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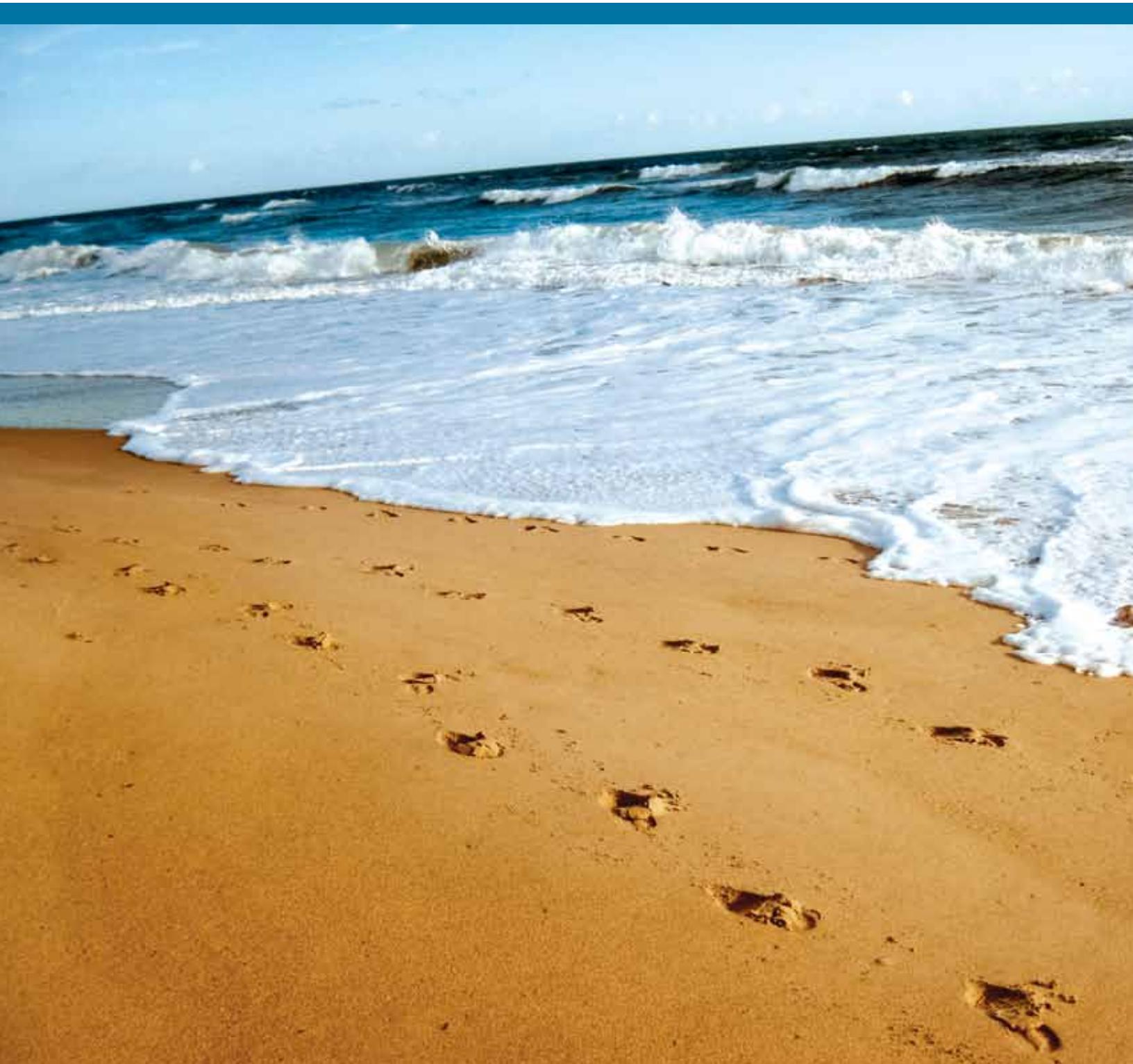
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FOREprints

The Newsletter of
FORE School of Management, New Delhi



Message from Director



After two years of strong recovery, the Indian economy has been on a slowdown path from last year and indications are that the growth will remain subdued for some time. This reminds us of the period of late 1990s and early 2000s, when a similar fall in economic activity prompted a massive restructuring within the Indian corporate sector. Productivity went up and GDP growth rate zoomed thereafter. A similar outcome could emerge at the end of the current dismal phase. But nobody knows the length of the tunnel at the end of which there will be light.

The present scenario should drive our management students to work harder and improve their competitiveness. FORE School always attempt to mould our students in such a way as to become employable for the best in the corporate sector. The "international immersion programme" to be introduced for our students starting from next year is an example in this regard.

FOREprints captures the various activities at FORE School of Management and provides a glimpse of the achievements and accomplishments of the members of the FORE family.

I appreciate and congratulate the student editorial team, the faculty and staff for their efforts in bringing out this newsletter.

Dr. Jitendra K. Das

Patron

Dr. Jitendra K. Das

Faculty Editor

Dr. Mathew Joseph

Editor's Desk



Faculty Editor

There had been a significant slowdown in the Indian economy during 2011-12 registering a growth of 6.5 per cent against 8.4 per cent in the previous two years. The economic deceleration has continued into the current year as the rate of growth declined to 5.5 per cent in the first quarter. Despite the slowdown inflation remains at high levels. The global environment has deteriorated with no resolution of the euro crisis in sight and the downturn spreading to the rest of Europe, the US, and also emerging economies.

This newsletter recounts the major events at FORE School of Management during the last six months. These events, which have been expanding over the years, show the efforts put forth together by the FORE students, faculty and the staff with the sole purpose of shaping up the managers of tomorrow. As the domestic and global economic situation worsens, these efforts need to become more hard and strenuous.

I hope that this issue of FOREprints will engrave in the minds of our students some wonderful memories to cherish for a lifetime.

Dr. Mathew Joseph



Student Editor

It gives me an ineffable feeling of joy to be a part of this newsletter. This issue highlights the various academic and cultural events that were held in the institute as well as the achievements of the students and the faculty members.

Over the years, FOREprints has become a symbol of the reflections and experiences of the students of the institute. The whole journey of preparing this edition stirred up memories of the delightful time spent at the institute. It is with deep gratitude to my team members, who were a part of this journey, that I present you this issue.

Neha Goyal

Patron

Dr. Jitendra K. Das

Faculty Editor

Dr. Mathew Joseph

Student Editorial Team

- Neha Goyal - Editor
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- Akash Keyal
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- Ritika Pruthi
- Amit Kumar Arora
- Farhaan Aqeel

XIX Annual Convocation Ceremony



Mr. Narayana Murthy with board of directors during the convocation

FORE School of Management held its 19th annual convocation ceremony on 8th May 2012. The event was graced by Mr. N. R. Narayana Murthy, Chairman Emeritus, Infosys Ltd.

Mr. R. C. Sharma, President, FORE inaugurated the event by lighting the lamp and declared the ceremony open.

Mr. R. P. Billimoria, President Emeritus, FORE, welcomed and introduced the Chief Guest for the prestigious event. In his welcome address he announced that plans were in motion for expansion of the infrastructure by construction of a new block in the existing campus as well as a new campus at Sonepat.

Dr. Jitendra K. Das, Director, FORE addressed the students and congratulated them on the successful completion of their course.

He, thereafter, presented the Activity Report for the year 2011-2012. The past year was eventful for the b-school as it saw stupendous performance by the students as well as the faculty. He emphasized on how FORE is now focussing on international exchange and cooperation engagement with prestigious business schools like ESC Rennes School of Business (France); Faculty of Business, UNB(Canada); Savannah University (USA) and Asian Institute of Technology (Thailand).

He went on to give the final and summer placement records for the year 2011-12. A total of 111 new recruiters visited the campus for final placements including Michael Page International, TATA Motors Ltd, HSBC, Castro, Genpact, C.B Richards, Axis Bank etc. 99% students had received their final placements offer by 30th April 2012 and 100% students had secured their summer internships by 31st March 2012. He also announced that the highest CTC for final placements soared to ₹32 lakh per annum and the summer internship stipend to an average of ₹15,000 per month.

A total of 268 students graduated this year, in the three variants of the Post Graduate Diploma in Management (PGDM) courses offered by FSM. Of these, 170 were from the flagship full-time PGDM course, 56 students from PGDM International Managers Group (IMG) and 42 students from the PGDM Working Managers Group (WMG) course. Thereafter, Mr. R. C. Sharma, President, FORE, presented the students with their diplomas and the Scholastic Awards were presented to the students by Mr. N. R. Narayana Murthy.

Mr. N. R. Narayana Murthy left the students with invaluable insights and advised them to benchmark themselves with the best in the world.

He urged the students to align personal objectives with the growth impulses of the country and to take up the responsibility of contributing to the society.



Mr. Narayana Murthy with one of the award winners

He quoted American social writer, Eric Hoffer, "In a time of drastic change it is the learners who inherit the future," and emphasised "every citizen has an important role in the undertaking of the nation's development; however, the educated ones have a greater opportunity and consequently a greater responsibility towards this contribution".

He said, "We still have more than 350 million Indians living with a mere ₹36.00 per day; 250 million Indians do not have access to safe drinking water. Over 750 million Indians do not have access to decent sanitation. India ranks 6th or 7th in the global hunger index. It is, therefore, appropriate to think of a few important things. Have India made significant progress since independence? Can we be happy about the progress?"

Dr. B.B.L. Madhukar, Vice President FORE, extended vote of thanks. The convocation officially drew to a close with the singing of the national anthem and the president announcing the closure of the ceremony.

On an ending note, even as the students, dressed in shining black and golden robes, tossed their graduation hats into the air, there was an overwhelming and palpable feeling of nostalgia building inside the outgoing students. The students were filled with confidence in excelling for themselves and the country in their chosen fields.

List of Honours

Batch 19 FMG		
First	Second	Third
Yukti Mittal	Ashima Mathur	Anushree Vij
Batch 4 IMG		
First	Second	Third
Hitaishi Gupta	Priyanka Agarwal	Niharika Agarwal
WMG Batch 18		
First	Second	Third
Abhishek Gupta	Nishant Malhotra	Atul Kumar Agarwal

Students Speak

- Hitaishi Gupta, topper of IMG-4, says, "It has been a most memorable and life-altering experience at FORE. I have made some very good friends here and would miss my MBA days a lot".
- Ashima Mathur, one of the toppers of PGDM-19, says, "I feel on cloud nine right now. It has been an amazing journey. The faculty here was immensely helpful and guided us when we were in doubt. I shall cherish my time here always."

FORE Annual Business Meet 2012

Corporate India 2020

Foundation for Organizational Research and Education (FORE) has organized the Annual Business Meet on April 14, 2012 at Taj Man Singh Hotel, New Delhi. The theme of the event was "Corporate India 2020: Competition, Innovation and Entrepreneurship". Mr. R.C. Bhargava, Chairman, Maruti Suzuki Ltd. was the chair speaker for this event. The other eminent speakers present were:



Dignitaries with the Director, Dr. J. K. Das

- Mr. Mohit Goyal, Founder-Director, Indian Angel Network
- Mr. Bharat Wakhlu, Resident Director, TATA Services
- Dr. Jitendra K. Das, Director, FORE School of Management

The eminent dignitaries who had attended the summit are the CEOs/ MDs from top corporates, media persons and FORE faculty. Nearly 80 people have graced the event with their presence.

Mr. R.C. Bhargava on "Corporate India: Competitive Scenario"

Highlighting the competitive scenario in the corporate India and need of better corporate governance, Mr. Bhargava, who has led success of Maruti Udyog Limited since its inception three decades back, said "Better corporate governance and much less of regulation are the key elements to create a right environment for innovation and growth in the competitive scenario today."

"Attitude and mind set will have to be changed with better governance, development through transparency in regulation, learn how to team together and don't create silos" these were the golden words and top line message from Mr. R C Bhargava, Chairman, Maruti Suzuki Ltd.

Mr. Bharat Wakhlu on "India's growth story through Innovations and Strategies"

Bharat Wakhlu, Resident Director, TATA Services spoke on how industry can learn lessons from successful business houses like Tata Group which has been growing and expanding for over a century now. He said that industry needs to encourage new ideas and change according to the changing times.



Eminent audience at the business meet

He emphasized that people at every level in the organizations should be encouraged to bring forth new ideas and there should be a process through which the feasibility of the idea can be tested and taken to the final conclusion. "There after even if it fails, this brings many lessons on how not to repeat the mistakes. This can be termed as productive failures," he said, adding, "innovation should be the key to growth in this competitive environment."

Mr. Mohit Goyal on "Developing Indian Entrepreneurship Ecosystem"

Mr. Mohit Goyal, Founder-Director, Indian Angel Network said that government, industry and society should help develop an Indian Entrepreneurship Ecosystem where individuals can be encouraged to take risks.

"Risk taking ability in India is far less than in countries like the US. Therefore, social security is something that government should seriously look into," he said, adding, "The government regulations are tough and needed a correction to help Indian start-ups grow and become globally competitive. We are heading towards mission achievement and within a decade we all will be competing with west on abundance of services which we can offer to world!"

Dr. Jitendra K. Das, Director, FORE School of Management said that capacity building in new areas holds the key to the economic growth. He said that the quality of academia should also be enhanced to realize the sustained economic growth, and asked the Industry to collaborate with institutes of higher education to make curriculum and other academic activities more relevant to the industry.

"Amidst the fast changing market and economy, industry and academia should work together and collaborate to enhance the industry relevant skill sets among students in different institutes," he said.

8th ASSOCHAM International Education Conference on "Imperatives for Change in Education"



Dr. J. K. Das addressing the conference

The Associate Chambers of Commerce and Industry of India (ASSOCHAM) has organized the 8th ASSOCHAM International Education Conference on "Imperatives for Change in Education", September 26-27, 2012 at ASSOCHAM House, New Delhi. FORE was the B-School partner for this event.

The eminent dignitaries who had attended the summit are Shri Vinay Rai, Chairman, ASSOCHAM, National Council on HRD, Education & Employment; Shri Pawan Kumar Agarwal, Adviser (Education) Planning Commission, GOI; Dr. Samuel K Mbambo, High Commissioner, Republic of Namibia; Prof. S.S. Mantha, Chairman AICTE; Ms. S. Radha Chauhan, Joint Secretary Department of School Education & Literacy, MHRD; Shri Vivek Aggarwal, CEO, English Edge; Dr. Sarbjit Singh, Director, Apeejay College of Engineering; Dr. Manoj Sharma, Director E-Learning Program, Amity University; Ms. Nandita Abraham, HOD, Pearl Academy of Fashion; Dr. Akshai Aggarwal, Vice Chancellor, Gujarat Technological University; Shri Mian Jaan, Vice-Chancellor, APG University, Shimla; Dr. Lachlan Strahan, Acting High Commissioner, Australian High Commission and Shri Sanjay Modi, Managing Director, Monster.com.

Dr. Jitendra K. Das, Director, FORE was one of the session chair cum speaker for one of the technical session on "Use of Technology in Distance Education" for this event. He was accompanied by the following prominent co-panelists:

- Shri Vivek Aggarwal, CEO, English Edge
- Dr. Sarbjit Singh, Director, Apeejay College of Engineering
- Dr. Manoj Sharma, Director, E-Learning Program, Amity University
- Ms. Nandita Abraham, HOD, Pearl Academy of Fashion

4th Converging India Leadership Summit 2012



Mr. Kamal Nath addressing the audience at the summit

Indian Chamber of Commerce (ICC) organized the 4th Converging India Leadership Summit 2012 on 21st August 2012, at Hotel Taj Mahal, New Delhi. FORE was the knowledge partner for this event.

The eminent dignitaries who had attended the summit are: Mr. Montek Singh Ahluwalia, Deputy Chairman, Planning Commission; Mr. Kamal Nath, Hon'ble Minister of Urban Development; Mr. Salman Khurshid, Hon'ble Minister of Law & Justice; Mr. Manish Tiwari, Member of Parliament; Dr. Kiran Bedi, IPS Officer & Social Activist; Mr. B. J. Panda, Member of Parliament; Dr. Chandan Mitra, Member of Parliament; Mr. Prakash Javadekar, Member of Parliament; Mr. Amar Singh, Member of Parliament; Dr. C. P. Joshi, Hon'ble Minister, Ministry of Road Transport & Highways; Ms. Nafisa Ali, Actor & Social Activist.

Dr. Jitendra K. Das, Director, FORE was one of the speakers for special plenary session on "Policy Paralysis - A Myth or Reality: How Easy-How Difficult" for this event. He was accompanied by the following prominent co-panelists:

- Mr. Rajiv Mundhra, President, Indian Chamber of Commerce
- Mr. Kamal Nath, Hon'ble Minister of Urban Development, Government of India
- Dr. Rajeev Singh, Director General, Indian Chamber of Commerce

24th AIMS Annual Management Education Convention 2012

Association of Indian Management Schools (AIMS) organized the 24th AIMS Annual Management Education Convention 2012 during 25 and 27 August 2012 at Mahindra Satyam Learning World, Hyderabad on the theme: Innovative Management Education For Sustainable Development. FORE was the B-School partner for this event.

Dr. Jitendra K. Das, Director, FORE was one of the speakers for the special plenary session on "Environment: Sustaining Triple Bottom Line – Profit, people and Planet" for this event. He (Director) was accompanied by the following prominent co-panelists:

- Dr. D. N. Reddy, Chairman, RAC, Hyderabad
- Mr. Swagat Bannick, Business Analyst, Global Business Unit in Capgemini India



Dr. J. K. Das answering the queries at the plenary session

National Summit on: "HR Shared Services: A Key Differentiator for Transformation"

The All India Management Association (AIMA) organized the national summit on "HR Shared services: A Key Differentiator for Transformation" on 24th August 2012, at Hotel Sheraton, New Delhi. FORE was the academic partner for this event.

The eminent dignitaries who had attended the summit are: Mr. Pankaj Bansal, Co-Founder & CEO, People Strong HR Services; Mr. N. S. Rajan, Partner & Global Leader, People & Organization, Ernst & Young; Mr. S. Varadarajan, Executive President (HR), Tata Teleservices Ltd; Mr. Rajesh Ranjan, Research Director, Everest Group; Mr. Yogi Sriram, Senior Vice President (Leadership Planning & Talent Acquisition), Larsen & Toubro; Ms. Deepa Chadha, Vice President (HR Shared Services), Bharti Airtel Limited; Mr. Manish Choudhary, Managing Director, Pitney Bowes Software; Mr. Ranjan Sinha, Co-Founder & Chairman, My Parichay; Dr. A.K. Chawla, Head (HR), India North, Tata Consultancy Services; and Mr. A.V.K. Mohan, EVP & Global Head of HR, EXL Service.

Dr. Jitendra K. Das, Director, FORE was session chair cum the speaker for the panel discussion (Session IV) on "Strategic Solutions - Technology: Key Enabler for HR Shared Services and Analytics:



Dr. J. K. Das speaking at the panel discussion

Key impact on business". He (Director) was accompanied by the following prominent co-panelists:

- Mr. Manish Choudhary, Managing Director, Pitney Bowes Software
- Mr. Rajendra Ghag, Executive Vice President – HR, HDFC Standard Life Insurance
- Mr. Ranjan Sinha, Co-Founder & Chairman, My Parichay and
- Dr. A. K. Chawla, Head (HR), India North, Tata Consultancy Services.

"Recognition for a job well done is high on the list of motivating influences for all people; more important, in many instances, than compensation itself" (John M. Wilson)

Faculty Development in Management Education: Opportunities and Challenges

FORE organized a national seminar on "Faculty Development in Management Education: Opportunities and Challenges" in collaboration with PHD Chamber of Commerce and Industry on May 15, 2012 at LPS Auditorium, PHD House, New Delhi. Dr. Jitendra K. Das, Director, FORE was one of the speakers in the inaugural session, session-I, on "International Management Curriculum in Local Setting: A Glocal (global + local) Perspective" and session-II on "Using Technology for Imparting Management Education: Opportunity and Challenges".

The speakers for the inaugural session were:

- Shri E Ahamed, Minister of state for Human Resource Development, Government of India
- Shri Ashok Thakur, Special Secretary – Technical Education, Ministry of HRD, Government of India
- Mr. Sandip Somany, President, PHD Chamber

- Mr. Amit Gupta, Chairman, Education Committee, PHD Chamber
- Mr. Prabhat Jain, Co-Chairman, Education Committee and
- Ms. Susmita Shekhar, Secretary General, PHD Chamber



Dr. J. K. Das addressing the national seminar

11th National HRM Summit

Theme: Positioning HR to create value: Building Indian Multinationals-The HR Agenda

The All India Management Association (AIMA) has organized the 11th National HRM Summit "Positioning HR to Create Value: Building Indian Multinationals - The HR Agenda" held during September 14 - 15, 2012, Shangri-La's-Eros Hotel, New Delhi. FORE was the academic partner for this event.

The eminent dignitaries who had attended the summit were: Mr. R. Sankar, Executive Director & Head – People & Change Consulting, PWC India; Mr. Yogi Sriram, Senior Vice President (Leadership Planning & Talent Acquisition), Larsen & Toubro; Mr. Vipin Sondhi, MD & CEO, JCB India; Mr. Aditya Vijay Berlia, Co-founder & Pro-Chancellor, Apeejay Stya University; Ms. Anuranjita Kumar, Country Human Resources Officer, Citi India; Ms. Veena Swarup, GM (HR) - Head PMBG, ONGC Ltd; Mr. D. K. Srivastava, VP (Corporate HR), HCL Technologies Ltd; Mr. Ashu Malhotra, President – HR, Tulip Telecom; Mr. Kuldeep Kumar, Executive Director – Indian Tax-Direct Tax, PwC India; Mr. P. Dwarakanath, Director (Group Human Capital), MAX India Ltd; Mr. A. Thirunavukkarasu, President, Group (HR), Vedanta Sterlite Industries; Mr. Krish Shankar, Executive Director (HR), Bharti Airtel Ltd; Mr. Diwakar Puri, Head-Talent Sourcing, Hero Motocorp Ltd;



Dr. J. K. Das with other prominent co-panelists at the summit

Mr. Pankaj Bansal, Co-Founder & CEO, People Strong; Mr. Harpreet Singh, Executive Director, Educomp Raffles Higher Education, Mr. R Mukundan, Managing Director, Tata Chemicals Ltd.

Dr. Jitendra K. Das, Director, FORE was session chair and the speaker for the panel discussion (Session II) on "Leading Business Overseas - Indian or Expat? - Developing Global Indian Leaders". He was accompanied by the following prominent co-panelists:

- Ms. Veena Swarup, GM (HR) - Head PMBG, ONGC Ltd,
- Mr. D. K. Srivastava , VP (Corporate HR), HCL Technologies Ltd, and
- Mr. Ashu Malhotra, President – HR, Tulip Telecom

Induction Ceremony-PGDM FMG Batch 21 & IMG Batch 6

FORE School of Management organised an induction ceremony to welcome the incoming batch of students on 18th June, 2012. The feeling of enthusiasm and eagerness of the start of a new journey for the incoming batch was palpable in the air.

The induction ceremony began with an invocation and lighting of lamp. A warm welcome extended to the new batch of students by the Director, Dr. Jitendra K. Das. He advised the incoming batch to give its best in the next two years as it would be a life changing experience. He told the students that there would be pressure to meet the deadlines but they would have to learn to manage their time well and prioritize their work.

In keeping with the FORE tradition, the students swore their allegiance to the institute by taking the induction oath.

This was followed by an address from President-Emeritus, FSM, Prof. R. P. Billimoria. He shared his own experiences of his college life with the students and gave valuable insights on dealing with deadlines and academic pressure. He also emphasised the need to maintain balance in all spheres of life.

Dr. B. B. L. Madhukar, Vice President & Treasurer, FSM advised the students to focus on excellence rather than success and narrated many success stories about FORE alumni.



Mr. R.C. Sharma (President, FORE) addressing the new batch

Mr. R.C. Sharma, President, FORE addressing the students stressed the need of ethics in whatever we do and gave them tips for the coming two years.

The vote of thanks was given by Dr. Asif Zameer, Chairman-PGP.

The ceremony was concluded by national anthem.

2nd World Marketing Congress on "Exploding Marketing Power"

All India Management Association (AIMA) organized the 2nd World Marketing Congress during 2-3 March 2012 at Hotel Lalit, New Delhi. The theme of the Congress was 'Exploding Marketing Power'. Foundation for Organizational Research and Education (FORE) was the knowledge partner for this event. Mr. Srinivasan K Swamy, Chairman & Managing Director, R. K. SWAMY BBDO Pvt Ltd was the Congress chairman. More than 300 delegates from the middle to senior marketing fraternity participated.

The dignitaries who attended the summit are Shri Jairam Ramesh, Minister for Rural Development, Govt of India; Dr. Subramanian Swamy, President – Janata Party; Mr. Mayank Pareek, Managing Executive Officer, Maruti Suzuki India Ltd; and Mr. Siva Nagarajan, MD, Mother Dairy.

Dr. Jitendra K. Das, Director-FORE was the session chair as well as the speaker for the session on "Exploiting the Power of the Web – E-Commerce" in this event.



Mr. Sameer Kaur, VP (Marketing), Dr. Lal Pathlabs Private Ltd., honoring Dr. J. K. Das at the World Marketing Congress

Induction Ceremony of WMG (Batch 21)

The induction ceremony of the 21st batch of PGDM WMG students of FORE School of Management was held on July 12, 2012. Dr. J.K Das, Director, formally inaugurated the ceremony by the traditional practice of lighting the lamp.

The new batch of students are from very reputed organizations like Evalue Serve, OTIS, Indusind Bank, Volkswagen, Cosmo Films, Munjal Showa, Standard Chartered Bank, Sapient, KPMG, Deloitte, Saint Gobain, Pearson Group etc. and has an average work experience of 54 months.

Addressing the students on their induction, the Director had clearly indicated that being a part-time programme, the students should not take it lightly as we do not compromise on the quality of the programme. He emphasized that the course delivery, pedagogy, faculty, evaluation etc. are at par and comparable with the full-time programme.

Chairman (PGP) briefed them about the course and its day-to-day administration, attendance norms and evaluation system. He



Induction by lighting the lamp

mentioned in his speech as to what kind of rigour is there in the programme and how they have to manage their professional life and studies at FORE.

Prof. Hitesh Arora, Chairperson (QT & Operations) delivered the vote of thanks and the evening broke to an informal gathering over tea, giving the students an opportunity to get acquainted with one another and the faculty.

An Interface with the Corporate World - *Anubhutis*



Mr. Amit Khurana

Corporate Interaction Division (CID) organised the first *Anubhuti* session on 25th June 2012. The speaker invited for the session was Mr. Amit Khurana, Founder & Managing Partner of Corporate Access and former Executive Vice President – HR at YES Bank. He gave valuable insights into a career in financial services and the importance of live projects and summer internship with relevant examples.

He made the session interactive and asked relevant questions that kept the session interesting. He also explained how to chart out career path and take lead before competition does. Students asked a lot of questions to clear their queries and the response of the batch was highly appreciated by the corporate. The overall experience was very enlightening for the new batch.



Mr. Kamal Singh

It is not often that we come across people who not only impress us but also inspire us. It is then no wonder that, it was with awe that students of first year at FORE welcomed Mr. Kamal Singh, the Director at the Centre for Management Development & New Initiative MAST-AIMA. He visited FORE as a part of the *Anubhuti* session

conducted by the Corporate Interaction Division of the college on July 24, 2012. Mr. Singh is the recipient of several accolades and awards,

and was in fact recently awarded the 'Indian Achiever's Award' by Indian Achievers Forum. Responsible for having launched various events, including the recently launched initiative of Management Aptitude Test Skill Test (MAST), it was no wonder that the session that he conducted was not only educative but also highly interactive.

Giving it a simple and straightforward start, Mr. Singh involved the audience right from the start. Constantly encouraging and supporting the enthusiastic students, who were all vying with one another to answer, he managed to give attention to one and all. Starting with a simple question wherein he asked the students to cite the emerging changes in global business world, he effectively incorporated the answers of the students to highlight the changes that have struck the business world in this century.

Citing reasons such as demographic dividends, innovation and liberalization, increases in life expectancy level etc. he chose relevant examples to help the students relate better. Perhaps the greatest learning that he imparted was how every individual could be an effective future manager not only at the national level but also at global level. Stressing upon the importance of qualities like creativity, passion, efficiency, flexibility etc., he chose specific examples like that of Indra Nooyi, IPL, and Bharti-Airtel etc, which motivated the audience.

In addition to this, a very pertinent question at this time, the importance of ethics, was also stressed upon by him. His delight, when nearly ninety percent of the audience regarded ethics as an important tool, was obvious.

It was thus, not advice but experience that students took away from the session. The true highlight of the event was however the expert

manner in which Mr. Singh handled students' queries and doubts. He ended the evening on a high note, leaving students to ponder over how they could be visionaries for the coming future. It is perhaps then an understatement to say that every student felt privileged to have attended the session.



Mr. Rakesh Kumar

True genius of a person is not in the reflection of his knowledge but in how enable others to relate to that knowledge. This fact was further proved by Mr. Rakesh Kumar, Chairman, Global Qualitative Board & Head of Africa-Middle East-Asia Pacific, Firefly Millward Brown, who visited the institute on August 14, 2012 for the *Anubhuti* session organized by the Corporate Interaction Division.

He very enthusiastically talked about two of the major forces affecting the business world today, that are, 'the rules for brand engagement in the social media space' and 'the mirror has two faces – dissecting human personalities in the social media space.' Also, the topic was such that the students immediately warmed to it. However, it was Mr. Kumar's proficient handling of the simple and at times basic queries of the students that made the session truly informative. In addition to this he also shared a lot of information based on researches carried out by his company. He also talked about the future of the marketing field. He cited relevant examples, like higher propensity among single children (especially in China) to develop a close relationship to their virtual life. He also mentioned the Egyptian Revolution to stress upon the power of social media.

Thus his examples, the straightforward approach and the stimulating presentation kept the session invigorating and inspiring. It was a truly knowledgeable experience for one and all.

Mr. Ajay Seth

The Corporate Interaction Division of FSM organized an *Anubhuti* session for the students on 21st August, 2012. The session was graced by Mr. Ajay Seth, founder and promoter of Copal Arts.

Mr. Ajay introduced the business of art from an entrepreneurial point of view. According to him, all one needs is passion, zeal and an innovative mindset to make a mark in art industry. He moved on to the role of Copal Arts in the hierarchy of Art management.

Mr. Ajay talked about where India stands on the global art platform, which, according to him, wasn't so bright few years back. As compared to a \$60 billion global art industry, India's share was just \$120 million. But things moved fast and from 0.4% share, India doubled its share to 0.8%. The numbers don't look big but on a relative scale, India managed a 100% growth!!

Then, he recounted his own endeavors. The reason behind the inception of the idea of Copal Arts was educating people about the aesthetic aspect of art. He felt this particular need because once he considered himself to be an art *aficionado* and his entire art collection was disregarded by an expert as "Junk." The incident forced him to ponder upon the absolute need of an organization to create awareness and help collectors. He had a vision: art, he had an idea: Copal, and he had a motto: Indian Art is the next opportunity. Rest is a success story. In two years, Copal acquired 500 collectors and became a \$300 million company.

Finally, he elaborated the monetary aspect of art management. He mentioned the names of many renowned artists like M .F. Hussain, Subodh Gupta, S. H. Raza, Manjit Bawa, Tyeb Mehta including others and showed the students the growth charts of their art works which, surprisingly, showed an average growth of 50 to 200% and, in some cases, even more. The figures were skyrocketing and the reason was simple - the exclusivity and rarity are the two criteria which keep the demand for these articles always raw.

Further discussion and an interaction - question answer session brought to light a few other points regarding the types of artists - Masters, Potential Masters and Young and Emerging artists and how the benchmark price in the auctions decides the relative price for an art work.

The interaction was rich and the result was evident when he asked the students whether they considered buying art as a valid option and over 70% of the students raised their hands.



Workshop on Psychometric Testing & Applications



Dr. Sanghamitra Buddhapriya welcoming the participants

Realizing the increased importance of psychometrics in the corporate and academic world, a two-day workshop on "Psychometric Testing & Applications" was organized by the Centre for Psychometric Research (CPR) at FORE campus on 16th and 17th February 2012. The workshop aimed at familiarizing the participants with measurement concepts and tools, and improving the selection and application of psychometric tests. Along with training in effective administration and interpretation of psychometric tests, the workshop dealt with identification of situations in which standardized tests can be used and where tests need to be developed.

The chief guest of the programme was Dr. Manas Mandal, Director of Defence Institute of Psychological Research (DIPR). The inaugural session started with the welcome note by Dr. Sanghamitra Buddhapriya, the Programme Director of this workshop. She introduced the theme and gave a brief overview of the programme. Dr. Jitendra K. Das, Director, FORE, highlighted the relevance of the theme in the present business context. Prof. R. P. Billimoria, President-Emeritus and honorable board member of FORE appreciated the initiative taken by the CPR and suggested measures to take the centre to greater heights. Dr. Manas Mandal highlighted the significance of the subject on various aspects of professional life and cautioned the participants about the temptation of predicting the individual behaviour without much knowledge and understanding of the psychometric tests. Dr. Prachi Bhatt, Co-Programme Director, delivered the vote of thanks.

The two-day programme was divided into sessions focusing on different aspects of psychometric testing & applications. The subject-matter experts in psychometrics - Dr. Nishi Mishra, Dr. Y.K. Nagle, Dr. N. K Chadha, Dr. Anil Pathak and Mr. Y.N. Kaushal - shared their perspectives with the participants and enlivened the discussions with their insights. Twenty four participants from industry and academics attended and were benefited by the programme. The feedbacks received from the participants were very encouraging and the Centre for Psychometric Research looks forward to conducting such programmes in the future.

Summer Internship Experiences - 2012



Dhruv Bansal

Marketing
Citibank N.A.

Having had no prior work experience of the corporate world, I knew that it wasn't going to be easy. But when one has a mentor like Mr. Gagan Bhargava (AVP, Sales & Distribution, Citibank), things become challenging but enjoyable.

The project required me to measure the efficiency of the sales force of the Delhi NCR region. A mix of mystery shopping (when one has to disguise as a customer) and analysis of Citibank's information database was the main task at hand. The major challenge during mystery shopping was to not let them be suspicious of my real identity.

It required me to do a lot of homework on how to portray myself as a premium prospect for them. I covered 8 areas in and around Delhi for the same and successfully, gave feedback for all the sales representatives encountered during the process.

The classroom learning at FORE School of Management helped me in analyzing the data and present the results to the top management. The results helped in assessing the gaps among the sales representatives' pitching of the products at Citibank.

The experience has enriched me with on-field experience and practical approach to problem solving. It was a fun-filled learning experience at a dream called CITIBANK.



Shipra Mehandru

Finance
Sharekhan Ltd.

I did my summer internship at Sharekhan Ltd. with perhaps the largest batch of FOREians they've ever had. Dealing with the financial markets is always a bit of a risk – which we found out in plenty during our two-month stint.

Sharekhan has a well crafted program for summer interns. During the first month we were trained to know all about online brokering, the competition in the market and how best to make a pitch to new investors for demat accounts. While we were grilled by both the assistant and regional managers on the most recent activities of the financial world, and our take on how the news could shape the markets that day, it made us sweat, and learn.

The real test of grit came when we went live on trading floor during our second month. The swings in the bourses by the second, and the sentiment driven changes, were enough to remind us of the impish reputation of the investment market. Having witnessed two sides of this industry, having been tottered yet not deterred, I hope to carry the experience to other features of this trade. On an ending note, the internship gave me a first-hand experience of online trading and was a memorable experience.



Pranav Shukla

HR

Videocon Industries, Gurgaon

Being from an HR background, my initial perception was that it would have been a women dominated department but I was proved wrong as there were more men than females in the HR department.

Right from knowing your JDKPI (Job Description Key performance indicators) to right people at the right place, the company followed all the core fundamentals of HR. I had to work in the Training and Development domain where the focus was on to show how Videocon generates profits. Some of the projects I worked upon were "finding and developing the resources to be used in launching Performance Appraisal System" and "to look at the new initiatives taken by the competitors in the field of Training & Development". Apart from the work, there were super Saturdays every week for the employees. From the top brass to the managers, everybody would turn up with great zeal to participate. These Saturdays were filled with activities such as yoga sessions, games and even going out for the IPL matches. All in all, the internship experience has helped me develop both as a professional and as an individual.

Milan Dhingra

Marketing

Swedish Trade Council

Summer internships are an integral part of your MBA, as it allows one to challenge his present skill set and learn new ones. Out there companies are not looking for interns, but for full time employees and with these two-three months of internship you have to convince that you are a good fit, not for just two months but for two years. Add to this the current weakened global economic scenario, internships are even more important to boost one's job chances.

My internship at Swedish Trade Council was one of a kind experience that not only helped me learn about the tricks of trade but also made me wonder whether I could fit in such an environment. With a profile of my choice, it was an added motivation. Initially, I was skeptical on how would the experience be, but things started off on a great note when we were welcomed with warm and open arms and were treated like equals. This helped in giving us a confidence boost.

It was a learning experience that helped us bridge the gap between theory and practice. Our peers were more like friends and guides and we didn't realize how the two months went by. Perhaps, I would have loved to continue there, but alas like all good things come to an end; this internship experience also came to an end.



Arjun Baidya

Marketing

Hewlett Packard

As a student of this dynamic program, I completed my internship with Hewlett – Packard, Bangalore in their HP Global Analytics Division. HP Global Analytics (HP GA) undertakes projects which leverages analytics internally in order to make smart decisions and formulate successful strategies. My project was on global sales analytics for HP's Technology Services vertical.

Overall my internship experience was quite fruitful. HP GA has an open and friendly work culture combined with good projects and enriching knowledge - based sessions.

Through this internship, I was able to experience a progressive and global work environment that allowed me to hone my skills in research and analysis. Also, I was very thrilled to be associated with an international brand which gave me a chance to grasp the realities of a professional work environment.



Sukriti Babbar

HR

Videocon

The Internship with Videocon, in its HR department, was a wonderful and an enriching experience. Working with a relatively smaller team, the entire team went out of their way to make me feel comfortable and included. Every day came with new opportunities as well as challenges to outperform myself. The enthusiasm in the organization is highly contagious, which makes you want to go that extra mile. Also you get to interact with the very best in the industry and from day one you are entrusted to do things your own way.

My project involved the analysis of current engagement level of the employees of three departments i.e. Marketing, Product Planning and Information Technology. It required me to perform an in-depth analysis of the factors that affect the employee engagement levels of the employees. It also included a research to know the current trends of employee engagement in various sectors/ companies. I also got an opportunity to handle the induction process of the new employees independently.

The experience was all the more exciting as I got to work with some of the best and brightest people of the industry and, to say the least, my internship at Videocon was way above my expectations.

First Experience at FORE School of Management



Srishti Magan

FMG 21

"Experience is what one looks forward to at a new place.... experience is what one takes along when the new place becomes an old haunt."

A cacophony of sounds, which found a sense of organization even in the chaos describes the first day at FORE School of Management. Stepping inside the building, that seemed to bustle with energy, I was just another nervous face. And only within the span of one month, I feel confident in a way that is not arrogance but knowledge.

FORE, as an institute, instilled right from the start, the importance of prioritizing, managing, and learning. It is a zero level start to the life that you ultimately want to lead. In only a month that we've been here, there's been such a strong amalgamation of people from such diverse backgrounds, that I would have never thought possible to not just learn, but adjust and build relations.

Being in FORE, I somehow get the feeling that no matter the future I may choose for myself, I would be equipped with enough knowledge, experience, and confidence to literally treat the world as my oyster. And so we learn that while every individual is unique, there are certain common features that bind us as human beings. We learn, not by reading books, but by understanding cases; not by practicing questions, but by applying logic. Simply put, we're learning.

The true experience so far, if to be summed up in a few words, is that for whatever our past learning might have been, of whether we were a fresher out of college or had a work experience, we have now been simply, subtly but effectively submerged in the "work culture", and the best part is we are definitely enjoying it. I suppose FORE has been a perfect climax to the grueling path that we took to get here... after all if the journey to here was eventful, then the end, or rather the new beginning was bound to be amazing.

Amit Kumar Arora

FMG 21

"The day you don't feel like getting up to go to your job. Quit. It's not worth it."

The quotes from my initial days of induction in FORE that have already etched a mark on my mind.

The interactions with the seniors, especially during the committee selection process have been healthy. The regular 90 minutes lectures that initially seemed like a challenge are slowly becoming a part of the routine. The group assignments and class presentations have been providing a much needed exposure to enhance our inter-personal skills. One month in FORE has already made me realize the value of maintaining a "balance" in life. The mentor-mentee program gave another boost to the interactions with the seniors.

There have been a few challenges as well to go with the learning part at FORE such as managing the work load and prioritizing our assignments, presentations, quizzes etc. Being an optimist that I am, I just hope to fall in love with tackling these challenges.



Ritika Pruthi

FMG 21

The day I entered FORE as a management student, the feeling was different and ineffable. The excitement blended with nervousness could be seen on every student's face.

Orientation period started and I got an insight of all the first trimester subjects. The inauguration function and the introduction of faculty got everybody through about how their 2 years here will be.

The teaching system is practical and I believe this methodology will be helpful to all of us in the near future. Apart from the busy schedule, life here is fun also. The selection process for all committees was a great experience. This also was a great help in interaction with seniors.

All I have learnt till date apart from studies, is time management. Being in hostel for the first time, giving time to personal maintenance and college was a bit tricky task but you learn to walk properly only after crossing hurdles. Moreover I never thought I would be too occupied with piles of work every day.

Surely I would learn a lot here and I hope I am able to fully utilize these 2 years of my life. I am proud to be a part of this institute and I know that this is just the beginning of my success story.....



Farhaan Aqeel

FMG 21

It's a natural tendency to brand our "firsts" phenomenal: first love, first sight, first car, first cell phone among other things. I, for one, have too few of these enigmatic experiences... one of them could be: my first experience at FORE...

The induction ceremony was a quiet event, with some applause and some enlightening speeches by the torch bearers of our college viz. President-Emeritus Mr. R. P. Billimoria, President

Mr. R. C. Sharma, Dr. Jitendra K. Das, our Director and Vice-President (Finance) Dr. B.B.L. Madhukar.

Then came classes, books, hand-outs, assignments, attendance, claroline, relentless mails, projects, quizzes, presentations, committees, forms, stairs and do-it-yourself chairs. They spelled commitment and looked good from a distance, like the "firsts" always do.

Besides, it has been a wake-up call, my first experience. It's not graduation, it's not funny, it's not casual, it's not about anyone else and it's not a game that we have been playing with ourselves till now. It's real, it's present, it's ours and it's now.

FORE School of Management - Reshaping Careers*



Dr. Jitendra K. Das

Director

FORE School of Management, New Delhi

1. How do you see the general business scenario unfold in India in the coming years?

A. India has adapted to new global realities tremendously. The new buzzwords are "productivity", "quality", "marketing", and "management structure". Both imports and exports are rising, and overseas markets are being tested by newly confident Indian companies. Foreign companies, sensing India's potential, have also become increasingly involved here. This is being done by introducing greater competition in the economy through progressive internal deregulation accompanied by foreign direct investment and trade liberalization. In spite of the global meltdown, Indian economy offers ample opportunities for business, both to the domestic and foreign entrepreneurs. So, the future business scenario appears to be bright.

2. What are the biggest accomplishments of FORE School of Management?

A. The achievement of FORE lies in the success of our students. Our students have been well placed in India and abroad. A lot of our past students are driving the success of many organizations in India and abroad. Some of them now are part of their Top Management and are bringing laurels to FORE. Some of our faculty have made a mark in the international arena through their academic accomplishments.

3. In what ways is FORE School of Management different from its competitors?

A. Transparency has been the key element of our institutional success in each and every case including individuals, departments, processes, etc. We have visionary leaders, who in the past have

made great contribution to the society at large, as our board members and they are continuing to provide their wisdom to the society through FORE in framing and achieving the mission of FORE. We have always given strong emphasis on values and work culture. At FORE we are driven by employers demand and we shape up our students in such a way that they become employable for the best corporate in the industry. We have Centers of Excellence to provide cutting edge input to the academics. From the next batch all our students will be put through a one-week academic rigor at one of the well known institute/university abroad to provide the much needed international orientation to our students.

4. FORE School of Management has received National A** grading for its PGDM programme by CRISIL. What steps are you taking to achieve 3 star grading on national level?

A. When CRISIL approached us to do an assessment to grade us, we were a bit skeptical about it in the beginning. However, considering the flood of "perception based ranking" and some other 'performance data' based rankings using unnatural or abnormal weights of different evaluation components without any truthful verification of data provided by the B-Schools making most of these rankings look non-convincing, we felt that CRISIL grading will at least be a transparent grading and will thus provide us with much needed independent feedback. They have given us the National A** and we have looked at their report and we are strengthening the areas needing attention including setting up a new residential campus at Sonepat (Haryana). One point that must be noted is that we are a relatively small B-School in terms of campus geographical size, number of students and number of faculty as compared to many "top" B-Schools in India. Thus, if a performance based ranking on B-School output on per faculty basis is done then we are way ahead of many "top" B-Schools who enjoy almost twice or more faculty strength than ours. Our faculty profile, and their International exposure, is far ahead of many "top" B-Schools in India.

5. What key steps have you taken at FORE to increase student satisfaction? What have been the other key developments at FORE?

A. We have a very transparent system and students are involved in almost all student related activities. Any student concern is taken up on a top priority basis. We are taking new initiatives to involve students in various corporate assignments that get integrated with a course work with the objective of students getting a valuable "on-the-job live experience". We are encouraging students to work on new idea projects and we plan to provide the initial funding. Later the successful initiatives can be funded by external investors for which we have initiated discussions to meet various funding needs in future.

6. Please throw some light on admission procedure of the three year part time programme.

A. The interested students must submit their application to FORE as announced by us every year. After the applications are scrutinized, the eligible candidates are invited to appear for the Written Examination and Personal Interview in the campus. After the process, a final merit list is prepared after factoring various components, such as, performance in the written examination and personal interview, work experience, previous educational performances. Then the selected students are offered admission in accordance with this merit list and they must confirm their intent to accept our admission offer by a certain date.

Faculty Focus: Papers Presented/Published

Prof. Jitendra K. Das

A lead speaker in the panel discussion on "Unorganised Sector/ Bottom of the Pyramid Opportunities" for the *15th Annual Convention of the Strategic Management Forum (SMF)* held at IIM Indore during May 4-5, 2012.

Invited and taught the course on "Marketing Channels and Distribution" at the *Danube Business School*, Danube University Krems, Austria; May-June 2012.

Article published

Das, J. K., O. Prakash, and V. Khatri 2012 "Brand Personality Mapping: A Study on Colas", *Asian Journal of Management Research* 3(1): 193-200.

Prof. Mathew Joseph

Speaker at the panel discussion on "Indian economy on a downward spiral: Road to recovery" organized by PHD Research Bureau, New Delhi on 27 June 2012.

Articles published

- "Indian economy on a downward spiral" in *Financial Express*, 1 June 2012
- "Taming inflation: Set farmers free" in *Financial Express*, 19 July 2012.
- "Slump spreading to services sector" in *Financial Express* 1 September 2012.

Prof. Freda Joseph Swaminathan

Presented a paper on "The Uncommon Sense of Advertising – Understanding Contemporary Advertising Appeals in Press of Top Advertisers in India" in the *LCBR European Marketing Conference*

2012 in Munich, Germany, 9-10 August 2012 organized by LCBR (Lupcon Center for Business Research).

Prof. Reeta Raina

Presented a paper on "Intercultural Communication Competence of Indian Co-Workers as Perceived by European Expatriates in India" in an international multidisciplinary conference organized by *International Journal of Arts and Sciences* in Vienna, April 2012.

Prof. Asif Zameer

The doctorate degree was conferred upon at the 10th convocation of Jamia Hamdard in March 2012.

Prof. Vinay Dutta

Articles published

- "Debt Management - Lucrative Strategies to Play with Debt" Feb-March 2012 issue of *Financial Planning Journal*, Financial Planning Standards Board India.
- "Financial Inclusion: A Model for Experimentation" co-authored with Dr Kanhaiya Singh, June 2012 issue of *The Indian Banker*, Monthly Journal of Indian Bank Association.

Invited as speaker to make inaugural address on the topic of "Enterprise Risk Management" during the seminar on *Enterprise, Insurance and FX Risk Management* conducted by PHD Chamber of Commerce and Industry, New Delhi on 17th April 2012 .

Prof. Anupam Narula

Presented a paper titled "Envision toward Academic Quality and Excellence in Indian Higher Education" at a three-day national conference on *Excellence in Higher Education* organized by IIT Delhi during 28-30 June 2012.

Prof. Prachi Bhatt

Presented a research paper entitled "HRD Paradigm in Indian Banking System - Switching to Attract, Retain and Motivate (ARM) Mode" in *Global Mindset Development in Leadership and Management Conference*, organized by University of Riverside, California, USA during 2-3 March 2012.

Prof. Sanghamitra Buddhapriya

Presented a paper entitled "Diversity Management Practices in Select Firms in India: A Critical Analysis" in *Twelfth International Conference on Diversity in Organizations, Communities and Nations* at the British Columbia University, Vancouver, Canada during 11-13 June 2012.

Prof. Ambrish Gupta

Book entitled '*Financial Accounting for Management: An Analytical Perspective*' acclaimed and adopted by IIT, Roorkee for their MBA programme.

Invited to be and appointed as a member of editorial advisory board of Pezzottaite Journals' *International Journal of Applied Business Management Perspectives*.

Attended and completed successfully a certificate course on "International Taxation" at the International Tax Academy under the aegis of *International Bureau of Fiscal Documentation*, Netherlands conducted during 21-23 August 2012.

Prof. Kanhaiya Singh

He participated in *9th International Conference on Applied Financial Economics* held during 28-30 June 2012, jointly organized by INEAG and National and Kapodistrian University of Athens at SAMOS Island, Greece. In this conference he presented a research paper on "Asset-liability management in banks in India - A dynamic approach".

Prof. Faisal Ahmed

Invited as a panelist in a 5-member round table discussion on "Democratisation of Myanmar and Its Implications for India" at the *Centre for Joint Warfare Studies (CENJOWS)*, a think tank under the aegis of Ministry of Defence, Govt. of India, on 31 August 2012.

Articles published

- "G20 should focus on Global Development Architecture", *The Financial Express*, 7 June 2012, p. 9
- "Enough Global Problems for G8 and G20", *The Economic Times*, 17 May 2012, p. 15
- "Crisis in Syria: Need for Cautious Economic Diplomacy", *Diplomatist*, Vol. 4, No. 8, August, 2012.
- "Asian Development Bank – Preparing for Development through Empowerment", *Diplomatist*, Vol. 4, No. 6, June 2012.

- "UNCTAD XIII and the Development-centred Globalisation", *Diplomatist*, Vol. 4, No. 5 ,May 2012.

Prof. Mohita Gangwar Sharma

Paper presented and published in the proceedings on "Spare Life Time Value" by Mohita co-authored with K.N. Singh at the *4th World Conference Production & Operations Management* and *19th Annual EUROMA Conference* jointly organised by EUROMA, JOMSA and POMS held at Amsterdam, The Netherlands during 1-5 July 2012.

Prof. Himanshu Joshi

Presented a paper on "Dividend Distribution Tax and Payout Policy of Indian Firms" at Academy of Business Research Conference, fall Atlantic City, New Jersey, U.S.A., September 10-12, 2012.

Presented a paper on "Managing FX Operating and Equity Exposures of an Exporter: A Case of Bajaj Auto Limited." at *15th SMF Conference at IIM Indore*, May 2nd-5th, 2012.

Articles published

"Impact of Increment in Dividend Distribution Tax on Dividend Policy: Empirical Evidence from India." *Abhigyan*, July -September 2012.

Prof. Sumeet Kaur

Paper presented and under publication in the proceedings on "*14th National Biostatistics Congress with international participation*" at Kayseri, Turkey, 4th -7th September, 2012.

Prof. S. Chandrasekhar

Presented a paper on "Business Intelligence Application In Financial Sector" at *Business Intelligence Asia Pacific Summit 2012* conducted by Global Science & Technology Foundation (GSTF) along with Singapore Computer Society, Singapore Business Federation, Hong Kong Computer Society, Australian Computer Society & CIO Forum during Sept 11-12 2012 at Singapore.

Prof. V.M. Mathur

Presented a paper on "Bandwidth Management Dynamics in India's E-Governance" (published in the conference proceedings on IEEE Canada chapter Website - Industry Forum), at the *International Conference on Communications* jointly organized by IEEE and the University of Ottawa (IEEE-ICC 2012) at Ottawa, Canada during 12-14 June 2012.

Staff Column

Mr. Rajesh Kumar Bhardwaj (Librarian) published a paper on "Emerging Trends in Information Resource and Infrastructure Development in Engineering and Technology Institute Libraries: A Case Study" in the *Journal of Indian Library Association*, Oct-Dec, 2011; Vol-47, No.-4, p.5-21.

Alumni Retrospection



Life is one marathon we cannot avoid but run. The breaths and gasps of friends alongside provide an uncanny sense of assurance while the smirks of foes pain the heart. Scary stretches of loneliness haunts the cerebrum while the beautiful flora in the next junction heightens our artistic sensibilities. The race seems endless filled with dollops of paradox. Its energy sapping and all the more reason to look back over your shoulders to cherry pick those pearls of joy and wisdom you gathered on the way. Today as I sit down to pen my thoughts, I am nostalgic about my *alma mater* FORE. It's the Jobsian truth "you can only connect the dots backwards"

The seeds of a competitive corporate career was sown in the portals of a sprawling building in the Institutional area of Mehrauli. Business is about taking calculable risks. Who can answer that better than the Wave-1 Foreians. Meeting the top management ushered in an unparalleled confidence from day one and close interaction with them and some highly rated faculty with each one of us gave us unbridled hope and pride.

The training on leadership was imparted to us in these interactions and not within the walls of a classroom alone. A leader must exude hope and confidence even within all constraints. The CEO's or a Business Head's confidence has a cascading effect on his team, the credit of such a fundamental learning can only be attributed to the FORE Management.

In modern business a successful Sales & Marketing professional must have a sound financial knowledge. And I am sure my other

Wave-1 Foreians would vouch for these learnings at school. My brush with financial gymnastics kicked off from my days as a profit center head. And I attribute my success to my training at FORE.

The team-playing ability in us germinated during our days at FORE. The nomenclature *Genesis* for our festival emanated within a small group and supported by all. Every extra-curricular activity was smoothly executed on account of team formation. Presentation skills were honed in the classrooms. Planning and administration were learnt a more practical way. We participated in other management school festivals and won laurels for our *alma mater*. Industry interaction took off in one innovative way called the "*Anubhuti session*" Corporate leaders were invited to share their thoughts and ideas with the budding future managers. We got our first peep into the corporate life through these interactions.

I started off with Whirlpool as a management trainee and worked with Electrolux and Godrej before I made my foray into the luxury industry. I credit my grooming at FORE to be somewhere at the genesis of adapting to this change like a crocodile taking to water.

In a way FORE created many an astute and emotionally fired up corporate professionals who are managing and establishing international brands and consolidating Indian brands amidst a new economic paradigm.

Mr. Jyoti Das

Batch 1 (FMG)

Brand Manager – Swatch India (Business Head-India)



Aim for a 'C'

Hello fellow FORE-ians! Tomorrow's entrepreneurs and executives...

Just last week I received this email from publication division of FORE asking me to share with you all some tips, lessons I've learnt ever since I passed out of FORE back in 1998 (yeah, I'm old). Friends, I have just one suggestion. Aim higher; at the top, really.

Most of us, looking forward to stepping into the corporate world, are aiming to do really well in fields we specialise in. The marketing guys are looking at heading and driving some famous 'brand' some day... The IT & Finance guys probably see themselves in leadership roles pretty much the same way. But that's a mistake.

An MBA course teaches us, familiarises us with the intricacies of a business as a whole. Yet, most of us find comfort focusing on our respective domains of expertise. That focus, trust me, is very likely to become an impediment in your career path, especially towards attaining positions such as COO and CEO.

These are positions that require a greater understanding of finance and accounting, than perhaps consumer behaviour. (Your customers will now be shareholders, financiers and a company board.) A macro view is appreciated over a micro one. And to be an effective leader, you better have better-than-average fundamentals in all areas of business management, than just what you choose to specialise in.

It's something I needn't have learnt the hard way. And I do believe it will stand you in good stead 8-12 years from now, when you are CMOs, CFOs, CIOs and are poised to move to the next level.

Wishing you great success....

Mr. Anurag Sharma

Batch 5 (FMG)

Head - Strategy Planning & Deployment

OneAppuccino CRM & Digital Marketing Services, New Delhi

MarkFin 2012

FORE Alumni Network (FAN) of FORE School of Management organized MarkFin March 2012 at its campus which was an interaction of the alumni with the current second year batch of FMG-20 and IMG-5 regarding the summer internship projects. The event was graced by Mr. Tarun Mudgal, Channel Manager, Corporate Sales at Bharti Airtel. Mr. Mudgal was an alumnus of the 2008-2010 batch from the institute. He shared with the students his own experiences of summer internship and what the students should expect to get out of such an internship. He also discussed the various do's and don'ts while working as an intern in any company and gave the students invaluable tips to excel in their summer internship.

The students also interacted with Mr. Pankaj Sarin, an alumnus of the 1998-2000 batch of FORE School of Management. He is currently working as Regional Manager-Enterprise Cloud Services (North & East) at Hewlett Packard India Sales Pvt. Ltd. Mr. Sarin emphasized the importance of sincerely undertaking the summer internship and working with different people to develop a deeper insight into the



Mr. Tarun Mudgal with students

corporate world. He stressed on asking probing questions with the importance of clearly understanding the job assigned.

The event achieved its objective of helping students clarify their queries before embarking on their summer internships. It was an interactive session with all the students participating and posing their respective questions.

Student Exchange Program 2012



My Experience in France

"A shared experience is more than a bond; it is a joint discovery of unexpected opportunities."

My French culture professor in Rennes, Arsene, would be proud if he knew that I still remember these quotes he loved. And my experience in France was exactly like these quotes.

We had a fantastic welcome at ESC Rennes School of Business whose students have a Well'come Team just for taking care of international students since they receive about 150 of them from all parts of the world every semester. So I would say instead of a French experience I had a truly international experience!

After we had settled down for about a week our classes started which were mostly based on seminar-type lessons and were quite practical in the way they were conducted. The school focuses on case studies and practical solutions to real world management problems and the faculty were a good mix of teachers, consultants and present business managers. In fact the faculty itself was quite internationally diversified and it was fascinating to learn through their experiences. We did our projects with a mix of international students and that was a challenge and learning in itself. Overcoming the language barrier, thinking in completely different directions, presentation of cases and just the way someone else approaches a problem was a very unique experience. In fact in one of my classes we had five

different nationalities in one team! Western students have a very organized structure when it comes to doing projects and that is probably the reason why these countries have been so successful for so long. Besides the obvious advantage they get in infrastructure and resources available to them, this organization in their thinking has been quite successful for them which is the complete opposite way of the glorified 'Jugaad' way of thinking of Indians.

Besides the studies, it is also a great opportunity to travel around the country and meet new people. It is an eye opener to see how little Europeans know about India and such a cross-culture exchange can only mean good things as we get to know new ideas and they get to know more about us. I was more like an ambassador for India through this term as people have so many questions from ridiculous one's like 'do you have snakes on the road?' to the more reasonable one's about arranged marriages.

I could never have had such an experience had I gone to France at any other point in my life as a tourist or on business. Students should use this opportunity to have new experiences, learn about other cultures and thus learning from such programmes as you can travel anytime you want in your life, but you can be a student only once. They should grab this opportunity that FORE provides us and in fact take this to another level and have more collaborations with other universities across the globe.

Mr. Abhishek Mehta
Batch 19 (FMG)

Welcome to FORE Family



Prof. Gopal Kumar

Prof. Gopal Kumar has submitted his PhD thesis on "Supply-chain Collaboration" in IIT Kharagpur. He received his Master of Technology in Industrial Engineering & Management and Bachelor of Technology in Electrical Engineering from IIT Kharagpur. His prime research interests lie in collaboration, application of game theory, sustainable business strategies and use of multiagent system in supply.



Prof. Mohit Anand

Prof. Mohit completed his Ph.D. from EMLYON Business School, France. over 4 years of teaching experience, he taught several courses across Masters, Bachelors and Executive level.

He holds Intl. MBA from Reims Management School, France. Before plunging into academia world he had 6 years of professional and consulting experience in the insurance industry therein he executed risk management projects and managed insurance portfolio of several multinationals and firms of repute. He also had stints at Bajaj Allianz and ING.



Prof. Faisal Ahmed, Ph.D, MIBM

Prof. Faisal Ahmed has 9 years of experience as an academic, researcher and consultant. He has been consultant to the United Nations Economic and Social Commission for Western Asia (UNESCWA) and other organisations. He is frequently invited as speaker and expert panelist by leading think tanks, chambers of commerce, universities and government and professional bodies.

His teaching areas are: international business environment, international trade, trade and geopolitics, WTO studies, and international business strategy, among others.

He has published twenty-one papers/articles, two monographs, and presented sixteen papers in conferences in India and abroad. Besides that, his articles have also appeared in newspapers like Financial Express, Business Standard and The Economic Times on the Edit/Op-ed pages.



Students at the freshers' party

Freshers' Welcome Bash 2012

The welcome bash for the junior batch was held on 20th July, 2012 at FORE School of Management. The excitement and enthusiasm of the junior batch was palpable in the air. The event began with the Director, Dr. J. K. Das addressing the students and advising them to work hard during their two years at the institute and balance work with play. Prof. R. P. Billimoria, President-Emeritus, FORE also graced the occasion with his esteemed presence and blessings for the new batch.

The event started with the band and dance performance by the junior and the senior batch. This was followed by the selection for Mr. and Miss. Fresher. The participants were made to go through several rounds. Agam Arora and Ankita Handa were selected as Mr. and Miss. Fresher respectively after a number of selection rounds such as answering to witty questions, an impromptu performance etc.

The evening ended on a high note with the students dancing in full spirits and making the event a memorable one.

"Checking the results of a decision against its expectations shows executives what their strengths are, where they need to improve, and where they lack knowledge or information" (Peter Drucker)

Raktdaan



Students at the blood donation event organised by Team ANTAR

Team ANTAR and FORE Sports & Cultural Division in association with Rotary Blood Bank conducted a blood donation camp "RAKTDAAAN" on 30th July 2012 at FORE School of Management, New Delhi.

Through this camp, 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 unhealthy and suffering. The response was overwhelming and highly commendable. Pre-event registrations were above 135 in all. The event witnessed about 101 donors participating. But on various fitness grounds, 68 volunteers were able to donate blood and contribute to the cause. 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 15 days.

During the event we witnessed some of the exceptional cases which are worth mentioning here. The students from IMI had mid-

term examination on the day of event. A few students came to donate blood in the time available between two exams. Some of the students from FMG-20 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.

The feedback from Rotary Club's manager of the event Mr. Vishal is mentioned below: "Blood Donation at FSM was above our expectation this year, we expected around 45 units of blood, the enthusiasm in students was amazing. We had to stretch our limits and all our stock in terms of blood bags, refreshments were over. Thank you FORE School of Management for organizing such an event"

The support from the students and staff of FSM is appreciable and has motivated us to organise such events in future.

Ad-Dict

Team THINNTANK conducted their first event 'Ad-Dict' for the academic year 2012-13, on 31st July, 2012 at FORE School of Management. The event allowed exclusive participation from 1st year students only, i.e. FMG 21 and IMG 6 and witnessed participation of approximately 60 students.

The event was aimed at judging participants on their awareness related to the field of advertisements (both pertaining to verbalisers and visualizers) and their knowledge of marketing strategies combined with their creative abilities.

The event was approximately of 2 hrs duration and had 3 rounds requiring candidates to register in teams of 3 members per team.

In the preliminary round, each team was given a mix set of questions ranging from identifying company logos to figuring out Ad-campaigns. The following round saw the teams actively engaged in Print-Ad designing for a generic product allotted randomly, using only the given raw materials over a brief span of time. The Third round involved enacting a one minute T.V. Ad for the previously allotted product and saw the participants at their creative best.



Students participating in the competition

The winners and 1st runners up were selected on the basis of the cumulative scores of all the activities; it was decided to identify the 3rd spot winner through social media platform so as to highlight the underlying yet increasing significance of Digital Marketing.

The participant's Print-Ad entries were put up on the committee FB page and the Ad that got the maximum number of likes over a pre-announced duration was declared the winner for the online extension of the winner.

THE SUPER 8 - Cricket Tournament



Enthusiastic students at the cricket tournament

The SUPER 8 Cricket Tournament organized by the FORE Sports & Cultural Division came to an enthralling finish with the Strikers beating the Packers in a nail-biting last over finish. The Tournament held from July 23rd 2012 to August 4th 2012 in Sanjay Van, saw participation of 12 teams that comprised of students from 2011 and 2012 batches. The tournament had 8 overs a side game and the officials were the members of Team FSD. The 12 teams were divided into 4 groups of 3 teams each. The tournament kicked off with a Round Robin stage and was followed by the subsequent knockout stages.

The teams that competed for the SUPER8 cup were The Strikers, Slam Dunkers, Fighting underdogs, Hangover boys, B-FORE, Draconion, FORE players, Revengers, Team Relapse, The Packers, Huyton Hammers and IMG-6.

The inaugural match took place on July 23rd between FORE

players and Team Relapse. The league stage was over by 28th July and the top 2 Teams from each group competed in the knockout quarter finals stage. The Packers and Hangover Boys made it to the first semi-final while the second semi-final saw the Strikers battle it out with IMG-6. The final match was played between the teams led by Utsav Basu 'The Strikers' and 'The Packers' led by Sandeep Singh. The Strikers set a target of 73 but the Packers fell short by 4 runs.

The tournament brought the students of both the batches together and helped in finding new talents for the college cricket team for upcoming inter college tournaments. It was the first tournament organized by FSD in the 2012-13 academic year and was a grand success. The credit for which goes to Team FSD led by Nitin Gandhi. The Tournament was successful in keeping up the motto "Energising the FOREians".

Achievers' Column

Congratulations to Ms. Pallavi Srivastava, Ms. Rashi Jain and Ms. Shayeri Sarkar for their outstanding performance in the competitions held outside FORE.

- FICCI in association with Intellectual Property Office and Department of Industrial Policy and Promotion (DIPP) organized the debate competition on April 10th, 2012. The topic for debate was "Developing Indigenous Technology vs. Importing Standard Technologies". Ms. Pallavi Srivastava (FMG 20) of FSM secured the first prize in the debate competition.



Ms. Pallavi Srivastava

- AD-MIRE is a marketing strategy challenge, part of the annual management fest organized by the prestigious Vinod Gupta School of Management, IIT-Kharagpur. The competition focused on testing core marketing skills of students from B-schools across India. The teams competed against were from top-notch business schools across India. Creative Gaga, the team from FORE, comprising of Rashi Jain and Shayeri Sarkar, bagged the runners up position beating teams from ISB Hyderabad, IIM –Kozhikode, and IIT kharagpur.



Ms. Rashi Jain



Ms. Shayeri Sarkar

FORE - Sonepat Campus

Foundation stone laying ceremony of FORE School of Management new building at Rajiv Gandhi Education City, Sonepat (Haryana) was carried out by Hon'ble Chief Minister of Haryana, Mr. Bhupinder Singh Hooda on 10 June 2012. The project would cost Rs 75 crore and shall have state-of-the-art facilities. The institute shall offer courses on Management. The work on the project has already commenced and shall be fully residential. The Institute will have an intake of 120 students per year which would gradually go up to 600 students.

Academic Partnership with MCX-SX

The MCX-SX, Mumbai have chosen FORE School of Management for establishing academic partnership for capacity building in terms of financial markets research, curriculum development, special reviews and studies, conducting workshops/seminars etc on financial markets and related areas. Under the arrangement, MCX-SX will organize the activities in association with FORE School where students and faculty members will have active participation. This arrangement will provide value added exposure to our students. FORE is one of the B-Schools preferred by MCX-SX in Delhi region.



Foundation stone of FORE School of Management new building at Sonepat

Mewat Trip

FORE School of Management organized an industrial visit for the students of first year to Mewat (Haryana) on 30th August 2012.

The students had a life-time experience during the visit to the Nai Nangla village - 100km from Delhi. Nai Nangla has undergone a phenomenal transformation under the aegis of Mr. Mehmod Khan, an IIM-A graduate and Unilever's former head of innovation. Over the past five years, Mr. Mehmod Khan has brought together government, NGOs and businesses to make huge changes to life in Mewat. Now, around 85% of children are in school.

The village boasts of a 95% literacy rate (earlier, it was 23%). There are 350 motorcycles and 35 cars in a village of 200 households. Many village women have taken sewing as a vocation and are earning Rs. 1000 to 2000 per month. Mehmod Khan is set to turn the local resources into a productive enterprise - hydro-electric power, methane cooking gas, rain water harvesting, Mother Diary tie-ups with local milkmen and loads more. Gross income from agriculture has grown up to Rs. 1.2 crore from Rs. 80 lakhs, the village has a growth rate of 15% per annum. There are 1200 villages in Mewat.

The students went into the nook and corners of the village by visiting the sewing factory, a modest building taking orders from big companies; Universal Academy, a school on the outskirts of the



Students and faculty during the Mewat visit

village equipped with library, a computer laboratory and hundreds of kids with a dream in their hearts - a dream to think big.

The students also interacted with the villagers regarding their consumption of consumer durable goods. While interacting with one of the students, a villager said, "Nobody cared till he (Mr. Mehmod Khan) came and changed everything for us", highlighting the development the village has seen over the past years.

Mr. Mehmod Khan addressed the students telling them about his journey through time, travelling over the world, having all the luxury and ultimately finding true solace in his hometown, in the eyes of the people he cared and worked for, the people he loved.

Management Development Programmes (March 2012 – August 2012)

FORE School of Management conducted following 9 open programmes at its campus at New Delhi during March - August 2012:

1. "Financial Intelligence and Financial Planning for Women Executives" conducted by Prof. Vinay Dutta and Prof. Shalini Kalra Sahi during May 10-11, 2012.
2. "Improving Interpersonal Effectiveness and Team Building" conducted by Prof. Neetu Jain and Prof. Neeraj Kumar during July 12-13, 2012.
3. "CSR Practices in Indian Companies" conducted by Prof. Shallini Taneja during July 16-17, 2012.
4. "Spread Sheet Modeling for Business Valuations" conducted by Prof. Himanshu Joshi and Prof. Vandana Gupta during July 26-27, 2012.
5. "Developing Communication Competency" conducted by Prof. Reeta Raina during July 30-31, 2012.
6. "Developing Emotional Intelligence for Effective Leadership" conducted by Prof. Sanghamitra Buddhapriya on August 1-3, 2012.
7. "Research Techniques for Effective Marketing Decisions" conducted by Prof. Asif Zameer during August 13-14, 2012.
8. "Effective Spares Management: Winning in the Aftermarket" conducted by Prof. Mohita G. Sharma during August 16-17, 2012.
9. "Training of Trainers" conducted by Prof. Neeraj Kumar and Prof. Neetu Jain during August 27-29, 2012.

A total of 109 participants attended these programmes. Some of the well known companies which participated in our open programmes included: Behr India, CBRE South Asia, Central Bank of India, Coca-Cola India, Dabur India, Development Credit Bank, Dhanuka Agritech, Emami, Faith Healthcare, GMR-Delhi Indira Gandhi International Airport, Gopalpur Ports, Grasim Industries, Gujarat Narmada Valley Fertilizers, Gujarat State Petronet Ltd, Hindustan Aeronautics, HMT Machine Tools, Honda Motorcycle & Scooter India, Hyundai Mobis India, IFFCO, Indian Rare Earths Ltd, JK Cement, KRIBHCO, LIC of India, Lumenis India Private Ltd, Mahanadi Coal Fields, Maharashtra State Electricity Distribution, National Fertilizers Ltd, National Housing Bank, NHPC Ltd, NTPC-SAIL Power Company Pvt Ltd, Numaligarh Refinery Ltd, Petroleum Planning & Analysis Cell, GOI, PNB Housing Finance, PNB Investment Services, Power Finance Corporation, Punjab National Bank, Ranbaxy Laboratories, RITES, TATA Steel, Telecommunications Consultants India, Thales India, Singareni Collieries Company, State Trading Corporation of India, Thomson Digital, Voltas etc.



MDP participants with faculty

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

1. "International Trade & Shipping Logistics" for State Trading Corporation conducted by Prof. Pradip Chakravarty at Hyderabad during March 16-17, 2012.
2. "Gaining Competitive Advantage through People" for NTPC-SAIL Power Co Pvt Ltd conducted by Prof. S.P. Chauhan at New Delhi during March 26-27, 2012.
3. "Developing Emotional Intelligent Leadership" for Petronet LNG conducted by Prof. Neeraj Kumar at Dahej (Gujarat) during May 10-11, 2012.

4. "Developing Emotional Intelligent Leadership" for Petronet LNG conducted by Prof. Neeraj Kumar at Dahej (Gujarat) during May 25-26, 2012.
5. "Customer Relationship Management" for All-e-Technologies conducted by Dr. Jitendra K. Das at Noida during May 11-12, 2012.
6. "Work Life Balance for Women Executives" for NBCC Limited conducted by Prof. Sanghamitra Buddhapriya at New Delhi during June 28-29, 2012.
7. "Operational Excellence" for Petronet LNG conducted by Prof. Sanghamitra Buddhapriya during at Dahej (Gujarat) July 12-13, 2012.

Blitzkrieg 2012

Blitzkrieg 2012, the Chess Tournament was organized by **FORE Sports and Cultural Division.**

The tournament lasted for 11 eventful days from 13th to 24th August 2012. The event consisted of five rounds. There were three preliminary rounds before semi finals and finals. The entire tournament was a knock out tournament where the best minds of FORE competed against each other in speed chess. Each game had a time limit of 10 minutes. The final was played for 15 mins.

There was an overwhelming response in terms of participation. The tournament was very interesting which required a lot of concentration. The time clock built up the pressure. The intersection and inter batch competition built up as the rounds progressed and the competition got tougher.

The final match was played between Hariram Subramaniam Gopal of FMG 20B and Manish Arora of FMG 20B.

Finally Hariram Subramaniam Gopal emerged as the champion and Manish Arora was the runner up.



Students at chess tournament

Gamer's Asylum

The LAN Gaming Tournament was organized by **FORE Sports and Cultural Division.**

The tournament lasted for 6 eventful days from 16th to 21st August 2012. There were several games for all students to choose from. The following games featured in this year's tournament:

- Counter Strike 1.6
- Need For Speed – Most Wanted
- FIFA'11

All games were officiated by members of Team FSD. Counter Strike is a tactical first person shooter game. Each game was played by 2 teams of 5 players each. Immense coordination and team work is required to play this game effectively. After 3 grueling rounds and when the dust settled, one team prevailed and was crowned the winner for this year. Winner: Team POLIEZZZ (Pranav Shukla, Ankit Mahajan, Harsimranjeet Sekhon, Manish Arora, Moiz Shabbar) Runner Up: FMG 20 C (Samridh Nagpal, Nikhil Joshi, Vaibhav Aggarwal, Yogesh Luthra, Rishi Kalantri). Need for Speed is the most successful video game series in the world. Four players raced against each other for the top spot. In the preliminary rounds, the 2 fastest racers qualified for the next round. It was an interesting final match with some close encounters but in the end the winner came through comfortably.

Winner: Ashish Rawat

Runner Up: Pranav Shukla



Students at LAN gaming tournament

FIFA Football is by far the most popular football video game. It was a keenly contested event with every participant trying to apply their footballing brains and get their game right. In the end, after all the final whistle was blown, there was one clear winner who came through all rounds unscathed.

Winner: Ashish Rawat

Runner Up: Chayan Kedia

Yet another tournament organized by Team FSD was a huge success. Keeping true to its motto, FSD energized all FOREians not only the participants but also the spectators. Finally, we thank everyone involved in making this event a memorable one.

