

## **Hands-on application is the mantra to success, says Navjot Bindra, Alumni – FORE School of Management, New Delhi**

Life in FORE School of Management, Delhi is really like a big petri dish: it's an exciting experiment with your life. In a very big sense, that's a great thing. You have once-in-a-lifetime opportunity to spend your time exploring different career paths and undertakings. You can take classes in areas that you think you will find interesting!

“In general, there is very little formalized process to help you develop your perspective which is helpful in making one creative, and exploring options which is the best approach,” says Navjot Bindra, alumni FORE School of Management, New Delhi, FMG 18, 2009-11 batch.

For Navjot, to make most out of FORE School of Management, New Delhi, it meant, pursuing a job and later an internship in Pepsico along with his PGDM, plus not missing out the enjoyment of hanging out with his friends. An outgoing person by nature, he advocates that PGDM is not about studies, but exploration of sorts of life outside books. And Internships are value-added ways to spend your time, because you not only can earn money (probably, depending upon the type of internship), you learn in the process (and can decide if the field you are pursuing is right for you) by getting exposure of the corporate world.

He goes to add that you might study to score well, but it's these everyday practical experiences which would eventually take you far. In fact, his years in college and time shortly thereafter helped him form many of the views that he presents at his Marketing Research job with Nielsen Research, Calcutta.

One of Navjot's biggest strengths is his ability to make presentations confidently and cogently in public and in front of audiences of all sizes. He describes to have nurtured and polished this quality at his college, FORE School of Management, New Delhi. Further the hands-on-experience in his job at Nielsen consolidated all his theoretical knowledge and provided him with an 'unparalleled' understanding of how decisions in the corporate environment move. In fact in Nielsen Research he's handling a leading FMCG account and giving personal care product companies marketing insights from a diverse point of view.

On his advice to students he suggest them in doing things that matter - all of the time - without wasting time or resources. If you want to be successful spending your time the way you want, mastering productivity is a must, since your own efforts are the sole impetus for your success