

# FOREprints

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## Message from Director



The drive to attain the label 'world-class institution' is becoming stronger by the day in India, particularly as a credibility measure considering the poor image of Indian institutions abroad. The active presence of international accreditation agencies in India is an indication of this. Addressing the centenary celebrations at Patna University recently the Prime Minister Modi had said it was a blot that no Indian University figures among the top few hundred of the world, while in the past, the Nalanda and Taxila Universities attracted students from all over the world. In line with this, as a new initiative to ensure "greater excellence and innovation" in higher education institutions the Government of India has announced a corpus of Rs. 10,000 crore for five years to ten private and ten government university to be chosen by the government. Further, these twenty institutions will be free from the constraints of government rules and regulations in order to facilitate them to emerge as world class universities.

While this initiative is welcome, the exclusive pursuit of status and ranks by a few chosen universities rather than by all institutions, who meet a certain milestone to become the 'chosen one' as a India wide policy, may not be able to achieve the India objective owing to it being a miniscule number in a global context. The desire and ability of institutions who wish to push their frontiers to achieve this must be given a chance. The identification of these 'chosen ones' who may not want government fund but they, for sure, would want a full autonomy must be on an auto mode, that is, milestone based, to increase the prospect of success from India perspective. The Hyderabad based ISB getting top rank among all Indian business schools, including that of the famous IIMA, in a recent Financial Times 2018 world ranking is a case in point. ISB is not governed by any Indian academic regulator and does not take Indian government funds. The regulators turning a blind eye to ISB must be made official under a policy framework.

This initiative seems incomplete though, as it leaves out all those who may want to do it without the government funding. It cannot be considered appropriate for a country like India to invest huge amount of tax payers money to fund the effort of only a few university to attain global ranking precluding others who also may have intent. As a nation all options to make fund utilization optimal must be explored. For example, to encourage fund flow into higher education - a non-profit activity - government may do well to incentivize private fund flow through tax exemption. This would ensure, at current corporate tax rates, about three times the tax forgone by the government into higher education. Thus, if government forgoes Rs 2000 crores as tax revenue adjusted against the corpus then about Rs 6000 crores can flow into higher education from private sources. Thus at the same Rs 10,000 crores fund outlay the total fund mobilized would be about Rs 14,000 crores. To further strengthen fund flow the mandatory corporate CSR

## Editor's Desk



The World Economic Forum in Davos last week witnessed the US President Donald Trump make some interesting statements like "America First does not mean America alone". How is the world supposed to interpret it? Is it the new American vision for international trade? Is it a response to Canada's trade case against the United States at the WTO regarding "America First" approach? Is it to be taken as a justification for the problematic trade action taken by the United States against China, S. Korea, Japan and Germany? Or is it to be seen as an attempt at renegotiating NAFTA? In whatever way we interpret it, one thing is clear that this is the U.S. President's way of indicating that his "America's First" vision does not equate with isolationism. In fact, in today's world, it is not possible for any nation to grow without free trade with other countries. Rather than declaring, "When the United States grows, so does the world", it should be "when the world economy grows, every nation grows"! The Indian Prime Minister Narendra Modi on the other hand, expressed his vision of strengthening the forces of globalization through cooperation among nations. At the same time, deciding to address the ASEAN gathering in Hindi, he portrayed his pride of being an Indian and projected his country the way any leader should!

Students, there is a lot we can learn from these leaders. We should take pride in being Indians and our actions should be such that we make our country proud!

**Dr. Hitesh Arora**

## Student Editor



It has been busy and rewarding quarter right from the successful and illuminating annual college fest Genesis 2017 to the enlightening Seminars and workshop being held at FORE School of Management. Jubilate'17 was also held in this duration. Conclaves and corporate interaction shed light on the upcoming and emerging issues in the business world. Many accolades were brought by students through participation in variety of events in different institutions. This edition tries to capture all those days of progress and learning. With immense gratitude to the entire editorial team, I present to you, the first FOREprints of 2018.

**Anuja Prakash**

activity can be aligned with Higher education in line with The Companies (Amendment) Bill, 2016. Such redefinition will broaden the scope of institutions wanting to push their boundary and, thus improve chance of success in meeting objectives. This fund allocation in its current form, therefore, appears inefficient and of skewed priority.

It must also be understood that the bygone era Nalanda and Taxila university received grants from kings and thereafter the kings neither asked questions on fund utilization nor were there any audit! These universities did with funds what they considered best. In the current Indian context the impact of the questions that may be asked by the government agencies on fund utilization by private universities, in particular, can be a matter of a debate. Milestone based parity in opportunity for raising or utilization of funds, autonomy, competition and government monitoring in equal measure for all - government or private - higher educational institutions as the guiding principle must be considered the only way to fast track higher education reform in India.

**Dr. Jitendra Das**

## Alumni Meet - Jubilate 2017 - A Night to Remember



Mr. R. C. Sharma addressing the gathering at the alumni meet  
 FORE School of Management, New Delhi recently organized its annual Alumni Meet, Jubilate 2017, at India Habitat Centre, New Delhi with much fanfare. Held on November 11, Jubilate 2017 brought together proud alumni of the B-School from destinations far and wide. As the institute has successfully completed 24 batches, several alumni members in more than 15 countries are in decision-making positions in business and industry, for over two decades. They made their presence felt by celebrating the achievements of their peers and strengthening the bonds of FORE family.

The evening began with a Kathak dance by Sonakshi Satyawali, first year student of the institute invoking "Swagatham"

The organizing committee of the event, FORE Alumni Network (FAN), led by Professor A. K. Puri, Professor-in-charge, extended these global ambassadors of the B-School a warm welcome. Dr. Jitendra Das, Director, FORE School of Management, highlighted the growing list of alumni making their mark in their respective fields. In his inspiring address, he said, "An institute is known by its alumni and we are proud of you all. I would love to see the alumni come back to the institute and carry



Dr. B. B. L. Madhukar presenting the memento to Ms. Anjali Joneja Amar



Dr. Jitendra Das presenting the memento to Ms. Neeti Kapoor  
 the brand forward by participating in institutional activities."

Dr. Vinayshil Gautam, Member, Executive Board of FORE asserted that the evening was all about fellowship and reliving memories. Dr. B. B. L. Madhukar, Vice President and Treasurer of the B-School, reminded the gathering, "Times ahead are challenging. With growing influence of Artificial Intelligence and Big Data, jobs will be replaced. We need to be prepared for the future."

Mr. R. C. Sharma, President, FORE School of Management, highlighted achievements of the alumni and hoped that more and more members would be present for the event to relive their campus memories.

The institute has more than 5000 alumni working in different parts of the world. While more than 200 of them have reached CEO positions, over 100 are job creators. They are part of the FORE alumni community. Mr. Mithul Kathuria, President, FORE Alumni Association (FAA), spoke about the efforts made by FAA to bring the alumni as a family together.

Belonging to the first batch (Wave-1 at FORE), Mr. Gaurav



Dr. Vinayshil Gautam presenting the certificate and memento to Mr. Mohit Dutta



Alumni at Jubilate'17 held at India Habitat Centre - posing for a "picture perfect"

Kapur said, "One of our professors used to say, 'I don't want you to go for a job but to create jobs.' After completing PGDM, I moved to Indonesia and set up my own business. So, yes I am creating jobs now. It's good to be back home.' Now living in Jakarta, Mr. Kapur came specially to join the event.

At Jubilate 2017 the alumni also recognized the achievements of stalwarts by honouring them with awards. Ms. Anjali Joneja Amar, Sales Director, Microsoft, received the Alumni Recognition Award for Executive Leadership; Ms. Neeti Kapoor, Founder Director, MAC Coating Pvt. Ltd. won the award for Entrepreneurship; and Mr. Mohit Dutta, Head - Alternate Channel, Mars Chocolate Ltd., was awarded for Contribution to Alma Mater. Receiving the award, Ms. Neeti Kapoor said, "You really feel you have arrived when you are recognized by your alma mater and that too for your contribution to the industry."



Mr. Gaurav Kapur Batch 1 Student addressing the august gathering

Mr. Mohit Dutta added, "Wherever we are today it's because of the institute. It's our duty to come back and contribute." Speaking for her batchmates, Ms. Anjali Joneja Amar said, "We do take pride in FORE and the success of our alumni community. We look forward to come back to the institute and contribute in our own way to learning and growth of current batch of students at the institute.."

After the formal event, Jubilate 2017 continued as an informal gathering with alumni members interacting with each other and meeting faculty members. The theme for this year's event was "Let the good times roll" and that certainly seemed to be the way with all-round cheerfulness, good humour, and bonhomie.

With the evening drawing to a close, high emotion and big smiles marked the faces of alumni members.



Prof. A. K. Puri, Prof-in-charge FAN extending a warm welcome to the alumni

## Genesis'17



Dr. Jitendra Das, Prof. Basant Potnuru and Mr. Arpan Tuli (co-coordinator, Nexus) at the inauguration of Genesis 2017

Winters came and so did Genesis. The most awaited event of the year, Genesis 2017, marked the two days, (November 17 and 18, 2017), with full fun and frolic. It is the annual cultural and management festival of FORE School of Management, New Delhi. The dedication and hard work of Team Nexus paid off and they organized a better than ever annual fest in the college premises. DHFL was the title sponsor of the fest this year. The internet was already buzzing with the theme, 'Nerd is the new cool', while the events were yet to come. The inaugural ceremony kick started the two day show.

After an introduction of the event there was an official lamp lighting ceremony in the presence of the President, Vice President, Director, and Chairperson (Student Affairs). Director, in his speech, appreciated Team Nexus for being able to bring great sponsors in campus and being an ambassador for the goodwill of FORE. The Chairperson (Student Affairs) discussed about the importance of these events and the keen interest of students towards it.

Then the President Mr. R. C. Sharma, addressed the audience with his golden words of encouragement, announced the commencement Genesis. Dr. B. B. L Madhukar, Vice President Finance & Treasurer was also present on the occasion. He gave a



Winner of an event receiving prize from the jury



Dr. B. B. L. Madhukar, Mr. R. C. Sharma and Dr. Jitendra Das at the inauguration of Genesis'17

few words on the occasion about the magnitude of this event. President (Student Council) thanked his colleagues to make the arrangements possible. There were also several music and dance performances by Deepanjan Sinha, Sonakshi Satyawali, Vishu Bajaj, Smarth Goyal and Navneet Kaur.

There were different management and extra-curricular competitions during the day time and the evenings celebrated the presence of Terrazak for the EDM Night and mesmerizing voice of Akhil Sachdeva and his band, 'Nasha' for the Star Night. The event has not only been a fun and learning experience for the students but beyond that, it left all with beautiful memories to cherish.

### Events

#### Movers & Shakers'17

As part of Genesis the annual management festival of FORE School of Management, New Delhi, team FEF presented a competition where participants were tested upon their speed, wit and judgment to see if they survive in the trade market. The competition was held in three rounds, wherein, Round 1 was an online quiz and Round 2 was checkers round. The 3rd round was a mock trading session where teams were allocated money



Participants at a competition during Genesis'17



Participants of Movers and Shakers'17

according to their scores in round 2. Team FFFF offered Rs. 5000 as the prize money.

### **War Room'17**

This Genesis, Team FFFF, on November 18, 2017, organized a simulation based game where the participants were tested upon their counter intuitive logic and decision making. The first round of the competition was an online quiz testing the basic awareness of the candidates in field of topics ranging from Strategy, Finance, Economics and General Awareness. Top 12 teams from this round were selected for the 2nd and the last round that was the war. Each team, in the second round, had to select an area (each area having certain characteristics disclosed during the game) to build their city. Candidates took every decision cautiously to win the prize money of Rs. 10000 offered by the committee.

### **Tasveer'17**

As part of our annual fest Genesis'17, Team FORE Connect organized a photography competition *Tasveer'17* on the second day of Genesis i.e. November 18, 2017, for management students all around the country. With the beautiful theme, "Citylights" in mind and cameras in their hand, people stepped out on the streets to capture something astounding and subtle enough to be missed by the naked eyes. The committee had kept a prize value of Rs. 6000 for the winners.

### **Videosis'17**

The Videosis'17, an inter college short movie making competition, was organized by team FORE Connect on the first day of Genesis'17, on November 17, 2017. The event had prize money worth Rs. 10000, encouraging students to exhibit their creative and innovative self by creating a short movie on any of the following themes: A Fairy Tale Gone Wrong; The Honest Indian Wedding; Swipe Right; Paranormal Activity.

The winning team from FORE School of Management served a humorous Bollywood flavoured short film showing a typical Indian wedding garnished with major masala of the baraati dance and won hearts by their punch lines.

### **Ba-czar**

The two day extravaganza of Genesis'17 is incomplete without



Prof. Bishakha Majumdar presenting the prize to a winner

the mention of *Ba-czar*. It is a two day intra college event Organised by CED for the first year students wherein they implement their "Street Business Ideas" and get a hands on experience of entrepreneurship. Six teams participated from the college & served a range of delightful cuisines which helped them garner revenues totalling to ₹1.5 lakhs.

### **Concot**

Concoct is the annual Business Plan Competition by CED at FORE School of Management, conceptualized with a vision of providing budding entrepreneurs a platform to showcase their business ideas. It is designed to give the enthusiasts a platform to present the feasibility of their entrepreneurial dreams. Over the years many teams from premier institutes have taken part in this event and this year it was no different. The event saw massive participation and tested the entrepreneurial minds of the participants.

### **Markathon**

A management student must know how to deal with the real world problems marketing & sales. In line with this thought, *Markathon* at Genesis was organised by SIG-MA, the marketing interest group at FORE. Selected teams had to multiply the initial seed amount of ₹1,000 by practically implementing the taught concepts into the real world. They were given half a day in which they were free to roam around the streets of Delhi & adopt the best strategy to maximise their output. In the end they had to submit the list of innovative ideas adopted by them in order to multiply money. Participants took this challenge very positively and displayed their grit and vigour. Winners were chosen on the basis of innovativeness of ideas and highest profit earned.

### **The Argumentative Indian**

In the words of Joseph Joubert "It is better to debate a question without settling it than to settle a question without debating it". Going by this thought FOREword organised. The Argumentative Indian which provides a platform to enthusiastic debaters to put forth their views. The event had two rounds, the first round was twisting minutes in which a participant had to speak on a randomly given topic, for the motion for one minute & against the motion for one minute. The second round was a debate with



A thrilling performance by participants of Step Up interjection & the topic was “Is corruption the price for democracy”.

### **Dumb & Dumber**

Fun & lively, these are the two words that communicate the essence of Dumb & Dumber. With this FOREword brought back dumb charades in a new avatar and also those fond memories of pondering over the actions of your team partner, trying to figure out what he is trying to communicate in the ancestor's language. In the first round, the participants were given the name of a movie (Hindi/English) and they had to act it out without speaking to their respective team members within the time limit given. In the second round, the participants were given a movie dialogue and they had to speak it out for their teammate who had headphones on & couldn't hear anything. He/she had to guess the dialogue and had to dictate the same dialogue verbatim to their third team member, who also had the headphones on. The third member had to write whatever he understands. The event was a great mix of fun, drama and challenge.

### **Corporate Buddha**

Michael Porter said strategy is about making choices, trade-offs; it's about deliberately choosing to be different. One must make choices by assessing the overall situation and come out with a logical & ethical solution. Corporate Buddha, organised by Team Think Tank, is one event that tests these qualities. It is a team



Rolling cheers, laughter and smiles at the annual B-school fest

based event to test your acquired skills across various domains—from logical thinking to business ethics, and your ability to analyse economic, financial and market scenarios to find new opportunities and take them to new heights. It had multiple rounds and participants had to compete with the best from around the country. The Top team got the crown of “Corporate Buddha” and a cash reward.

### **The Amazing Race**

Race against time is quite tough & adrenaline intensive. One has to be quite agile and strategically flexible to race against time & to facilitate showcase of these qualities Team Think Tank organised The Amazing Race. The event had a theme “Dilli on My Plate” where in the participants had to travel length & breadth of Delhi, decipher clues & perform tasks while channelizing their taste buds along the way. They had to reach the final spot in designated time.

### **Prerna**

Prerna 2017 was organized with an aim to test students' understanding about the scope of CSR activities an organization can be a part of. In the first round, the students had to choose an Indian company of their choice and form a blueprint of a plan for CSR activities that are not being implemented by the organization. The CSR plan should be made in accordance with the norms of the CSR Act, Section 135 of the Indian Companies Act. After the shortlisting process, a detailed analysis for the plan had to be made in the second round.

### **Pratibimb**

Team *Antar*, through this event encouraged students to showcase their creative side by organizing a face painting competition where students had to discuss and create awareness about social issues like terrorism, female foeticide.

### **Jagrukta**

Drama is the perfect way to express life. Team *Antar* organized *Jagrukta* 2017 which was directed towards spreading social awareness through *nukkadnatak*. The competition saw huge participation from various colleges of Delhi University and other B-Schools. The teams showcased their talent by throwing light on sensitive issues like child abuse, girl exploitation etc.



Students enjoying Step up'17



Stunning performance of FOREans and also some economic events like demonetization. The teams were judged on the basis of message delivered, context, dramatic skills and the involvement of audience.

### **Kurukshetra**

*Kurukshetra*, organized by Corporate Interaction Division provides a debating platform to spark discussions between teams, under the guidance of the most distinguished and learned corporate fraternity there by providing them with an opportunity to portray their intellectual prowess, creativity and business acumen.

### **Vyamaham**

*Vyamaham* 2017 was organized by SIG HR to test the skills of students in the HR field. The competition was divided into two parts: Online Case Study Analysis which was the preliminary shortlisting round. The shortlisted teams were called for the debate round.

### **Step-Up**

FORE SCD came up with the event of the evening with step-up. This event is, as the name suggests, a dancing competition. The participants had to impress judges with their dance moves and the team who were able to do that won. The tournament received participation from many colleges in and around NCR. All the teams were filled with enthusiasm and they entertained the crowd with their thrilling performances. The entire areas were filled with viewers clapping with every dance moves and gravity defying stunts. The teams were able to drag the entire footfall to one location with everyone's eyes looking at the stage, mesmerized.

### **Technoslides**

The tech committee of FORE school of management, brought an event which aims to push the presentation making techniques and slide designing techniques of management graduates and help them earn cash reward in the process. The event was organised in two stages, the first round of the competition was an online round where participants had to submit 3 slide presentation on a topic chosen from a list of 5 topics given by FORETech. This was an elimination round after which select participants were invited for an on-campus round. There were



Prof. Subhasis Bera and Prof. Dhanya Jothimani judging an event

teams from 4 colleges which were judged on various parameters ranging from their slides to their presentation making abilities to how they can present the slides and then some more.

### **Wolf of Comic Street**

While the entire campus was a buzz with people solving case studies and trying to crack quizzes there was one committee which was there to bring laughter and fun. PEC organised the Wolf of Comic Street, which was a stand-up comedy competition in which the participants had to just make the crowd laugh. There was huge participation from FORE as well as from other colleges. A lot of the participants owned the entire auditorium with their wits while other told classical jokes with a twist. There was huge play on expression both facial and literary. In the end, the crowd as well as the judges exit the hall with a huge smile in their face and a higher RBC count!

### **Fast Food Hunger**

This event by FORETech was conducted online. The idea behind the event was a game where the participants will be playing as a restaurant owner. They will have to take care of their supply and demand and manage a restaurant. The event was a big success and over 131 teams participated in the competition, from over 30 colleges. The competition tested the operations and the strategy making ability of the students. The entire game was over half an hour long and at the end of the game, the winners were decided based in parameters decided by the FORETech team.

### **Backflush 6.0**

The Operations and Strategy committee of FORE School, brought their event called Backflush. It was a three round event, the first of which was a quiz taken online. The second and the third round were on-campus rounds. Teams which qualified after the first round participated in both the rounds with 40-60 % weight reserved for them respectively. The aim of the event was to present a real world case to the students about a problem which is very well in front of the society and then invite solution in form of a presentation. The best solution as well as deep understanding of the problems were the criteria for winning.

## SDGs Summit 2017 “Leveraging CSR for Achieving SDGs: The way forward”



Dr. Jitendra Das addressing the delegates at SDGs Summit 2017

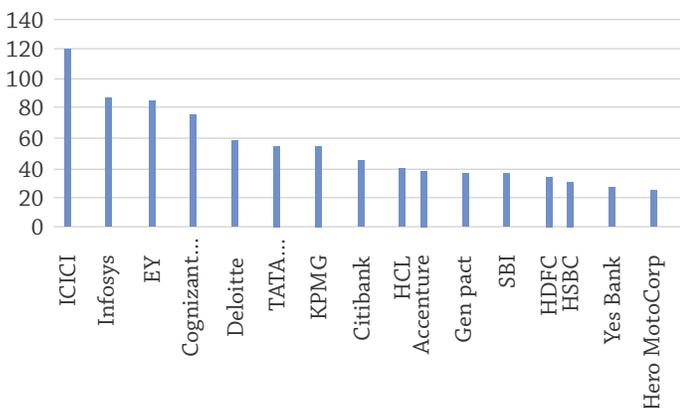
FORE School of Management in association with UN Global Compact Network India (UN GCNI) organized the SDGs Summit 2017 on “Leveraging CSR for achieving SDGs: The way forward” on Friday, December 08, 2017 at The Leela Hotel, Mumbai. More than 200 delegates from various corporate participated in this conference.

Dr. Jitendra Das was invited as a speaker for the Plenary Session in titled “Reflections: The way forward” in this summit. He was accompanied by the following prominent co-panelists:

- Mr. Anirban Ghosh, Chief Sustainability Officer, Mahindra Group
- Brig Rajiv Williams, Corporate Head - CSR, Jindal Stainless Ltd.
- Ms. Madhulika Sharma, CSO, TATA Steel
- Ms. Richa Bajpai, Founder and Co-CEO, Goodera
- Ms. Nisha Agrawal, CEO, OXFAM India

## FORE Alumni Presence

Representation of FORE's Alumni (approx.) in various top companies



## New India Confluence for Public & Private Enterprises



Dr. Jitendra Das along with other panelists

FORE School of Management in association with Associate Chambers of Commerce and Industry of India (ASSOCHAM) organized the “New India Confluence for Public & Private Enterprises” on December 15, 2017 at Hotel Shangri-La, New Delhi. Dr. Mukulita Vijayawargiya, Whole Time Member, Insolvency and Bankruptcy Board of India has graced the occasion as Chief Guest. More than 180 delegates from various corporate and academia participated in this conference.

Dr. Jitendra Das was invited as a Session Moderator for the Special Session titled “Corporate Governance” in this summit. He was accompanied by the following prominent co-panelists:

- Mr. Pankaj Tewari, Sr. Vice President & Group Company Secretary, Bharti Airtel Limited.
- Mr. Rajiv Gupta, Senior General Manager (Legal) & Company Secretary, Hitachi India Pvt. Ltd.
- Mr. Sanjeev Sood, Senior Vice President, Internal Assurance and Chief Risk Officer, Max Life Insurance Company Ltd.
- Mr. P. M. Singh, CEO & Business Editor, News Ink

## New Governing Body of FORE Alumni Association (FAA)

FAA Elections were held on October 6, 2017 and the New Governing Body was formed.

Name	Position	Batch	Company
Mr. Mitul Kathuria	President	IMG 7	AIRPAY Payment Services
Mr. Nishit Sehgal	Vice President	IMG 6	Unitech Engineers
Mr. Aditya Jain	Secretary	FMG 22	KPMG
Ms. Tarika Chopra	Treasurer	FMG 16	EXPEDIA
Mr. Amreesh Kher	Executive Member	WVG 11	INDUSIND Bank
Mr. Anmol Verma	Executive Member	IMG 9	SITI Networks
Mr. Deepak Batra	Executive Member	FMG 11	FRIZCON Advisory Pvt Ltd.

## Anubhuti - An Interface with the Corporate World



Mr. Sunil Chopra interacting with the students during an *Anubhuti* session

### The Three Power Tools to Sharpen the Saw

The Corporate Interaction Division of FORE School of Management organized an *Anubhuti* session on October 10, 2017. Mr. Sunil Chopra, CEO, Talisman Advisors Private Limited graced the occasion and gave his valuable insights on the subject "The three power tools to sharpen the saw." The session provided the students a deep understanding on how these tools help in building fruitful relationships in the corporate world.

Mr. Chopra defined the three power tools as- Power of emotional bank, Power of affirmation & creative visualization and Power of unspoken word. He further explicated that all these tools can be practiced on our own and they do not require any specific space, time or situation. He described the term 'Emotional Bank' as a trust based bank in human relationships, meaning that human mind works on the concept of transactions. The relationships need to be managed to maintain a positive balance. He then talked about the second tool, the power of affirmation and creative visualization which relates to converting what we wish to do and how we see ourselves through affirmations and living those moments ahead of time becomes a power tool to make those things happen for us. The third power tool which is the power of unspoken word is the whole realm of body language. Mr. Chopra threw light on the 'The 7 % Rule' by Professor Albert Mehrabian, which states that only 7 percent of the communication is verbal while 93 percent of the communication is non-verbal which constitutes of body language and the tone of the voice.

Mr. Sunil Chopra supported his theories with examples from the real world like Jim Carrey, Mohammad Ali, Natan Sharansky and Ratan Tata. The session saw an active participation from the audience.



Mr. Nima Namchu addressing the students during an *Anubhuti* session

### What can a 25 year old tell you that you haven't heard before

Corporate Interaction division, FORE School of Management organized an *Anubhuti* session on November 29, 2017. Nima Namchu, Chief Creative Officer, Havas Worldwide was invited to give his insights about the changing world of media and advertising.

The session started with Mr. Nima Namchu explaining the concept of brand recall which makes the consumers remember certain aspects of the brand even after the advertisement is taken off air. He also talked about how important it is to care for the customer to move forward in marketing as in order to develop a liking for the product it is important for the advertisers to focus beyond product features. The advertising strategy should be based on the needs of the customer rather than the features of a product. Mr. Namchu also discussed the concept of collaborative marketing which means aligning the company's interests, resources and marketing strategies with similar companies to achieve more. A series of videos was shown by the speaker to convey the concepts of advertising in a better way. Mr. Namchu stressed upon the importance of quality oriented marketing to ensure that the product or service offering is consistent.

The speaker's address was followed by a Q&A session where students were able to interact with the speaker. Mr. Namchu concluded the session by saying that the main aim of advertising is to entertain the customer and educate him about the brand simultaneously.

### National Pension System

Corporate Interaction Division, FORE School of Management organized an *Anubhuti* session on November 22, 2017 on the topic National Pension System. Mr. Hemant Contractor Chairman, Pension Fund Regulatory and Development Authority (PFRDA) was invited to speak on the topic. The session started with a welcome address by Dr. Basant Potnuru,



Mr. Hemant Contractor, Chairman, PFRDA, addressing the students on 'National Pension System'

Chair, Students Council who threw light on the importance of pension system with respect to the increase in the retirement period of a person due to increased life expectancy.

Mr. Hemant Contractor explained in brief about the growing need of pension system with the population migrating to urban areas in search of jobs, thus becoming independent by living in small family units and the increased life expectancy. He also enlightened the students about the key features of the National Pension Scheme, which is designed in accordance with the unorganized sector. The National Pension scheme costs less, is transparent and also portable, meaning that the person can maintain the same account wherever he decides to relocate. There are close to 1,83,000 subscribers to this scheme and a total of Rs. 2,15,000 crores is being managed through this scheme. The National pension scheme targets people above the Below Poverty Line with special focus on young people who have a longer period to save. Mr. Contractor also listed numerous benefits of starting early by quoting the words of Albert Einstein—"Compound Interest is the eighth wonder of the world." The risks become higher and options become limited when you start late.

Mr Hemant Contractor concluded the session by stating the facts that only 20 percent of men and about 50 percent of women in India above the age of 60 years live with their children and hence the rest have to work to survive. The session ended with a Q&A session where the students interacted with the speaker which was followed by a vote of thanks by Dr. Basant Potnuru, Chair, Students Council.

### **Succeeding in a Digital World**

Marketing without data is like driving with your eyes closed. To enlighten the students about the importance of Digital Marketing, Corporate Interaction Division, FORE School of Management organized a session on November 24, 2017 on the topic 'Succeeding in a Digital World.' Mr. Amitabh Verma, Founder at AMP Digital Solutions Pvt Limited was invited to address the audience.



Mr. Amitabh Verma addressing the students on 'Succeeding in a Digital World'

The event started with Mr. Amitabh Verma introducing his company AMP Digital and its growth over the years. AMP Digital also runs programs to help professionals apart from providing services to clients. This was followed by the speaker describing few things that are necessary to succeed in a digital world. The first, being informed about what is going on in the world. He mentioned how having an opinion is necessary and is valued by companies when backed by logic. The third thing required is to create something of your own which opens several doors for you and also helps solving people's problems. Mr. Verma explained how some people are associated with specific fields and that is how one should identify that particular field and work on it. There is a need to set goals for yourself to get a direction and motivation to take the next step. Mr. Verma gave the example of Elon Musk to differentiate between CEOs and the people who work for them and hence defined the concept of 'Big Picture Thinking.' An effort should be made to like people whom you work with as majority of the opportunities come through friends. Moreover, it is also necessary to have a clarity about purpose and vision to achieve your goals.

The session was very interactive with students continuously asking questions about various aspects of digital innovation. Mr. Amitabh Verma concluded the session by urging the students to pay forward by helping others and stating that one can create the things that they wish existed by hustling.



Mr. Amitabh Verma interacting with students

## Q-Factor

Even though FORE is about Management, there is more to a life here. FOREtech brings to the students Q-Factor. An event which requires no tech background and yet all the knowledge and efforts. The event started on September 8, 2017 and lasted almost a month ending on November 3, 2017. The event consisted of three rounds and a final round of Face-Off. All the rounds tested the students to their limits and even though more than 150 teams participated only the best survived.

The first round was the quiz round based on general knowledge. The next round was also a quiz round but the questions were from sports and entertainment. Finally the third round quiz was from business. No team were eliminated during these rounds but were given points and at the end of all the three round ten best teams with the maximum cumulative score were selected for face-off. The best part of these rounds were that there were cash prizes for winners of every round. The face-off itself had 3 sub-rounds. The participants for the face-off round reached with full enthusiasm with the sole intention of getting through since this time every sub-round was elimination round.

First round was about identifying tag lines of businesses after which only 7 teams were left. Next round was a GK round where teams could pick between a +10/-10 and +5/-5 question base. The rounds got more interesting here onwards. For the third round there were more options to choose vis-a-vis +2/-2, +4/-4 and +6/-6. Each team could pick for the other team thus all four teams had to play rounds decided by other teams. Finally the third round took place and left the team Sherlocked as winners. The winning team took home INR 3500, while the second and third team bagged 2500 and 1000 respectively.

The entire competition was a thrilling ride where students competed to present their knowledge and awareness.

## Colloquium

During the Op-HR week, FOSTRA organised a seminar talk by one of the renowned professors of Operations from MDI Gurgaon, Dr. Manoj Srivastava, who is also the area chair. Theme of the event was Technnovation. Dr. Manoj talked about the supply chain management and about all the innovations that are going on around the world. He mentioned that the students must be aware of all the new innovations that are going on around the world, and how these new innovative technologies can affect them. He put special stress on the 3D printing technology and how it can improve the scenario for people from Operations.

His main aim during the entire seminar was to educate students and make them know the benefits of staying up to date with current developments and not to think of the present but also take care of the future and keeping a futuristic point of view. What are the available resources and how to use them most efficiently was the key takeaway from his lecture. He sprinkled the entire seminar with bits and pieces of humour which made the entire session a memorable one.

## Special Seminar on Global Entrepreneurship and New Venture Development



Dr. Jitendra Das, Dr. Robert D. Hisrich and Mr. Amber Malhotra at the Special Seminar

Centre for Entrepreneurship Development (CED), FORE organized a special seminar on "Global Entrepreneurship and New Venture Development" on November 15, 2017 in the Auditorium for the students and faculty of FORE School of Management. The seminar began with the opening remarks by Dr. Anita Tripathy Lal, Professor-in-charge CED, FORE. She highlighted the importance of a conducive ecosystem for fostering entrepreneurship within the country. The seminar's welcome address was delivered by Dr. Jitendra Das, the Director, FORE, where he cited some of the important government initiatives for promoting Entrepreneurship. Following this, Mr. Amber Malhotra (CEO & MD, Sam Circle Venture) took over the stage for the discussion about the 'Various Funding options available for different Ventures' with different examples and meaningful insights. Finally, Dr. Robert D. Hisrich (International Marketing Professor and Associate Dean of Graduate and International Programs at College of Business Administration, Kent State University and earlier Director of the Walker Center for Global Entrepreneurship at Thunderbird School of Global Management) began with the trends of Global Entrepreneurship along with the steps of planning a New Venture in the global arena. The audience was totally enthused by the depiction of various campus companies and the scope of innovation in start-ups leading to different kinds of fundings. The seminar concluded with an open house discussion with Q&A followed by vote of thanks proposed by Dr. Anita Tripathy Lal. Overall, the seminar had many key takeaways and has immensely motivated and inspired the young minds to contemplate entrepreneurship as a career opportunity.



Dr. Anita T. Lal presenting a token appreciation to Dr. Hisrich

## MoU with Indian Aviation Academy



Prof. Vinay Dutta and Dr. Dewakar Goel exchanging the MoU

On October 12, 2017 FORE School of Management, New Delhi signed an MoU with Indian Aviation Academy (Airports Authority of India) to conduct Management Development Programmes for AAI and launch joint training programmes with IAA. The MoU was signed by Dr. Dewakar Goel, Director (IAA) and Professor Vinay Dutta. FORE is one of the few B-Schools in the country shortlisted by IAA for this purpose. The MoU is valid for two years.

## MoU with Seneca College



Prof. Asif Zameer and Mr. Prashant Srivastava exchanging MoU at Indo Canadian Tech Summit

FORE has entered into MoU with Seneca College, Toronto, Canada for providing a 11 months long online joint Executive Management Programme. This partnership was announced in the inaugural session of Indo-Canadian Tech Summit jointly organized by DST-CII on November 14, 2017 at Hotel Lalit in front of a high power panel including Dr. Harsh Vardhan, Min. of Science and Technology, GOI and Mr. Navdeep Bains, Min. of Innovation, Science and Economic Development, Gov. of Canada. Prof. Asif Zameer, Chair (Executive Education) exchanged the MoU with Mr. Prashant Srivastava, Associate Director - Business development and Partnerships, Seneca College.

## MoU with Strategic CSR Alliance (National CSR Network), New Delhi



Dr. Jitendra Das and Mr. Navin Bhatia exchanging the MoU

FORE School of Management, New Delhi signed a Memorandum of Understanding (MoU) with Strategic CSR Alliance (National CSR Network) at the first Skills CSR Conclave at SCOPE Complex in New Delhi on November 10, 2017. The signing of the MoU was one of the highlights of the Conclave, which was attended by well-known names from the industry and social sector.

The MoU is meant for collaborative research, executive education programmes, publications, and exchange of resources for research projects in the areas of CSR, Sustainability, and Skill Development. FORE has always worked vigorously to create socially responsible leaders and get involved in CSR activities, and this agreement will further cement the bond between two reputed organizations focused on social goals. Signed by Dr. Jitendra Das, Director, FORE School of Management, and Mr. Navin Bhatia, Member, Strategic CSR Alliance (National CSR Network), this MoU will provide impetus to the research activities at FORE besides providing a platform for research cooperation between the two institutions. Professor Shallini Taneja, Professor-in-Charge, CSD, FORE School of Management, was present on this occasion.

Talking on the assessment of Social Impact under CSR and on what model or methodology to adopt in order to evaluate outcomes, as a distinguished speaker at the Conclave Dr. Jitendra Das, Director of FORE School of Management, New Delhi said, "While it is easy to monitor the funding, the outflow and the expenses of the budget allocated to the project, it often becomes complex when an effort towards measuring the desired outcomes are made. More so when it comes to the understanding of skill improvement intervention and of mapping it to Social Benefit vs Social Cost. Several aspects can be assessed starting from the level of difficulty of the training program to opportunities involved post the skill development program. Measuring intended impacts and also unintended impacts."

Alongside the signing of the crucial MoU which will bring in wide-ranging benefits, the Conclave witnessed the enriching talk by Dr. Jitendra Das connecting with all sections of the audience.

## Karve



Winners of Karve men's doubles

FSCD organized an event *Karve* which was a table tennis competition. There were 4 categories in which the students participated, Men's Single, Men's Double, Women's Singles and Mixed double. There was a huge participation from all the students. All people who attended the event were thrilled by the action that they witnessed. Participants were jumping around, stretching to save a point and at the same time twisting ankles to score over the other. In the end the event ended up with the following winners –

Men's Singles - Achintya Malik

Men's Doubles – Anand Priyadarshi & Achintya Malik

Women's Singles - Avantika Yadav

Mixed Doubles - Rahul Dubey & Avantika Yadav

All the participants were experiencing enthusiastic and tried to secure the top position without most vigor and put all the sweat of their brow to finally achieve the position they want. In the end, hugely successful event brought all the table tennis lovers together and were able to make the event, the indoor sports event of the season.



Winners of Karve mixed doubles

## Smaash



Winners of Smaash men's doubles

The badminton tournament of FORE School of Management is here. One of the most awaited outdoor tournament brought together all the smashers to the court. The thrilling tournament saw a huge turn-out both from the participants as well as the audience. The chilling evenings could not deter the enthusiasts who were warmed up by the cheering crowd.

The tournament had participation from a large number of students. It took place November 28 onwards and the final took place on November 30, 2017. The winners of the tournament are Men's Singles - Atul Kataria

Men's Doubles - Atul Kataria & Aviral Srivastava

Women's Singles - Shivani Arora

Women's Doubles - Shivani Arora & Priyanka Agarwal

Mixed Doubles - Aviral Srivastava & Shivani Arora

All the winners put our their heart and soul in to the tournament and they the enthralling performances and the competitive spirit that was witnessed by all present was an example of the rigour and vigour of the sports community here at home.



Winners of Smaash women's doubles

## Seminar on Funding Start-Ups



Prof. Anita T. Lal with the speakers during the seminar

Every year the B-Plan workshop followed by the B-Plan competition comes to a completion with a seminar on funding. So this year as well Center for Entrepreneurship Development (CED) of FORE School of Management followed the B-Plan workshop & B-Plan Competition with a conclusive Seminar on Funding. The seminar on “Funding Start-Ups” was organized on November 30, 2017 which was open for first year as well as second year students.

The seminar began with the welcome address delivered by the seminar chair, Prof. Anita Tripathy Lal (Faculty in charge, CED FORE). She mentioned that Start Up is the new word for entrepreneurship and one must celebrate the spirit of entrepreneurship. The entire seminar was conducted in an interview cum interactive fashion where Prof. Anita Lal conversed with the FOREpreneur & FOREangelduo. During the conversation Mr. Sanjeev Malhotra, Founder-Prosight Partners, gave the students meaningful insights about starting up, discussed various stages of funding and how the company can go for IPO patenting process. He also highlighted his personal experience which inspired him to become an investor and what actually hooked him in starting up. Mr. Pramit J. Nathan, Founder-Creative Inc, mentioned about his journey from being a college boy to being a founder of Creative Inc. He also gave insights about other startups he started and discussed his future plans about writing a book and starting a new enterprise. Mr. Milan Dhingra, Founder-Greencycle.in, the wave-20 alumni discussed his journey from leaving his jobs in Infosys, Amazon and Tata Steel to starting up his own venture which deals in refurbishing of the electronic goods.

Following this, Mr. Bharat Natani (Co-Founder of Attrum Global Pvt. Ltd.) and his partner, Mr. Aditya Jain of FMG 2016-2018 gave a brilliant presentation on Attrum, a global jewellery venture which cuts out all the middlemen and out source from the jewelers in India.

Finally, the session concluded with a vibrant Q & A session wherein all the aspiring entrepreneurs asked the FOREpreneur & FORE angel some excellent questions related to funding and received some meaningful insights from them.

## Achievers' Column



Team Naadan Parindey with certificates

Team Naadan Parindey from FORE School of Management comprising Aby John Mathew, Saumya Srivastava and Neigel George Joseph has secured First place in the case study competition 'Udaan' conducted by IMT Ghaziabad in association with Action for Autism India for Passion 17, the annual cultural and management fest, held on October 15, 2017.

Ish Arora, Himanshu Sanjiv Pingle and Saksham Arora, students of PGDM (IB) doing Dissertation under the guidance of Prof. Faisal Ahmed presented their respective research work co-authored by Prof. Ahmed in the ICSSR sponsored National Seminar on Contemporary Strategies for Sustainable Development: Marketing and HR organised by Department of Management Studies, Deen Dayal Upadhyaya College, University of Delhi on November 10, 2017. They were awarded Certificate of Presentation by Deen Dayal Upadhyaya College, University of Delhi.

Team 'The Strategists' from FORE School of Management comprising Akash Uppal and Akshat Gupta has secured 2nd place in the case study competition 'StratJack' conducted by IMT Ghaziabad in association with Pee Buddy, held on October 15, 2017. 12 teams reached to the final round and they need to prepare Go to market strategy for Pee Buddy, the feminine hygiene product.



Team Strategist's during the case study competition

## Idea Generation to Business Plan Workshop



Faculty addressing the students during Idea Generation workshop

Centre for Entrepreneur Development (CED), of FORE, New Delhi under the leadership of Dr. Anita Tripathy Lal (Prof-in-charge, CED) organized a workshop on 'Idea Generation to Business Plan' from October 11-13, 2017. It was a four half day workshop which was conducted over the span of three days. It was organized for the first year students and revolved around Idea Generation Exercise-Opportunity Evaluation Framework followed by Business Model and Business Plan with a special focus on the Marketing, Operational and Financial aspects of a Business Plan.

The workshop commenced with an Introduction to Entrepreneurship, by Dr. Anita Lal, as a field of study which has undergone various transitions over the last century. She explained the underlying concept of entrepreneurship via real life examples. She differentiated invention from innovation and said that innovation is about building a viable product for the society. She cited Schumpeter's Theory of Innovation, which formed the basis of innovation in the society. This really helped the participants generate business ideas in the following "Idea Generation" session and helped them employ the taught concepts to the real world by a series of activities. The participants prepared a list of ideas depending upon their interests, qualifications, surroundings etc. This list acted as a seed for the next day's opportunity evaluation session.

The second day of the workshop had a vibrant start. Dr. Anita T. Lal gave a quick recap of the previous day. She urged everyone to assess themselves first and then to assess their idea. An activity related to this was conducted wherein the participants were given a newspaper cutting and had to come up with new business ideas. Everyone came up with their own ideas reflecting their own personality. Then the best among these ideas and previously generated ideas were taken in a test ride in the 7 domain framework of 'Opportunity Evaluation' propounded by John Mullins. Actual example from real life was

taken and evaluated to better give better insights into the framework. Following this the nine building blocks of a 'Business Model' was discussed extensively with examples on how to develop a Business Model. The day ended with an inquisitive quiz with a purpose of not assessing the knowledge of the participants but to show case them that you can startup anytime and anywhere.

The concluding day started with session on 'Operation Plan', delivered by Prof. Vikas Chandra (Former Faculty, FORE). He highlighted concepts related to the core attributes of a product which makes it to sell. He talked about basic strategies that can be taken up for increasing the perceived value of the product and how to begin with operational planning. Along with these concepts, different types of supply chains & product types were also talked about. He urged everyone to figure out the product first and then decide on its best suited operational characteristics. He further elaborated the design and engineering, sourcing, parts manufacturing, assembly, finished goods, delivery for a new start-up.

After studying the operational aspects of a business, the students were exposed to the marketing side of the business plan. Prof. Anupam Narula (Faculty, FORE) provided an in depth insight on the 'Marketing Plan' from the perspective of an Entrepreneur. He clearly defined the do's & don'ts of the marketing side. According to him marketing is very imperative for an entrepreneurs to achieve a differentiation level and create value. He outlined all the steps involved in making a marketing plan and evoked the marketing concepts of 5P's for products & 7P's for services along with cost benefit analysis & others.

Moving ahead after the marketing insights, Prof. Vinay Dutta (Faculty, FORE) gave insights on 'Financial Plan', the most crucial aspect of a business plan. He highlighted the importance of a financial plan and the things that an Investor or VC looks for in a B-Plan. He asked the students to be relevant and make justified assumptions in finalizing the projected balance sheets, cash flow statements etc. He told that the investors are not interested in the values but the reasoning that goes behind it. He also touched upon various concepts of sales forecasting, break even analysis, burn rate & churn rate etc.

The concluding session of these informative workshops was on 'How to Write a Business Plan' by Prof. Anita Lal. She focused on the 3 Tests of a B-Plan-Reality; Competitive & Value Tests and for which a 'TEAM' has to be in place to align the goals & objectives with the vision. And post this she explained about delivering the entire plan and discussed about the Elevator's Pitch. She gave the essential tips regarding the same. The workshop ended with an inspiring story of Howard Schulz and his quest in establishing Starbucks. In totality, the workshop achieved its goal of simulating the young minds of the first year students towards entrepreneurship and they got detailed insights on the industry practices those they have to eventually follow. The workshop was a great success and it gave all the students the necessary means of converting their idea into a fully operational organization.

## Felicitation of Director



Dr. Jitendra Das along with Sri Pranab Mukherjee and other dignitaries Dr. Jitendra Das, Director, FORE School of Management was felicitated as a “Visionary Eduleader Of India” by Sri Pranab Mukherjee, The Education President of India, during Re:think India The Fifth Estate 'National Convention of eduLEADERS & eduPRENEURS in Higher Education' held on December 11, 2017 at Civil Services Officers' Institute, New Delhi.

## CarBiz

FOSTRA - FORE operations and strategy group organised a competition during the Op-HR week from during December 4-8. The competition was an app based game, designed to test the supply chain management skills of the students as well as their abilities to manage a manufacturing entity. The name of the game was 'Car Manufacturing Tycoon'. The students were informed about the rules on 4<sup>th</sup> itself. They could then play the game wherever they wanted and at the end they had to submit a screen shot of how much they have earned.

The game challenged the students and they learned a lot about the complicated aspects about handling a growing automobile business. The winners of the competition were Team *Ultron* with members Sundram Choudhary and Vividha Raghav. The Runners-Up were team *Rockafell* as with Members Hemal Aurora and Karmanya Kumar. The competition was a huge success with large number of participation.

## FORE as a Support Partner to Smart Fifty Outreach Seminar at New Delhi

To move forward it's always good to connect the dots, with this in mind Centre for Entrepreneurship Development (CED) of FORE School of Management, New Delhi organised an Outreach Seminar for SMART FIFTY - 50 Solutions to Transform India by IIM Kolkata Innovation Park & Department of Science & Technology, Government of India. The event was facilitated by Mr. Suman Mukhopadhyay, CEO, SMART FIFTY,

## Seminar on “Inter-Generational Bonding - Ageing with Dignity”



Dr. Aabha Chaudhary and Prof. Shallini Taneja at the Seminar

Under the aegis of Center for Sustainable Development (CSD) at FORE, the seminar entitled, “Inter-Generational Bonding - Ageing with Dignity” was organized on November 28, 2017, in association with Anugraha (NGO), sponsored by the Ministry of Social Justice & Empowerment, Government of India, to raise awareness among the students about the challenges & issues concerning senior citizens as well as to promote ageing with dignity through intergenerational bonding. Dr. Aabha Chaudhary, Honorary Chairperson and Founder Secretary of Anugraha (NGO) introduced the theme of the seminar to the first year students of FMG & IMG students. She highlighted that India is the 2nd largest country in the world in terms of resident of older people, which calls out the crucial need of participation and involvement of the young population in the social activities for senior citizens especially towards the socially deprived once. A video showcasing the various steps/initiatives taken by Anugraha concerning elderly people such as day care and recreation center celebrating elder's days every year, eye campaigns, widow and destitute support programs etc. was also shown to the participants so as to encourage them. She talked about the need and concerns of ageing population, effect of intergenerational gap and factors leading to it. The session was followed by an interactive discussion on the same with the students. 130 students attended the seminar. Prof. Shallini Taneja (Prof-in-charge, CSD) thanked Dr. Chaudhary for sensitizing the students regarding handling, addressing as well as involving the senior citizens as well as their own grand parents so as to create health living with dignity for them.

IIM Kolkata, Innovation Park and Prof. Anita Tripathy Lal, Faculty-In-charge, CED FORE on November 11, 2017. The purpose was to create awareness to drive participation in this competition of international repute and also to strengthen India's Start up eco system. NDTV 24x7 was the media partner for the Smart Fifty Program.

## Confluence 2017-Operations & HR Conclave



Mr. Abhiram Mishra, General Manager Operations-Reliance Retail Ltd. at Confluence 2017

Corporate Interaction Division, FORE School of Management organized 'Confluence 2017'- Operations & HR Conclave on December 7, 2017. The event was divided into two sessions. The theme for the first session was "Future of Business lies in Green Supply Chain Management" and the theme for the second session was 'People Operations.'

The first session started with Mr. Abhiram Mishra, General Manager, Operations, Reliance Retail Limited introducing the panel to the audience. He talked about how going green is not just the responsibility of businesses but also of the policy makers and users. He also recounted his experience of working at HUL where every project was considered through environmental aspects too and how very few companies do so.

The second speaker was Mr. Sandeep Ojha, National Head, J. K Lakshmi Cement Limited who spoke about how less importance logistics had in older days where selling was based on providing lucrative offers while now it is based on the services provided by the seller. He also discussed how excellent products are failing as they are not present at the right place at the right time because their sellers have not read their customer well.

Mr. Ojha was followed by Mr. Gurpreet Gill, Regional Head Supply Chain & Logistics Solutions - Samsung SDS. Mr. Gill talked about how those industries which are presently growing were not even heard of which reflects the importance of supply chain management. He also threw light on how Indian Railways



Mr. Gurpreet Gill, Regional Head Supply Chain & Logistics Solutions-Samsung SDS addressing the audience

despite being the largest rail network is behind roadways in logistics industry.

The fourth speaker was Mr. Nishant K. Manchanda, Co-founder -India Network and TwishQ.com who talked about his own experiences in the field of supply chain management. He discussed about ensuring operational efficiency to be the best in the market and how he through his experiences moved from resource utilization to customer optimization.

The last speaker of the first session was Mr. Ashish Mohan, Business Head - Redington India Ltd. He talked about how one can only sell when one can deliver on time at the same quality and condition provided by the manufacturer. It is also important to be efficient in delivery and reduce carbon print.

The second session on 'People Operations' was initiated by Captain Shebendu Kumar, Senior Partner - Lighthouse Partners. Mr. Kumar explained the concept of VUCA in HR management. He also talked about the importance of adaptation and reskilling constantly in the corporate world.

The second speaker in this session was Mr. Akshay Bahl, General Manager, Head of Learning and Development, GSCC - Ericsson who shared his experiences in his company to explain the concept of Green Teams. He was followed by Mr. Ashish Puri, Senior HR Professional - Consulting Firm who explained the basic concepts of human resource management by differentiating between groups and teams. He then explained the concept of redefining talent agenda.



Mr. Nishant K. Manchanda, Co-founder-India Network and TwishQ.com at Confluence



Mr. Akshay Bahl, General Manager, Head of Learning and Development, GSCC-Ericsson at Confluence

## Faculty Focus

### Prof. Alok Kumar

Presented a paper titled “Two - Warehouse Inventory Model for Deteriorating Items with Demand influenced by Innovation Criterion” at the *International Journals of Arts & Sciences (IJAS) International Conference for Business Economics* organized by IJAS at University of Freiburg campus in Freiburg, Germany during November 28 - December 1, 2017.

### Prof. Ambrish Gupta

Prof. Ambrish Gupta has been nominated as a member of the 'Capital Market and Commodities Market Committee' of PHD Chamber of Commerce and Industry in November 2017 for one year.

### Prof. Anil Kumar Singh

Burhan, Muqbil., Singh, Anil Kumar., & Jain, Sudhir K. (2017, October). Patents as proxy for measuring innovations: A case of changing patents filing behavior in Indian public funded research organizations. *Technological Forecasting & Social Change*, 123, 181-190.

### Prof. Anita T. Lal

Dr. Anita T. Lal conducted sessions on Business Etiquette at Indian Aviation Academy for 7th batch Induction programme for the Aviation Officials on November 10, 2017.

Dr. Anita T. Lal was a part of an esteemed jury to judge the best startup ideas of WEE Foundation Fellows at IIT Delhi on November 20, 2017.

Dr. Anita T. Lal was also an Interim Jury member of Delhi Management Association Women Entrepreneurs Awards on December 29, 2017.

### Prof. Anupam Narula

Prof. Anupam Narula was invited as external expert member on the panel of Doctoral Research Committee (DRC) meeting of Amity International Business School, Amity University Noida on November 30, 2017.

Prof. Anupam Narula reviewed a research paper of 'Rajagiri Management Journal' by Rajagiri Centre for Business Studies, Kochi.

### Prof. Basant Potnuru

Presented a paper titled “Domestic and International Supply of Indian Medical Doctors: What is the Way Forward? At the 11<sup>th</sup> Annual International Conference on Global Studies: Business, Economic, Political, Social and Cultural Aspects” organized by Athens Institute for Education and Research in Athens, Greece during December 18-21, 2017.

Potnuru, Basant (2017). Demonetisation to oust black money: A success or failure? *Working Paper No. 2017/26*, FORE School of Management, New Delhi.

### Prof. Bishakha Majumdar

Basu, Sriparna., & Majumdar, Bishakha (2017). Emerging market multinationals embracing heterogeneity: Building social identity through communication. *Working Paper No. 2017/29*, FORE School of Management, New Delhi.

Basu, Sriparna., & Majumdar, Bishakha (2017). Beating the monochrome: Emerging market multinationals and the bicolore approach to embracing heterogeneity. *Social Identities*,

Taylor & Francis, UK. DOI: 10.1080/13504630.2017.1386371.

### Prof. Dhanya Jothimani

Jothimani, Dhanya; Shankar, Ravi; Yadav, Surendra S. (2018). Portfolio selection in Indian stock market using relative financial performance indicator approach. In Sushil, Singh, T. P., & Kulkarni, A. J. (Eds.), *Flexibility in resource management* (pp. 185-201), Singapore: Springer.

Paper co-authored by Jothimani, Dhanya; Shankar, Ravi; & Yadav, Surendra S, Portfolio Construction Using Gerber Statistics Based Risk Parity Model, 2017 was presented by one of the author at the INFORMS Annual Meeting, Houston, Texas during October 22-25, 2017.

Paper co-authored by Jothimani, Dhanya; Shankar, Ravi; & Yadav, Surendra S., Trading Decisions using EMD-based stock index forecasting models was presented by one of the author at the 12<sup>th</sup> INFORMS Workshop on Data Mining and Analytics, Houston, Texas on October 21, 2017.

### Prof. Faisal Ahmed

Presented a paper titled “A Gravity Model Estimation of India's Export Potential to the Arctic Council Countries” at the *International Journals of Arts & Sciences (IJAS) International Conference for Business Economics* organized by IJAS at University of Freiburg campus in Freiburg, Germany during November 28 - December 1, 2017.

Ahmed, Faisal., & Xi, Sun (2017, November 9). Doklam dispute is far from settled. *The Hindu Business Line*.

Prof. Faisal Ahmed was invited as a Panelist in a Panel Discussion on Indo-U.S. Trade Relations organised by Usha & Lakshmi Mittal Institute of Management, Bhartiya Vidya Bhawan, Copernicus Marg, New Delhi on November 18, 2017.

Prof. Faisal Ahmed was invited by the Centre for Asian Strategic Studies India, a global foreign policy think-tank to deliver a Lecture on “Regional Trade Blocs in Asia and Africa” on November 22, 2017.

Prof. Faisal Ahmed's article “Deliverables needed to restore confidence in WTO negotiations” was published in media by International News and Views Corporation on December 9, 2017.

Prof. Faisal Ahmed was invited as a Panelist in a Panel Discussion on “India, GCC States and Israel: Emerging Contacts” organized by the UGC Area Studies Program (Gulf Studies), School of International Studies, Jawaharlal Nehru University, New Delhi on 12 October, 2017.

### Prof. Freda Swaminathan

Swaminathan, Freda (2017). From Russia with love: Exploring brands in Russia. *Working Paper No. 2017/30*, FORE School of Management, New Delhi.

### Prof. Jitendra K. Das

Prof. Jitendra Das was invited by ICPI to deliver a special lecture on “*Designing Customer Experience in the Digital Age*” on October 23, 2017 at DMA Office.

Das, Jitendra, K. (December 04, 2017). Redefining higher education in digital era. *The Pioneer*, New Delhi, P. 7.

Das, Jitendra, K. (November 21, 2017). Redefining higher education in digital era. <http://www.bloncampus.com/news-wrap/redefining-higher-education-in-the-digital-era/article9968652.ece>, *BusinessLine on Campus*.

Das, Jitendra, K. (October 29, 2017). Reforming higher education. *Daily Excelsior*, Jammu, p. 6.

Das, Jitendra, K. (October 23, 2017). Reforming higher education: Let's not do a half-baked Job this time. *Financial Express*, New Delhi, p. 12.

**Prof. Mohit Anand**

Prof. Mohit Anand was invited as a reviewer for the Academy of International Business (AIB) Conference 2018 in Minneapolis on tracks related to: 1) Emerging markets and emerging market MNEs; and 2) Global/regional integration and disintegration.

**Prof. Muqbil Burhan**

Burhan, Muqbil., Singh, Anil Kumar., & Jain, Sudhir K. (2017, October). Patents as proxy for measuring innovations: A case of changing patents filing behavior in Indian public funded research organizations. *Technological Forecasting & Social Change*, 123, 181-190.

Burhan, Muqbil (2017). Developing national innovation systems for sustainable growth: A case of Russian federation. *Working Paper No. 2017/32*, FORE School of Management, New Delhi.

Prof. Muqbil Burhan delivered lectures on "Hands on training in Intellectual Property Rights" and "Competitive Intelligence and due diligence using patent data: Use of patent search databases" at the National Seminar cum workshop on "Skill Development in Biotechnology" organized by Cluster University Srinagar at S. P. College Srinagar during November 20-21, 2017.

He also delivered a lecture on "Strategic Leadership for Competitive Advantage" - Department of Management Studies, Central University Srinagar on November 25, 2017.

**Prof. Piyush Pandey**

Pandey, Piyush., Sehgal, Sanjay., & Diesting, Florent (2017, December). Examining dynamic currency linkages amongst South Asian Economies: An empirical study. *Research in International Business and Finance*, 42, 173-190.

**Prof. Rajneesh Chauhan**

Raina, Reeta., & Chauhan, Rajneesh (2017). Organizational socialization: Differences in consequences between employees from nations with high and low uncertainty avoidance. *Working Paper No. 2017/27*, FORE School of Management, New Delhi.

Bera, Subhasis., Chauhan, Rajneesh., & Batra, Charu (2017). Measurement of digital divide among Indian states. *Working Paper No. 2017/31*, FORE School of Management, New Delhi.

**Prof. Reeta Raina**

Raina, Reeta., & Chauhan, Rajneesh (2017). Organizational socialization: Differences in consequences between employees from nations with high and low uncertainty avoidance. *Working Paper No. 2017/27*, FORE School of Management, New Delhi.

Raina, Reeta (2017). Does an eye contact or a soft tone of the teacher help in creating supportive learning environment in the Class? *Working Paper No. 2017/28*, FORE School of Management, New Delhi.

Prof. Reeta Raina initiated a tele-collaboration project for Students of IMG Groups (section D-for the time being) at FORE School of Management, New Delhi and Students of International Business Negotiations (Poland & Erasmus) at Cracow University of Economics, Poland. The main idea of the project is to create learning environment facilitating the



Prof. Shilpi Jain receiving excellent paper award at IASTEM-288

understanding the problems of cross-cultural communication.

Prof. Reeta Raina was invited to conduct a training programme on "Enhancing Your Personal Branding and Communication Strategies for Team Building" for senior IRS officers at Jodhpur on December 11, 2017.

**Prof. Shilpi Jain**

Presented a paper (co-authored by Prof. Sriparna Basu & Prof. Bishakha Majumdar) titled "Digital Empowerment for Handloom Clusters: The Case of Digital Cluster Development Program in India" at the IASTEM-288<sup>th</sup> International Conference on Social Science And Humanities (ICSSH), organized by IASTEM in association with PET at Emperors Palace, Johannesburg, South Africa during November 29-30, 2017. This paper received Excellent Paper Award in the track at the International Conference IASTEM 2017 in South Africa.

**Prof. Sriparna Basu**

Basu, Sriparna., & Majumdar, Bishakha (2017). Emerging market multinationals embracing heterogeneity: Building social identity through communication. *Working Paper No. 2017/29*, FORE School of Management, New Delhi.

Basu, Sriparna., & Majumdar, Bishakha (2017). Beating the monochrome: Emerging market multinationals and the bricoleur approach to embracing heterogeneity. *Social Identities*, Taylor & Francis, UK. DOI: 10.1080/13504630.2017.1386371.

**Prof. Subhasis Bera**

Bera, Subhasis., Chauhan, Rajneesh., & Batra, Charu (2017). Measurement of digital divide among Indian states. *Working Paper No. 2017/31*, FORE School of Management, New Delhi.

**Prof. Vandana Gupta**

Gupta, Vandana (2017). Factors determining the dividend policy of a company. *Abhigyan*, 35 (3), 21-30.

**Staff Column**

**Dr. Rajesh Kr. Bhardwaj**

Dr. Rajesh Kr. Bhardwaj Published the following papers in "Proceedings of 63rd ILA International Conference on Sustainable Development of Library and Information Science Profession" held at Babasaheb Bhimrao Ambedkar University, Lucknow, U.P. during November 23-25, 2017.

- Research Dimensions on South China Sea, p.77-97.
- Scientometric Analysis on War and Peace, p.98-114.

## ImpugnBiz 1.0- The In-house Business Plan Competition



Jury members and students at Business Plan Competition

**The true sense of intelligence is not knowledge but imagination.**

Centre for Entrepreneurship Development organized an intra-college Business-Plan competition on November 2, 2017. The competition was held in continuation with the 4 half day workshop on Idea 'Generation and Business Plan'. The jury members for the competition were Dr. Shruti Sinha, National Entrepreneurship Network Consultant, Mr. Vijay Raina, Co-Founder, India Eschool.com, Mr. Vipin Bhogal, Steinbeis Technology Transfer of India and Prof. Anita T. Lal, Faculty-In-Charge CED FORE School of Management. The event started with the welcome address by Dr. Anita Lal who introduced the judges and discussed the unlimited opportunities that an entrepreneur has.

A total of 23 entries were received for the event from which the top 9 teams were shortlisted for the presentation. All the short listed teams were given 10 minutes to present their business plans and an additional 10 minutes were spent on a Q&A session with the judges. Team-'Technocrat' started off with their proposed project on beauty and makeup vlogging on YouTube. The second team, Team Raabbs shared their business plan of collaborating local cuisine makers and tourists. Team-'Attrum' presented how they planned to make jewellery available just in time by integrating unorganized sector. Team 'Taskmasters' focused on skill development and social inclusion of workers. The fifth team, Team 'Maveriks' presented the idea of food trucks outside corporate offices and colleges. Team 'Cars & Spares' showcased their idea about doorstep service of spare parts and accessories of cars which was followed by Team 'Mind Bloggers' who presented the idea of first defence nasal screens. Team 'SevenDeuce' showcase their novel product related to nasal screens. Team 'Autoparts99' presented their one stop solution for all kind of automobile service & maintenance issue.

Post the presentations, the jury faced the challenge of selecting the best. As per them all the plans had significant potential. Two teams were declared as runner ups, these teams were Team

## Panel Discussion on “Psychological Assessment at Workplace- Prospects and Challenges”



Dr. Prachi Bhatt and Dr. Sanghamitra Buddhapriya along with panel members on 'Psychological Assessment at Workplace- Prospects and Challenges'

Centre for Psychometric Testing & Research (CPTR) of FORE School of Management, New Delhi conducted a Panel Discussion on “Psychological Assessment at Workplace- Prospects and Challenges” for the students, on November 14, 2017 at FORE.

Invited HR Professionals were: Ms. Rashmi Manasharmani, Corporate Head-Human Resources, Wave Infratech; Dr. Subir Ghose, Head-Human Resources, Multiplier-Mudra; Mr. Amitabh Jha, L&D Strategy, Corporate L&D, BHEL; Dr. N. K. Chadha, Former Professor and Head, Department of Psychology, Delhi University, New Delhi and Ms. Archana Kumar, Chief Human Resources Officer, Ireo City.

The panel discussion was well received by the students. The discussion mainly revolved around today's business contexts and the benefits of using psychological assessments of employees. The panellists highlighted and the ways in which psychological assessments add value to the organizations, the assessment tools organisations use, and their practical applications in various human resource/organizational functions. Additionally, discussion involved issues with respect to psychological measurements to be used for an integrated evaluation strategy at workplace. This panel discussion was organised by Dr. Prachi Bhatt (Prof-in-charge, CPTR) & Dr. Sanghamitra Buddhapriya (Member, CPTR).

'Attrum' led by Bharat Natani and Team 'Taskmaster' comprising of Sonik Garg, Deepak Gupta and Rishabh Gupta. The jury adjourned Team 'Cars & Spares' as the winner of ImpugnBiz 1.0, the team had Prateek Chawla, Aman Jain, Isha Aggarwal, Abeer Sholapurkar, Akansha Gupta and Akarsh Jain. The best part of the event was the detailed feedback that the jury gave to the presenters. This was also a learning curve for the audience as they got valuable insights and which will be detrimental in their growth as an entrepreneur.

## Spic Macay



Smt. Sunanda Sharma and her group enchanting the audience

Spic Macay event was organised by FORE Sports and Cultural Division at FORE School Of Management, New Delhi on October 16, 2017 and an enthralling performance was showcased by the renowned Hindustani vocalist, Smt. Sunanda Sharma and her group. Spic Macay has been associated with FORE School Of Management since December 2009. And under the aegis of Spic Macay the FORE family has been fortunate enough to witness various splendid performances from illustrious artists from time to time. This year, it was a mellifluous rendition of Benaras Gharana style of gayaki by Sunandaji and her group. The artists were accorded a traditional welcome and the programme commenced with the lighting of the ceremonial lamp by the Director Dr. Jitendra Das and President Mr. R. C. Sharma.

Once the instruments were calibrated, she initiated the concert in a traditional way. First she introduced herself and her crew. Then she went on to describe the various forms of musical practices followed in the North Indian classical music. She narrated her story about how she was introduced to the music by her father. After that she began the concert by one of her favourite musical styles from the *Benaras Gharana*. Next song was a Punjabi song sung in the style originated in what is now Punjab in Pakistan.

The Thumri and the Tappa style of singing was enjoyed by the audience and the mesmerizing soulful music echoed in the hearts of everyone. "Music and rhythm find their way into the secret places of the soul" and certainly the music touched each and every person present for the programme.

Once the mood was set she began taking requests from the audience. The audience enthusiastically participated and kept on requesting different styles of music from around the country, all of which of course she knew. The concert went on for about an hour and fifteen minutes. At the end of the concert the crowd applauded. It was a great concert and was enjoyed by everyone.

## Sanrakshan 2017



Tree plantation drive by Team Antar

*Sanrakshan*, the tree plantation drive is organized by Team *Antar* every year to contribute towards ecological conservation and to inculcate a sense of responsibility towards the environment in the students. *Sanrakshan 2017* was organized on October 15, 2017 at the Institution of Surveyors, Qutub Institutional Area, New Delhi. The plantation drive commenced at 7.30 am with the entire FORE family coming together to participate in the event.

Every participant planted a sapling and placards with their names were placed beside the saplings. The registrar from the Institution of Surveyor also joined the enthusiastic participants and planted a sapling. The gardeners present at the event made sure that the saplings were planted properly.

Team *Antar* also organized a 'Go Green' contest prior to the tree plantation drive where the students were supposed to click their picture incorporating the 'Go Green' theme. The participants were able to plant 123 saplings on the day of the event. In the end, all the participants were provided with refreshments by Team *Antar* for their gallant contribution to the cause.



Students participating in *Sanrakshan*

## Management Development Programmes (October - December 2017)



Faculty along with participants of an MDP

FORE School of Management conducted following 5 open Management Development Programmes at its Campus at New Delhi during October-December, 2017.

1. Coaching and Mentoring for Personal & Professional conducted by Prof. Sanghamitra Buddhapriya during October 9-10, 2017
2. Written Business Communication conducted by Prof. Anita Tripathy Lal during October 26-27, 2017
3. Advanced Microsoft Excel for Managers conducted by Prof. Rajneesh Chauhan during November 15-16, 2017
4. Enhancing Assertiveness and Positive Attitude conducted by Prof. Anita Tripathy Lal during December 11-12, 2017
5. Strategic CSR: From Agenda Building to Impact Measurement conducted by Prof. Shallini Taneja during December 14-15, 2017

A total of 18 participants attended these programmes. Some of the well known companies which participated in these programmes included: State Bank of India, Pipavav Railway, Bharat Oman Refineries, Joint Plant Committee, Petroleum Planning & Analysis Cell, Bank of Baroda, Gujarat State Petronet, CDB Group, Indian Coast Guard, CISE, Oil and Natural Gas Corporation, DCB Bank, Engineers India Limited etc.

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

1. "Strategic Thinking & Education" for GAIL Training Institute conducted by Prof. Muqbil Burhan on October 5-6, 2017 at Noida.
2. "Finance for HR" for Relaxo Footwears Limited conducted by Prof. Vinay Dutta and Prof. Himanshu Joshi on October 11, 2017 at FORE Campus, New Delhi.
3. "Effective Communication & Media Handling" for Indian Oil Corporation Limited (Pipelines Division) conducted by Prof. Sriparna Basu on October 11, 2017 at Noida.
4. "Effective Team Building" for Biotechnology Industry Research Assistance Council (BIRAC) conducted by Prof. Sanghamitra Buddhapriya on October 13, 2017 at New Delhi.
5. "Interpersonal Skills" for Relaxo Footwears Limited. conducted by Prof. Sanghamitra Buddhapriya on October 25, 2017 at FORE Campus, New Delhi.



Dr. Jitendra Das, Mr. Hareendranathan (Director-Indian Aviation Academy) and Dr. Subir Verma along with the participants of an MDP conducted for Airports Authority of India.

6. "Presentation and Communication Skills" for Relaxo Footwears Limited conducted by Prof. Anita Tripathy Lal on October 16-17, 2017 at FORE Campus, New Delhi.
7. "Organizational Behaviour and Human Resources Management" for (Pipelines Division) Indian Oil Corp. conducted by Prof. Sanghamitra Buddhapriya on November 13, 2017 at Noida.
8. 5 day MDP on "Towards Performance Excellence" for Airports Authority of India conducted by Prof. Subir Verma on November 13-17, 2017 at Indian Aviation Academy, Gurgaon Road.
9. "Time Management-Attitude" for Relaxo Footwears Limited conducted by Prof. Priyanka Jaiswal and Prof. Bishakha Majumdar on November 14, 2017 at FORE Campus, New Delhi.
10. "Digital Communication" for Relaxo Footwears Limited conducted by Prof. Payal S. Kapoor on December 1, 2017 at FORE Campus, New Delhi.
11. "Distribution Planning and Market Sensing" for Relaxo Footwears Limited conducted by Prof. Asif Zameer on December 6, 2017 at FORE Campus, New Delhi.
12. "Performance Management System" for Biotechnology Industry Research Assistance Council (BIRAC) conducted by Prof. Priyanka Jaiswal on December 11, 2017 at New Delhi.
13. A 5 day MDP on "Towards Performance Excellence" for Airports Authority of India conducted by Prof. Subir Verma on December 11-15, 2017 at Indian Aviation Academy, Gurgaon Road.

A total of 284 participants attended these In-House Management Development Programmes.

Half day workshop on "CSR Impact Assessment-Measure to Grow" was conducted by Prof. Shallini Taneja and Ms. Mayuri Misra (Shaktishi) on October 6, 2017 at FORE Campus, New Delhi.

2<sup>nd</sup> Batch of Online Programme on "Big Data and Data Analytics" in collaboration with M/s Tech Mahindra was launched on October 7, 2017. Prof. Ashok Kumar Harnal is the Programme Director. A total number of 160 participants have enrolled for this programme.



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