Minister Indira Gandhi's death anniversary. For some years now, the day is also celebrated as the birth anniversary of Sardar Vallabhai Patel the 'Iron Man of India' marked by a series of programmes and celebrations including 'Run for Unity' to spread the message of good governance and national integration. This year on October 31, Prime Minister Narendra Damodar Das Modi

unveiled the giant 'Statue of Unity' in Gujarat.

As is the custom in India, this event has sparked a series of debates on a plethora of points ranging from the astronomical cost of Rs. 2,900 crore involved in the construction of the statue to the philosophies of Nehru and Sardar to Partition of India to the Kashmir issue among others. In fact, one question being raised on this historically important construction is 'what is the need to construct the tallest statue when the country is faced with taller issues such as rising pollution rates, increasing poverty, falling GDP levels, increasing environmental degradation etc?'

Before giving the final verdict on the statue of Unity, it is important to go back in history. There are numerous examples of biggest, tallest and largest structures in history of mankind be it the pyramids in Egypt or the Great Wall of China or the Amer Fort in India. In modern times, the statue of liberty in the U.S. and the towering Christo Redentor in Brazil are historical symbols. Recently, the Burj Khalifa and the Hong Kong-Zhuhai-Macau bridge are considered the ultimate symbols of greatness. The Statue of Unity in India is being advocated as a tribute to the Iron Man of India.

These structures are symbols. Burj Khalifa is described and viewed as 'a tribute to the art and science of modern engineering and design; a new spotlight on the world map; and inspiration to reach for the stars'. In fact, it is the icon of the 'New Dubai'. If we look at the statue of Liberty, originally conceived as the emblem of friendship between France and the U.S., today it is a symbol of hope and opportunity. President Cleveland had promised that it would never be forgotten that Liberty has made her home while accepting the statue. Today, the statue represents the United States itself. What does the Indian Mammoth Statue of Unity symbolize in concrete words? The twelve states at the time of Independence are today twenty nine. Is this what the Statue of Unity is representing?

Students, PM Modi's vision of 'developing it as a source of inspiration for ages to come' would be possible only if people believe in and put to action the belief, United We Stand and Divided We Fall!

Hoping that you all shall endeavour to make the Statue of Unity the New Face of India!!

Best Wishes.

Dr. Hitesh Arora

Student Editor



In the words of Pablo Neruda, "You can cut all the flowers but you cannot stop the spring from coming", the October issue of FOREprints celebrates human spirit by showcasing the achievements of the students in different arenas. This edition is the perfect blend of fresh articles on the new initiatives by the student council along with the classic events. The experiences shared by alumni and industry experts shall be valuable for students. I would also like to express my gratitude to the entire editorial team behind this edition of FOREprints.

Misha Raheja

students and administration must start to look at such developments as an enhancement of human thinking and an augmentation to the educational process. For any institution that promises to prepare young talent to face tomorrow's challenges, it is imperative that they familiarize themselves and whole-heartedly embrace these new technologies.

Dr. Jitendra K. Das

Round Table Discussion on “Impact of Social Media on the values of Future Generation”



Speakers and Participants of the Round Table Discussion on Impact of Social Media on the Values of Future Generation

A Round Table Discussion was organized by FORE School of Management in association with Federation of World Academics on September 01, 2018. The theme for the conference was 'Impact of Social Media on the values of Future Generation'. Sixteen eminent speakers from Higher Education Institutions have participated as Panelists of this event. The session started with the introduction of all the speakers by Prof. Mahesh Gandhi, President, Federation of World Academics.

Dr. Jitendra Das, Director, FORE School of Management has moderated the entire Round Table Discussion. He initiated the discussion by introducing the topic. He compared the internet era from its launch in 1995 in India to the current scenario where information is flowing freely via technology. He also shed light on the present Social Media scenario with respect to sharing of fake information, usage of social media by political parties and the current issues of data selling. He declared the floor open for the speakers to share their views on the positive or negative impact of social media that could occur on future generations.

Prof. Ajay Kumar Jain, Director, IMS Ghaziabad recounted his own experience of his child regarding the misuse of social media. He talked about materialistic culture which is understood through artefacts and non-materialistic cultures which is based on values and beliefs of the society. With changing values in our society and impact of egoistic motive on the society, he stressed that parents and teachers should be accessible to children in regards to the undesirable information available on social media.

Dr. Vijay Vancheshwar, Professor (Communications, General Management and Marketing), IMI Delhi discussed about the

younger generation being addicted to social media in such a way that technology has enslaved them. The extensive usage of technology has given them a 'Fear of Missing Out' and a 'Fear of Being Offline', if not in touch with it. Social media has taken over personal interaction. He also quoted that technology is affecting people more than physical illness.

The next speaker, Prof. Pria Warrick, President-cum-Executive Director, Pria Warrick Finishing Academy emphasized on the peer pressure faced by the younger generation in the way of doing things in a particular manner. Social Media fills the gap which is created when the children are isolated while their parents are busy. There is no role model at home which leads to vulnerability at a very young age as a result of which children pick up values from social media. She also put forward the fact that Indians and Chinese have so much intellect but they lack social skills leading them to use social media more extensively, giving an impression that everyone is having fun while in reality no one is.

Quoting social media as a double edged sword, Dr. Madhu Vij, Professor in Finance, Faculty of Management Studies, University of Delhi reasoned that social media is a tool and its usage is up to us. There is a need to understand and navigate the best way to use this tool. She showed a positive side of social media by sharing her personal experiences in regards to accessibility to certain useful applications for the younger generation. She always quoted the example of Airbnb which rose to success by a wise usage of social media. She also gave instances about the regulations followed by schools these days in regard to the monitoring of screen time of a student.

Dr. Sriparna Basu, Professor (Communication), FORE School of

Management spoke about the transformation of internet by citing examples from the Internet Galaxy and Gutenberg Galaxy to Digital Galaxy. She emphasized on the escalation of Freedom of Expression through social media while previously there were no channels to provide thoughts. She also quoted that social media is a source of collective learning. A generation is not characterized just by the age group but also through some characteristics. She also cited stats from a study conducted in North America where only 8 percent of the people use social media for job opportunities which is disturbing.

Prof. Saroj Kumar Dutta, Director General, Accurate Institute of Management & Technology (AIMT), Greater Noida talked about values being deep rooted in an individual and gave several humorous examples to describe changes in behaviour due to social media. He also differentiated between the values of Ratan Tata and Cyrus Mistry by giving the example of the recent Tata feud. He concluded by saying that social media will always affect people but how much will it affect values is a question since they are deeper rooted.

The floor was then taken by Prof. Nimit Gupta, Associate Professor, Fortune Institute of International Business (FIIB), New Delhi who analysed the use of social media through three lenses, the first being, why do people go to social media, second, what will happen when people go to social media and third, how to eradicate something negative on social media. He supported Prof. Vijay Vancheshwar's point about increased social media usage by youngsters due to 'Fear of Missing Out' by citing stats from a research done by Tata Consultancy Services on the vitality of social media usage among youngsters in India. He also explained the concept of 'Socially Accepted Decision Making' which shows that people value a product not because they need it but because someone owns it.

Prof. Irfan A. Rizvi, Professor of Leadership and Chain Management, IMI Delhi brought attention to the fact that while focussing on future generation, it is also necessary to analyse the effect of social media on the values of current generation. He quoted that it is not guns that kill people but the person holding the gun. In a similar way, social media is just a channel, however, the content creators are responsible for the adverse effect on values of people using social media. He established that there should be methods to filter content on social media so that it does not harm any generation.

Dr. Ashish Joshi, Senior Associate Dean, City University of New York established that the purpose of social media was to connect the disconnected, however, its negative side has come out more prominently. He gave an instance of a WhatsApp service providing personalized dietary services in slums to show the positive side of social media. He also stated that despite the boons, data selling and cyber bullying are major concerns of using social media.

Dr. Jitendra Das talked about the change in the quantum and speed of the flow of information available with the evolution of

the society. He quoted several instances from recent events including those from US Presidential Elections where the Russians interfered by influencing Hillary Clinton's supporters through fake news. He also quoted an example from German Election campaign where the candidate won because of fake news of supporting refugees was circulated on social media. The power of social media cannot be undermined as can be witnessed from such global events.

Prof. Shiva Ram from Taxila Business School, Jaipur explained that social media is not a lion which needs to be tamed. Social Media based companies like Uber make life easier. There are several educational resources available through social media. He stated that the boons of social media outweigh its banes and the main objective lies in finding ways to control the negative use. He also mentioned that not using social media makes one uninformed while its overuse makes one misinformed.

The next speaker, Dr. Rakhi Tripathi, Associate Professor (IT), FORE School of Management stated that device and connectivity are two important tools for social media. Information was always available but the medium has changed. Moreover, social media is the only channel where two-way communication is possible.

Dr. Sivakumar Palaniswamy, Director, EMPI Business School stated that India ranks first in total downloads of inappropriate content. The students frequently use social media apps like Facebook, Instagram and Twitter, however, they do not use or mention LinkedIn very often which is an important social media app for students. He showed the negative aspect of social media by giving instances of children being handed over mobile phones with social media content in order to engage them.

Prof. Mahesh Gandhi shared his views on the alarming situation that is occurring in every home with the overuse of social media leading to loss of values among youngsters. Most youngsters are victims of depression or anxiety. In addition to this, the attention span and patience level have also reduced. Thus, there is a need to start bringing change in our homes first.

The session proceeded to the discussion on the practical approach of using social media. Dr. Ashish Joshi explained that there is an urgent need to regulate what kids are watching. He also stated an example about schools in USA where a computer is provided to every student where they get an opportunity to connect, however with close monitoring. Educational institutions must take responsibility in teaching several aspects of social media.

The session was concluded with Dr. Jitendra Das stating that self-regulation is extremely essential for the proper use of social media. At the society level, government should take necessary steps to maintain privacy of people. The focus should be on adaptive learning from social media. The session ended with a vote of thanks by Prof. Mahesh Gandhi to all the speakers who participated in the conference by contributing their views on such an important issue.

2nd Global Summit “Data Protection, Privacy & Security” Legal Reforms, Challenges & Opportunities



Dr. Jitendra K. Das, along with the prominent panelists at the Summit.

With rapid technological growth, there has been a surge of new risks and threats, particularly around managing data and privacy in the New Corporate India. The potential for harms to individual and corporate data is increasingly real and on the rise, with far reaching ramifications. Currently, in India, there is no separate authority to ensure compliance with data protection obligations required to be followed by data controllers and processors. The current regulatory regime is limited in its scope and therefore, the present business environment in India demands a deeper dive into reassessing the risk and security issues owing to the paradigm shift towards digitizing businesses. As the country is becoming data rich, coupled with the recognition of the Right to Privacy as a fundamental right under the Indian Constitution, there is a need for a data protection law to be enacted to protect individuals.

In view of the above to discuss and deliberate upon the various issues and structuring an Indian Data Protection Framework, FORE School of Management, New Delhi in association with ASSOCHAM organized the 2nd Global Summit on “Data Protection, Privacy & Security - Reforms, Challenges & Opportunities-” on Friday, July 27, 2018 at Hotel Taj, Bengaluru. More than 170 delegates from industry and academia participated in this summit. FORE was the academic partner for this event.

Dr. Jitendra Das, Director FORE School of Management, New Delhi was the Session Moderator for the Panel II. The theme of the session was Big Data- Security & Privacy Issues and Challenges. Dr. Jitendra K. Das was accompanied by the following prominent panelists:

- Mr. Ravi Sogi, Head - Product Security and Privacy, Philips
- Mr. Sridhar Sidhu, Head of Enterprise Information Security Services & Regulatory Compliance Risk Services Groups, Wells Fargo
- Mr. Shailendra Singh, Chief Information Security Officer, Capillary Technologies

MSME CEO Summit 2018 “Enabling Business Owners for the Future”



Dr. Jitendra K. Das with Mr. Ramesh Manickam and Mr. Muthu Ramalingam during the Summit.

FORE School of Management, New Delhi in association with the Confederation of Indian Industry (CII) has organized MSME CEO Summit 2018 on “Enabling Business Owners for the Future” scheduled on September 19, 2018 at Hotel Ramada Plaza, Chennai.

More than 150 delegates from industry and academia participated in this summit. FORE was the academic partner for this event.

The various sessions at the Summit focused on topics like Industry 4.0 + : Multiply Your Business; Branding, Product & Communication Design and Digital Marketing towards Nextgen MSME; Business Growth Story - Different Journeys; Financial Management - An art in Business, Financial options & Export Opportunities and Innovation, Technology & HR Effectiveness for Successful MSMEs

Dr. Jitendra K. Das, Director, FORE School of Management was the moderator for the Session on “Branding, Product & Communication Design and Digital Marketing towards Nextgen MSME” in this summit. In this session panelists shared “CEOs can understand on how product and communication design impacting business, Learn and to understand about lead generation and lead management to improve sales conversions for MSMEs, Digital technologies, tools and mobile driven solutions can help in improving lead management, sales conversions, deeper insights on prospective customers, etc.

Dr. Jitendra K. Das was accompanied by the following prominent panelists:

- Mr. Ramesh Manickam, Chief Executive Officer, Centroid Designs Pvt. Ltd.
- Mr. Muthu Ramalingam, Director & CEO, Dextrasy Technologies Pvt. Ltd.

Anubhuti - An Interface with Corporate World

The Science & Art of Viral Marketing in a Digital World



Mr. Kalyan Kumar, Co-Founder & CEO of Social Catalyzers with the Corporate Interaction Division.

The Corporate Interaction Division of FORE School of Management organised an *Anubhuti* session on August 2, 2018 on “The science and art of viral marketing in a digital world” by Mr. Kalyan Kumar, Co-Founder & CEO of “Social Catalyzers”, an influencer marketing company which works on algorithms to viral stuff. The session started in a lively manner with Mr. Kumar sharing his past personal experiences with FORE School of Management.

Mr. Kumar then talked about marketing campaigns and narrated a story about “Garcia”, an Irish pub which used a novel billboard campaign to market itself. Further, he highlighted the current status of internet in India, with more than 400 million people using internet and internet connectivity reaching even the remotest of locations reflected the prodigious scope of viral marketing. Next, he talked about the growth trends in the internet citing examples such as Twitter growing at a little rate and Instagram at a much higher rate; key distinctions between paid and earned marketing and how to engineer a viral campaign, for that he highlighted the principle of “KISS-Keep it simple stupid”. The reasons for content sharing by people such as recognition, socialisation and self-fulfilment and the types of content that goes viral such as sarcastic, slapstick, emotional, controversial etc. were well explained by Mr. Kumar. He then elucidated how to design viral content by citing examples of “Mother Dairy”, which used an emotional theme by showcasing the competitive spirit of a blind cricketer along with Delhi Daredevils which accentuated their campaign during the IPL days. Mr. Kumar also gave examples of Dove and Pedigree along with AXE by showing videos of their respective advertisements and also discussed dealing with time constraints in YouTube advertisements.

The session concluded with Mr. Kumar answering the queries of the participants. All this while Mr. Kumar, with his great sense of humour kept the audience in splits and made the session an interactive and enjoyable one.

15 Lessons Learnt in 15 Years



Mr. Vijay Thomas, Lead, Marketing at Harley-Davidson addressing the students. On August 20, 2018, a yet another exciting *Anubhuti* session, on the topic “15 lessons learnt in 15 years” by Mr. Vijay Thomas, was organised by the Corporate Interaction Division of FORE School of Management. The session, basically dealt with extracting knowledge and learnings through the past 15-year experiences of Mr. Thomas, Lead Marketing at Harley-Davidson India.

He began with the first lesson which said that there existed no better learning process than to experience failure. He corroborated the lesson by sharing his encounter with failure, learning through it and eventually succeeding thereafter. The second lesson suggested having a 'plan B' in all the situations. The third one exhorted the listeners to indulge in “selling the value and not the cost” which helped the listeners to get rid of their myopic visions of merely considering the cost, while fixing the selling price. In the next two lessons, Mr. Thomas guided the audience, not to get carried away by the 'brand'; the benefits of being innovative which included excerpts from the campus placement interviews in which he, with his out-of-the-box innovation showed a magic trick to the interviewer and cracked the interview. The next three lessons focussed on- Improving the product rather than indulging in great advertising for a bad product; tackling difficult times in life; significance of persistency. The subsequent lessons focussed on cultivating humility and focussing on action rather than mere words; being fiercely passionate and to surround with people smarter than oneself. All of them, included underpinning personal experiences of Mr. Thomas.

The last lesson which Mr. Thomas talked about was the importance of questioning. He, then answered the queries of the audience. With his interesting anecdotes and personal experiences, the session became really inspiring and motivating. He finally ended up by sharing another lesson number '15.5' which reflected the importance of applauding every effort.



Students interacting with Mr. Vijay Thomas in the *Anubhuti* session

FORE Circles



Prof. A. K. Puri along with the Alumni during the inaugural event of FORE Circles at KPMG Gurgaon.

Taking the time to build community, to get to know your people will always have long-lasting benefits! - FORE Alumni Association (FAA) and FORE Alumni Network (FAN) have a similar belief and thereby came up with a new initiative - 'FORE Circles'.

FORE Circles is a new initiative by FAA and FAN under the guidance of Prof. A. K. Puri, which aims to enhance Alumni relations and create an opportunity for the Alumni to interact with members of their organization, increase their contacts and learn more about each other's field of work.

The initiative aims to be at an organizational level in which all the Alumni working in the same organization participate, who otherwise may not be able to meet owing to varied schedules and different graduation batches. We believe that this event will help in integrating Alumni of FORE School of Management at a single platform of the office premise - to reminisce the days of FORE, share the faring of work and connect with each other. This will facilitate building a small community of FOREians within an organization. The new joinees can leverage this opportunity and feel comfortable at their new workplace.

The inaugural event took place on September 3, 2018 at KPMG, Gurgaon. It was organized at KPMG by our Alumnus and Secretary FAA, Mr. Aditya Jain. Apart from being a networking session, it helped our Alumni get a single platform to meet the other FOREians in their organization, exchange insights about different roles and functions and seek guidance from their seniors.

We believe that this initiative instills a sense of belongingness in the corporate networks and we aim to have many such FORE Circles in the other organizations where our Alumni are currently working. In the future we also plan to have these events in other cities as well so that the benefits of the event can be reaped by all. The idea is to bridge the gap by our continuous endeavor to strengthen the bond, to create value and to work with synergy.

Alumni Speak



Mr. Chinmaya Saxena; Developer Programs Lead at Facebook at "Alumni Speak" organized by FORE Alumni Network.

FORE Alumni Network has introduced a new initiative Alumni Speak with a view of increasing the interaction of our esteemed alumni with the current batch of students so that in the process the students could benefit immensely by listening to the distinguished experiences of the alumni and gain industry insights.

Every month an Alumnus/Alumna or a panel of Alumni will be invited to the college to share their journey after graduating from FORE and their first-hand experiences of the corporate world with the current batch of students.

The main aim of this program is to bridge the gap between the current pool of knowledge that the students have and the real-life skill sets that are expected out of them when they join the corporate world. Students would be able to learn from the experiences shared by the Alumni and would be able to clear their doubts by interacting with them.

The inaugural Alumni Speak took place on September 6, 2018 at FORE School of Management and was addressed by Mr. Chinmaya Saxena (Developer Programs Lead at Facebook). Apart from sharing his experiences with the students, there was an informal one-on-one interaction with the students where they resolved their doubts and received valuable guidance.

Through this program, our alumni would play a vital role in guiding the students and would inspire them to become the leaders of tomorrow.

Mr. Chinmaya Saxena shared with the students many of his memories and experiences from his history at FORE School of Management. He talked about how he decided what kind of career he wanted to have and his failure and success stories along the way. He had also been involved with start-ups initially and discussed the importance of start-ups in the current world. He also explained his job role at Facebook and discussed about the unique work environment and other job related aspects at his current organisation.

The alumni speak event ended with a Q&A session where many of the students present asked various questions with topics ranging from the speaker's personal experiences to Facebook related queries. The questions were answered very elaborately by the speaker with a little touch of humour every now and then to keep the meet very interactive and involving.

Award for 'Best Business School with Specialized Curriculum'



Dr. Jitendra K. Das receiving the award from Hon'ble Governor of West Bengal, Shri Keshari Nath Tripathi.

FORE School of Management, New Delhi has received the 'Best Business School with Specialised Curriculum' Award in the "The EduMeet 2018 & Education Excellence Awards" organized by ASSOCHAM on Thursday, July 12, 2018 at Hotel Hyatt Regency, Kolkata. On behalf of FORE, Dr. Jitendra Das, Director has received the award from the Hon'ble Governor of West Bengal, Shri Keshari Nath Tripathi.

Some of the important parameters involved for this award are Innovation, Scalability, Ability to overcome challenges, Achievements and Impact. On this occasion, Dr. Das has quoted "This award to FORE is also an evidence of the right initiatives being taken by FORE to strengthen various facets of business teaching. Curriculum has always been the top priority. While 85% of our faculty is from industry or having industry exposure, in an initiative towards making the curriculum more industry centric, we have senior business leaders from across verticals in several committees".

Stocker

The quote "Price is what you pay, value is what you get" by Warren Buffet was the kernel of the competition Stocker, a virtual trading game, organized by FORE Economy and Finance Forum.

The competition was held between teams of two participants each. Each team was given Rs. 1,00,00,000 of virtual money which they had to invest judiciously and earn the maximum possible amount by the final day. The competition began on August 29, 2018 and lasted till September 6, 2018. The first position was held by Manas Modi and Ankit Puniyani of team Fortuners who had a net worth of Rs. 1,06,46,581. The second position was held by Hardik Dungarani and Jay Patel of team Killer Instinct who had a net worth of Rs. 1,01,15,959 and the third position was held by Harshit Agarwal and Gaurav Singh Parihar of team Equitech who had a net worth of Rs. 1,04,76,003 on the final day. The competition was a great learning opportunity for students. with no prior experience of investing in the stock market and a huge success.

Mindfulness for Academic Excellence



Swami Shuddhaanandaa Brahmachari Ji addressing the students.

On August 28, 2018, Swami Shuddhaanandaa Brahmachari Ji graced the premises of FORE School of Management with his presence for delivering a session on mindfulness and academic excellence. Swami Ji, a globally acclaimed motivational & inspirational leader, was invited to the campus. A first year student presented Swami Ji with a lovely bouquet of roses before everyone settled down.

Swami Ji explained what mindfulness is and how it can be used in day to day lives to become as aware and awake as possible. He explained how all individuals are like distinct flowers and to make a garland, one needs a thread. The thread that connects all humans and animals on earth, our breaths. This led on to the discussion of the concept of "praana," the vital energy that flows through everyone. We are all inter-connected.

Swami Ji advised all the students how to channelize that energy into becoming successful in life and fulfil our visions. He stressed on the importance of meditation and how it is important to keep the mind calm for seeing clearly. Swami Ji conducted a meditation session there itself involving all the people in the gallery and guided them through the whole process of the activity. He ended the session humbly requesting everyone to practise meditation at least for five minutes every day to tackle all the chaos in life. Institutions could also incorporate such sessions in the daily schedules.

He ended the talk by quoting "life is not a sprint; it's a marathon." Dr. Savita Gautam thanked the orator for coming to the college amidst his busy life.



Swami Shuddhaanandaa Brahmachari Ji speaking about mindfulness in academics.

The EduMeet - 2018 & Education Excellence Awards



Dr. Jitendra K. Das along with the panelists at the EduMeet - 2018

Education sector in India is constantly evolving itself and is working towards being at par with Global players. Technology is playing a vital role in facilitating the growth in the sector. The infrastructure, manufacturing, communication, service and other fast growing sectors are changing the country to knowledge economy leading to demands for efficient, vibrant, dynamic and qualified knowledge workers.

In this background, in order to discuss upon the agenda of growth and opportunities in Education Sector, developing need of quality, infrastructure and research in the domain of education and to honour the champions of change FORE School of Management, New Delhi in association with the ASSOCHAM organised summit on “The EduMeet 2018 & Education Excellence Awards” on Thursday, July 12, 2018 at Hotel Hyatt Regency, Kolkata. More than 180 delegates from industry and academia participated in this summit. FORE was the academic partner for this event.

The chief guest at the inaugural session of the summit was Shri Keshari Nath Tripathi Hon'ble Governor of West Bengal. Hon'ble Governor Shri Tripathi has said “Time has come up again in the present age to build modern centers of excellence which will put increased focus on learning outcomes” and “There is increased realisation on quality of education at school level with both government and private participation”.

Dr. Jitendra Das, Director FORE School of Management, New Delhi was the Session Moderator for the Plenary I on “Futuristic Thoughts of Decision Makers”. The focus areas of this session was Quality Education, Infrastructure and Faculty Training for Education Sector in India ranging from Preschool to University.

Dr. Jitendra Das was accompanied by the following prominent panelists:

- Ms. Manoshi Roy Chowdhury, Co-Chairperson, Techno India Group
- Prof. D. K. Agarwal, Dean-SMS, Mody University of Science & Technology
- Mr. Cecil Antony, Chief Mentor and Managing Trustee, NSHM Knowledge Campus, Kolkata
- Mr. S. K. Rathor, Chairman cum Managing Director, Sanfort Group of School
- Mr. Anish Chakraborty, Chairman, Seacom Skills University

Transformation of an Iconic Brand

August 31, 2018 marked the second visit of Mr. Mansoor Ali to FORE School of Management for a guest lecture on the importance of transforming historic and iconic brands for the purpose of sustainability in the current age. Mr. Mansoor Ali is currently the Chief Sales and Marketing Officer at Hamdard Laboratories which is also an iconic brand in India since its inception in 1906.

Prof. Asif Zameer, an ex-colleague and a dear friend of the speaker, introduced Mr. Mansoor Ali and expressed his admiration towards him. Mr. Ali made sure to keep the session more of an open discussion and not a monologue. He has twenty three years of experience in the consumer goods sector and has been helping organizations change and transform since a long time. The presentation for the session was very well-made and catchy with various quotes and artworks as well.

The beginning of the seminar focused on how change has impacted lives around us in the course of history - “Change is inevitable, progress is optional.” Changes in the Indian market were also discussed, relating to the shift to globalization and how sellers' market has transformed into buyers' market. Major influencing factors such as religion, Bollywood, cricket and culture have all contributed to the paradigm shifts in the Indian markets. At the moment, Indian markets are overheated with consumption explosions, youth demands and an all pervasive middle class.

The discussion then shifted to how Mr. Mansoor Ali has been handling the transformation process of Hamdard by boosting its products such as Rooh-Afza and Safi and how crucially important it has been to carefully tread the road of change. The key is to question mindsets, challenge mediocrity and continuously innovate. “To change is to stumble and fall at first” emphasized on the fact that failures are not uncommon in the transformation process and they form the foundation for success. Mr. Mansoor Ali's continued efforts have helped Hamdard's Manesar factory in being awarded with the USFDA certification. The session ended with the speaker showing the audience new age advertisements for each Rooh-Afza and Safi. Prof. Asif Zameer thanked the speaker for taking the time to come and talk to the students about this important aspect of a brand. Prof. Anita Tripathy Lal spoke about the last seminar Mr. Mansoor Ali had conducted in the institute and also presented a token of appreciation to the speaker.

The Four Keys of Great Managers: (1) When selecting someone, they select for talent ... not simply experience, intelligence or determination. (2) When setting expectations, they define the right outcomes ... not the right steps. (3) When motivating someone, they focus on strengths ... not on weaknesses. and (4) When developing someone, they help him find the right fit ... not simply the next rung on the ladder.” -Marcus Buckingham

If you pick the right people and give them the opportunity to spread their wings-and put compensation as a carrier behind it-you almost don't have to manage them.” - Jack Welch

Freshers' 2018



The senior and junior team Nexus at Freshers' 2018

Freshers' 2018 was organized by team Nexus on August 3, 2018- a day both the seniors and juniors were eagerly looking forward to. The set-up and the ambience in the auditorium were all very overwhelming. There was a great sense of exuberance in the air. The theme of the day was "angels and demons" and all the décor was tuned to this theme with shades of white and red visible everywhere you see.

The event started with Prof. Basant Potnuru warmly welcoming the FMG 27, IMG 12 as well as the very first FM batch. He then invited the Director, Dr. Jitendra Das onto the stage. Dr. Jitendra Das addressed the audience and told them the importance of balancing the serious and fun aspects of life and shared memories of his student life as well. The Director requested Dr. B. B. L Madhukar, the Vice President of FORE to share a few words of wisdom with the batches. He talked about quite a few important ideologies, including the importance of patriotism and citizenship. The chants of "VandeMataram" by the students on the cue of the Vice President reverberated across the whole auditorium.

This was followed by a solo guitar and song performance as well as a stand-up comedy by the students of the new batch, both of



Dr. B. B. L. Madhukar, Dr. Jitendra K. Das and faculty members at the Freshers' Welcome 2018

which were exceedingly amazing and the crowd loved them. The first round of the Mr. and Miss Fresher was next on the list. The most eye-catching part of this event was one of the participants, Yatharth Pandey, who had dressed up as the devil with an extraordinary amount of artwork on the face and skin. First round was the "ramp walk and introduce your partner" round. The crowd applauded all the unique styles of ramp walk showcased by the participants with their respective partners. Two other performances by the students of the senior batch, an energetic solo dance session as well as a musical duo, followed. The second round of Mr. and Miss Fresher was the "rapid fire and dance round" where a few quick questions were asked to each of the participants and then they had to show off their dance skills to the audience. The audience, of course, loved every minute of it and showed great enthusiasm in supporting all the participants through the whole event.

The wonderful experience ended with the announcement of the 2018 Mr. and Miss Freshers' winners - Shubhankit Chatterjee and Bhawna Mulani respectively. With that, this wonderful evening had come to an end leaving behind memories that would stay with the junior and senior batches forever.



Mr. and Miss Fresher 2018

Independence Day Celebrations



Students performing at the Independence Day Celebration

Independence Day marks the end of British rule and establishment of free nation, to honour this FORE School of management celebrated the 72nd Independence Day on August 14, 2018 this year. It was celebrated from 4 PM to 6 PM in the evening. Whole college was enveloped into tri colour decorations which itself was enough to instil the enthusiasm and patriotism among students. A large number of students attended the event. The ceremony took place in the Virajam Auditorium, FORE School of Management. The festivities kick started with inspiring speeches by Dr. B. B. L. Madhukar, Vice President (Finance) & Treasurer, FORE, Dr. Jitendra K. Das, Director, FORE and Dr. Basant K. Potnuru, Chair Student Affairs. Dr. Jitendra K. Das, emphasized on diversity and quoted instances that apart from being the most divergent nation, we draw our strength from being different from each other. Towards the end, he inspired the students to contribute to the nation by doing what they are supposed to do and bring glory to FORE School of Management. After this Dr. B. B. L. Madhukar hooked us by taking into a journey of his life and quoting “Hum bachate rahe deemak se apne ghar ko aur kursiyon ke chand keede saara mulk khagaye”, emphasizing that corruption and vice are the main cause of degrading our nation and we should sacrifice ourselves in all aspects to take the responsibility of our nation. Adding to this, FORE students showed their enthusiasm by number of performances including singing by Raja Gopalan, Mohit Jain, Kartik Narang and Aradhya Jain, a beautiful storytelling of how India got independence by Vishwas Mahara, lyrical dance performance by Shasta Bindal. The event also sported a best dressed competition. The winners were Gaurav Singh Parihar from boys and Sukriti Shukla from girls. The love for our roots was presented by a short video on all the reasons why we love our nation. In the end, the event was concluded by Dr. Basant K. Potnuru addressing the audience to bring a change in the nation and work towards it. There are a lot of words that one can sum up Independence Day but the one which always stays is “Jai Hind” with the hope to have a nation that is more sustainable and land of equal opportunities.

Marketing & Branding: Unveil the Secret of Building a Successful Enterprise



Dr. Jitendra K. Das along with Mr. Samit Sinha, Ms. Vinati Moghe and Ms. Uma Nidmarty at the conference

FORE School of Management, New Delhi in association with the Confederation of Indian Industry (CII) has organized the conference on “Marketing & Branding: Unveil the secret of Building a Successful Enterprise” on Friday, August 31, 2018 at Hotel Radisson, Noida.

More than 170 delegates from industry and academia participated in this summit. FORE was the academic partner for this event.

The Conference focused on issues like Marketing & Branding Strategy for New Age Consumer, New Age Marketing: The Game Changer and Role of Marketer in Meeting Profit and Purpose of Brand.

The inaugural session of the event was graced by Mr. Vinod Sharma, Vice Chairman, CII U.P State Council & Managing Director, Deki Electronics Ltd; Mr. Vijay Rai, Managing Director - Enterprise Business, Saviour US INC; Mr. Amit Mittan, Country Manager, Agroy Group; Mr. Pradeep Kashyap, Founder, MART and Mr. M. K. Puri, Director, Global Autotech Ltd.

Dr. Jitendra K. Das, Director, FORE School of Management was the Chairman for the Session on “Marketing & Branding Strategy for New Age Consumer” in this summit. The focus areas of this session was “Consumer Centricity and Delight, Understanding Consumer perception to Design Brand Experience, shift of marketing paradigm from “Selling” to “Influencing” and Evolving with Changing Consumer Needs.

Dr. Jitendra K. Das was accompanied by the following prominent panelists:

- Mr. Samit Sinha, Managing Partner, Alchemist Brand Consulting Pvt. Ltd.
- Ms. Uma Nidmarty, CEO, Lectrotek Systems
- Ms. Vinati Moghe, Head Operational Country Marketing - India Cluster, GEA Process Engineering (India) Pvt. Ltd.

CED Seminar “The Success of Start-ups”



The panelists at the seminar on the success of start-ups organized by Team CED

The Centre for Entrepreneurship Development (CED) at FORE School of Management, New Delhi organized its' first seminar for the year on 'Success of Start-ups' on August 30, 2018. The seminar began with a 'Welcome Address' delivered by Dr. Anita Tripathy Lal, Professor In-Charge, CED where she also briefly introduced the distinguished speakers of the seminar.

The first speaker in the seminar was Mr. Gaurav Gupta, founder and chief editor of 'Bookhook.com'. He was the first one to share his start-up story. Being the Alumni of IIM Ahmedabad, he had the opportunity to work for some of the best company's in the country. After working for 15 years in the corporate world, it was in the year 2016, while he was working with TATA Group, he decided to start something of his own and introduced Bookhook.com. Since then, he has been a pioneer in presenting summarised versions of iconic books in app format that are more accessible to today's readers. Talking about his venture, he reminded the audience that most of the leisure time today is spent binge watching rather than reading. Bookhook stands on the foundation of 'you do not need to read more to know more' and aims to create an appetite for knowledge.

Ms. Pooja Verma the Co-founder and CEO of 'Whiskers Marketing Private Limited' was the second speaker. She along with her Co-founder and sister Ms. Neha Verma started 'WhiskersMarketing' in the year 2014. At that time, both the sisters were working with Google. Google, according to Pooja, is a career opportunity that cannot be missed. But after three years, it was time to follow her passion and turn into an entrepreneur. Speaking about the inception of her company, she shared, “from our interactions with CEOs and other people from the industry, we realized that there was a lack of skills in new recruits and that's when we decided to work towards bridging this gap.” She and her sister thought about varied business ventures but gradually decided to do something at which they were good at and created a platform which not only caters to digital marketing needs but also provides training. Today, 'Whiskers Marketing' has many prominent clients including Facebook and many more.

The next speaker invited on stage was Ms. Shalini Beriwal, founder of 'Magnificence', a very successful woman entrepreneur honoured with various awards & recognitions by media houses, magazines and recently felicitated by Delhi Management

Association and S. P. Jain Institute of Management & Research. It was in the year 2002, as a homemaker she decided to showcase her creativity and came up with gifting and packaging business. Since then, she had never looked back and currently is catering to the needs of some of the distinguished clients worldwide. She believed in the idea of contemporizing Indian Handicrafts, which is the soul of their company. She reminded the audience, 'In the beginning there was resistance, but then I was supported by my family and kept growing in the niche market.'

Taking the seminar forward, Dr. Anita Tripathy Lal set the stage for the next speaker, Mr. Abhay Beriwal. It was in the year 2010, Mr. Beriwal quit his high profile career in Hotel Management in England and came to India. Lo and behold, he was charmed by the success of 'Magnificence' and decided to join hands with his Mother. Being always inclined towards doing his bit for 'Magnificence', together Mother and Son started 'MAPP' a 6-month programme on gifting and packing. Today as a Business Partner with 'Magnificence' he is also the CEO of 'MAPP' where they have already trained 600 individuals. As a next generation entrepreneur, he plans to use his learning to grow the business further and take the legacy forward.

The last, but not the least, speaker at the seminar was an Alumna of FORE, Ms. Haneet Bhasin Vohra. After completing her PGDM in Marketing from FORE she was picked up by Shaw Wallace and continued to excel in her corporate career. It was in the last two years she decided to pursue her passion in apparel designing and started 'Couture by Haneet Bhasin Vohra' launched in Singapore and at the national level last year. She has been working towards expanding her business and while narrating her journey to the gathering, she urged students to cultivate patience.

After listening to the success stories of the entrepreneurs Dr. Anita Tripathy Lal, then initiated a 'One to One' chat session with the entrepreneurs to highlight their challenges and achievements. She also sneak-peeked into their lives by having a rapid-fire session on their lifestyle, work-life balance and leisure time activities. During this, it was discovered that all these entrepreneurs were ordinary people doing extraordinary things. Finally, the seminar was summed up by Dr. Lal and she requested the speakers to spell out the 'Mantra for Success'. If Gaurav Gupta highlighted that “the source of acquiring knowledge is as important as the knowledge itself” then, Pooja Verma encouraged the students to “follow their dreams and never give up”. “If you want to be an entrepreneur, let age not be a barrier”, said Shalini Beriwal. Whereas, Abhay Beriwal emphasized, “the importance of adapting to the changing business environment”. Moreover, “there can never be a substitute for education, but it is your passion that sets the path you wish to walk on”, said Haneet Bhasin Vohra. At the end of the day every student had a key takeaway and the purpose of the seminar on Entrepreneurship to inspire the young management students was achieved.

A Sparkling FDP/Faculty Retreat in Bali, Indonesia



Faculty Development Program at Bali, Indonesia

10th Annual Faculty Development Program/Faculty Retreat was held from September 22-25, 2018 organized in Bali, Indonesia. A group of 29 faculty members, led by our President Mr. R. C. Sharma, and Director, Dr. Jitendra. K. Das, expanded their horizon of learning during the tour. This program was organized in collaboration with TNS Kantar, Jakarta, Universitas Indonesia, Depok- UI, and Udayana University, Bali, Indonesia.

Ms. Astiti Suhirman, TNS Kantar, Jakarta delivered two sessions. The first session was on Indonesia Consumer Culture and Trends covering Indonesia in the context of SE Asia, defining character, consumer culture and engagement model, brand building insights and brand value, consumer markets & purchase behaviour overview. The second session was on marketing research in Indonesia covering social and cultural dimensions of marketing research practices in Indonesia.

Dr. Teguh Dartanto, Head of Economics Department, Universitas Indonesia delivered a session on Economic Growth and Growth Inclusiveness in Indonesia. Dr. Teguh presented stylized facts of structural transformation in Indonesian economy from 1985 to date. He also shared the rapid progress made by Indonesia on reducing extreme poverty and decreasing inequality. Dr. Teguh also deliberated on inclusiveness of economic growth in Indonesia.

Dr. Manuati Dewi, Head of the department- Human Resource Management, Faculty of Economics and Business, Udayana University, Bali conducted a session on Organizational Culture and Leadership in Indonesia. Indonesian concept of leadership

based on the traditional Hindu mythology was one of the key highlight of her presentation. She also shared illustrations of transformational leadership in Indonesia, including the current Indonesian president Mr. Joko Widodo.

The FDP tour incorporated major sightseeing places in its itinerary with an opportunity to get glimpses of Balinese society and culture. On the day of arrival in Bali, a tour of Tanjung Benoa Beach was organized, where faculty members enjoyed the banana boat ride.

On the third day, group visited Batubulan village venue to Batik cloth gallery to see how batik handmade are made. From there, group was transferred to Kintamani village to see spectacular view of Volcano Batur and Lake Batur. Later, the group visited famous ancient Hindu Uluwatu temple located on top of the cliff jutting out to the ocean over 100 meters above these a level. In the evening faculty members enjoyed KECAK DANCE derived from the epic of RAMAYANA story, with the beautiful view of sunset from the temple premises.

Participants of the tour returned home with excitement, enriched knowledge and a memorable exposure to Indonesian and Balinese culture, economy, and business environment on September 25, 2018. Continuing with the practice, Faculty members of FORE School of Management are expected to bring out 'Working Papers' on a theme related to his/her area of interest with regards to the Bali- FDP. The combined intellectual output from this FDP is likely to be published in the form of a book.



Dr. Jitendra K. Das presenting a memento to Ms. Astiti Suhirman



A snapshot of Faculty at Bali

Box Cricket League 2018



Winners of Box Cricket League, 2018

From August 13 to August 31, FORE Sports and Cultural Division organised the Box Cricket League at FORE School of Management campus for all the freshmen and sophomores at the university. There was already a huge amount of excitement and anticipation regarding this event in the preceding weeks. A total of 42 teams from the college participated in this competition held by FSCD.

Teams had a minimum of seven players and a maximum of ten players with a playing side having seven members out of the ten and the remaining three were reserves. Both seniors and juniors were required to form the teams together. Matches had seven overs in each inning. Rules of the event also ensured that males and females both participated in this event actively. FSCD members acted as the umpires in every match of the tournament to ensure fair play.

The former part of the competition was league-based while the latter part of the competition was knockout-based. In the league stage, there were fifteen groups with three teams in each group. Top two teams from each group progressed on to the knockout rounds. The teams that progressed to the knockout rounds were Cigaris and Eleven (Group A), International Dealers and FORE



The teams from the final round of Box Cricket League

Runner (Group B), Chonkpur Cheetahs and Rangers (Group C), FORE Super Kings and Ramrods (Group D), Cricket Enthusiasts and The Pruners (Group E), Celestial Dragons and Dhurandars (Group F), Black Caps and Strikers (Group G), Spartans and Multiple Scorgasm (Group H), Game Swingers and Alphas (Group I), Knight Watchmen and Super FOREians (Group J), Rajhans7 and Ursa Major (Group K), Animo Nights and Master Blaster (Group L), The Knights and Rockers (Group M) and Skyhawks and Laala (Group N).

The tournament ended with the quarter finals, semi-finals and final match held on August 31, 2018 with International Dealers winning the tournament and Cigaris being the runners-up. With this, ended the past few energetic evenings of Box Cricket League matches in the college and an event that involved so many students of the institute in a fun-filled cricket tournament.

Addict - 2018

'Addict', the first event organised by team Think Tank got under way on August 27, 2018. The event saw a huge enthusiasm among the students with as many as 240 of them participating. The event basically revolved around probing the brand knowledge possessed by the students in terms of its logos, tag lines and any other related component.

It was a team-based event with the first round involving a quiz consisting of 25 questions, with 30 seconds allotted to answer each question. The questions involved guessing the brands through videos, advertisement campaigns, history, associated personality etc. 32 teams were shortlisted to the next round which was a sort of dumb charades where the two members of a team had to guess the brand drawn by the third member. Certain restrictions such as prohibition to draw certain stuff that were termed as 'taboo' were required to be kept in mind. The third or the final round required combining a brand and an item and presenting on it for 2 minutes. For example, Levi's plus nail cutter or it could be Tide plus shoes etc. At the end of the final round, team 'Logoholics' comprising of Agrim Batra, Sagar Dua and Karan were declared the winners and received a power bank and a smart watch. Team 'White Knights' consisting of Rishabh Garg, Ayush Jain and Mukul Jain were the runners up and they bagged the prize consisting of pen drive and powerbank. The second runners up were Team 'Aggressive achievers' consisting of Mayank Singh, Gaurav Singh Parihar and Indra Tej, who received a certificate.

The event was a huge success. Along with fun, the event provided the students an opportunity to enhance and utilise their existing knowledge to gain recognition and would further encourage them to remain abreast of the current marketing and branding affairs.

Welcome to FORE Family



Prof. Kaustav Kundu

Ph.D. (Management Engg.), Politecnico di Milano, Italy; M.Tech. (Industrial Engg.), IIT Delhi; B. E. (Production Engg.), Jadavpur University

Prof. Kaustav Kundu has worked for 4.4 years in GENPACT (a subsidiary company of GE) in Supply Chain

Analytics. He was selected by the European Commission to carry out Ph.D. in Management Engineering in Italy. During his doctoral programme, he had the privilege to present his research papers in many prestigious international conferences like POMS, IEEE, etc. During his Ph.D., he went to another university, University of Groningen, the Netherlands, for 6 months. He has published his research work in peer reviewed journals of international repute.

He is also actively involved in corporate consulting having consulted projects for small and medium scale industries using Lean Six Sigma tools. At FORE School of Management, he is involved in teaching “Introduction to Operations Management”, “Global Supply Chain Management”, etc.



Prof. Sunita Daniel

Ph.D. (Department of Mathematics and Statistics), IIT Kanpur, M. Phil. (Department of Mathematics), Loyola College, University of Madras, M.Sc. (Mathematics), B.Sc. (Mathematics), University of Madras.

Dr. Sunita Daniel has been in teaching and research for over 21 years. She is

passionate about her subject, and sharing it with others. Her research has covered a wide range of topics, from abstract algebra to creating algorithms for designing curves during her Ph.D., even venturing into disease modelling and epidemiology.

After her Ph.D. she was awarded a research project under the “DST Fast Track Young Scientist Scheme” which was carried out at JNU, New Delhi, during which time, she continued her work on developing algorithms for designing curves and surfaces. She was involved in teaching Mathematical Modelling, Optimisation Techniques, Statistics, Financial Modelling.

She has presented various research papers at international conferences held at Dubai, Malaysia, Turkey, China and Zurich, and has also published her research work in reputed international journals.

Arthshastra - Be Future Ready



Ms. Pooja Kheterpal, CFO, ARM worldwide addressing the students

FORE Economy and Finance Forum, in partnership with their knowledge partner EDUCBA, organized Arthshastra, an informative seminar on the topic “Be Future Ready: Current Financial Trends Explained” on September 4, 2018 as a part of the Finance Week. The session was delivered by Ms. Pooja Kheterpal, CFO, ARM Worldwide.

With more than 18 years of experience in Finance, Ms. Kheterpal had a wealth of knowledge and experience to share. She compared what entailed finance twenty years ago to the present scenario. She talked about the latest innovations, the amalgamation of technology with finance and the impact of Automation, Big Data, Intellectual Property, Cyber Security, etc. She elucidated the role of modern finance leaders and the significance of Finance for various stakeholders like clients, employees, vendors and functions like procurement, reporting and statutory. She talked about latest trends like Block chain, Machine Learning and AI in Finance and asked students to watch out for trends like FinTech, Cloud, Alternative Finance, RegTech, Big Data, Real Time Risk Decisions and the likes. She discussed about the various challenges faced while adopting technology for assessing and quantifying risks, cyber security processes, positioning of communications with financial stakeholders and managing the costs of implementation and maturation with good risk mitigation plans. She also emphasized on the need for leaders to be active on Social Media. The session was concluded with an enthusiastic question and answer round. In the end Ms. Kheterpal urged the students to always keep a breast with the latest trends in the world of Finance and always keep learning by taking various online courses.

Faculty Focus

Prof. Alok Kumar

Session Chair at the Journal of the Academy of Marketing Science (JAMS) India Conference, held at Indian School of Business (ISB), Hyderabad during April 26-28, 2018.

Delivered a talk on 'Modeling Techniques for Research' to the faculty members of Jaipuria Institute of Management at the Jaipuria Institute of Management, Noida on August 7, 2018.

Kumar, Alok., & Chanda, Udayan (2018). Two-warehouse inventory model for deteriorating items with demand influenced by innovation criterion in growing technology market. *Journal of Management Analytics*, 5 (3), 198-212.

Chanda Udayan., Kumar Alok., & Das, Jitendra Kumar (2018). Fuzzy EOQ model of a high technology product under trial-repeat purchase demand criterion, *International Journal of Modelling and Simulation*, 38 (3), 168-179.

Prof. Amrish Gupta

Gupta, Amrish (2018). Comparative analysis of financial performance of Bank of Russia and Reserve Bank of India, *The Case Centre*, North America, Case No. 118-0033-1.

Prof. Anil K. Singh

Singh, Anil K., & Muqbil Burhan (2018). Configuring dynamic capability architecture for understanding changes. *International Journal of Strategic Change Management*, 7 (2), 109-138.

Prof. Anita Tripathy Lal

Lal, Anita Tripathy (2018). Hello when in Russia say-Zdravstvuyte! *Working Paper No. 2018/25*, FORE School of Management, New Delhi.

Lal, Anita Tripathy (2018). Udayan Care - Transforming Lives. *Working Paper No. 2018/26*, FORE School of Management, New Delhi.

On August 10, 2018, Prof. Lal was an *expert speaker* in the area of 'The New age disruptors of Global Education' in the 12th world education summit organized at Leela Ambience Hotel, New Delhi.

She delivered a motivational talk on the topic - '*Having a Positive Attitude*', to the new batch of B.Tech students on August 18, 2018 at Accurate Institute of Technology, Greater Noida on August 18, 2018.

While on Sept 01, 2018, she was a member of the special jury to assess and award the 'Best Women Alumni Achiever' of BIMTech organized at Hotel Radisson Blue, Noida.

Recently, IIM Ranchi has invited Dr. Anita T. Lal as a visiting faculty to teach *Business Communication* course to the first year PGEXP students.

Prof. Anupam Narula

Prof. Anupam Narula was nominated as an expert to evaluate the Ph.D. Thesis titled "The Effect of Green Marketing on Consumer Buying Behavior in India" by Amity College of Commerce and Finance, *Amity University, Noida*.

Narula, Anupam., (2018). Changing buying behavior of Global Consumers: A caselet of Dutch consumers in Netherlands. *Working Paper No. 2018/27*, FORE School of Management, New Delhi.

Narula, Anupam., & Saxena, Nidhi (2018). Impact of work life balance on Job satisfaction: A study of married working women in private banks of NCR. *Abhigyan*, 36 (2), 21-29.

Prof. Asif Zameer

Zameer, Asif., Irfanullah Khan., & Mohd Tehseen Burney (2018). Perceived credibility of private universities branding Under 'International' Tag. *International Journal of Research and Analytical Reviews*, 5, 342-349.

Prof. Basant Potnuru

Potnuru, Basant (2018). Can India produce enough doctors and ensure 'Health for all'? *Working Paper No. 2018/23*, FORE School of Management, New Delhi.

Prof. Bishakha Majumdar

Majumdar, B. (2018). School principals as leaders: Major research trends and future directions. In S. Deb (Ed.) *Positive Schooling and Child Development: International Perspectives* (pp. 325-345). Springer: Singapore.

Conducted session on 'Workplace Ethics' at the Capacity Building Programme for Employment Exchange Officers, organized by the Indian Institute of Foreign Trade, New Delhi, and the Ministry of Labour & Employment, Government of India, at National Institute of Careers, Noida, on July 13, 2018.

Prof. Jitendra K. Das

Das, Jitendra Kumar (September 10, 2018). How private sector can play a bigger role in higher education, *Financial Express*, New Delhi, p. 12

Das, Jitendra Kumar (September 01, 2018). Why India needs education reforms now, *Daily Excelsior*, Jammu, p. 8.

Das, Jitendra Kumar (August 29, 2018). India can't hold back on education reforms, *The Statesman*, New Delhi, p. 9.

Das, Jitendra Kumar (July 16, 2018). Half-backed education reforms won't work. *The Statesman*, New Delhi, p. 9.

Das, Jitendra Kumar (July 7, 2018). Autonomy to liberate the higher education, *Daily Excelsior*, Jammu, p. 8.

Das, Jitendra Kumar (July 02, 2018). The backbone of modern society, *Business World*, <http://businessworld.in/article/The-Backbone-Of-Modern-Society/02-07-2018-153671/>

Chanda, Udayan., Kumar, Alok., & Das, Jitendra Kumar (2018). Fuzzy EOQ model of a high technology product under trial-repeat purchase demand criterion, *International Journal of Modelling and Simulation*, 38 (3), 168-179.

Prof. Himanshu Joshi

Joshi, Himanshu (2018). Option trading, information asymmetry and firm innovativeness: Evidence from stock options trading firms from India. *Theoretical Economics Letters*, 8, 2169-2181. <https://doi.org/10.4236/tel.2018.811142> (ABDC Listing - B).

Prof. Mohita Gangwar Sharma

Sharma, Mohita Gangwar (2018). System dynamics modelling for reverse logistics supply firm, *Working Paper No. 2018/24*, FORE School of Management, New Delhi.

Prof. Muqbil Burhan

Singh, Anil K., & Muqbil Burhan (2018). Configuring dynamic capability architecture for understanding changes. *International Journal of Strategic Change Management*, 7 (2), 109-138.



Prof. Sumeet Kaur conducting the FDP at Jaipuria Institute of Management, Ghaziabad.

Prof. Piyush Pandey

Pandey, Piyush., Sanjay Sehgal., & Florent Diesting (2018). Stock market integration dynamics and its determinants in the East Asian Economic Community Region. *Journal of Quantitative Economics*, 16 (2), 389-425. A Springer Journal, Ranked B in ABDC Journal Quality List.

Pandey, Piyush., Sanjay Sehgal., & Sakshi Saini (2018). Dynamics of short and long term debt market integration in the South Asian Economies. *Theoretical Economics Letters*, 8, 2416- 2443. Ranked B in ABDC Journal Quality List.

Prof. Rakhi Tripathi

Tripathi, Rakhi (2018). Are higher education institution Websites 'International Students' friendly? Analyzing higher education Institution Website in Netherlands. *Working Paper No. 2018/22*, FORE School of Management, New Delhi.

Prof. Rajneesh Chauhan

Chauhan, Rajneesh., & Bera, Subhasis (2018). Input diversification and asset performance in Indian IT industry, *Working Paper No. 2018/28*, FORE School of Management, New Delhi.

Raina, Reeta., Mehlika Sarac., Chauhan Rajneesh., & Bilcin Meyden (2018). Organizational socialization: Differences in consequences between employees from nations with high and low uncertainty avoidance. *International Journal of Indian Culture and Business Management*, 17 (3), 283 - 306.

Prof. Reeta Raina

Raina, Reeta., Mehlika Sarac., Chauhan, Rajneesh., & Bilcin Meyden (2018). Organizational socialization: Differences in consequences between employees from nations with high and low uncertainty avoidance. *International Journal of Indian Culture and Business Management*, 17 (3), 283 - 306.

Organized a workshop on "Creativity and Communication" by the celebrated author Ms. Mona Verma on July 12, 2018 at FORE School of Management.

Prof. Shallini Taneja

Davidson, D. Kirk., Tanimoto, K., Jun, L.G., Taneja, S., Taneja, P. K., Yin, J. (2018). Corporate Social Responsibility across Asia: A review of four countries. In James Weber., & David M. Wasieleski (eds.), *Corporate Social Responsibility-Business and Society* 360, pp. 73-132, UK: Emerald Publishing Limited.

Prof. Somayya Madakam

Madakam, Somayya., R. M Holmukhe., & S. Tripathi (2018). Rising of Yokohama, Keihanna, Kitakyushu, and Toyota smart

cities in the land of the rising Sun. In Zaigham Mahmood (ed.) *Smart Cities Development and Governance Frameworks*, pp 243-262, Switzerland: Springer International Publishing.

Madakam, Somayya., & Pratima Bhagat (2018). Fog computing in the IoT environment: Principles, features, and models. In Zaigham Mahmood (ed.) *Fog Computing - Concepts, Frameworks and Technologies*, pp 23-43, Switzerland: Springer International Publishing.

Madakam, Somayya., & Rajesh M. Holmukhe (2018). Songdo smart city: An aerotropolis and a ubiquitous city. In Nilanjan Dey., & Sharvari Tamane (eds.) *Big Data Analytics for Smart and Connected Cities*, pp 278-298, UAS: IGI Global.

Prof. Sriparna Basu

Prof. Sriparna Basu has been invited by Indian Institute of Management, Sambalpur to teach two course this term.

She has also been invited by Indian Institute of Public Administration (IIPA) to deliver lectures in the area of leadership and decision-making styles.

Prof. Sumeet Kaur

Prof. Sumeet Kaur was invited as resource person to conduct two day FDP on SPSS and Research Methods in Jaipuria Institute of Management, Ghaziabad, on July 24-25, 2018 for 50 participants.

Prof. Vandana Gupta

Gupta, Vandana (2018). Sum of the Parts (SOTP) Valuation of ITC Limited, The Case Centre, North America, Reference No.118-0024-1.

Gupta, Vandana (2018). Determinants of firm level governance: Comparative analysis of firms based on their market capitalization and management, *Working Paper No. 2018/21*, FORE School of Management, New Delhi.

Prof. Vinay Dutta

Invited by NHPC Ltd., Faridabad to provide faculty support for session on "Understanding Financial Statements and Ratio Analysis using NHPC Annual Report" for the five day Advanced Management Program conducted by NHPC for their Chief Engineers in July 2018.

Invited by Tourism Finance Corporation Ltd. to act as member of the Screening Committee for appointing Managing Director in August 2018.

Conducted Seminar Course "Risk Management and Money Laundering" for the first year Students

Prof. Vinaytosh Mishra

Mishra, Vinaytosh., Samuel, C., & Sharma, S. K. (2018). Supply Chain partnership assessment of a diabetes clinic. *International Journal of Health Care Quality Assurance*, 31(6), 646-658.

Mishra, Vinaytosh., Samuel, C., & Sharma, S. K. (2018). System modeling for forecasting of diabetes prevalence. *Indian Journal of Public Health Research & Development*, 9 (7), 139-144.

Mishra, Vinaytosh (2018). System dynamics modelling for Humanitarian Supply Chain, *Working Paper No. 2018/20*, FORE School of Management, New Delhi.

Stand with Kerala



Students with the cartons for Kerala flood victims

The recent situation of the devastating floods in Kerala has adversely affected the lives of the people. As the state battled rains and floods, Team *Antar* took the initiative to aid the relief operations by sending relief material to the affected areas. Mr. Salim, Protocol Officer, Kerala House was contacted and he updated about the situation and requirements. Considering the urgency, a Collection Drive was organised in the college premises from August 21 to 23, 2018, where a Donation Box was kept outside the Cafeteria and a list of requirements was shared with the batch that included things like Toiletries, Bedsheets, Antiseptics, Food Items and much more. Even in such a short span of time; team *Antar* managed to send 10 Cartons packed with necessities to Kerala House, Jantar Mantar Road, New Delhi. Team *Antar* was much satisfied to know that the packets were dispatched to Kerala the very next day and cannot be more thankful to the Students, Staff and Faculty in taking a step forward and joining in the effort to rebuild the lives of affected people in Kerala.



Students donating necessities for Kerala flood victims

Rakhtdaan 2018



Students donating blood at Rakhtdaan 2018

“One pint; three lives; million smiles” Team *Antar*, the CSR committee of FORE School of Management in collaboration with FORE Sports and Cultural Division organised its first event for the academic year, the 8th edition of *Rakhtdaan* on September 6, 2018. The team left no stone unturned to ensure dedicated participation for *Rakhtdaan* 8.0. The enthusiasm of the students was clearly visible with a huge number coming out to donate blood. The team ensured all the necessary check-ups and arrangements were made for volunteers. The Rotary van arrived at around 11:00 A.M. and the volunteers commenced the setting-up of the venue. The event saw the participation of faculty, staff and students in big numbers. Every donor, whether donating for the first time or a regular one, had the same purpose -- to donate and contribute for the greater good. The event was conducted under the proper supervision of doctors who ensured that the blood was donated the right way. The donors were given refreshments and presented with a bottle as a gift from Team *Antar*, along with a certificate from The Rotary Club, Tughlakabad Institutional Area, New Delhi, for their genuine and generous contribution. The event was accompanied by 6 volunteers from Rotary, 20 from FORE Sports and Cultural Division and 18 from Team *Antar*. The FORE family contributed 115 units of blood making *Rakhtdaan* 8.0 a huge success spreading more and more positivity and awareness for the future.



Prof. Bishakha Majumdar donating blood at Rakhtdaan 2018.

Distinguished Alumni Award



Dr. Sanghamitra Buddhapriya receiving the Distinguished Alumni Award

Prof. Sanghamitra Buddhapriya, Professor in Organizational Behaviour and Human Resource Area has been awarded with the Distinguished Alumni Award-2018 by the Department of Personnel Management and Industrial Relations of Utkal University, Bhubaneswar because of her outstanding contribution to academics and society. She was been felicitated by the Vice-Chancellor Prof. Soumendhra Mohan Patnaik. She was invited to chair a session in the International Seminar on Employee Relations: Today and Tomorrow held during June 30-31, 2018.

Finsight

'What is an Asset Reconstruction Company?', 'Answer to NPA is clean-up': Raghuram Rajan's ASSOCHAM speech said, 'Two companies are in chase', 'Will the company merge?', 'Will the company be acquired externally?' In light of the ever-changing economic conditions FORE Economy and Finance Forum organized FINSIGHT, a case study competition as a part of the Finance Week, in collaboration with EDUCBA, their knowledge partner. The competition was a team event and open for all B-Schools. The competition had two rounds. The first round was a finance based online quiz held on August 27, 2018. Out of the many teams in the first round, top 8 teams from different colleges like FORE New Delhi, IIM Rohtak, IMI New Delhi, IIT Roorkee made their way to the second round. The second round was a case study presentation wherein the participants were given a case which they were required to study, analyze and present on September 5, 2018. The case was about the Asset Restructuring Companies in India. The enthusiasm of the teams was visible as they presented the case to Mr. Samridh Nagpal, Manager, Yes Bank and Prof. Piyush Pandey, FORE School of Management who were the judges for this competition.

The first position was secured by Isha Aggarwal and Aman Jain from Team Blue Ocean (FORE School) and the second position was held by Shubham Kumar and Nilesh Kumar from Team Finophile (Department of Business Economics, University of Delhi). The winning teams got certificates and coupons worth Rs. 35000.

4th CII Clean Tech & Mobility Summit 2018



Dr. Jitendra Das at CII Clean Tech & Mobility Summit

FORE School of Management, New Delhi in association with Confederation of Indian Industry organized 4th CII Clean Tech & Mobility Summit 2018 on August 3, 2018, at Hotel Radisson, Noida. The focus areas of this Summit was Indian Electric Vehicles (EVs) Market Dynamics; Clean Energy: The Sunrise Sector; Smart Solutions for Sustainable Cities and Startups & Success Stories. More than 165 delegates from industry and academia participated in this summit. FORE was the academic partner for this event.

Dr. Jitendra Das, Director FORE School of Management, New Delhi was the Moderator for the Session I. The theme of the session was Indian Electric Vehicles (EVs) Market Dynamics. Dr. Jitendra K. Das was accompanied by the following prominent panelists:

- Mr. Awadhesh Kumar Jha, Vice President - Charge & Drive & Sustainability, Fortum India
- Mr. Akshay Kashyap, Managing Director, Greenfuel Energy Solutions Pvt. Ltd.
- Mr. Neeraj Kumar Singal, Director, Semco Group
- Mr. Rahul Juyal, Deputy Manager, Technical, Energy Efficiency Services Limited (EESL)

Unveiling International Insights

Trade facilitation and the reduction of international trade transaction costs remain an important priority for many countries of the Asian region. To get more insights on this subject, International Business Forum on September 18, 2018 invited Mr. Suresh P. Singh, Former Joint Director (Policy), Engineering Export Promotion Council for the first edition of Unveiling International Insights on the topic "Trade Facilitation in Asia: Challenges and Prospects". Mr. Singh is an expert in International Trade and had a wealth of knowledge to share about the trade policies of India with its neighbours. The seminar encompassed topics like import standards and opportunities for traders, North-South corridors and the importance of the Cooperation Agreement, etc. He proclaimed that South Asia is the most disentangled unit in the world and stressed on the fact that harmonizing of documentation is important for trade facilitation. He also cited examples to explain the challenges to international trade. He talked about the rice trade issue between India and Bangladesh and how China leveraged this opportunity in its favour. He was intent on making the seminar very interactive and encouraged all students to come up with as many questions as they could. The seminar was very informative and a great success.

“Sustainovation : A Social Enterprise Business Plan Competition”



Jury with Participants of Sustainovation organized by Centre for Sustainable Development

To encourage grass- root level thinking and ideas among the student community, Center for Sustainable Development (CSD) partnered with PDS International Private limited (event sponsor) to organize 'Sustainovation: A Social Enterprise Business Plan Competition' for the students of FMG/IMG/FM-1 batch on August 29, 2018 at our campus. The theme for the competition was “Curtailling Air Pollution in India”. The aim of the competition was to foster the distinctive ideas among students community on social enterprise venture on curtailing the air pollution in India.

The jury comprised of Mr. Manu Chopra - Director, PDS International Private Limited, Prof. (Dr.) R. K. Wadhwa - Director, Global Business Consultants and Mr. Sanjeev Goyal, Pr Director, CAG of India. Mr. Manu Chopra gave the corporate perspective on how to deal with indoor and outdoor air pollution by presenting his own company's case study. He also shared other social initiatives which they are doing for their employees, customers, vendors and local community Under their 'Go-green initiative' they present their visitors & award winning employees with plants with plots which they can keep indoors which can reduce indoor pollution. He also appraised the students regarding their Plant20 policy where they plant 20 new saplings every month as a rule in different locations around their warehouses across India. He reiterated the commitment of his company towards “Swachh Bharat Abhiyan” and talked about the activities that they takes up with NGOs and other social active organizations.

Six shortlisted teams, comprising of two members in each team participated in the competition, which required each team to present their innovative ideas and plans to curtail air pollution with operational framework. The first team to present their idea was team Lichen. The contenders proposed that the best way to curb air pollution is by encouraging people to walk. They suggested that the installation of 'Tubepaths', air conditioned footpaths can help in achieving this objective. In addition, the Tubepath could be made of recycled plastic that would decrease

the burden of landfills in India. Next to present was team Social Animals who proposed an 'Intelligent Traffic Light System' to reduce waiting time at traffic signals in real time by using micro controllers. They had studied the quality of air at traffic signals in South Delhi and realized that it is particularly worse at these locations because the vehicles burn fuel unnecessarily while waiting for the signal to turn green. Then the team Evergreens proposed that the installation of industrial air filters at places where air quality is poor could help in curtailing air pollution. Next team, Automobile Innovators pitched their idea of using a Hybrid Hydrogen Vehicle System Kit to reduce vehicular emissions. This kit would enable a vehicle to use water as a source of supplementary fuel, which would consequently reduce vehicular emissions. They proclaimed the kit to be a worthy implement to reduce pollution from older vehicles and a technology that can be deployed straightaway. Next to present was team Indus who asserted that the burning of crop residue is a major source of air pollution. They suggested that farm waste and stubble should be collected. Chemical processes can be applied on it to produce bio-CNG, which can be used as a clean fuel for transportation. Bio-CNG has an output energy potential of 52 MJ/kg which could be further advantageous in curbing air pollution. The last team to pitch their idea was team Misfits. They proposed the construction of 'Urban Forests' on the exterior of structures such as buildings and pillars. The concept aims at creating structures that would contain, support trees, plants, shrubs to counter indoor and outdoor pollution. Jury and students sitting in the audience posed a number of questions to the presenting teams. Then after compiling the scores of jury, the results were announced. The team Misfits won the competition with first prize of Rs. 7000 team Indus got the second prize of Rs. 5000 and team Social Animals bagged the third prize of Rs. 3000 along with certificates and saplings indicating PDS International's 'Go Green' initiative drive in the competition. The event came to an end with a vote of thanks by Prof. Shallini Taneja (Prof-in-charge, CSD)



Prof. Shallini Taneja falicitating the jury.

First Impression at FORE



Tanya Jain
FMG 27

It has already been three months and yet it feels it was only last week when I joined FORE School of Management to begin with my post-graduation. Starting from the induction program to various seminars to committee selection process, there has never been a day that didn't bring with it new learnings. Working on multiple projects, with different teams, under strict timelines has already become second nature. The curriculum is designed such that it pushes us out of our comfort zones and helps to groom both our intellect and our personality. It has been a welcome change from the mundane affairs before. It is a constantly challenging and thrilling environment and the faculty is stellar. The batch is extremely diverse, and it has been a pleasure to interact with people from such different cultural and educational backgrounds. The senior batch is friendly and approachable and has been a source of support and guidance these past months. I joined this school to give a new direction to my career. I have come to realize that this can only be done when we constantly push our limits and explore new things. I am looking forward to all the adventures that await me.



Shakya Dutta
FMG 27

June marked the beginning of my MBA journey, it has been few months now since the induction. I knew MBA was going to hit me hard as the schedules were going to be hectic, but I did not know that all the friendships and connections here were going to help me through it, now as well as in the future.

From the first batch meet to college committee selections to freshers' night, our seniors have helped and guided us by sharing experiences of this course. Getting to know the faculty was the next part. Since my time here, I have met some of the most interesting professors ever in my academic life who keep the students amazed and engaged every day.

Every moment in the college is spent doing something or the other, be it competitions or events or even a simple class assignment. "Deadlines" is the buzz word all over the B-school. Collaboration on almost anything with almost anyone is helping us to increase our team work skills massively. Along with that, the interesting curriculum with diverse subjects helps me understand all the aspects of business and corporate life, even after being a fresher with no prior knowledge of work life.

FORE is not just helping us turn into corporate professionals but more importantly, it is helping us understand the real world as it is and throwing new experiences at us every day.

The first time I entered FORE, like every other person I had my doubts about will I be able to adjust, will this provide me the



Shubhani Garg
FMG 27

platform I am looking for? And indeed, it was a big yes. FORE in the past few months has groomed me from head to toe. With a lot of competitions and hustle bustle in the college, it has surely increased my confidence with an immense amount of opportunities to grab. The faculty at FORE is helpful and tried to instil the concept rather than just reading it. Besides this, the fun activities of countless ongoing competitions give you an edge to your personality. The student council committee selections were surely the best part till date as that was the first time you get to interact with a lot of people and you come out of your shell. Managing time and late nights became so regular those days, already teaching us time and priority management. FORE welcomes with you with such infectious energy and so warmth that you take this for your life. To the awesome friends I have made, and teachers and I have interacted with, I owe my deepest regard to them. I hope there's much more to learn and much more to grab.



Sanyam Daga
IMG 12

I joined FORE School of Management on June 22, 2018 dubious about how the next two years of my MBA life would turn out to be. But soon I found a bunch of people exactly in the same scenario, which relieved me. In no time, I met some amazing people who turned out to become my great friends. An important characteristic which I was looking for in the college was diversity, which I was astonished to witness. I got an impressive class with students from as many as 15 states, students with work-experience, from diverse academic backgrounds, ages, beliefs, lifestyles, cultures etc. which provided me an opportunity to learn, interact and understand them.

Initial days in the college required strenuous efforts to adjust with the incessant workload of an MBA program, where we were deluged with case studies, assignments and projects. The emphasis on working in groups provided a great chance to learn how group dynamics work. It also strengthened the friendship bond, where we got to know each-other in a better way. Next came the committee selection rounds, which was altogether an unprecedented experience. The constant efforts required to participate in the selection process of five committees/SIGs at the same time required one to be at his level-best in terms of time- management. I got selected as a member of FOREword, which was one of the most memorable moment for me till date at FORE.

With a great amount of opportunities that FORE provides, I feel a sense of responsibility to work hard and perform my best to enhance my career and the reputation of the college to an even higher level.

Management Development Programmes (July-September, 2018)



Participants of a Management Development Program with faculty

FORE School of Management conducted 8 open Management Development Programmes at its Campus at New Delhi during July-September, 2018. The details are as follows:

1. HR Analytics conducted by Prof. Subir Verma and Prof. Bishakha Majumdar during July 23-24, 2018.
2. Advanced Excel Training conducted by Prof. Sumeet Kaur during July 26-27, 2018.
3. Data Analytics for Expanding Markets conducted by Prof. Savita Gautam during August 9-10, 2018.
4. Effective Communication for Women in the Workplace conducted by Prof. Sriparna Basu and Prof. Reeta Raina during August 20-21, 2018.
5. Decision Making Techniques for Managers conducted by Prof. Hitesh Arora during August 30-31, 2018.
6. Effective Negotiation Skills conducted by Prof. Prachi Bhatt during September 4-6, 2018.
7. Project Management conducted by Prof. Hitesh Arora and Prof. Mohita G. Sharma during September 10-11, 2018.
8. Effective Communication and Presentation Skills conducted by Prof. Anita Tripathy Lal during September 17-18, 2018.

A total of 55 participants attended these programmes. Some of the well known companies which participated in these programmes include: Videocon Industries, Green Gas Limited, Confederation of Indian Industry, IDBI Bank, NLC India, Sara Textiles, International Tractors, Federation of Indian Exports Organisation, EdCIL, Central UP Gas, Damodar Valley Corporation, Indian Oil Corporation, RITES, ALP Nishikawa, CDBL Group, National Fertilizers Ltd., Jindal Stainless (Hisar), SRF Limited, CK Consultants, GETCO, Greenfuel Energy Solutions, RailTel Corporation of India, Dee Piping Systems, Power Grid Corporation of India, Ummeed Housing Finance etc. FORE also conducted following customized In-house programmes during this period:-

1. Basic Excel (Batch-1) for Relaxo Footwears conducted by Prof. Sumeet Kaur on July 2, 2018 at FORE Campus, New Delhi.
2. Basic Excel (Batch-2) for Relaxo Footwears conducted by Prof. Rajneesh Chauhan on July 2, 2018 at FORE Campus, New Delhi.
3. Winning Habits for Highly Effective People for NHPC conducted by Prof. Neeraj Kumar and Prof. Prachi Bhatt

during July 23-25, 2018 at Faridabad.

4. Enterprise Risk Management for ONGC Academy conducted by Prof. Vinay Dutta and Prof. Himanshu Joshi during August 6-8, 2018 at Dehradun.
5. Campus to Corporate for Jindal Stainless (Hisar) conducted by Prof. Sanghamitra Buddhapriya during August 8-10, 2018 at Hisar.
6. Enhancing Business Development Capabilities for ALP Nishikawa conducted by Prof. Asif Zameer on August 10, 2018 at Gurugram.
7. Leading Teams for High Performance for GAIL conducted by Prof. Sanghamitra Buddhapriya during August 23-24, 2018 at Noida.
8. Communicate with Impact for Rotary International conducted by Prof. Reeta Raina during August 24-25, 2018 at FORE Campus, New Delhi.
9. Data Analysis and Visualization for Relaxo Footwears conducted by Prof. Shilpi Jain on August 31, 2018 at FORE Campus, New Delhi.
10. Data Analysis and Visualization for Relaxo Footwears conducted by Prof. Shilpi Jain on September 1, 2018 at FORE Campus, New Delhi.
11. Enterprise Risk Management for ONGC Academy conducted by Prof. Vinay Dutta and Prof. Himanshu Joshi during September 5-7, 2018 at Dehradun.

A total of 249 participants attended these In-House Management Development Programmes.

3rd Batch of Online Certificate Programme in “Big Data Analytics for Business and Management” in collaboration with University of California, Riverside, Extension USA (launched on May 12, 2018) continued during this period with classes being held every Saturday and Sunday. Prof. Ashok Kumar Harnal is the Programme Director. A total of 157 participants have enrolled for this programme.

11 Months Online Executive Management Programme (EMP) for Collabera Services Pvt. Limited, Vadodara was inaugurated by Dr. Jitendra Das, Director, FORE, on September 17, 2018. Prof. Asif Zameer and Prof. Sanghamitra Buddhapriya are the Programme Directors. A total number of 27 participants are going through this programme.



Participants of a Management Development Program with faculty

Alumni Retrospection

My days at FORE - 2001-03



I still remember the newspaper chaos I had around me everyday, as I went through scores of advertisements in the TOI, HT and other national dailies. Back in 90s 'going online' meant enduring a 10 mins modem-telephone line connection OR standing in queue at an Internet cafe; but this was the year 2000 when Google was 2 yrs old &

Yahoo was 5 - a newspaper was therefore a better bet.

Several months passed and finally, there I was, all excited on receiving the admission letter from 'FORE School of Management' - after all it was ranked 12th amongst the 800 plus institutions offering management degrees all across India... and before I knew it, I was walking into the FORE, all decked up for my first day at Management School; with my eyes quietly sifting the crowd for others like me.

We were ushered into the basement, adjacent to the library, into an amphitheater of sorts, which quickly turned into a hive of freshers. My very first teaching was imparted to me there; when the Head of Dept for Marketing came up to the stage and said... "Welcome to FORE School of Management..(pause)... You will learn nothing new here.. you will only learn to apply what you already know". At that very moment we 20 something year olds didn't quite get the depth of that statement.. and the crowd quickly went abuzz - 'had we wasted our parents money???' Time flew; days became weeks.. weeks became months and in 3 months, by the time we had our 'freshers party' it was one big family...seniors - juniors...EVERYONE.

Those dance practices... spoofs... chai & cigarettes at the dhabaas outside, had kept us busy for the honeymoon period until the 'freshers party' and despite adequate heads-up from the professors at the college, the exams caught some of us by surprise - but the camaraderie during the ovations and disappointments only got us closer.

The cycle continued; lots of heavy duty classes, even heavier assignments, impromptu house parties, dhabaa get togethers, late night study and quarterly surprise assignments at short notice.. etc etc all of which we hated during at that time; prepared us for only one thing - TOMORROW!

I smile to myself wondering if I should share details of the notoriety of the batches 9 & 10.. the rebellion holi party in the sunken garden, the rock bands and fashion shows with celebrity guests that; the 'planned chaos' during elections and 'controlled chaos' during the hiring for the student committees: FCD - Nexus - FAN - CID - ThinkTank.

It took me 5-6 yrs after graduating from college, to realize that if it wasn't for FORE, I really wouldn't have been ready for the corporate world - Projects and presentations and submissions at short notice, different project groups being formed at work with delivery timelines running concurrently? Senior management visits with corporate parties and the next morning 8 am

presentations... isn't that how we all work today? So it's true; at FORE, we really were being taught to apply what we had learnt!

I remember going back to my Finance Professor (who was an ex-banker) to tell him that I was a banker myself - I still recall the pride I saw in his eyes. I remember going back to my Consumer Behaviour Professor to thank her for her patience with me and I remember going back to my Marketing Head of Department to recant my views on the marketing course he put us through; and thank him for pushing us to our limits - he just smiled almost like he expected me to walk through that door at some point in life; then suddenly gave me a pat on my back and said, "let me give you a tip Mr. Panwar - always give back the organization 3 times your salary, one part the profits, one part the overheads cost and of course the salary equivalent revenue itself.

There is never an age when we stop learning from them - our teachers. BUT amidst the memories of my best years in 'learning'; I would like to leave the younger batches with only one request - 'look after your teachers - for they are teaching you to look after yourself for tomorrow'.

Its almost 16 years since I graduated, and with this little experience I leave you with a thought I heard somewhere...

"Life is a lesson - you learn it when you are through!"

Mr. Prtyaksh Panwar (Batch X FMG)

Vice President

Global Banking Financial Institutional Sales (North & East), HSBC

YOU are not WE

It's been a quarter of a century since we left the portals of our alma mater FORE School of management. As a part of the organising committee of this silver jubilee function when I recently entered the premises clad with my middle aged streaks of grey hair coupled with a fading memory, I was brimming with some nostalgic emotions.

From a distance it looked the same imposing building where we once reigned as Wave 1 students, blue eyed babies of our Director Prof. N. R. Chatterjee and naughty kids with hot pranks of our Registrar Ms. Deepa Verma who was always on the hunt to hound the bunking grads.

What's changed significantly now is the infrastructure. Amazing classrooms with the latest gizmos, indoor games arena, and faculty rooms, admin office etc.

Clusters of young men and women chatting away to glory in the veranda, near the auditorium, in the garden. Some knocking with their racquets vigorously on the TT tables while others munching a sandwich and sipping a steaming cup of coffee in the canteen. And post break when we walked past a classroom there was this gripping silence with future managers hooked on to their professor's class. It's quiet all over again. Serene as ever. Well is it all the same? Has nothing really changed? If you think so you are seriously mistaken. Wear your glasses. I could see some much smarter boys and girls. Some so cool which we never were. Times have changed.

When I jog down my memory lane, way back in 1992 as I qualified to join FORE School, I called up my father and told him about my decision. His instant reaction was "Which School?"



Dad ... It's a new upcoming Business School. They all say it's promising. My Dad to Me ... They who?

No mobile telephony those days. It was a paid landline call. So to keep it short I asked him to send me a draft of the initial amount of Rs 11000/-.

And quick it arrived in the next few

days. It was the last day and without opening the envelope I rushed to Adhitam Kendra and entered into Professor Chatterjee's room.

He opened the envelope, took the draft out, looked at me and burst into a huge laughter. Handing me over the draft he said "Yeh Kya karta Hai baba"

With trembling hands I held the draft and was shocked to read **Payable to "FOUR School of Management"**.

My dad cannot be blamed. It was a telephone call and FORE School of Management was in an unknown nomenclature space.

Am sure it's very different today and no student would now be receiving a draft let alone one with a hilarious spelling mistake.

A library is called the temple of wisdom for any institute. Did we have one when we started? Can't really remember. We were given a set of books including the marketing bible "Principles of Marketing" - Phillip Kotler. In a few months we had a beautiful neat & clean library with a collection of few hundred books to start with. With so much pride in my heart I started using the library like a curious kid trying to play with all toys at one go and ending up getting bored with most. At times a parade to the library was more to build an intellectual perception than sharpening intellect in reality. More a shelter during pre-exams quick fix solutions than a permanent knowledge incubation centre. This was our library for some of us or most may be.

Our case study sessions were the most wonderful. They were a legitimate & official escape from the long lectures of our professors'. Divided into small groups we were handed over print outs of the case study and allowed an hour's time to discuss, prepare and present. Lo and behold we use to disperse with our group and mostly found in the nearby "Tanku Dhaba". With Tanku serving tea & bread omelette, we use to vigorously discuss and debate our topic. Colleague with the most uncanny calligraphy ability was given the task to write down the points. In 45 minutes we use to rush back to our classroom bidding good bye to dear Tanku who I can vouch has contributed enormously to the germination of our brilliant strategies with those hot cups of stimulant masala tea. In 15 minutes we use to scribble vociferously on transparency slides to be ready for our presentation via a slide projector. For some of you today this is like an old telegram Vis a Vis the modern WhatsApp & Hike days. Refer to google to know more about a slide projector with transparent slides.

Pre or Post lunch on many days it was our Business Economics class of Professor Adhikari of the FMS fame. Brilliant teacher but tough. Many a times if someone tries to take his eye off him when he asks a question, invariably he would pick him up to answer and that's a challenge we always faced. One class I use to regularly prepare for was his. More for not getting shamed in front of the ladies than for my deep reverence for the subject. Side effects - always scored high to escape the torture of being picked to be the poster boy of stupidity.

Wave 1 were an animated lot fuelled with tons of youthful passion and energy. Be it intra school festival or inter school we were always proactive in our participation. We won laurels for our Institute and created a flutter in some festivals wherein we started off as absolute underdogs. And then we played gymnastics with our minds to flag a name for our festival. Every one contributed but one night over a steaming cup of tea in our fabled dhaba Tanku a small group of us came up with the name "GENESIS". Rest is history. The Forean festival Genesis still stands tall today.

We did originate the name but you have kept it alive and kicking. I guess you have made a paradigm shift to the quality and standard of our festival Genesis.

They say sometimes in business schools minutes seem like years. For us a couple of years passed by in a jiffy. We managed to cross all hurdles, thanks to our Director, President, Professors and administrators. They were more like mentors and friends to us. They hand held and mentored us to be confident future managers. And then the final placement season. First batch of a rookie business school, we were not sure if any good companies would actually step into our little campus. But how woefully wrong we were. Slow off the blocks Wave 1 saw some good campus placements in its very first outing. We were a good bunch of passionate young grads who wanted to excel in Corporate. So did we, I guess in various fields from being business leaders, Country brand custodians, consultancy, start-ups, entrepreneurs to being professors of national & international repute.

Not Bad.

But my young friends who are proud carriers of the baton which we once passed on a quarter of a century back, I can confidently foresee YOU to be business leaders of global fame, leaders for whom we would be proud to clap and say that here is our Alumnus whose contribution to business and society will be remembered for a long long time to come.

YOU are not WE my friends. We would love to be beaten hands down.

Mr. Jyoti Das (Batch I FMG)

Brand Manager (Business Head - India)

Calvin Klein Watches + Jewellery Swatch Group India Pvt. Ltd.

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