



FOREprints

The Newsletter of
FORE School of Management, New Delhi



Message From Director



The slowdown in the Indian economy in the last two years continued with the growth rate dipping to a dismal 4.4 per cent in the first quarter of the current financial year. The corporate sector has experienced continuous fall in earnings growth in the last several quarters and a decline in net profit margins in the last two quarters.

The subdued state of the economy has been challenging for job markets. This has, however, spurred FORE School to innovate and impart more competitive skills in the students. The students have been able to rise to the occasion and strive for excellence in all their activities at FORE School.

FOREprints, as always, gives a glimpse of the multifarious activities at FORE School of Management which reflect the achievements and accomplishments of students and faculty.

I express my deep appreciation to the student editorial team, the faculty and staff for their strenuous efforts in bringing out this issue of FOREprints.

Dr. Jitendra K. Das

Editor's Desk



Faculty Editor

The business environment in India remains tough as the economy continues to slide and inflation stays high. It appears that the economy has bottomed out and a mild recovery is on the anvil. Although a strong recovery is not expected in the near future, the economy may improve in the second half of the year with a good monsoon and some recovery in exports arising from the recent rupee depreciation. However, the resumption of a strong economic growth in the country has to wait till the long-pending structural reforms are undertaken.

Management schools have to teach the students how to survive in difficult times. FORE School takes pride in continuously improving the content and delivery of curriculum to suit the changing times.

FOREprints testifies as to how FORE School adapts itself to the testing times. It is hoped that this issue of FOREprints will etch in the minds of our students some sweet memories to cherish for a long time into the future.

Dr. Mathew Joseph



Student Editor

To be a part of this newsletter gives me a feeling of immense joy and pride. FOREprints through this issue brings forth the highlights of all the major cultural and academic events that took place over the year and the manifold achievements of students and faculty alike that have brought laurels to the institute.

With each and every one of the articles is a memory and experience that couldn't have been expressed through a better platform than FOREprints and over the years this newsletter has managed to revive the accomplishments of people through the written word. Thus, with a deep sense of gratitude to each and every one of my team members who have been an integral part in bringing alive this issue, I present you the latest edition of FOREprints.

Srishti Magan

Patron

Dr. Jitendra K. Das

Faculty Editor

Dr. Mathew Joseph

Student Editorial Team

- Srishti Magan
- Ritika Pruthi
- Amit Kumar Arora
- Farhaan Aqeel

- Debpriya De
- Ankit Sharma
- Shambhavi Singh
- Supriya Sharma

Convocation 2013



Dr. B.B.L. Madhukar, Dr. J.K. Das, Mr. R.C. Sharma, with Mr. D. Shivakumar lighting the ceremonial lamp

FORE School of Management organized its twentieth annual convocation on 10 May 2013, where 171 students of the PGDM (FMG - 20th Batch), 59 students of the PGDM (IMG – 5th Batch) and 28 students of the PGDM (WMG-19th Batch) were honoured with their diplomas. The ceremony was graced by Mr. R.C. Sharma, President, FORE, Dr. B.B.L. Madhukar, Vice President and Treasurer, FORE, along with Dr. J.K. Das, Director, FORE School of Management. Mr. D. Shivakumar, President, AIMA & Senior Vice President India, Middle East and Africa for Nokia, was the chief guest for the ceremony.

The ceremony started with a welcome note by Dr. J.K. Das, Director, FORE School of Management. After the ceremonial lamp had been lit, Dr. J. K. Das, Director, FORE School of Management presented the activity report for the year 2012-2013. A major highlight of the report was that FORE School had received the ASSOCHAM's "Best B School - North" award from the Hon'ble Union Minister for HRD, Dr. M. M. Pallam Raju, under the aegis of the "Assocham National Education Excellence Awards 2013", on 9 April 2013. In addition to this, the placement report for the year was also released; the highest international placement this year has been at Rs. 32 lakh p.a. and the highest domestic CTC for the batch is at Rs. 15 lakh p.a. The major recruiters for the past year have been from the IT Sector, followed by the banking & financial services industry, consumer durables, market research & consulting, automobiles, etc.

Mr. R.C. Sharma, President, FORE declared the convocation open. In his elegant style he showered his blessings on the students, and advised them that as an individual every student had to "upgrade themselves time and again since life was an on-going process". He also talked about the "importance of hard work, sincerity and honesty that will help the students succeed in their career". Thereafter he conferred diplomas to the outgoing students. The scholastic medals were awarded to the toppers of the batches.



Award winners with the chief guest at the convocation

Following the convocation oath by the director, Mr. Shivakumar, an alumnus of IIM Calcutta inspired the students with a motivating speech where he urged the students to represent themselves as leaders of tomorrow, especially in times when India is all set to become a global giant. One of the most important messages that he imparted to the students was, "Success and failure will cross your path in equal measure. Success doesn't last forever and failure is not fatal. Have the humility to deal with both success and failure in the same way".

At the end of the ceremony, the students left, inspired to set a mark in the world, with degrees in hand, ambitions in heart and ideas bouncing off the walls of their mind.

List of Honours

PGDM (Batch-FMG-XX)-2011-13

First	Second	Third
Sonakshi Goyal	Harleen Kaur	Megha Agarwal

PGDM (Batch-IMG-V)-2011-13

First	Second	Third
Swati Jain	Sukriti Babbar	Mannu Khanna

PGDM (Batch-WMG-XIX)-2010-13

First	Second	Third
Neeraj Lal	Neeraj Luthra	Umesh Garg



Audience at the convocation

International Conference on BRICS: A Strategic Alliance for Global Trade

In the background of fifth BRICS summit held in South Africa in the last week of March, FORE School of Management and BRICS Chamber of Commerce and Industry organised jointly an international conference on



Mr. Bishma Narain Singh lighting the lamp at the BRICS conference

theme, "BRICS: A Strategic Alliance for Global Trade" at the Taj Mahal Hotel, New Delhi on 22 March 2013.

After lighting of lamp by dignitaries the conference started with welcome address by Dr Jitendra K. Das, Director, FORE School of Management, New Delhi. He stated that the combined GDP of BRICS countries would play an important role in the world economy.

In his inaugural address, Bishma Narain Singh, former Governor of Tamil Nadu and Assam and former Union Cabinet Minister observed that the rapid recovery of BRICS economies from the financial crisis highlighted their role as growth drivers of the global economy. He also said that the cooperation among BRICS is intended to explore meaningful partnerships for furthering world peace, stability and security.

Delivering the keynote address, Dr. Nagesh Kumar, Chief Economist, United Nations Economic and Social Commission

for Asia and the Pacific (UNESCAP) and Director, Subregional Office for South and South South-West Asia, UNESCAP observed that the reforms in Bretton Woods institutions is painfully slow. BRICS should help in expediting this process of reforms.

Dr GVG Krishnamurthy, former Election Commissioner of India and guest of honour in the conference highlighted the huge electoral size of the Indian democracy and how India's experience can be replicated by the other BRICS countries.

The Hon'ble Minister of External Affairs, Mr. Salman Khurshid was the Chief Guest of the Conference. He remarked that if India had to maintain its growth rate at 7%, we need to take advantage of such alliances as BRICS. Speaking about the model of development of China, the minister remarked that India had to follow the consensus way to take its population on the path of the socio-economic growth.

The minister congratulated FORE School of Management and BRICS CCI for organizing a timely conferences which would bring out the issues and challenges of the BRICS alliances that can be dealt at the Durban Summit to be held in the forthcoming week. He emphasized that in such issues government cannot fulfill the agenda alone and therefore the same requires an effort at the multi-dimensional layers of research at educational institutes like FORE and others, involvement of the corporates in terms of trade and investment and last but not the least, involvement of the people in general.

During the inaugural session, the Minister for External Affairs also released an edited book on China entitled "Reflection on Chinese Management Styles and Business Ethics" containing articles by faculty members of FORE School of Management.

The first technical session was chaired by Prof. Chintamani



Dr. B.B.L. Madhukhar addressing the BRICS conference



Mr. Salman Khurshid, Minister for External Affairs releasing the book on China by FORE faculty at the conference

Mahapatra from School of International Studies (SIS) JNU, New Delhi. The deliberations laid down the importance of BRICS nations and focused on how their strategic alliance could be an emerging influence in global governance.

The second technical session was titled, 'BRICS and Competitive Advantage to its Partners'. The session was chaired by Prof. Charan Wadhwa, a noted academician and Professor Emeritus at the Centre for Policy Research, New Delhi.

The speakers felt that the collective economic power of BRICS countries could emerge as a competition to OECD countries. The strategic alliance would have to work towards intra and inter group trade where FDI, technology and innovation could give a boost to the socio-economic power of the BRICS nations.

The technical session 3 and 4 were chaired by Prof. Ravikesh Srivastava, convenor of the conference and Area Head of International Business, FORE School of Management. Session three focused on 'Strategy for Development Bank' and discussed key issues such as common currency, BRICS vision of formation of BRICS Development Bank to promote trade and cooperation between the BRICS nations. Development bank

has never ever been free from criticism; this is a challenge unto itself. However, the real challenge comes from differences of various interests of members of countries. The speakers suggested that what will test the BRICS alliance is the ability to address these differences and move ahead.

The panel concluded that the move of having a development bank of its own is a positive development. The bank could prove useful for member countries to finance their long term infrastructure projects which are of much importance to most of the BRICS nations.

The fourth session namely 'BRICS in 2020' concluded on the tone that BRICS and the concept of emerging economies (EMs) are here to stay. How the modalities will be worked out in each of the aspects will determine the success of BRICS forum.

Dr BBL Madhukar, Secretary General, BRICS-CCI delivered the closing remarks of the conference. He confirmed the continued participation of the BRICS CCI by organising many such events in the future to address the concerns and challenges faced by BRICS member countries. He thanked all the guests present for participating in the stimulating discussion.

Confluence 2013

The Corporate Interaction Division, which is the official student-driven interface between the students of FORE School of Management and the corporate world, organized a seminar on 29 August 2013 aptly named "Confluence 2013", where four highly esteemed experts from diverse backgrounds and organisations spoke and enlightened the students on the topic of "Challenges and opportunities in catering to the bottom of the pyramid".

The event was chaired by Prof. Freda Joseph Swaminathan, a senior faculty member at FSM. She began the proceedings by introducing the guest speakers to the students. Then she gave a brief overview of the topic under discussion and in the process made references to Mr C.K. Prahalad, whose book "The Fortune at the Bottom of the Pyramid" was a seminal work on the subject.

The first speaker invited to the lectern was Mr Ajay Chowdhury, who is the Vice President & Head HR at SRF Ltd. His speech was centred on harnessing the power of the people. He opined that all pyramids are contextual, which is why an economy-class traveller is at the bottom of the pyramid in one context and at the top of the pyramid in another. He talked about the role he plays in catering to the bottom of the pyramid as member of his organization. As Mr Ajay Chowdhury has been in HRM all his life, he likes to get involved directly in the various rural development



Prof. Freda Swaminathan (Faculty-FSM) with the speakers of Confluence 2013

programmes that his company undertakes. He personally trains people in two or three sports in the rural areas. His company also organizes a Nature Resource Management Programme, whose function is to convert non-arable land into arable land.

The next person to speak was Mr Joginder Bajaj. He has a work experience of over 36 years in Punjab National Bank and is presently the General Manager. He too advocated the idea of "eradicating poverty through profit", as propounded by Mr C.K. Prahalad. He outlined the major

obstacles lying in the way of eradicating poverty through profit, such as the lack of awareness in the business community of the potential of the hitherto untapped market at the bottom of the pyramid, lack of money, lack of infrastructure and most importantly, the lack of willingness across the business community to engage in development work in rural areas.

Mr. Sanjay Kumar Nigam, Head, SCM and Procurement, Mara-ison Technologies Pvt. Ltd, was the next to take the lectern. He spoke at length about the present economic scenario, the depreciation of the rupee and the implications of the same for the people at the bottom of the pyramid. The

final speaker for the day was Mr. Samik Dasgupta, Deputy General Manager, IFCI. He gave a fiery speech on the need for a complete overhaul of the approach of the business community towards the bottom of the pyramid. He stressed on the need for a bottom-up approach and declared that a top-down model will never work.

Next was a Q & A session, which gave the students an opportunity to interact freely with the experts. And finally, Prof. Swaminathan brought the event to a close by summing up the discourse, thanking the guests for their invaluable inputs, and gifting mementos to the guests.

HR Conclave

On 13 March 2013 the Corporate Interaction Division at FORE organised an HR Conclave that brought together experts from the industry on a platform to discuss the contemporary scenario and challenges in the field of human resource management. The dignitaries included Mr. A. D. Burman, Deputy General Manager HR at Maruti Suzuki, Mr. G. Jawahar, Deputy General Manager at Power Grid and Mr. Naveen Kumar from the field of HR Consulting.

The discussion was moderated by Prof. Neeraj Kumar. Mr A. D. Burman started off with the paradigm shift in the Business Performance Management and the true value of a company - its people. He discussed about the inclusive growth policies at Maruti Suzuki India Limited that are focussed on achieving long-term results. He highlighted the importance of providing a "fair assessment and rewards" to the employees, the need for a communication channel and the value of sharing business success with the employees at different levels.

Dr. G. Jawahar talked about Talent Management - the key challenge being employee engagement. He stressed upon the need to recognise quality and appreciate hard work suitably. He brought forth the emergence and contribution of technology in the field of human resource management. Mr. Jawahar also underlined the need of a feedback



Prof. Neeraj Kumar addressing the H R conclave

mechanism and developing an organisation-wide culture that should run in its DNA.

Mr. Naveen Kumar discussed about the challenges to talent retention in the era of globalisation, focusing on the new opportunities which are available to the youth who is driven by excitement and the need to invest and develop the right people. He shared the contribution of having a strong employee-connect network. The session concluded with the Q & A session with the students gaining beneficial insights from the experts.

Panel Discussion organized by Centre for Customer Management

The Centre for Customer Management was established at FSM in 2012 with a mission to develop and promote a platform which brings together business practitioners, industry thought-leaders and experts/academics to help organisations to tackle today's business challenges through an ongoing programme of workshops, seminars, consultancy and highly focused research projects.

The first initiative by the Centre for Customer Management,

was a panel discussion held on 1 March 2013 for the 1st year students of PGDM programmes. The theme was "Shift in consumer buying behaviour due to Internet".

The discussion was moderated by Prof. Asif Zameer, Professor-in-charge (Centre for Customer Management). The panelists were: Mr. Amit Puri, GM, IBM; Mr. Abhishek Bansal, Associate Director, Absolut data; Mr. Subhash Jagota, CEO, Global Business Solutions.

Prof. Asif Zameer initiated the discussion with a presentation on data related to the buying behavior on Internet by Indian



Left to Right: Mr. Subhash Jagota, Prof. Asif Zameer, Mr. Abhishek Bansal, and Mr. Amit Puri

consumers. Mr. Subhash Jagota told about how CRM is so important for the firms and what sensitivities should the firms keep in mind while dealing with global consumers today. Mr. Abhishek Bansal delved in the field of data analytics and gave real life examples of how new chapters are being added in analytics through voice analytics and visual analytics. Mr. Amit Puri showed how Internet is a truly disruptive technology today and he shared how companies are using sharper consumer insights through online buying-behavior data analysis to make their traditional communication through advertising so much more effective.

The panel discussion was a great success and the insightful presentations and question/answers generated a lot of enthusiasm among the students. The Centre for Customer Management will organize more such events and interaction-platforms in the future.

Workshop on Psychometric Testing & Applications

The Centre for Psychometric Research, Training and Evaluation (CPRTE) organized a two-day workshop on 'Psychometric Testing & Applications' during 23-24 May 2013. The workshop was conducted at the beautiful learning-oriented campus of FORE School of Management, New Delhi. Prof. Sanghamitra Buddhapriya and Prof. Prachi Bhatt were the programme directors of the workshop. The workshop commenced with Prof. Sanghamitra Buddhapriya welcoming the participants and Dr. Jitendra K. Das, Director, FORE School of Management delivering the inaugural address.

This two-day workshop was designed with an aim to familiarize participants with measurement concepts & tools and improve, the selection and application of psychometric tests. Twenty four participants from academics and industry

from different parts of the country attended the workshop. Eight technical sessions were conducted by eminent resource persons in the area of Psychometrics. Mr. Sudeep Sharma of Washington University, USA; Mr. Y. N. Kaushal, Director, Enabler and Prof. N.K. Chadha, Head of Psychology Department, Delhi University took sessions along with the programme directors. These sessions addressed issues related to effective development, administration and interpretation of psychometric tests. It also covered cross-cultural issues in psychometric testing and emphasized the need of indigenous test development and administration.

This effort of knowledge sharing, by the Centre for Psychometric Research, Training and Evaluation at FORE was well received and highly appreciated by the participants.

Seminar on Social Entrepreneurship

The Centre for Entrepreneurship Development (CED) at FORE School of Management has always been involved in coming up with events that are not only informative but also inspiring for one and all. A prime example of the same was the seminar on "Social Entrepreneurship" on 8 March 2012. Dr. Anita T. Lal, faculty-in-charge, CED, introduced the topic as well as the speakers for the evening.

The first speaker of the evening was Mrs. Rohini Khullar, who is a mentor and motivation trainer working for women and youth economic empowerment. With an experience of more than 28 years, primarily in the corporate sector and as freelance trainer, she presently uses her skills for community work. Associated with a several NGOs (Vedanta Institute, Delhi, Cansupport, Guild of Services, Bhartiya Yuva Shakti



Distinguished speakers at the seminar

Trust), she uses her skills as a volunteer and trainer and at present, gives counselling and emotional support to families

of cancer patients, alcoholic and drug addicts, and victims of sexual terrorism.

Her experience raised the expectations of the students which she met with expertly. Mainly she stressed upon social enterprising. She cited various examples and immediately drew in the attention of the gathering with her sensible yet humorous anecdotes. A new concept that she introduced was "extension motivation", wherein an individual extends beyond one's limited interest to show concern for the society at large. Another interesting insight that she gave was how social entrepreneurship is the same as corporate social responsibility except that in the former you have an internal drive to do good for the society, the latter is just the carrying out of an order.

Following Mrs. Khullar was Mrs. Sujata Sahu who started with a simple yet realistic observation of how you always look around at problems that touch you but more often than not you just turn away rather than letting the journey start. Using this introduction she spoke of setting up of 17000 ft Foundation, a not-for-profit organisation. 17000 ft was founded and named after the altitudes that she crossed on foot, along with her husband and co-founder, to reach a remote school of 100 kids. 17000 ft works in those areas of Ladakh which are far flung, inaccessible and in the most need of attention. The vision is simple, and audacious, to put the children and people of each and every remote village in Ladakh back on the map, and do what it takes to improve their lives. As the corporate face of 17000 ft, Sujata's appointed role is that of strategy, technology and educational initiatives.

She talked about the various difficult geographical conditions

that the children of Ladakh face, coupled with bizarre locations and areas that give a whole new meaning to the word "remote". Despite these apparent difficulties, there are still schools that exist and students who literally move heaven and earth to gain education. Another unique part that she brought about was the concept of 'jugaad' that the schools followed which was "study material on walls, windows, stone slabs etc." A striking feature is that the kids in these areas are properly fed by the natives and this is a basic difference from rural areas. 17000 ft was actually a result of developing a software where all schools of Ladakh were put on Google maps and the concept of 'volunteers' where you're not just tourists but rather volunteers who can go up to the places they volunteer along with to teach.

The last speaker of the evening was Mrs. Nirupama Khare, who has been the Director of Inventive International since 2007. She has taken up various roles in sales, marketing, and training and business development. Ms. Khare is now working independently as Chairperson for Women, Pen and mPower, an NGO focused towards development of underprivileged kids at construction sites, senior citizens and women empowerment. The main teaching that she imparted was that a major part of being a social entrepreneur was to be flexible and when you had a time constraint you had to choose the best option available. Empathy quotient was another point she stressed upon which is to learn from other people's point of view, be it the volunteers' perspective or the workers. In addition to this, another problem that she highlighted was that it's not always money that is the problem, but man hours.

Summer Internship Programme at FORE

The Summer Placements for the Batch 2012-14 has been very good. A number of organizations offered PPOs, PPIs, Live Projects as well as mentorships to our students.

In the Summer of 2013, a batch of 233 students pursued their SIP in 91 companies.

Welcome to FORE Family

Prof. Vikash Chandra

MBA (IIM); B.Tech (IIT-Kanpur)



Prof. Chandra joined the FORE School of Management as an Adjunct Professor after 35+ years of rich and varied corporate and industrial experience.

He started his career as a shop floor engineer and has worked in multinational, private sector and public sector firms in a variety of roles

including corporate planner, purchasing manager, works

manager, quality manager mainly in the Operations area.

During the last 20 years he has occupied leadership positions, first as General Manager of a division with a machine building firm (8 years) and then as Managing Director of a German multinational engineering firm (12 years) where he was responsible for turning around a loss-making company and putting it on the path of profitable growth. He has rich board-level experience and of operations in a globalised and international environment.

He has previously taught at IIM-Lucknow as a visiting faculty (purchasing and supply chain management) and occasionally lectured at IIT-Kanpur on the topics of TQM and ISO 9000.

Prof. Bhalender Singh Nayyar

PGDM (IIMC); B.E. (Mechanical Engineering)



Prof. Bhalender Singh Nayyar brings with him over 30 years of industry experience and 10 years of teaching experience. Industry exposure was in diverse fields of consumer durables (Usha Sales and Niky Tasha), auto ancillaries (Escorts, Gabriel and MICO Bosch), media (Times group and Zee), retail (Intershoppe and Asian Sky Shop) and financial services (Maxworth Orchards).

He has also been involved in consultancy in the area of sales and distribution, retailing, rural marketing and marketing strategy.

In the last 10 years he has been involved in academics as visiting faculty in various institutes including IIM Lucknow, Raipur and Rohtak, Kirlakar Institute of Advanced Management Studies, Harihar and Aravali Institute of Management, Jodhpur. The area of expertise is Marketing Management, Marketing Strategy, Sales and Distribution, Retailing, Rural Marketing and Integrated Marketing Communication.

Prof. (Dr.) Rajneesh Chauhan

PhD, IMT Ghaziabad - NLU; PGDBM, IMT Ghaziabad; B.Tech. (Electrical), National Institute of Technology, Hamirpur



With more than two decades in the area of IT, ERP and Operations Management, he has worked extensively with Fortune 500 clients across Asia Pacific, Europe and Americas. Within India, he has worked for government and private sector alike. He started his career in the R & D unit of a Fortune 500 organization

and received the MECON award for contributions to Process

Engineering. At Infosys, he was a Tier-3 leader, who established ERP consulting services in China and Northern India before becoming the Operations & Strategy Head for the 1BUSD-strong Enterprise Solutions Unit. He has taught at multiple B-Schools and has played a key role in expansion of one of the largest corporate university in India. Over the years, alongside regular corporate responsibilities, he has been shouldering collateral academic responsibilities as well.

Prof. Chauhan's areas of research are outsourcing, ERP, and operations management and areas of consulting interest include technology consulting, operations management, outsourcing & offshoring, ERP, and programme management.

Prof. Alok Kumar

Ph.D (University of Delhi-pursuing)



Prof Alok Kumar is an Assistant Professor in the area of Quantitative Techniques and Operations Management. A graduate in Mathematics (Hons.) from University of Delhi and a Post Graduate in Operational Research from Department of Operational Research, University of Delhi, Alok Kumar has

also been enrolled as a research scholar in the Department of Operational Research, University of Delhi and has published numerous research papers in refereed journals of national and international repute in the field of developing models for integration of innovation diffusion theory with inventory management. He also participated in many national and international conferences. Prior to joining FORE School of Management, he worked as an Assistant Professor of Business Statistics, Operational Research, Business Research Methods and Operations Management in different B-Schools.

Faculty Focus: Papers Presented/ Published

Prof. Faisal Ahmed

"Bilateral Engagement amid geopolitics: A case of India and Iran", *Romanian Economic Journal*, Vol. 16, 2013, pp. 55-82.

"Development Cooperation in the Global South: A Case of Least Developed Countries", *Ansal University Business Review*, Vol. 1, No. 1, 2013, pp. 23-31.

"BRICS and Africa: Partnership for Development, Industrialisation and Integration", *Diplomatist* (Special

edition), March 2013.

Speaker in a seminar on 'GCC and Arab-Israel Conflict and Peace Process' organized by *Gulf Studies Programme*, School of International Studies, Jawaharlal Nehru University, New Delhi, 26 September 2013.

Speaker in a session on 'BRICS in 2020' in *International Conference on BRICS: A Strategic Alliance for Global Trade* organised by BRICS Chamber of Commerce & Industry and FORE School of Management, New Delhi, 22 March 2013.

Prof. Mohit Anand

Presented a paper with Nathalie Belhoste, entitled, "Formation et information du client dans les stratégies de développement des multinationales dans les marchés émergents: le cas de l'assurance en Inde" (French), at 2e Journée d'Etude Internationale sur la Gestion des Clients, held by Reims Management School, France, 19 September 2013.

Speaker on 'BRICS and Competitive Advantage to its Partner' at *International Conference on BRICS: A Strategic Alliance for Global Trade*, New Delhi, 22 March 2013.

Prof. Vinay Asthana

"Street-smart Asset Pricing", *Applied Financial Economics*, Routledge/Taylor & Francis, Volume 23, Issue 17, 2013.

Prof. Subhasis Bera

"Role of Technological Factor in the Price: A Cross Country Comparison across Server Vendors", paper presented in *Annual Business and Social Science Research Conference*, Paris, 4-5 July 2013.

Prof. Jitendra K. Das

Das, J.K., and M. Joseph, 2013 (eds.), *Reflections on Chinese Management Styles and Business Ethics*, Bloomsbury Publishing India Pvt. Limited, New Delhi.

'Leading Practices for Building a Leadership Pipeline', Session chair and speaker at the 1st National HRM Summit on *Towards Holistic Business Leadership: Leveraging HR as a Key Differentiator*, 13-14 September 2013, New Delhi.

Invited as the Programme Director and Moderator in the Head of Department Meet titled 'Vicharavesh' of Engineers India Ltd. (EIL) held during 25-26 September 2013 in India Habitat Centre to provide key inputs for Strategic Leadership to the Senior Management of EIL.

Prof. Vinay Dutta

Dutta, Vinay and Kanhaiya Singh (2013), *Commercial Bank Management*, McGraw Hill Education (India) Private Limited, New Delhi.

"Optimizing Cash Flow Management", *Financial Planning Journal*, Financial Planning Standards Board India, March-April 2013.

"Interaction of Risk Management with Goal-Directed Personal Financial Planning", *Optimization*, Journal of Research in Management, G L Bajaj Institute of Management, Greater Noida, June 2013.

"Financial Planning-Understanding the Role of Housewives",

Financial Planning Journal, Financial Planning Standards Board India, February-March 2013.

"Art of Aligning Risk Management to Business Negotiations", *Abhigyan*, FORE School of Management, January-March 2013.

Keynote speaker for the national seminar on *Innovative Business Strategies: Gateway to Sustainable Development - With Special Reference to Banking Sector*, conducted by Maharaja Agarsen Institute of Management Studies (MAIMS), New Delhi, 22 March 2013.

Prof. Ambrish Gupta

"Corporate Governance Reporting Requirements: Malaysia vs. India", *Working Paper No. 2013/09*, FORE School of Management, New Delhi, July 2013.

Prof. Neetu Jain

Presented a paper on "Human Capital Creation as Predictor of Knowledge Management" at *IFTDO World Conference* held in New Delhi, 24-26 April 2013.

Prof. Mathew Joseph

Das, J.K., and M. Joseph, 2013 (eds.), *Reflections on Chinese Management Styles and Business Ethics*, Bloomsbury Publishing India Pvt. Limited, New Delhi.

"Another policy, but India losing war on inflation", *Financial Express*, 20 March 2013.

"Why freeing up food market is so crucial", *Financial Express*, 4 October 2013.

Prof. Himanshu Joshi

Presented a paper entitled "Measuring Foreign Exchange Rate Sensitivity of Equity: A Case of Bajaj Auto Limited" at *Indian Accounting and Finance Conference*, held at Indian Institute of Management, Lucknow, 9-11 September 2013.

Prof. Anupam Narula

"An Insight into Malaysia's Medical Tourism Industry", *Working Paper No. 2013/22*, September 2013, FORE School of Management, New Delhi.

Prof. Kanhaiya Singh

Dutta, Vinay and Kanhaiya Singh (2013), *Commercial Bank Management*, McGraw Hill Education (India) Private Limited, New Delhi.

"Commodity backed warehouse finance for financial inclusion" paper presented at an international workshop held at XLRI, Jamshedpur, 13-15 September 2013.

Spic Macay

FORE Sports and Cultural Division successfully organised the Spic Macay event on 28th September which treated students and faculty to an evening with Pandit Biswajit Roy Chowdhury on the Sarod and Ustad Akram Khan on the Tabla. Sarod maestro Biswajit Roy Chowdhury has his individual style of playing Sarod by effectively creating an assimilation of various instrumental styles as well as diverse strands of musical traditions and outlooks. The audience was astounded by his deep knowledge about the chaste musical values. He is perhaps the only sarod player in the country who has received systematic training in both the dominant styles of playing this fretless instrument – the Maihar baaj and the Gwalior style. He also happens to be the only instrumentalist who has learnt the secrets of raga-vidya and khayal singing. His presentation style was full of poise and grace.

Ustad Akram Khan also enthralled the audience by his tabla performance. He is arguably the finest contemporary performer of tabla from the famous Ajrada Gharana. Akram Khan has time and again proved to be one of the best Tabla players in the country. His playing was admired for the beauty and balance of his sound and the marvellously subtle and



Ustad Akram Khan and Pandit Biswajit Roy Chowdhary enchanting the audience

sophisticated use of Tabla.

The two artists moved the audience to the ebbs and flows of their music as they often played to and often against each other's music rendering everyone speechless. FORE school of management was delighted to present this exquisite concert featuring these gifted artists.

An Interface with the Corporate World - Anubhuti

The Corporate Interaction Division at FORE School of Management conducted its first 'Anubhuti' session for the batch of 2013-15 on 20 June 2013. The very first session was graced by the Finance and Admin Head (India) at Asian Development Bank, Dr. C. T Abraham, who addressed the students on the topic of "Management mantras beyond books".

Dr. Abraham's started his session by telling how every individual's world can be divided into three spheres: personal, professional and partnership. He told the students how the three differ and how their roles in those spheres vary accordingly. He then highlighted a very important fact that passion is the main driver for anything to happen, and it is passion only that can lead to positivity which ultimately leads to perfection.

Another important point that he highlighted was that it was very necessary to understand an 'organization's soul' if one wants to function well in an organization. According to him, in order to be happy, the mantra is to not only exude but also absorb positive vibes in the work place.

Another thought that Dr. Abraham stressed upon was that students have to be more than just good employees. They



Dr. C.T. Abraham, Finance and Admin Head (India) at Asian Development Bank speaking to students.

have to see the importance of and thus be effective human resources in the organization. The first requirement for that is an appropriate temperament to work, along with the basic skill set and the ability to work in teams. Lastly, he discussed the topic of transparency. There was a lot of interaction with the batch and the enthusiastic response of the students was an indication of how he had engaged the audience throughout.

Achievers' Column

Congratulations to Aayushi Singh, Deeptiman Dasgupta, Gaurav Maheshwari and Sayani Mukherjee for securing the second position in the annual marketing festival of Indian Institute of Management, Ahmedabad (IIM-A), out of 141 teams, across 30 B-schools in the event "SWADESH 4 U: Bringing Bharat to India", a revival marketing strategy contest at Insight 2013 held during 28-29 September 2013.

Freshers' Party

Work hard and party harder. While you are at FORE School of Management, you definitely deserve to party harder! Team NEXUS did a wonderful job of amalgamating these thoughts with their creative genius and creating an everlasting memory for the batches of FMG22 and IMG7.

After a long month of assignments, presentations, getting to know each other and of course, the universally monogamous white-and-grey uniform, finally the D-day arrived when the students got a chance to celebrate. Dressed up exquisitely, with gleaming eyes, a playful smirk on face and party on mind, as the batch of 2013-15 assembled in Virajam



Nitish Dahiya and Shivani Jain hosts the Freshers' Party

Auditorium on 19 July 2013 for the Freshers Party, it was a sight to behold. The delightful hosts for the evening were Nitish Dahiya and Shivani Jain and as the evening progressed, it turned out to be way better than promised



Band performance during Freshers' Party for Batch 2013-15, FORE School of Management

with enchanting band performances, role plays which spelled entertainment and enthralling dance numbers which got everyone moving to the beats.

The highlights of the event were the presentation of Best Mentor-Mentee award and various other titles to appreciate the distinctiveness and individuality in the junior batch. But what actually stole the show was an enthralling dance performance by Shivna Jain and Nupur Sarda from the senior batch. The ceremonial Mr. Fresher and Ms. Fresher titles were presented to the surprise package of the evening, Divya Gandhi and the ever charming and vivacious, Shuchi Singh respectively. As they set the stage on fire with their masquerade ball dance, the picture was painted perfect. It goes without saying that the party would have been incomplete without the mouth-watering delicacies and crazy dance moves to the DJ tunes.

Ad-Dict

Within two weeks of joining, the batch of 2015 at FORE School of Management (FMG 22 and IMG 7) was faced with their first B-school Ad event, 'Ad-Dict', organized by team Think Tank. Eager to make a mark in their first B-School event, the incoming batch responded splendidly.



Team Think Tank along with the top three teams

The first phase consisted of an online quiz which tested students on their general knowledge across different fields. The second phase was held in campus and consisted of three more rounds. These rounds tested the teams' knowledge of brands and advertisements.

The last of these rounds drew the most plaudits from the participants. As part of this, the final teams were given one product each and asked to make a print ad to sell the product. Teams were also asked to present their advertisement on stage and were given two minutes to do so. A brief question-and-answer round followed. The teams were judged on creativity and their ability to come up with selling points.

After much deliberation, the results were announced. Team Rehabilitated took the first prize with Team *Backbenchers* and Team AAG, a close second and third respectively.

Guest Lecture By Prof. Raj Devasagayam

On 5 July 2013, FORE School of Management had a great opportunity to learn when Professor Raj Devasagayam from Siena College, New York who shared his knowledge on "Advances in Brand Management" with the 2012-2014 batch. He started with the fact that we all have some basic human needs but brands are something we aspire for. He enlightened the students about the transformation of products to big established brands and then focused on maintaining brand loyalty, making a brand community and building brand cults.

The audience was able to connect and participate as he moved on with various youth brands like Nike, Harley Davidson, BMW, Wal-Mart etc. and shared day-to-day examples of brand perceptions focusing on how brands are usually strategically placed so as to occupy a share in the consumer's mind set.

He focused on how different brands work on ideas to manage the brand creatively which, in turn, helps in maintaining brand loyalty. Brand loyalty basically works on insistence, persistence and variety-seeking consumers. If a brand is able to maintain these factors, it experiences a high level of loyalty from

customers. Secondly, he discussed about brand community which emphasizes on shared consciousness, rituals and traditions and sense of moral responsibilities of customers. Brand community reflects a group's affinity towards a brand.

Lastly Prof. Raj discussed about brand cult which relates to social identity theory, categorization and self enhancement. This was a very unique concept he focused on that highlighted how many brand followers set unconscious standards that any person using that particular brand must imbibe. This heightens the sense of brand loyalty but also has a negative effect by restricting the entry of a new consumer. In the end, he had a round of interaction with the audience, where students came up with insightful and curious questions that showed both their interest in the subject, and their willingness to gain as much knowledge as they could.

Prof. Raj answered the queries in a crisp and direct manner, leaving no room for doubts and enhancing the understanding of the students. The overall discussion gave students a detailed insight of Brand Management.

Farewell - 2013

"The world is round and the place which may seem like the end may also be the beginning". - Ivy Baker Priest

It was on 7 March 2013 that FORE School of Management bade *adieu* to batches of FMG 20 and IMG 5 through a memorable and immensely entertaining farewell night. The evening that was graced by students and teachers alike, was a conflux of trips down memory lanes, beautiful performances by the students, and smiles all around.



Performance by the outgoing students

The evening kicked off with a beautiful band performance by the junior batch followed by an amazing salsa performance. Slowly the senior students were called aboard for various fun-filled activities that the NEXUS team had in store. Amidst the various activities that involved role plays and crazy dances, many awards were given out such as the conventional Mr. and Ms Popular (Paras Dhawan and Divya Bhadouria), and of course, Mr. and Ms FORE (Abhishek Singh and Saumya



FMG 20 and IMG 5 on farewell night

Shrivastav). However there were also a few out of the box awards such as the "techno freak" award for the technology whizzkid awarded to Mr. Vitul, and "Khiladi No. 1" awarded to the best sportsman of the college, Mr. Nitin Gandhi.

The highlight of the night was a surprise, sensational performance by the seniors themselves on a medley of songs. The utter happiness and the inherent confidence with which the seniors bowled the audience over was just a testament to the kind of expertise, hard work and style that everyone at college looked up to this batch for. At the end of the evening the floor was open to all and as the students of the outgoing and current batch mingled together it was with a heavy heart that yet another batch was bid farewell with best wishes for their journeys to come and the thought that though the song may have ended, the melody lingers on.

Quizzark- Where Education Meets Fun !!

In every college there is this one committee that stands out when it comes to the competitions it holds, and the events it organizes. At FORE School of Management this place is held by the Think Tank. It organized the event Quizzark. A combination of both intellectual and fun games, the event was a quiz that tested students on their knowledge across various domains, namely marketing, sports, finance etc. as well as their ability to adapt to varied situations by giving varied games such as 'build a bridge', 'modernised version of dumb charades' etc.

An inter-section quiz, the event brought out the competitive spirit of every student, and checked upon what they'd learnt over the year. An event, where the background music was the cheers of their classmates, where everyone had fun and everyone had the chance to showcase their talent, be it the serious kid or the prankster. However, even within all the fun, there has to be a winning section who won the prestigious



The winners of Quizzark - FMG 21, Section A

rolling trophy, and this honour went to section A, FMG 21. Giving them a close competition was the runner up team of section C, FMG 21.

Dream Merchants

"You have to dream before your dreams can come true."

- APJ Abdul Kalam

The students at FORE School of Management had a unique chance to gain knowledgeable insights through the "Opportunity Evaluation & How to Write a B-Plan Workshop" conducted by the Centre for Entrepreneurship Development (CED). And then the gauntlet was thrown down before them. The challenge was: coming up with a Business plan. CED's event, "Dream Merchants" was all about it. The headline said: "It's time now to scratch your mind, enlighten the visionary path and come up with an extraordinary Business Plan." And everyone made sure that the opportunity should be tapped. After evaluating the executive summaries of various business plans submitted by the batch, CED shortlisted 5 teams for the final round held on 6 March 2013 in Virajam Auditorium, namely *Storm Troopers*, *Small Wonders*, *Dreamers*, *Avensis* and *Avengers*.

Each team had an idea to change the world and each member had a vision. But there could only be one winner and to judge that, CED called upon some illustrious minds from the corporate world viz. Mr. Ajay Tandon (Director, Citi Ventures), Mr. Tarun Bhalla (Founder, Building Blocks) and Mr. Abhishek Gupta (Founder, HR Synergy). The idea was that they would be able to better judge the feasibility of a plan by putting it in the real and practical context.

"Dream Merchants" event turned into a dynamic field where



Judges with Mrs. Anita T. Lal (Faculty-in-charge, CED) announcing the results of "Dream Merchants"

ideas were generated, bandied around, discussed, discarded and sometimes, with much apprehension accepted, because apprehension is the key to precaution. Judges were very keen to explore the ideas thoroughly. Teams made presentation and every presentation was followed by an interactive Q&A session where students and judges posed questions and challenged the answers. The ideas presented by the teams were varied ranging from emergency medical services to home crèches; from customized smartphones to online forums for celebrity fashion; no avenue was left by the teams.

All the teams were effective in their presentations and incisive in their answers. All the questions were tackled with;



A student participant making the presentation

teams sometimes found themselves wrestling with contradiction, cornered by the questions but most of them found their way out after one or two bumps. But, *Storm Troopers*, with their idea of Zindagi 24x7 or emergency medical services (with Mumbai as target city) stole the glory and came out to be the winner of the event. *Avengers* came second and *Avensis* came third. *Dreamers* and *Small Wonders* received praise and felicitations for participation. The event ended with a residual charm, the charm of a dream we hold close and don't share because we fear. Something about "Dream Merchants" made us believe the cliché: Everything is possible.

Super 8

Super 8 is the annual cricket intra-college tournament held at FORE organized by FORE Sports and Cultural Division (FSCD). Like previous years, the contest drew participation from cricket buffs from the 1st and 2nd years. The tournament kicked off on the 8th of August, and drew participation from 12 teams of eight players each. The teams were divided into 4 groups of three teams, with the top two teams from each group advancing to compete in the quarter-finals. Teams put their best foot forward to grab the 4 semi-final berths.

After two weeks of non-stopping cricket action, four teams finally made it. In order to up the ante, team FSD increased the number of overs from 8 to 10 for the semi-finals and the finals. The final match saw *Mental Warriors* and *Underdogs* fight it out on the cricket pitch to take the top prize. The *Underdogs* started the game and set a competitive target of 75 runs for their opponents. Anuj was the standout player for the *Underdogs* and contributed 37 runs to his team's total, hitting five 4s in the process. Sarthak (*Mental Warriors*) posted impressive bowling figures for his team (3 overs, 3 wickets and 16 runs conceded).

The chasing team however, held their own and chased the target in 31 balls only, losing two wickets in the process. Calm



Team Mental Warriors with the trophy

and composed knocks by Amit and Sarthak (34 and 30 respectively) took their team across the finish line. Sarthak Vij took the "Man-of-the-Match" prize for his all round performance.

All matches in the tournament were played with exemplary sportsmanship. Since this was the first sports event for the new batch of 2013-15, team FSCD can pat themselves on the back for conducting another successful tournament. Yet another feather in their cap!

The HUL Experience

When we enter the halls of our MBA colleges, eager to be the next business whizzkids, we are always looking for more than just the formulas of logistics and 4 Ps of marketing. We are, essentially looking for an experience, an experience that will mould us into being better than what we were before, more confident, in fact better equipped to handle the world of business. Thus, it was truly a once-in-a-lifetime experience for the 19 of us from FORE School of Management when

we got a chance to attend the HUL Workshop called 'Unilever Unplugged' organised at MDI, Gurgaon on 2 August 2013.

A sense of anticipation coupled with a natural nervousness was the atmosphere into which the speaker of the day, Ms. Deepika Bhan – Regional Sales and Customer Manager of HUL, entered. And within seconds she had us all at ease. The spontaneous way in which she started the session, by having

us divide ourselves into groups of 10 to 13 students and associate ourselves to a brand, set a theme for the whole day. And theme was simple – fun coupled with learning. There were diverse teams and even more diverse brands were brought up from Fastrack to Durex, Amul to Nike and what not. Thus began the session on 'Brand Key' development.

As Ms. Deepika continued on in her enigmatic style, she went on to explain how each brand lives and grows through the use of a brand key that has 10 main elements namely, Root Strength, Competitive Environment, Target Audience, Insight, Benefits, Values-Beliefs-Personality, Product Philosophy, Reason to Believe, Discriminator and finally, the Essence of the product. Thus, the first half of the day was spent on understanding each of these in detail through the medium of a highly interactive session interspersed with numerous videos which served as great examples.

At the end of the first half, each group had the chance to either chose as brand or develop one itself using the brand key template. It was an exercise in imagination, and students

literally put their thinking caps on and let the creativity unfurl as brands, both existing and original, were torn apart to discover what makes them tick. At the end of one and a half hour, each group had the chance to give a 15-minute presentation on their brand, and the response was truly amazing. Ideas were not just creative but original and definitely the sort that would make anyone sit up and take notice. However, there has to be a winner and so there was one, namely the students from IIT-Delhi who talked on the lingerie brand Mynx.

What was truly unique about the workshop was that each and every student managed to take something away from it. It was more than just a new avenue to gain information; it was about interacting with people who are similar to us and yet different. It was a chance to test how ready are we to face the real world situations and, most importantly, it was that rare chance to know a little more test ourselves and, ultimately gain the experience that we craved when we had entered the halls of FORE.

Raktdaan2013

Team *Antar* and FORE Sports & Cultural Division in association with Rotary Blood Bank conducted a blood donation camp "Raktdaan" on 1st August 2013 at FORE School of Management, New Delhi.

Through this camp, the students FORE School of Management and nearby institutes like IIFT and IMI were encouraged to donate blood and join hands in making a difference to the ill and suffering. The response was overwhelming and highly commendable. *Team Antar* was able to set yet another benchmark by enabling 100 volunteers to donate blood.

Each donor was provided with a donor card and a token of appreciation by the Rotary Club. The donors would also receive a detailed blood reports within 20 days.

Some of the students from FMG-21 and IMG-6 batch had donated blood during their summer internships, showed great disappointment since they were not allowed to donate again in time span of 3 months. A lot of people among the



Students at the registration desk

support staff of FORE School also donated blood very passionately.

According to Ms. Shalu, Manager, Rotary Club:

"This year the response of students of FORE at blood donation was amazing. Neither of us had expected that in a span of 5 hours we would receive a contribution of 100 units of blood from the students. We were compelled to stretch our resources, but the queue of students did not witness a lag at a single point in the entire day. Cheers to FSM..."

"I am extremely content with the response of the students. We really look forward to this event next year too." said,

Mr. Shyam Sunder Bansal, Event Sponsor President, Rotary Club of Delhi Civil Lines.

Team *Antar* and FSD appreciate the support from the students and staff of FORE School of Management. The success of the event has motivated us to organise more such events in the



A student donating blood at Raktdaan

International Immersion Programme - FMG

From 31 March 2013 to 5 April 2013 the students of FORE School of Management (Batch 2012-2014) became the first ever to experience, what can only be referred to as, an experience for a lifetime. FORE School of Management along with Hong Kong Polytechnic University organised an international immersion programme wherein nearly 180 students of FORE School of Management (first year) along with four members of faculty spent a week in Hong Kong in an attempt to broaden their learning so as to encompass an international perspective.

A first time experience, the programme was designed to offer the maximum exposure to students to both the Hong Kong culture and its style of business. Over the five days the students went on corporate visits, and had class sessions with some of the finest teachers of Hong Kong Polytechnic



Students of FORE at Hong Kong Polytechnic University

University who gave a glimpse into the world of business in Hong Kong in all its glory i.e. from its business environment, to the financial strength, to the excellent logistics etc. Simply



Dr. J.K. Das, Director FORE with Prof. Edwin Cheng, Dean Faculty of Business, Hong Kong Polytechnic University at the closing ceremony

put, in a span of only one week the students had a fair idea as to what made Hong Kong the trade hub that it is. Moreover, the expertise of the teachers in their respective subjects along with the brilliant way in which they handled the questions of the audience made this a learning experience never to be forgotten.

However, it was definitely not 'all work and no play' for the students. As said before, the idea was to help the students learn both the business style and the culture of Hong Kong. And hence, there were city tours, a beautiful inaugural function showcasing the Hong Kong talent in dragon dance, the visit to the famous street market (Mong Kok) and what not. Students built not just knowledge, but memories; be it through the view from the Victoria Peak, or the picturesque skyline. Moreover, the chance to visit one of the famous museums of Madame Tussaud's was literally a once in a lifetime experience.

International Immersion Programme - IMG

FORE School of Management, in collaboration with Nanyang Technical University, Singapore recently completed a one of its kind international immersion programme for the students of international business group at FORE. A group of nearly 60 students, along with one faculty member went on a five day exciting trip to one of Asia's most successful business hub Singapore.

The students had a once-in-a-lifetime opportunity to understand the culture of a new place along with accumulating knowledge of its business world. The experience was, in the words of the students themselves, 'highly memorable'. Considering the unique nature of this programme, subjects like management of talented people, cultural difference and its influence etc. were taught by some of the finest faculty members of the Nanyang Technical University. These sessions that spanned across 3 days



Students of FORE PGDM (IBM) outside Nanyang University, Singapore

managed to provide valuable insights to the students, and their knowledge was even tested upon at the end of the week through a quiz.

However, it was more than just classroom teaching that the students were exposed to. They had a chance to travel across Singapore and soak in its culture. From the famous Merlion visit to the Little India, from Marina Bay to Holland Village, the students made the most of this rare chance as they roamed around Singapore, learning about its culture and essentially

what made it "tick". The most amazing takeaway was perhaps the visit to the Skypark (terrace of Marina Bay) which has 56 floors and yet the elevators take only 30 seconds to travel; it is literally as if you're skyrocketed upwards. In addition to this, the students had their own little tryst with India in Singapore when they came across "Kary Kitchen" at Merlion visit. Providing them with authentic South Indian food it was a little bit of nostalgia mixed with genuine good cooking that made the experience even more fulfilling.

FORE School Topped in All - India MBA Ranking

FORE School of Management, New Delhi has topped the 4th Edition of "All India MBA Ranking" in the "Siliconindia B-School Survey 2013". Silicon India has presented the 4th edition of the "What if not IIMs" B-Schools Survey 2013, to focus on evaluating non-IIM B-Schools in India. This unique observation will help MBA aspirants make an informed choice about the noteworthy B-Schools which are giving the IIMs a run for their money. Doing an in-depth research, Siliconindia has uncovered some of the best Indian B-Schools and their evolutionary journey to become top business learning centres within a short span of time.

Although being relatively new when compared to most of the IIMs, these non-IIM B-schools are already creating entrepreneurs, innovators and corporate heroes par excellence. The objective of this survey is to highlight such institutions which are arming students to create successful careers for themselves. The survey also represents the viewpoints of several renowned business leaders who have graduated from non-IIM B-Schools. The ranking parameters include placement, academic excellence, infrastructure, education, faculty, intellectual capital and so on.

MarkFin 2013

The value of a good mentor is immeasurable when it comes to learning the tricks of the trade. Keeping in view this sentiment, the FORE Alumni Network team organized their annual event MarkFin at FORE School of Management, to enlighten the first year students about every specialization available by inviting the esteemed alumni: Deeksha Gupta, Head (US Operations) at Risk Management Solutions (RMS India); Haneet Vohra, Director-Marketing at Mustang



The panel of esteemed alumni speaking to students

International; Jaya Singh, Associate Director at LEAD Search K S B Designs and Anirvan Roy, GM- Forex at Thomas Cook India Pvt. Ltd.

"Some people like dreaming, some like to live in reality and there are some who like to convert one to another". With this quote Ms. Haneet Vohra stimulated the students and gave

insights of various fields. She said that students who have numeric abilities and can fight with figures are made for Finance; students who have an inclination towards machines, planning, strategy and who believe in zero level inaccuracy are made for Operations; students who can manage other people by having good communications skills and who can soak themselves in organization psyche are good for HR; and finally, students who believe in having a dynamic and challenging career and who are enthusiastic for having high results are Marketing people. She also shared the career options in marketing area, namely product development, media, research, sales and advertising etc.

Ms. Jaya Singh through her dynamic path of reaching the top of success ladder greatly influenced students. She inspired students to crystallize their aims and focus. Her references of jobs at different brands like sales and marketing at Pepsi, direct marketing at Avon, strategy and consumer insights at Hindustan Times and presently consultancy gave students a holistic and exact view of future jobs and opportunities.

Ms. Deeksha Gupta advised students to take an informed decision about their career path and told the students about the importance of studying all the subjects in the first year. Her experience of her present job of a Predictive Analysis reflected that future can be unpredictable as new fields and types of jobs are increasing, thus students should be ready for any type of challenging career.

My Summer Internship Experience

Nisha Sharma



Securing summer internship is a stressful time for any B-School student, given the importance of summer project in their final placements. I was no exception to this rule.

The companies had just started coming to our campus and I spent hours going through their financial reports, investor presentations and latest developments. Therefore, on getting through Capgemini Consulting, I was nothing but ecstatic. The selection process comprised four levels of different rounds, taken by the company HR, senior managers and the VP of the respective business unit (BU).

My first day at Capgemini was an introduction session to all the fellow interns, the company HR and the heads of different business units. There were nearly 40 interns from different B-Schools (IIM L, IIM I, FMS, SBIM, IMI etc.). We were then introduced to our HR head who assigned us our respective managers. The second day was an induction programme, aimed towards making us understand the company's global and domestic operations, its culture, values and policies.

The real work started from the third day when I was assigned my first project. Dressed in proper formals, I was clear-cut and crisp in my interactions with everyone. Capgemini Consulting consisted of young, buzzing set of individuals full of energy and enthusiasm. I was allotted a buddy who helped me in clearing formalities and introducing me to more number of people.

I embarked on my new assignment that lasted for over a week. This involved crazy deadlines, putting in long hours at work and collaborating with a lot of individuals. Having been done with it, I found myself not complaining but rather happy on being able to achieve a lot in my first week! There was a sense of accomplishment, which was further boosted by good feedback from the client.

Despite the relaxing weekends that I had to myself to explore Mumbai, I looked forward to going to work on Mondays. As the weeks passed by, I was put on multiple assignments, each more challenging than the previous. It involved great learning and hard work. But all this was made easy by the support and help rendered by the team members.

One great thing about Capgemini Consulting is that the interns are treated like employees and they are put on live projects. Depending on their performance at the end of each assignment, they are given feedback on their work, which helps them to perform better in the next phase. The level of difficulty and learning of the new assignment depends of the intern's performance in the previous project. During my two months at Capgemini, I worked on five different assignments serving different geographical

locations (France, Germany, USA and Netherlands). The review process for all the interns takes place in the last week of the internship period. This consists of a feedback from the intern's manager, a presentation to the managers in the BU, followed by another presentation to a team comprising of HR managers, Talent Management Team and VP of the business unit.

At the end of it all, I looked back upon this internship experience with a strong sense of nostalgia. My internship was not just about exploring a new city or putting theory into practice; but it was in fact a beautiful combination of both that made me better equipped to learn and go through my second year at MBA.

Baibhav Jain (HR)



Securing a summer internship is always a long-drawn process but the final day when you have that confirmation from a company is worth every anxious second. It is thus a natural feeling of elation that encompasses anyone of us when we finally secure that final internship

letter. Same was the case with me when I finally started my internship at Amteck Auto, for the profile of Human Resource.

My project was on 'employee engagement' under the guidance of an expert and considerate mentor, Mr. Sandeep Mohanty, AGM, Corporate HR. However, my internship experience was much more than just my project. I had a multitude of tasks to perform and each and every one of them enabled me to learn a little more. Although my main project was to use Gallup Research factors for calculating the employee engagement. What was special about this project was that I had to develop questionnaire in Hindi for the workers and in English for the officers and this was both an educating yet strenuous exercise.

As an intern I had a list of duties from analysing competitor companies to find their HR policy (which was an exercise in patience) to finding the benchmarking standards for the same. However, a truly rewarding experience was from the multiple plant visits at Bhiwadi where I had to interact with the workers as an outsider and give my insights regarding the requisite improvements from HR perspective.

From HR Auditing to attending open-house sessions organised by plant heads/executive directors, the internship taught me much more than what I could have hoped for. Another highlight was my accompanying my mentor to negotiate deals with a training agency (B-ABLE), to train workers about foundry. We ended up finalizing a 3-course curriculum and it was truly learning in every sense of the word. Thus, my internship led me to an overall development course

where I learned beyond my hopes, and managed to implement my existing knowledge as well as gain knowledge for the bright second year that awaits me.

Suraj Vaidh (Marketing)



To work in the automobile industry was my dream and hence was one of the major reasons why I wanted to pursue an MBA. I became very choosy when the selection process of summer internships had started. I limited my options only to automobile companies.

After a long wait, I finally made

through world's largest two-wheeler manufacturer by volume - Hero MotoCorp Ltd.

Being at the head office, I was very nervous initially as I was only interacting with the top honchos of the company. But that nervousness soon dissipated when I was under the guidance of Mr. Sanjay Bhan, Vice-President Marketing and Mr. Parag Agarwal, Head of Marketing Communications who made me feel a part of the Hero family.

My project at Hero MotoCorp Ltd was on "Online Reputation Management". It dealt with understanding the importance of brands being present online, understanding the present scenario of Hero MotoCorp Ltd in the digital world, defining objectives accordingly, and finally suggesting a structure for Hero MotoCorp Ltd to be present in the digital world. The project required me to do an extensive research on key trends and best practices followed by companies across various industries around the world which involved reading numerous cases and interviewing corporates from the Digital Media industry. The best part of my project was when my suggestions went live on the company's website. That was truly an inspiring and motivating moment for me.

The classroom learning at FORE School of Management and participation in various competitions of top organizations and B-Schools helped me throughout my internship.

Summer internships are the best way to find our interest of work and industry, and I can easily say, on a personal note, that each student should give their cent per cent and make it count!

Sanchit Aneja (Marketing)



When I joined FORE School of Management, it was with a hope and desire to become a part of the business world and learn the tricks of the trade. The corporate jungle that is forever spewing out business whizzkids was obviously a world I wanted to step into. However, it is but common knowledge that an

MBA degree is incomplete without an internship experience. This is why when I was selected as an intern at SBI LIFE, my happiness knew no bounds.

For someone who had no prior work experience, and had never experienced corporate life, an opportunity to work at SBI Life gave immense exposure and learning. I feel very lucky that I got an opportunity to work and learn under the guidance of a great mentor like Ms. Sweetie Shetty (Regional Sales Manager, SBI Life).

I was given a project under corporate solutions branch in which I had to meet relationship managers of SBI who approved loans for companies like NTPC, DLF etc. (loans above Rs. 100 crore). I had to interact with all the 35 relationship managers of SBI in Delhi circle and understand the market potential of SBI LIFE products. It was exciting and at the same time challenging to meet such high profile people of SBI. This also made me realise the difference between a role play inside the classroom and the real life situation. No matter how close you may come to the reality, it is only when you have to perform a task yourself that you truly realise how important even the smallest of things could be.

What truly set this internship experience apart was that, in a very short time, I managed to truly learn what they mean by the term 'corporate culture'. I honestly felt that one year of gruelling classroom teaching found the perfect practical test.

I had looked upon my internship originally as a project but it turned out to be one of the most important learning that I could have hoped for. The whole experience from the time of selection to the day I got my certificate of completion was truly memorable and worth every second of hard work.

Pranav Bhardwaj (Finance)



An internship for an MBA graduate is much more than just a project. It is a chance to test our potential, our learning and most importantly understand the true meaning of the term, "corporate culture". Thus, it was with a great sense of achievement that I finally got my summer internship after

long months of anticipation and patient waiting at Rural Electrification Corporation Limited (RECL) in the second week of April.

I was placed under Mr. A.K. Tyagi, Deputy General Manager, and he was, without a doubt, one of the most cheerful and helpful mentor that anyone could have asked for. Right from the very start he ensured me with such a comfortable work environment to learn from the knowledge and experience that he so generously shared. And then there was the way in which he considered me a 'lucky charm' since the very day I joined he got promoted.

My project was on entity appraisal of the power sector companies along with hedging of external commercial borrowing. This internship truly gave me a chance to learn the ropes from the professionals. The best part about the

project was that firstly it was the perfect platform to put the theoretical concepts I had learned to practice, and it was here that I was able to gain the first-hand experience on what differentiates theory from the real life work.

Moreover a definite advantage that I had was that I was given ample time to not only perform the tasks assigned to me, but also learn from the decades of experience that my seniors in the office had. The one thing that has truly stayed with me even after the internship is the way my opinion about the working style of PSUs and the general perception about them has definitely taken a positive turn. With a personal experience I can easily say that there is a lot to gain, if only one is open to learn.

In this regard only I'd like to specially mention Mr. Awanish Bharti, Deputy Manager (Finance). Since the project assigned to me was completed within 6 weeks, I along with my fellow interns, took the time to analyse and understand the different units at RECL and that's how we came across Mr. Bharti who took us into the world of hedging which saw crores of rupees and millions of dollars being juggled around like a piece of cake. It was definitely a rare chance to have been able to learn so much in so little a time.

My internship experience was one that has definitely guided me for the courses to come, and in a way I feel more confident and better equipped to handle the corporate jungle. And if there is one thing that I've learned, it is simply that there is always something to learn, provided you work for it.

Kanika Gupta

D-Day finally arrived when the coveted mail that would inform me about my final selection for internship at Central Electricity Regulatory Commission (CERC), New Delhi appeared in my FSM mail box. The excitement of working for the very first time in a PSU outweighed my fatigue, and the butterflies in my



stomach for meeting new colleagues eased the anxiety of working in a different environment for the two months.

The first day at office started on a great note as I got a chance to meet the Chief (Finance), Mr. M.K. Anand. I got introduced to my project mentor, Mr. Sushanta K. Chatterjee, Deputy Chief (Regulatory Affairs), CERC, and the team I was going to be working with. With a profile in finance, I was already positive about the project, especially because finance has been my passion for as long as I can remember. I got a chance to be a part of live project at CERC on 'Feasibility of a generic levelled tariff as against the present system of year-on-year cost plus tariff of a generating company'. The team at CERC constantly guided me as well as provided necessary information regarding the project. With heaps of reading material on regulations, I took every opportunity to spend time with my team and enhance my learning. Through numerous discussions with my mentor and other employees, I got a better understanding of what truly happens there. The people I met were all very friendly and considerate and this was a major factor that ensured that I managed to learn to the best of my capabilities.

Mr. H.T. Gandhi, Deputy Chief (Finance), CERC helped me in understanding different technical concepts and techniques followed by CERC. I was also guided on how to put theoretical concepts to practice with the help of financial modelling.

It was during my review meeting where my mentor informed me of his happiness with my performance that the long gruelling hours seemed worth every second. Central Electricity Regulatory Commission provided me with a great opportunity to work on a live project. Such was my overall experience that I can be supremely confident that this project will add immense value to my overall growth.

Life and Work at FORE - Students' Experience

Ankit

"All this will not be finished in the first one hundred days. Nor will it be finished in the first one thousand days . . . nor even perhaps in our lifetime on this planet. But let us begin."

- John F. Kennedy



As I sit down to reminisce, I find myself hard put to pen down my thoughts on my two-month association with FORE School of Management. So many things experienced in just one month and yet so little space to write.

It all started on June 17th, a day when rain decided to wreak havoc in Delhi.

As I looked around the campus at other joiners, I felt good that I was part of a college again. Having worked in a software firm, I believed I needed a break. My interaction was also largely limited to people with a similar educational background as mine. It is for this reason that the batch diversity is something that pleased me the most.

A good mix of students from science and commerce backgrounds ensured that there were healthy discussions in class. Groups were formed so that students from different backgrounds could help each other out. To ensure that all students were brought to a level footing, a 10-day orientation course was arranged where in basics of Statistics, Finance and other subjects were taught. While Finance concepts baffled me (Did I mention I am an engineer?!), I instantly took to

communication subjects and Statistics. Once the orientation had finished, the first trimester started and with it – assignments, classes, presentations and some more assignments.

I came in with a pre-conceived notion about MBA being all about studies and who can score the most marks. However, it was only a matter of days before that notion was shattered. We got into the rigmarole of student committee selections within days of joining. Starting early mornings and up till late in night and even extending till week-ends, the process created a buzz in campus. Students were running around looking for group discussion rooms, performing selection tasks, chatting up and taking it all in. It served to be a huge respite from the hectic academic schedule. While only a few students could make it to the student committees, the rest had fabulous learning experiences.

In hindsight, I could not have asked for a better one month in a B-school. It is with equal fervor and excitement that I look forward to the next 22 months.

Supriya



Life at FORE is about expecting the unexpected, but once you start doing that, things take their normal course and even the unexpected doesn't happen to you anymore!

The only thing that remains constant here is "change". Among the many things that the institute teaches you,

the foremost are stepping out of your comfort zone and doing things you have never done before which can also include studying, for some of us. Whether you have come here for learning management skills, adding some brownie points to your resume, personality development or for giving yourself a chance to undo the mistakes you did in graduation, you won't be disappointed, rest assured.

The idea of being a FOREian starts to sink in when: while taking the FORE oath upon the commencement of course, it finally dawns on your bright minds that you have got yourself in some real predicament.

You start taking pride in the achievements of Anjum Chopra and other alumni even though you know you have got little to do with their success.

You spot somebody on the road in white and grey and feel an immediate connection.

You find yourself cursing time and again the person who asked you to take up engineering. Before you jump to conclusions, let me tell you the commerce students do not seem very happy either while trying to familiarize themselves with the IT concepts. Ah, the grass is always greener on the other side!

The case studies and CED sessions get to your head to such an extent that you find yourself wondering whether opening a chain of hostels in Katwaria Sarai will fetch you more business or starting an auto service near the college.

The committee selections keep you awake till wee hours of the day and you seem to be enjoying yourself rather than complaining.

Like the graduation days you ask the professor to tell you some important questions for exams (Old habits die hard!) and with just one look, he puts your whole existence to shame.

While attending the *Anubhuti* sessions, you can't help but imagine yourself giving a motivational speech when you have achieved enough to be on the other side.

'A joy ride', 'an enriching journey' or 'a lifetime experience' – I find myself fumbling with words that best describe life at FORE School of Management. The truth is that it is a world within the world with a lot to offer. You just have to be smart enough to strike the right balance between things in order to bridge the gap between where you are and where you want to be!

Sambhavi



Assignments, projects, classes, attendance and party...these are few words that are in and out of my mind these days. Well one may think what is so interesting about these words! But I tell you, these words have a meaning here at FORE like they had had never before. Assignments involve lots of

team work. required (Forming group was fun: people coming up to you and asking "Hey will you be in my group?" and me replying sadly "Someone else has asked before you, sorry!").

Attendance at FORE is a thing that one should be very serious about. Missing classes is not at all cool here. Teachers are very punctual and they expect the same from us. But the classes they deliver are worth it because they are so interactive and enriching.

The committee selection, mid-terms, presentations, all these are the tools that start brushing us to perfection from first month itself.

Another very important part of our first few days at FORE was our uniform. Getting the right shade of grey was kind of first assignment at FORE. And our seniors took care that we did this 'assignment' well pointing us out now and then. But again this was a way we got to interact with our seniors.

Talking of interaction with the seniors, FORE has a very interesting way of breaking the ice between seniors and first years - the mentor-mentee form. Each of us was allotted a senior as our mentor and we were given tasks that would help in bringing about a friendly relation between both the batches.

Anyway, FORE is all about 'working hard and partying harder'! Parties are an essential part of any FOREian. Be it Freshers' party or the fun filled Friday nights, each party in FORE is a unique experience in its own.

Not only the parties, each day at FORE is unique in itself. It begins at 9 in the morning and ends nowhere because each day at FORE is an experience, and experience has no end!

Devpriya



The session began on 17th of June, 2013. It was pouring heavily that day. But, that didn't dampen our enthusiasm. We were filled with excitement coupled with anticipation of the things to come, as we knew that the next two years would shape and define our lives.

We got a warm welcome in the form of an induction ceremony. The three chief guests at the event were Mr R.C. Sharma, President, FORE; Dr. J.K. Das, Director, FSM; and Anjum Chopra, a distinguished alumna and former captain of the Indian women's cricket team. Through the induction ceremony, we got to know our college from three different perspectives - the perspective of an administrator, the perspective of the chief of academic staff and the perspective

of an accomplished alumna.

The foundation course, which, as the name suggests, was a preliminary course to help us get acclimatized to the academic environment and the busy schedule at FORE School of Management, began right away. We got acquainted with the rules and regulations of the college in the first two weeks, with a lot of help from the faculty, the administrative office and the seniors.

The foundation course was a two-week course. So, needless to say, the course was overloaded with subjects and topics. But, it was also an opportunity for us to prime ourselves for the tougher courses to follow. So, we made sure that we made the most of the opportunity by picking up as many concepts and skills as possible in those two weeks.

For the first month, we had to wear a uniform, which was a combination of white shirt and dark grey trousers. The uniform, although monotonous, lent a sense of professionalism to the students, which, in turn, created an aura of academia and solemnness, which, is a must in a premier educational institute. But, outside the classrooms we had lots of fun, and interactions with our peers as well as our seniors.

I would conclude by saying that, by and large life at FORE School of Management is hectic, but at the same time it is a vastly enriching experience that you can cherish for the rest of your lives.

Best Director Award

Dr. Jitendra K. Das, Director, FORE School of Management received the "Best Director Award" in the *Asian Education Leadership Awards 2013* held in Dubai on 24 September 2013.

Management Development Programmes (March 2013- September 2013)

FORE School of Management conducted following 16 open programmes at its campus at New Delhi during March 2013 – September 2013.

1. Spreadsheet Modeling for Financial Analysis conducted by Prof. Himanshu Joshi during May 6-7, 2013.
2. Developing Gender Sensitivity at Workplace conducted by Prof. Sanghamitra Buddhapriya during June 20-21, 2013
3. Work Life Balance for Women Executives conducted by Prof. Sanghamitra Buddhapriya during July 18-19, 2013
4. Effective Communication through Theatre Technique conducted by Prof. Reeta Raina during July 22-24, 2013
5. Developing Emotional Intelligence for Effective Leadership conducted by Prof. Sanghamitra Buddhapriya during July 29-31, 2013
6. Advanced Excel Training conducted by Prof. Sumeet Kaur during August 1-2, 2013
7. Superannuation Planning conducted by Prof. Vinay Dutta during August 7-8, 2013
8. Training of Trainers conducted by Prof. Neeraj Kumar & Prof. Neetu Jain during August 12-14, 2013
9. Understanding CRM for Developing Winning Strategies conducted by Dr. Jitendra K. Das during August 21-23, 2013
10. Spreadsheet Modeling for Business Valuation conducted by Prof. Himanshu Joshi & Prof. Vandana Gupta during August 26-27, 2013
11. Financial Derivatives-Risk Hedging Strategies conducted by Prof. Kanhaiya Singh during September 5-6, 2013
12. Finance for Non-Finance Executives conducted by Prof. Vinay Dutta during September 9-11, 2013
13. Corporate Social Responsibility (CSR) Practices in India conducted by Prof. Shallini Taneja during September 12-13, 2013

14. Effective Purchasing Skills conducted by Prof. Mohita G. Sharma during September 16-17, 2013.
15. Managerial Leadership and Team Building conducted by Prof. Sanghamitra Buddhapriya during September 18-20, 2013
16. Financial Inclusion conducted by Prof. Ravikesh Srivastava & Prof. Mohit Anand during September 23-24, 2013.

A total of 174 participants attended these programmes.

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

1. Enhancing Team Spirit at Work for BECIL Officers conducted by Prof. Sanghamitra Buddhapriya & Prof. Anita Tripathy Lal on March 1-2, 2013 at India Habitat Centre, New Delhi
2. Mentoring for STC conducted by Prof. Sanghamitra Buddhapriya on March 8, 2013 at USI Residency, New Delhi
3. Risk Management in Import-Export Business for STC conducted by Prof. Vinay Dutta on March 9-10, 2013 at USI Residency, New Delhi
4. Improving Interpersonal Effectiveness & Team Building for Petronet LNG conducted by Prof. Neetu Jain on March 14-15, 2013 at Dahej Terminal, Gujarat
5. Mentorship for IRCTC conducted by Prof. Sanghamitra Buddhapriya on March 14-15, 2013 at Noida
6. Opportunities & Challenges in Contemporary Marketing and Exploring the Supply Chain for TATA Chemicals conducted by Prof. Asif Zameer & Prof. Upendra Kachru on April 15-19, 2013 at USI Residency.
7. Enhancing Managerial Effectiveness for THDCIL Officers conducted by Prof. Sanghamitra Buddhapriya, Prof. Neetu Jain & Prof. Neeraj Kumar on May 21-24, 2013 at THDCIL, Rishikesh.
8. Creating Winning Teams for EIL conducted by Prof. Sanghamitra Buddhapriya on June 3-4, 2013 at Gurgaon
9. Individual Excellence for Organizational Effectiveness for Petronet LNG at Dahej Terminal, Gujarat conducted by Prof. Sanghamitra Buddhapriya on June 6-7, 2013
10. Communication for Leadership Roles for EIL by conducted

- Prof. Anita Tripathy Lal on June 18-19, 2013 at New Delhi
11. Putting Customer First for EIL conducted by Dr. Jitendra K. Das on June 20-21, 2013 at New Delhi
12. Creating Winning Teams for EIL conducted by Prof. Neeraj Kumar on June 27-28, 2013 at Gurgaon
13. Spreadsheet Modeling for Business Analysis for MMTC conducted by Prof. Himanshu Joshi on 2nd July, 2013 at FORE Campus, New Delhi
14. Being an Effective Team Player for Power Grid Corporation conducted by Prof. Sanghamitra Buddhapriya on July 15-17, 2013 at FORE Campus, New Delhi
15. Enterprise Risk Management for Central Electronics Limited (CEL) conducted by Prof. Vinay Dutta on July 20, 2013 at Sahibabad
16. Finance for Non-Finance Executives for IFFCO conducted by Prof. Vinay Dutta on July 22-24, 2013 at Gurgaon
17. Developing an Entrepreneurial Mindset at Workplace for Power Grid Corporation conducted by Prof. Anita Tripathy Lal on July 29-31, 2013 at FORE Campus, New Delhi
18. Towards Developing Emotional Intelligent Mindset for Power Grid Corporation conducted by Prof. Sanghamitra Buddhapriya on August 22-23, 2013 at Jammu
19. Reinventing Integrated Marketing Communications for Panasonic India conducted by Prof. Freda J. Swaminathan & Prof. Asif Zameer on August 22-23, 2013 at Greater Noida
20. Being an Effective Team Player for Power Grid Corporation conducted by Prof. Sanghamitra Buddhapriya on August 28-30, 2013 at FORE Campus, New Delhi
21. Enhancing Managerial Effectiveness for THDCIL conducted by Prof. Neeraj Kumar & Prof. Prachi Bhatt on September 17-20, 2013 at Rishikesh
22. Superannuation Planning for REC conducted by Prof. Vinay Dutta on September 23-24, 2013 at FORE Campus, New Delhi
23. Being an Effective Team Player for Power Grid Corporation conducted by Prof. Sanghamitra Buddhapriya on September 25-27, 2013 at FORE Campus, New Delhi
24. Superannuation Planning for Oil India conducted by Prof. Vinay Dutta on September 25-26, 2013 at Duliajan, Assam.

Final Placements at FORE

FORE School of Management, New Delhi, witnessed yet another spectacular placement season for the 20th batch of PGDM and 5th batch of PGDM (IB) students. All the 233 students of 2011-13 batch got successfully placed. Highest participation for final placement was from IT sector followed by BFSI, FMCG, Market Research and Consultancy and Automobile Sector. More than 134 recruiters visited FORE for final placement out of which 77 were new recruiters. Two international job offers have been accepted by the students.

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