

# FOREprints

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## Message from Director



Soon after an overwhelming victory in the 2019 General Elections Modi government made it clear that its intention is to prioritize economic growth, when it declared that it had set for itself a target of making India a \$5 Trillion Economy by 2024. This declaration does ask for a strong heart, as the current economic indicators are far from their best days, with the World Bank's forecast of nominal GDP growth rate at about 7.5% for the FY2020-21 and thus, the real GDP growth estimated at about 4.5%. But, if this intention is to be matched with action, we can expect significant economic reforms in the very near future. India's current GDP is estimated to be around \$3 Trillion. In order to achieve the target of \$5 Trillion by 2024, we would require an yearly growth upwards of about 10.5% for each of the next 5 years. This seems almost impossible to achieve given the current level. Nonetheless, it can be taken as an aspirational target. Meaning thereby, that even if India achieves this target, driven by business environment reforms, by FY2026 the target achievement would still be considered awesome.

Therefore, one can expect to see substantially more, or rather phenomenal infra structural and developmental projects, besides the required investments to push up the economic activity through its 'make-in-India' initiative in the next 5 years. Government would also need to significantly bring-in reforms to improve Education and Health sector as they directly impact the Human Capital that can be considered crucial to achieving such a target. Up-skilling, reaching front line in research and academia, maintaining a healthy population would require heavy investments to reach world standard. Such investments would create new growth opportunities making India a place for more attractive talent pool for Global investors. Further, India also needs urgent investment to tackle growing issues of Pollution, unplanned urbanisation, etc. as problems associated with these issues will increase exponentially with projected economic growth.

It can also be said that the quality of higher education is directly related/proportional to the level of economy in a nation, if one sees the associated status of economic strength vis-a-vis higher education in countries like the US, most of European Union countries, China, Singapore, ancient India as having robust economic power as well as having top of the world level of higher education. One can contrast these with the current status on these two aspects in countries in Africa or in central/ south America, etc. as illustrations. Thus, if higher education in India does not measure up to the demands of a higher economy in

## Message from Dean (Academic Services)



The Union Budget 2020-21 presented in the Lok Sabha on February 1 focused on every aspect of the economy be it education, healthcare, environment, infrastructure, start-ups, skill development or power sector besides the tax structure. Undoubtedly, it is a budget with a vision revolving around three themes namely, 'aspirational

India, economic development and a caring society'. Whether it is the divestment target of Rs. 90,000 crores from proposed IPO in LIC and IDBI stake sale or the new 'simplified tax regime' or the proposed FDI in education there seem to be difficult roadblocks to be covered. The big questions being posed now are whether the budget will be able to succeed in generating employment, increasing consumption levels and eventually reviving the economy? Success shall depend on three mantras - flawless execution of the 'dream' budget, perseverance and a positive mind set. Students, in our lives too, dreams can be converted into reality through these. Be disciplined in your work, work hard and never lose a positive attitude.

Former President of India, Dr. A.P.J. Abdul Kalam had a vision for 2020. In his words, "Dreams gives vision, vision gives thoughts and thoughts lead to action!" The budget goes a long way in trying to achieve his vision. Let's all work towards achieving 'a nation that is prosperous, healthy, secure, devoid of terrorism, peaceful and happy, continues with sustainable growth path!'

All the Best

**Dr. Hitesh Arora**

## Student Editor



FOREprints captures the spirit of the student life at FORE School of Management. This issue is a toast to all the opportunities that the students got to learn from domain experts and various academic and cultural activities that were hosted in the college. These past months have been

eventful and saw the successful conclusion of some of the most anticipated occasions including Genesis 2k19. The essence of the complete roster of activities is captured in this newsletter and I thank the entire team FOREword for putting in their best efforts and bringing this edition of FOREprints to fruition.

**Tanya Jain (FMG27)**

terms of its quality being of the world class, then irrespective of the projected investments to attain \$5T economy, this dream may not be sustainable if achieved, or it may never be achieved. Hence, a major reform in higher education on the lines of the iconic economic liberalisation of 1991 in India is a must now.

Addressing these issues head-on would not only embolden our economy, but also ensure that the growth is sustainable and inclusive. By enhancing human capital, the government would also generate substantial employment in the economy.

**Dr. Jitendra K. Das**

## FORE International Conference – ‘Frugal Approach To Innovation’



Dr. Vinayshil Gautam, Mr. Snehashish Bhattacharjee, Dr. Jitendra Das, Shri Ashwani Lohani and Prof. Anil Kumar Singh (left to right) during the inaugural session of FICFAI conference

FORE International Conference on Frugal Approach to Innovation (FICFAI) 2019, a two-day conference on December 13–14, 2019, was eighth in the series of annual international conferences hosted by FORE School of Management, New Delhi. This one of its kind of conference in India was spearheaded by the Centre for Research and Frugal Innovation Technology Management (CRIFT). FICFAI 2019 hosted eminent participants from across the globe - with the primary goal of exploring creating and disseminating knowledge on a “frugal approach to innovation” to enable real-world solutions. FICFAI 2019 conference theme could address the niche and appeal to scholars in the innovation domain. With around 35 invited speakers in plenary sessions in addition to academic presentations by scholars from the USA and Spain and institutes like IIT Kanpur, IIT Guwahati, EDII Ahmedabad, NID Ahmedabad and DU alike, FICFAI 2019 have contributed in modest capabilities towards contributing to the body of knowledge in understanding of “Frugal Innovation”.

FICFAI 2019 acted as platform for like minded organizations and research centers to come together for the cause of “frugal innovations”. FICFAI had Leiden-Delft-Erasmus Centre for Frugal Innovation in Africa (CFIA), The Australasian Frugal Innovation Network (AFIN) and The Center for Research and Inter disciplinarity (CRI) Paris as the academic partners. FICFAI



Shri Shailendra Jaiswal, Dr. V. Ramgopal Rao and Dr. Rajneesh Chauhan (left to right) engaged in the FICFAI conference



Eminent dignitaries sharing the dais during the FICFAI conference

was associated with the Inno Frugal, Smart Village Movement (SVM), ICE&SDGs (Hyderabad), and Maker's Asylum as its knowledge partners; and Pot Hole Raja, Sanshodhan, Sun Moksha and CLEAN (Clean Energy Access Network) as its industry partners. The conference was supported by YuKTI - Yogya Kalakritiki Taknike (IIT Kanpur) and Center for Frugal Innovation (TIM/TUHH, Germany). Srijan Sanchar (Nagpur) has been a long-standing innovation partner to CRIFT.

During the inaugural session, Conference Chair Dr. Jitendra K. Das (Director, FORE) welcomed and introduced the assembled speakers. His welcome address set the stage for deliberations during the conference as he highlighted the potential of frugal innovations in impacting the industry and businesses. Gracing the occasion with a video address, Shri Suresh Prabhu (Member of Parliament, Rajya Sabha) commended FORE School of Management for this initiative and invoked the teachings of Mahatma Gandhi and his belief in living a frugal and simple life. With decades of knowledge and first-hand experience in innovating, Dr. Vinayshil Gautam (Senior Adviser, TRIFED; Chairman - D K International Foundation) engaged the audience with the importance of encouraging innovation as culture of its own. Prof. Anil Kumar Singh, Co-Convener (FICFAI), introduced the theme of the conference at the onset.

Guest of Honour, Mr. Snehashish Bhattacharjee (Global CEO and Co-Founder Denave) highlighted the importance of



Shri H. K. Mittal, Dr. Aniruddha Malpani and Mr. Debashish Bhattacharyya (left to right) during FICFAI Conference 2019





Dr. Jitendra Das honoring Mr. Ashwani Lohani

implementation over strategizing. Chief Guest for the session, Shri Ashwani Lohani (Chairman and Managing Director, Air India) talked about the implications of frugal innovations in daily operations of his organizations that resulted in impactful developments. Shri Shailendra Jaiswal (Principal Executive Director, DRDO, and Member, Advisory Committee, CRIFT) proposed a vote of thanks to the assembled guests. He shared engaging anecdotes from his tenure at the Indian Railways with Shri Lohani.

The first plenary session focused on “Technological Enablers for Frugality” moderated by Dr. Sumon Kumar Sinha (Founder and President, Sinhatech, USA) focused on creating digital and technology-based solutions that use forward-thinking to create frugal practical applications. During this session, Ms. Orly Goldschmidt (Head of Public Diplomacy, Embassy of Israel in India, New Delhi) shared how Israel promotes a culture of innovation. Dr. Balakrishna Rao (Associate Professor, Department of Engineering Design, IIT Madras) emphasized on the need for R&D in the field of frugal innovation and showcased how the concept is being utilized by even established firms globally. Mr. Gautam Dutta (Senior Director Marketing, Siemens PLM Software India) then continued the discussion on frugality, stating that frugal innovation is highly contextual and is affected strongly by drivers such as digitization, automation and electrification. Finally, Ms. Ritika Sinha (Co-Founder, Glo World Energy Pvt. Ltd., Gurgaon) presented an interesting take on the modification of existing frugal technologies and how she had built a venture operating in a niche domain.



Dr. Jitendra Das honoring Dr. Vinayshil Gautam



Dr. Jitendra Das honoring Mr. Snehashish Bhattacharjee

The second plenary session focused on “Alternate Spaces for Learning and Education.” Prof. M. Balakrishnan (Professor and ex-Deputy Director, IIT Delhi) explained the design considerations while addressing the needs of the specially-abled audience as he talked about his frugal innovations such as SMARTCANE and DOTBOOK, aimed at providing a better quality of life and education for the blind. Dr. Sujata Bose Sinha (Director of Data, Sinhatech, USA) presented her ideas about frugal innovations in the field of education. Mr. Antarpreet Singh (Director - Digital Learning, ISB, Hyderabad) emphasized that alternate spaces for learning and education may not only focus on creating a separate system of knowledge, but are also crucial to supplement and augment current practices to develop a more integrated and accessible platform. Finally, session moderator, Dr. Koumudi Patil (Assistant Professor, Department of Humanities and Social Sciences, IIT Kanpur) summarized the panel's discussion in a highly impactful and compelling presentation which took cues from the Mumbai 'Dabbawala' model to highlight that frugal innovations may focus on decentralization of production, mass-produced customization and even distribution of resources while promoting environmentally-safe practices.

FICFAI 2019's third plenary session was themed 'Future of Urban and Rural Spaces.' Mr. Nand Kishore Chaudhary (Chairman Managing Director, Jaipur Rugs) enthralled the audience by taking them through his own incredible story of creating a venture that has created a positive impact in the lives of weavers and tribals. The session moderator Mr. Saurav



Ms. Ritika Sinha being felicitated by Prof. Mohita Gangwar Sharma



Mr. Gautam Dutta addressing the audience during FICFAI conference

Agarwal, (Officer on Special Duty (OSD), Broadcast Engineering Consultants India Ltd., BECIL) talked about significant projects undertaken by BECIL and how BECIL plays the central and crucial role of an "implementer" of innovative ideas coming to the ecosystem. Next, the session saw Shri Yadhuvendra Mathur (Former - Special Secretary, NITI Aayog) sharing his experiences as a policy thinker and adviser. He suggested that more than the hard-power, it is the soft power that will dominate the coming times. Mr. Piyush Dhawan, (German Chancellor Fellow for Circular Cities and Resource) took to the stage and discussed the concept of circular cities in the 21st century and the need for frugal innovation in the future cities - to do more with less. Mr. Nitin Akhade, (Manager - Technology & Markets, Clean Energy Access Network) built on his own field experiences spanning different states of India, analyzing sustainable models.

The fourth plenary session on "Frugal Innovations for Social Good" was ably moderated by Dr. Saradindu Bhaduri (Associate Professor, Centre for Studies in Science Policy, Jawaharlal Nehru University, New Delhi). Dr. Bhaduri informed the discussion by introducing the dimension of "intangible resources" while conceptualizing frugality. Next, Dr. Chetan Singh Solanki (Professor, Department of Energy Science and Engineering, IIT Bombay, Mumbai) brought forward the notion of "Energy by Locals for Locals" that is central to his idea of "Energy Swaraj." He talked about the nations' existing dependency on electricity and how his idea about portable solar lamps under IIT Bombay's flagship SoULS program that has benefited 1 million school children in India. The next speaker



Dr. Sujata Bose Sinha and Dr. Sarita Ahlawat during FICFAI conference



Dr. Sumon Kumar Sinha addressing the audience during FICFAI conference

Mr. Tushar Batham (Vice President Engineering, Chakr Innovation) concluded the session by discussing his ideas on sustainability and frugality taking examples from his organisations.

The fifth and final Plenary Session titled 'Frugal Oriented Business Models and Ecosystem for Entrepreneurship' was moderated by Mr. Debashish Bhattacharyya (COO, Erudio Consulting Services Pvt. Ltd.) who introduced the audience to the theme of frugal oriented business models. Shri H. K. Mittal (Head, Science and Engineering Research Council, New Delhi, India) shared his years of experience in mentoring and supporting young entrepreneurs in India. Dr. Aniruddha Malpani (Founder, Malpani Ventures, Mumbai, India) discussed the idea of not only innovating 'things', but also innovating oneself. Mr. Vinamra Pandiya (Founder, Qtrove.com, Bangalore, India) explained how his e-commerce start-up that revolves around the concept of shared economy is trying to create an ecosystem that promotes "frugality." Dr. S. P Krishna Kumar (Masters in Economics and Business Management, Annamalai University) took the discussion to a new dimension as he talked about the implementation of a frugal approach to help one settle in a new organization. The final speaker for session Mr. Aditendra Jaiswal (Lead Enabler, Srijan Sanchar) introduced origin, mission and vision of Srijan Sanchar in the uplifting bottom of the pyramid consumers.

The academic paper presentations were divided into six parallel tracks split into two sessions. During these sessions, scholars



Ms. Orly Goldschmidt & Ms. Maayan Almagor during FICFAI conference





Prof. M. Balakrishnan addressing the audience

across the globe associated with different centers of Frugal innovation viz. Dr. Peter Knorringa (Director, Leiden-Delft-Erasmus Centre for Frugal Innovation in Africa (CFIA) | ISS, Erasmus University Rotterdam); Dr. Navi Rajdou (Fellow at Cambridge Judge Business School and Co-author of Do Better with Less: Frugal Innovation for Sustainable Growth); and Dr. Rajnish Tiwari (Head German-India Roundtable, Hamburg, Germany) enthusiastically supported and virtually addressed the conference.

The transformational two day FORE International Conference on Frugal Approach to Innovation 2019 ended on a high note, as it was honoured to have the valedictory address by Chief Guest, Dr. V. Ramgopal Rao, Director (Indian Institute of Technology, Delhi). Dr. Rao presented innovations that his team has been working on over the years to use "nanotechnology" as a means to provide frugal and sustainable solutions to society.

During the closing ceremony, Dr. Mukul Joshi, Co-Convener (FICFAI), presented the conference report. Shri Shailendra Jaiswal (Principal Executive Director, DRDO and Member, Advisory Committee, CRIFT) addressed the audience. Dr. Rajneesh Chauhan (Dean, Corporate Relations, FORE School of Management) welcomed and introduced the Chief Guest. The proceedings concluded with Award Ceremony for Best Papers, followed by a Vote of Thanks by Co-Convener (FICFAI), Dr. Anil Singh.



Dr. V Ramgopal Rao along with Faculty, students and guests during the Conference

## Stress - Friend or FOE



Team Centre for Sustainable Development posing with Pre2doc Team

Centre for Sustainable Development (CSD) organised a workshop on "Stress- Friend or Foe" in association with Pre2doc Healthcare Centre, Gurugram on 'World Mental Health Day', October 10, 2019 at FORE Campus. The objective of the workshop was to empower students by guiding them towards a healthy lifestyle and maintenance of optimal health. The workshop focused on the relevant issue of stress management and coping mechanism to handle it in a healthy way. The session was conducted by Dr. Farah Husain, Pre2doc lead researcher, Mr. Deep Bhowmick, musical therapist-vocalist and Ms. Shalini Bansal, Pre2doc COO. Dr. Farah appraised the students regarding the causes of stress at different levels and how to deal with its phases at various time intervals. Dr. Farah Husain also talked about the signs of unhealthy mind and the science behind it. She along with Mr. Bhowmick taught the exercises like hand percussion and Alaap meditation which can help the students to adapt healthy living. She answered the queries of the students and suggested answers to their problems. She shared interesting success stories of persons and NGO's, who helps the young minds in dealing with stress at varied levels. Mr Bhowmick then conducted the vocal and singing exercises which proved to be a stress buster for the students and made them realise the power of music therapy. The workshop was very informative and interactive, making the students aware of the existing health risks and educating them about adopting the healthy practices. The workshop was well received and highly appreciated by the students. The event was concluded with vote of thanks by Prof. Shallini Taneja, Prof-in-charge, CSD.



Dr. Farah Husain addressing students during the workshop on "Stress: Friend or Foe"

## Genesis - 2019



Dr. B.B.L. Madhukar, Dr. Jitendra Das and Dr. Sanghamitra Buddhapriya, lighting the lamp during the inaugural ceremony of Genesis

The most awaited event of FORE School of Management-Genesis was finally conducted on November 22-23, 2019 in all its glory. Organized by Team Nexus with TribeVibe as title sponsors, the annual fest of the college proved to be a great to loosen up and refresh amid the chaotic and hectic MBA life. The fest kick started by an inauguration ceremony with ceremonial lamp lighting in the presence of our Director Dr. Jitender Das, President Dr. B.B.L. Madhukar and the esteemed faculty. Nalini Jain from FMG sang the prayer to mark the significance of the ceremony. Dr. Sanghamitra Buddhapriya, Dean (Academics), then took the stage and addressed the audience and motivated the students to enjoy the two days and also applauded the organizing team for their tremendous efforts. Dr. Jitender Das was then invited to share his words of wisdom and he reminisced his college days and the fests he attended and lay emphasis on the importance of fests in a student's life. He encouraged the students to make the most out of them.

Dr. B.B.L. Madhukar (President, FORE) was invited next and he did not mince words when he told the students that extra curriculars are as important as academics and one needs to engage in activities other than studies to build an overall personality. The ceremony then saw an aesthetic classical dance performance by Ritika Dhobal, Anubha Gupta and Apoorva Dhingra. The President of the college Vishwas Mahara then concluded the event, setting the motion of the events which were in store for the students in the next 2 days.

### Antar

#### Prerna: A CSR Plan Competition

Prerna, A CSR Plan Competition was organized by Team Antar



A snapshot from Jagrukta, the flagship nukkad-natak event of Team Antar



Team Antar along with the judges after successful completion of Prerna: A CSR Plan Competition

on November 23, 2019. It was held in two rounds where the teams had to select a company and formulate a CSR plan for it. The first round consisted of synopsis submission whereas the second one consisted of a presentation on the plan formulated.

#### Jagrukta: Nukkad Natak Competition

Jagrukta is the flagship event of Team Antar as part of the annual cultural fest, Genesis. The competition was held in two rounds. The first round consisted of submission of synopsis of the play while the second round consisted of the performance on campus.

#### CID

#### Kurukshetra

Team Corporate Interaction Division organized a platform for the best management minds in the country to showcase their talent and creativity through a marketing plan competition, *Kurukshetra*. The competition was organized in three rounds where the first round consisted of an online quiz, the second one consisted of launching of a new vertical for an allotted company and the third consisted of presentation on campus of the same.

#### Think Tank

#### Corporate Buddha

Team Think Tank organized its flagship case study competition where the students get an opportunity to unbox new strategies for major problems. The idea of this year for the competition was to analyze OYO's diversification strategy. The event was held in two rounds. The first round consisted of summary submission while the second one consisted of case presentation.

#### Amazing Race

Team Think Tank organized The Amazing Race, a treasure hunt event as part of the annual cultural fest Genesis.



Participants posing during Ba-czar'19





Members of FORE Career Division participating in Ba-czar'19

### SIG-IP

#### Market-o-Mania

The special interest group, SIG-IP organized Market-o-Mania to bring out the most significant aspects of being a manager in all the participants. The competition was organized in three rounds. The first round consisted of an online quiz, the second consisted of a bidding round whereas the third one consisted of stockimates where the participants had to pitch the stock of a company allotted to the panel of judges.

### FORETech

#### Infographic ablaze

Team FORETech organized an event called Infographic ablaze where the students got an opportunity to showcase their talent using crisp and precise graphic visual representations to convey their idea or knowledge. The competition was organized in two rounds. The first round consisted of an online quiz whereas the second one consisted of submission of infographics.

### Technoslides

Team FORETech organized a case study evaluation and presentation event, Technoslides, to evaluate the skills and intuitiveness of the participants. The competition was organized in two rounds. The first round consisted of online submission of presentation on the case allotted whereas the second one consisted of a campus round where the participants had to present the case study.

### CED

**Concoct'19-** Team Centre for Entrepreneurship Development



Members of FORE Career Division posing at Ba-czar'19



The first runners-up of Concoct'19- along with jury members

organized CONCOCT'19, it is the Annual Business Plan Competition at Genesis, conceptualized with a vision of providing young budding entrepreneurs a platform to showcase their business ideas. It is designed to give business enthusiasts a platform to present the feasibility of their entrepreneurial dreams. Ten best ideas were shortlisted and presented.

**Ba-czar'19-** Team Centre for Entrepreneurship Development organized BA-CZAR'19 during Genesis this year. BA-CZAR is an intra-college event which encourages aspiring entrepreneurs to come up with creative and innovative "Street Business" ideas. The competition aims at imparting hands-on-experience to the students and brings them closer to the realities of operating in a real market scenario. Students also get an opportunity to test and hone their entrepreneurial skills in this 2-day extravaganza. Six teams participated from the college & served a range of delightful cuisines which helped them garner revenues totalling to ₹1 lakh.

### SIG HR

**Vyamaham 2019-** Team Special Interest Group- Human Resources organized Vyamaham' 2019 at Genesis this year. The inter-college competition consisted of two rounds, first an online quiz and second an campus-round called 'Slice and Dice', a video analysis competition.

### CRIFT

**Frugal Frames-** Team Centre for Research and Innovation in Frugal Technology Management organized Frugal Frames 2019 as a part of Genesis this year. Frugal Frames is an inter-college B-



Members of Nexus during the inaugural ceremony





Dr. Sanghamitra Buddhapriya, Dean (Academics) addressing students during the inaugural ceremony of Genesis

School photography competition wherein participants to capture some aspects of the frugal world in the form of a picture or a 60sec clip and share it describing how it can bring New Age Thinking by frugality.

#### PEC

**Guilty as Charged-** Personality Enhancement Cell organised a one of its kind event at Genesis this year- Guilty as Charged- A legal mock trial competition which consisted of 3 rounds. First round consisted of an online quiz with 20 teams proceeding to the 2nd round. The round consisted of assigning a controversial celebrity to each team and their task was to defend them. The last round then consisted of one member playing the celebrity and another assuming the role of his lawyer. What ensued next was an exciting session of wordplay.

#### FEFF

**War Room-** The first event for Team FEFF in Genesis was War Room- a simulation-based game. The competition consisted of 2 rounds with the first round being an online quiz to test basic awareness of participants in the field of Strategy, Finance, Economics etc. The second On campus round where each shortlisted team was given a house to protect by developing different strategies based on the given scenarios.

**Fin-E-Vista-** The second day of Genesis witnessed FEFF organising Fin-E-vista where participants got a chance to test their investing skills. The first round consisting of an online quiz, the second round saw participants being given an upcoming IPO/QIP to invest in and evaluate IPO/QIP from point of view as an institutional investor based on certain



A snapshot of the performance of Myris at Genesis'19



Vishwas Mahara, President of Students' Council addressing the students during the inaugural ceremony of Genesis

parameters. The final round saw teams presented their solutions in front of an esteemed panel.

#### IBF

**Raffle 2.0-** Team IBF conducted its second edition of Raffle- an international business event. It consisted of 3 rounds with first round being a bingo Online quiz, second round consisted of a country bidding round wherein each shortlisted team had to bid for a total of 3 countries out of 40 with a budget of Rs.100 crores. The final round consisted of a presentation round.

#### FOREword

**Argumentative Indian-** Team FOREword organized Argumentative Indian, one-of-a-kind inter-college debate competition. It consisted of two rounds, first round was 'just a minute' competition and another round called 'switch-it'.

**Design It Out-Design it Out** is a design-thinking based case study competition organized by Team FOREword. The competition consisted of two rounds, the first being conducted online called 'iDesign' and the second being conducted on campus called 'Design Ventures', which involved giving an on the spot case study which needed to be solved using design thinking.

#### FOSTRA

**Backflush** - Team FOSTRA had organised Backflush, the biggest Operations and Strategy Competition of the year. A day long extravaganza embellished with strategists from around the country to compete. The event consisted of three arduous rounds.



Winners of various inter-college competitions posing together during Genesis



Ashutosh Shrivastava honoring the judge for Corporate Buddha

### FORECONNECT

**Strategem** - Team Foreconnect had organised Strategem, a fun filled sances and ladder competition with a twist. The event comprised of two rounds. The first round was a walk down the childhood lane with the participants beating the snakes and moving up the ladder through a quiz-based round aimed at testing the knowledge of students. The final round was a negotiation-based round aimed at testing the negotiation skills of the future managers and their ability to outsmart their opponents.

**Tasveer** - Team FOREconnect had organised Tasveer, an inter-college photography contest. Photography is an art that allows one to capture and bring emotions in the motion of life. Participants were to hit the streets, freeze time and seize moments within a frame. The theme for Tasveer 2019 was upside down. The event received an overwhelming response.

### SIGMA

**Uni Ad** - Team SigMa had organised Uni Ad, a branding and advertisement-based competition as part of Genesis. The competition consisted of two rounds. For round 1, the registered teams were to create a post on SigMa's official Facebook Page about their favourite advertisement campaign from the past decade. For round 2, the qualifying teams were given different products and were asked to come up with an entirely new use of the product, and build a brand around it.

**Impersonate** - Team SigMa had organised Impersonate, a case



Judges assessing teams during Uni Ad organized by Team SigMa



Team Special Interest Group- HR during Vyamaham' 2019 along with judges and participants

study competition. The competition consisted of two rounds. For round 1, the participants were given a case study based on a real-life situation occurring in the Marketing department of the service industry. And were asked to identify the right problem, strategize and launch an action plan. For round 2, the qualifying teams presented their ideas in front of a panel of judges.

### FSCD

**Step up** - Team FSCD had organised Step up, a group dance competition. The competition received an overwhelming response. The event was filled with loads of heart-throbbing performances and amazing show stealers, Step Up '19 stood tall to the hype it created.

The two-day fest was characterized by high participation from other B-schools along with the host participations. Challenging and fun exercises kept the students engaged on campus with various endeavors.

The enthralling inter B-school cultural fest ended with the star night which was organized by Team Nexus. Mr. Rabbi Shergill, an esteemed Indie pop artist, graced the stage with his presence and made the entire audience sing to all his beautiful tunes before bringing all the events on campus to a close. With all the fun and learnings from Genesis coming to an end, the institute dropped the curtains on another edition of this festival with astounding success and everyone involved with making it a success went home with sweet feelings.



Yatharth Pandey showcasing his skills during Genesis



## CII Packaging Summit “Packaging Prospects: Driving Changes to Multiply Growth”



Dr. Jitendra Das with other prominent panelists during the CII Packaging Summit 2019

FORE School of Management, New Delhi in association with the Confederation of Indian Industry (CII) organized the CII Packaging Summit on “Packaging Prospects: Driving Changes to Multiply Growth” on December 18, 2019 at Hotel Holiday Inn, Mayur Vihar, New Delhi. More than 150 delegates from industry and academia participated in this summit. FORE was the academic partner for this event.

Dr. Jitendra Das, Director, FORE School of Management, New Delhi moderated the session 1 on smart packaging. While speaking at the Summit Dr. Das said “Right packaging helps not just in marketing but also in sales - both in terms of volumes and price points. It can help a product to sell more and also enable it to sell at a higher price” Talking about smart packaging and technological innovation, Dr. Jitendra Das, mentioned use geo spatial mapping and block chain in packaging can enable the authenticity of any product by providing locational information thus making it trustworthy for the consumer.

## KRS and Port Visit

International Business Forum organised its second edition of Knowledge room session on 20 September followed by a port visit on 21 September.

Knowledge room session was moderated by Prof. Savita Gautam who welcomed the students and gave an overview of what was in store for them for the next 2 days. The session then witnessed the members of team IBF explaining the procedures of international Imports and Exports. They explained the significance of dry ports and the types of containers used there. They also gave an insight into the backend process for the complete import-export cycle. Students present also got a chance to ask if they had any queries regarding inland ports and its workflow.

Next day witnessed the students visiting one of the terminals of Gateway Railway Freight Limited situated in Gurgaon to gain real time insights on the working of inland ports. They were told that the port has been strategically placed so as to cover the industrial hubs present in NCR. They were also explained about port requirements, container ship sizes, Transportation and Warehousing among other things.

Students also got a chance to interact with the employees and enquire about their work environment and experience first-hand the process they follow there thus gain practical knowledge.

Overall the 2 days provided many takeaways to the student and answered many questions which they might have before about ports.

## Energizing South 2019 India@75: Forging Ahead: Commercially Smart, Sustainable & Secured Power



Dr. Jitendra Das along with other panelists during the CII Energizing South Summit 2019

FORE School of Management, New Delhi in association with the Confederation of Indian Industry (CII) organized the CII 4th Edition of CII Energizing South 2019 on “India@75: Forging Ahead: Commercially Smart, Sustainable & Secured Power” held during October 14-15, 2019 at Hotel Taj Coromandel, Chennai. More than 180 delegates from industry and academia participated in this summit. FORE was the academic partner for this event.

The summit focused on following areas:

- Power & Renewable Sector: Business Opportunities & Financing
- Demand and Supply Dynamics & Power Market - Issues & Trends
- Energy Security & Grid Stability through Energy Storage and Ancillary Services
- Grid Integration
- Smart Technology for Smart Cities
- Grid Stability through Oil & Natural Gas and
- Electric Vehicle & Charging Infrastructure

Dr. Jitendra Das, Director, FORE School of Management, New Delhi moderated Panel Discussion VII titled Electric Vehicle & Charging Infrastructure. The utilization of electric vehicles is expected to grow at a rapid rate in the near future and hence installation of superior quality charging infrastructures is imminent. Important issues including the development of a realistic roadmap for the future use of electric vehicles in India and the smooth transition from the existing supply chain setup to the new electric vehicle based supply chain needs to be addressed in the near future. This session predominantly covered the pathway to realize India's electric mobility transformation, government policies, the charging infrastructure and the batteries used in electric vehicles.

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

- Mr. Amit Kekare, Head-Future Grids Business Segment, Siemens Ltd.
- Dr. Kuldeep Singh, Scientist, CECRI
- Dr. C Sharmeela, Associate Professor-Dept of EEE, Anna University
- Mr. P. Gopi, Founder, Carriellcar

## Faculty Focus

### Prof. Anita Tripathy Lal

Prof. Anita Tripathy Lal conducted a repeat 'MDP on Effective Presentation Skills' for the Bangalore Thales officials during December 09-10, 2019.

Prof. Anita Tripathy Lal had been invited by IIIT Delhi to be an Expert in the workshop to develop a 'Entrepreneurship Minor' for the BTech Students on December 19, 2019.

Dr. Anita T. Lal as a visiting faculty has recently completed teaching the course on 'Spoken Business Communication' to the second batch of EPGPX students at IIM Rohtak.

### Prof. Ambrish Gupta

Dr. Ambrish Gupta received a book proposal from Routledge India, a part of renowned Taylor and Francis Group, UK for their global publishing programme, titled *Green Infrastructure Finance: Fundamentals of Investing into Climate Conscious Projects*. At their request, on December 30, 2019, Dr. Gupta carried out an external review of the book and advise them appropriately.

### Prof. Faisal Ahmed

Ahmed Faisal (2019). Drivers of India's Ocean Diplomacy in the small Island Developing States (SIDS) of the Indo-Pacific: A Fuzzy AHP Modelling Approach. *Working Paper No. 2019/15*, FORE School of Management, New Delhi.

Anand, Vinod., & Ahmed, Faisal (November 29, 2019). Politically milder, yet socially assertive approach can resolve South China Sea dispute, Capital Cambodia, *The Khmer Times*, Cambodia.

Prof. Faisal Ahmed was invited by the Ministry of Foreign Affairs, Government of the People's Republic of China as part of an Indian Think-Tank Delegation to visit China from November 30 to December 9, 2019. Dr. Ahmed delivered a series of presentations and interventions on India-China bilateral engagements, especially on issues pertinent to the *Regional Comprehensive Economic Partnership* (RCEP) negotiations, Trade War, WTO issues, *Indo-Pacific geopolitics*, and other geopolitical contexts across universities and think-tanks in Beijing, Chengdu and Kunming cities.

Prof. Faisal Ahmed was invited as a Speaker in the South China Sea Dialogue organized by O. P. Jindal Global University at India International Centre, New Delhi on November 29, 2019. Dr. Ahmed spoke on the Economic Dimensions of the South China Sea.

Prof. Faisal Ahmed presented a paper titled "Drivers of India's Ocean Diplomacy in the Small Island Developing States (SIDS) of the Indo-Pacific: A Fuzzy AHP Modeling Approach", in an International Conference at BI-Norwegian Business School, Oslo, Norway on October 19-20, 2019.

Prof. Faisal Ahmed was invited as a Panelist on Rajya Sabha TV (RSTV) in a Panel Discussion on Turkey-Syria conflict on October 11, 2019.

### Prof. Gagan Sharma

Sharma, G., Kayal, P., & Pandey, P. (2019). Information linkages

amongst BRICS countries: Empirical evidence from implied volatility indices. *Journal of Emerging Market Finance*, 9(2), 263-289. <https://doi.org/10.1177/0972652719846315>

### Prof. Himanshu Joshi

Prof. Himanshu was invited to conduct workshops on "Spreadsheet Modelling for Finance" and "Debt Trading and Restructuring" for participants of 'Graduate Insolvency Program' at Indian Institute of Corporate Affairs, Gurugram on October 28 and December 28&3, 2019.

### Prof. Jitendra Das

Das, Jitendra, K. (December 03, 2019). When students become reformers. *The Statesman*, New Delhi, p. 14.

Interview of Dr. Jitendra K. Das was published in *Education Post*, Vol. VII, Issue 11, November 2019, p. 27 – 31.

Interview of Dr. Jitendra K. Das was telecasted in NDTV HOP Channel, (hop.live, November, 2019).

### Prof. Mayank Yadav

Yadav, Mayank., Yatish Joshi., Deepak Sangroya., & Anugamani Priya Srivastava (2019). Modelling the predictors of young consumers sustainable consumption intention. *International Journal of Non-profit and Voluntary Sector Markets*, 24 (4), 1-14.

### Prof. Prachi Bhatt

Bhatt, Prachi (2019). Employees' Perception about change in jobs and organizational orientations. *International Journal of Employment Studies*, 27 (1), 34-63.

### Prof. Rajneesh Chauhan

Chauhan, Rajneesh (2019). Comparison of diversification of constituents between Indonesian equity stock indices and Indian equity stock indices. *Working Paper No. 2019/16*, FORE School of Management, New Delhi.

### Prof. Reeta Raina

Raina, Reeta (2019). Interpersonal assertive communication behavior of Indian millennials. *The Indian Journal of Industrial Relations*, 55(2), 321-321-337.

Prof. Reeta Raina conducted a training programme on 'Understanding and Improving Interpersonal Communication' for IBBI Senior Management including Executive Directors and GMs at Indian Institute of Corporate Affairs, Manesar on October 18, 2019.

She conducted a training programme on 'Challenges in Organizational Communication' for Graduates Insolvency Programme at IICA, Manesar on November 21, 2019

She also organized international virtual project for FMG-28 and FM-02 batch from Oct. to Dec 15th, 2019.

Prof. Raina also conducted a seminar on 'Corporate Storytelling through Theater Technique' on October 15, 2019.

### Prof. Shallini Taneja

Taneja, Shallini., Anupam Narula (2019). Examining factors affecting consumer's attitude towards the imported decorative LED lighting products in India. *Abhigyan*, 37 (3), 23-32.

### Prof. Somayya Madakam

Prof. Somayya Madakam was invited as resource person by





Dr. Sriparna Basu as a panelist at SLC, Delhi University

Council for Social Development(CSD), Lodhi Road, New Delhi to deliver lecture on December 12, 14 and 19, 2019 on the two themes; *Qualitative Research Methodology using Atlas-ti*, and *The New Language of Publications*.

Paper co- authored by Somayya Madakam, Yafei Zhou and Takahiro Uchiya titled “*Development of Wide Area Distributed Backup System by Using Agent Framework DASH*” was presented by one of the author at the 2019 IEEE International Conference on Agents (ICA), October 18-21, 2019, Jinan, China. This paper was published in the proceedings of IEEE XPLORE.

#### **Prof. Sriparna Basu**

Dr. Sriparna Basu invited panelist in the Inaugural Session of International Seminar & Interactive workshop on “*Effective Mentoring for Academic Excellence*” organized by Shyam Lal College (SLC), Delhi University on October 30, 2019.

She was invited by the Indian Institute of Foreign Trade, Delhi to take 3 hour MDP session for SAARC Development Fund for December 31, 2019.

#### **Prof. Varsha Khattri**

Khattri, Varsha (2019). *Zomato: Crisis in communication*. Case Centre, UK, Case Reference No: 519-0166-1.

#### **Prof. Vinay Dutta**

Prof. Vinay Dutta was invited by Deptt. of Business Administration, Aligarh Muslim University to address workshop on Leadership Excellence for key decision makers in schools, especially inputs on making schools sustainable and revenue generating on October 5, 2019.

He was invited by Bennett University, Times of India Group, Greater Noida to act as a Member of Faculty Interview Committee on November 14, 2019.

Prof. Dutta was invited by Gitarattan International Business School, Rohini, New Delhi to act as a Panelist and Session Chair for Tract on Finance and Accounting on December 14, 2019.

#### **Dr. Rajesh Kumar (Librarian)**

Kumar, Rajesh (2018-2019). Redesigning of urban safety measurement model analysing crime standpoints. *The Indian Journal of Criminology*, 46 & 47, 16-31.

## Fling It



Team Winners - the winners of Fling it' 19

Playing a sport makes you a good team player, a leader and most importantly it's loads of fun. FORE sports and cultural division had organized Fling it - throwball event exclusively for all the girls. The event started off on November 11, 2019 and the event witnessed participation from both junior and the senior batches.

Each team consisted of four players and the match was played for best of 3 sets for 15 points in each set with rally score. After the thrilling and nail-biting battles between the ladies of FORE, Fling It Tournament concluded.

Team Winners were the winners of the tournament and Team Dhaakad were the runners up.



Team Dhaakad, the first runners-up of Fling it - throwball event exclusively for all the girls

“While most of us end up cheering for cricket and football stars, we have almost forgotten about sports like throw-ball, softball, handball, netball, disk ball and ball badminton and the athletes who are great at them. One such player is a 19-year-old Sabiya S from St Joseph's Degree College, who has been a seven-time international throwball champion.”

- Rashmi Patil

## Idea Generation to Business Plan Workshop

The Centre for Entrepreneurship Development (CED) of FORE School of Management organised the workshop “Idea Generation to Business Plan” for students of first year during October 01, 03 and 04, 2019. The workshop sessions were conducted by in-house faculty members.

Professor-in-charge CED-FORE, Dr. Anita Tripathy Lal anchored the whole event and structured the entire workshop. On Day -1, the workshop kick-started with the introduction of entrepreneurship where Prof. Anita Lal discussed the concept and evolution of entrepreneurship along with the history and growth of entrepreneurship. Following the introductory session, the basic concept and types of a business plan were also discussed. Then came the Idea Generation session in which the participants were taken through a series of self-assessment tests and idea-generation techniques that helped them to map their entrepreneurial competencies and come up with unique business ideas.

Day 2 started with Professor Anita T. Lal giving the students a recap of the previous day's workshop. The second day of the workshop was focussed more on the executional aspects of entrepreneurship. In opportunity evaluation session Prof. Anita Lal articulately connected the dots between the micro & macro market vis-a-vis micro & macro Industry along with the team's aspirations, their execution capabilities and connectedness in the industry. Opportunity Evaluation session ended by analysing the success of the Chulha case on tiffin service. Then came the session on Business Model where Dr. Lal made the students work on the nine-building blocks of the “Business Model Canvas” by Alex Osterwalder and Yves Pigneur.

Relevant examples of successful start-ups and how they reached their levels of success were talked about. Key learnings derived from the key decisions taken by these start-ups were very insightful.

Day 3 was on Business Plan.

The first session was taken by Prof. Nitin Soni (Marketing Professor, FORE) where he spoke about the 'Marketing Plan' for a business. He explained the role of Marketing Research & Consumer Behaviour in the identification and improvement of a business idea, talked about NutroWater's SWOT Analysis to understand one's business better in terms of both internal strengths & weaknesses and external opportunities & threats.

Then, the operational aspects of the entrepreneurial journey were discussed by Prof. Vinaytosh Mishra (Operations Professor, FORE). Operations and supply chain management along with the logistical and cross-functional drivers of supply chain were explained by him. The critical importance of order qualifiers and order winners was emphasised upon.

Then came in, Prof. Vinay Kumar Dutta (Professor of Finance, FORE) spoke on the role of finance in the entrepreneurial world. He explaining the importance of a solid vision for pursuing keeping in mind all the assumptions that were the basis of developing a business plan. His good sense of humour helped students appreciate the difficult concepts of entrepreneurial finance.

The workshop was concluded by Prof. Anita T. Lal by giving the gist of all what was explained in the three days of the workshop, she also laid emphasis on the concept of writing a detailed business plan, executive summary and delivering elevator's pitch. She also asked students to run their business idea through three important tests in the end which were- Reality test, Competitive Test and Value Test.

## Farewell



Dr. Jitendra Das honoring Mr. Balbir Singh Pathania

On account of superannuation of **Mr. Balbir Singh Pathania**, Record Keeper, a farewell function was organised on October 31, 2019. On this occasion, a memento was given as a token of appreciation by Dr. Jitendra K. Das, Director honoring his service to FORE School of Management and wished him good luck and all the best for the rest of his life as he bow out after spending 34 years of service at FORE.

**Dr. Freda Swaminathan**, Professor (Marketing) was given a farewell by FORE School of Management, New Delhi on November 30, 2019. She retired on account of superannuation after serving FORE School of Management almost 15 years (including 2 years as a visiting faculty). For almost 15 years she had spent imparting the right skills and knowledge onto the students, she is an achiever, open-minded, generous, knowledgeable, modest, courageous, responsible and highly respected faculty.

On this occasion, a memento was given as a token of appreciation by Dr. Jitendra K. Das, Director honoring her service to FORE School of Management. Also the FORE faculty extended their sincere gratitude and conveyed their heartfelt wishes for a bright and successful future to Dr. Freda Swaminathan.



Dr. Jitendra Das honoring Dr. Freda Swaminathan during her farewell.



## Navigating Sales Conversations



Mr. Prtyaksh Panwar addressing the students during the seminar “Sales is not about selling anymore, but about building trust and educating”, this quote by Siva Devaki resonates with the thoughts of our alumnus Mr. Prtyaksh Panwar, Senior Vice president- Global Banking Financial Institutional Sales, HSBC. He was invited by FORE Alumni Network on October 12, 2019 to conduct a sales workshop on the topic 'Navigating Sales Conversations'. Mr. Panwar, an alumnus from FMG 10 shared his experience as to how he started his career in sales and advertising and then gradually climbed the corporate ladder in both retail and corporate banking.

Having a rich experience of 15 years, he mainly focused on what to expect after MBA in a sales field and how to make career decisions in the right direction. He also delved upon how to sell one self in an interview by the help of an elevator pitch to make a lasting impression on the interviewer. He also conveyed the importance of closing a business deal efficiently. To make the students realise the importance of sales, Mr. Panwar made the workshop interactive by taking the help of role play and showing how everything begins and ends at sales in a business perspective.

During the Q&A session, he answered student's queries ranging from the skillset required to how to enhance one's resume for a successful career in sales and marketing. Mr. Panwar emphasised on having strong interpersonal skills to counter every problem. He brought an entirely fresh perspective on selling skills.



Students keenly listening to Mr. Prtyaksh Panwar during the seminar

## Ideathon



Dr Anita Tripathy Lal along with the senior members of Team CED assessing Participants during Ideathon'19

In the spirit of entrepreneurship, the Centre for Entrepreneurship Development at FORE School of Management conducted *Ideathon'19* on October 11, 2019. The event was organized in continuation with “Idea Generation to Business Plan” workshop conducted on Oct 01, 03 & 04 2019. During Ideathon, 15 teams with 4/6 members each presented their business ideas for whom, why and how they wanted to take forward.

Dr Anita Tripathy Lal, Prof-in-Charge, CED, invited the student groups to present their innovative business ideas. She, along with four of the senior members of Team CED: Agrim Batra, Geet Shivdasani, Heesha Sawhney and Yash Wardhan Sharma assessed 15 teams. The teams were given five minutes each and followed by Q&A.

The business ideas presented by the students ranged from networking apps, food-based start-ups, healthcare start-ups, e-commerce websites to potentially disruptive ideas in sustainable development like waste management, solar power, biodegradable bags and road safety. All the participants were very keen to make the world a better place through the introduction of their ideas.

Like the cherry on the cake, after every presentation, Dr. Lal guided the students by giving suggestions to make their ideas implementable. She encouraged them to research more, reach out to the potential customers and be aware of the competition. In fact there was no doubt that all the teams put their best foot forward in coming up with ideas that were exceptionally creative. Ideathon provided students with a much-needed platform to make their ideas heard and get inputs and suggestions for the same. The session was very intriguing as it kept the participants but also the audience engrossed for more than three hours.



Sankalpa Kumar presenting his idea during Ideathon'19

## Business Plan Competition- *ImpugnBiz 2019*

The much awaited Annual Intra Institute Business Plan Competition -*ImpugnBiz* was held in continuation after the three-day workshop on "Idea Generation to Business Plan" and *Ideathon* conducted in October, 2019. 15 teams post the *Ideathon* participated during the competition on November 01, 2019.

To judge the business plans Prof. Anita Tripathy Lal had invited eminent personalities. They were - Mr. Ajay Muttreja, the IIT Kanpur and IIM, Ahmedabad Alumni is a Strategic Advisor cum investor and Mentor to Start-Ups & MSMEs; Prof. Neelam Saxena, having 3 PhD degrees in Chemistry, Management & Entrepreneurship and a Certified Mentor from Stanford University, is the Professor and Head of Centre for Entrepreneurship Development, Amity University; Next on the panel was Mr. Tarun Bhalla from Washington University, a serial entrepreneur, founder of Avishkaar Box, Building Blocks and Simplylearnt.com. Whereas, Mr. Jai Bhardwaj, an alum of IIM, Lucknow is an extremely versatile, high-energy professional, experienced in IT Hardware & Software Services Sales and the Business Partner with Innovationnext, which has developed the world's first AI powered Innovation and Start-up Centre. Last but not the least, the final jury member was Prof. Anita T. Lal, Prof.-In Charge CED, FORE.

The welcome address by Dr. Anita Lal began with a quote by Thomas Edison "good fortune often happens when opportunity meets with preparation" and discussed the unlimited opportunities that an entrepreneur has today. A total of 21 entries were received for the competition from which the top 7 teams were shortlisted for the presentation.

The jury members appreciated all the teams for their thinking & creativity and applauded them for bringing life to their ideas by constructing a business plan out of it. As per the judges all the plans had significant potential and with proper working, they can be converted into successful businesses someday.

Three teams were declared as runners-up with a tie between two teams for the second position. The First runners-up were Team 'Mamma Mia', who presented their business model aiming to provide home cooked food by Mothers who were homemakers and had free time and 'Team Banana Affairs', who planned to solve the problem of plastic with the help of banana by-products. Whereas the Second runners-up were Team Alpha who proposed to provide hygienic and healthy chicken with zero waste. Finally, the jury announced the 'Team Atlas' as the winner of *ImpugnBiz* '2019, as they had come up with the idea of experiential dining with a theme-based experience from different countries.

The best part of the event was the detailed feedback that the experts gave to the presenters. This was also a learning curve for the audience as they got valuable insights from the esteemed judges which would help them in widening their entrepreneurial mindset.

## Seminar Funding Start-Ups

In the context of funding being a crucial aspect of Start-ups, the Centre for Entrepreneurship Development, FORE School of Management, organized the seminar, "Funding Start-Ups" on November 8, 2019. Dr. Anita Tripathy Lal (Prof-in-Charge, CED), delivered the Welcome address of the seminar and highlighted the significance of funding in the success of start-ups.

The seminar had eminent personalities comprising of investors and those entrepreneurs who had successfully received funding for their ventures.

Mr. Sandro Stephen (Northern Regional Head-Operations at 'Indian Angel Network'-IAN) highlighted the role of the Angel Network, the kind of start-up funding they carry out and the various stages in the funding process. He also spoke how IAN contributes right from sourcing and evaluating deals for fundraising, building relations with existing & new potential investors and building partnership with start-up ecosystem enablers across India such as IIT's and IIM's, TiE, Nasscom, NEN and VC Circle to name a few. He also shared many successful start-ups stories like 'Gadgewood', 'SP Robotics', 'SmartVizz' and many others in which IAN has invested in and have got successful exits. Thereafter, Mr. Tarun Gupta (Founder & CEO of 'SiCureMi Healthcare') shared his story. After graduating from MDI Gurgaon, he worked for start-ups and eventually started 'SiCureMi'. He also shared how his studies, networking and he being friends with everyone eventually helped him with his start-up and secure funding. He also talked how personal credibility and a full proof B-plan are very important to have a successful start-up. Mr. Vivek Jhorar (Co-Founder of 'Tremis Capital' and Investor) and an active investor of 'SiCureMi' elaborated on the investor side of the funding story. Post his IIM Indore stint, he had joined Walmart and then went on to co-found 'Tremis Capital'. Besides managing a micro fund, 'Tremis' helps start-ups to connect with investors to raise funds. Mr. Jhorar has been in the start-up eco system for almost 6 years, and previously was co-founder of 'FlixStock', an imaging AI firm in Singapore, serving clients across the globe. He believes that passion alone cannot suffice without proper knowledge of business model mechanics. He also explained the importance of value creation while planning for a start-up and the impact the business is going to have on the society. Mr. Rishabh Mehta (founder of 'LOCAD') was the next to address the audience. After graduating from Stanford, he worked internationally and decided to start-up. He spoke about how he started 'LOCAD' and has started investing and highlighted his special interest in the start-up, 'Clensta'. Thereafter, he also talked about what he looks while investing in a start-up, which included impact and scalability. Finally he shared four mantras of success for a start-up which included being innovative, being creative, creating a business impact and then going for bootstrapping in the initial stages of a start-up.

The seminar turned out to be more meaningful, when the students discussed funding opportunities for their business ideas. Dr. Lal then concluded by discussing with each speaker about their passion and the drive behind their success.



## People Analytics



Mr. Tapas Tiwari addressing students during the People Analytics Seminar

On September 30, 2019, Special Group of Interest Human Resource (SIG-HR) had organized an informative and interactive seminar. SIG-HR had invited Mr. Tapas Tiwari to share his experience and insights on People Analytics. Mr. Tapas Tiwari is a data and analytics advisor for Rio Tinto, the second largest mining group in the world. He has worked for multiple functions and their analytics during the experience with Rio Tinto, from finance analytics and reporting to procurement, operations, and people analytics. He has contributed to location strategy, and inclusion and diversity policies with his workforce analysis. Prior to Rio Tinto, he has worked as a consultant for Deloitte in the Sales Performance Management practice and seen two large-scale ERP implementations end-to-end. He received the Practice Leader's recommendation that allowed him to become a member of the National Community of Practice for Analytics and Tableau at Deloitte.

Data is the new oil. Data is very powerful and it drives and organization and helps managers in decision taking. With the help of relevant data, managers can plan, track and take informed decisions. The one common practice followed by all the fortune 500 companies is that they constantly collect, analyze and implement their learnings. Mr. Tapas opined that strategy and decision metrics come under the umbrella of analytics. Mr. Tapas said that people analytics would be the next big thing in the near future. People analytics is all about finding meaningful patterns and there are myriad of applications for it. People Analytics can be used in recruitment of new resources, devising a compensation structure of the employees, to manage the performance of the employees and in talent management. Mr. Tapas had also discussed a couple real world case studies about the ways to improve hiring and retention of top talent using analytics and hence concluded the interactive seminar.

## Mark The Talk



Mr. Kanishk Gaur with Team PEC during Mark the Talk

Personality Enhancement Cell organised Mark the talk on November 11, 2019 and welcomed Mr. Kanishk Gaur- Co-founder, India Future Foundation to talk about the art of networking and its importance in today's professional world. Having a diverse experience in various industries ranging from Telecom, Healthcare, Government and defence and financial services, he talked about talking to people from all walks of life and gaining their knowledge and building long term relationships.

He started the session by giving an overview of what is networking and how it is used by professionals to expand their circles and find about job opportunities in their fields. He emphasised that networking is as important as improving skill set to excel in one's field and job. Knowing the right people at the right time helps climb the corporate ladder faster.

During the session, Mr. Gaur also told the importance of happiness and how only 10% of it depends on external circumstances like Money, status, job etc. and rest 90% is dependent on us and how much power we have over our own life and future.

The session concluded by Mr. Gaur answering student's doubts on how to build connections while being in an MBA college. Overall it was an insightful session and students took home helpful pointers on how to build one's future by making strong professional relationships.

## Theatre Workshop to be Public Speaker

To 'Over Come Stage fear in Public Speaking through Theatre Techniques' was organized for the first year students by Prof. Anita Tripathy Lal on November 29, 2019. Students had a good experience as they worked on various theatrical tools & techniques to enhance their body language and facial expressions along with their voice modulation while speaking in a public forum. The workshop concluded with Plays dealing on relevant issues present in the NCR like plastic waste disposal solutions and making people aware of prevention of road accidents. At the end, all the students enjoyed learning the techniques to be more articulate and confident while delivering a public speech.

## Ascent 2019



Panelists at Ascent Conclave having an insightful discussion

On November 29, 2019, FORE Corporate Interaction Division had organized Ascent an Operations and International Business Conclave. The conclave entailed two sessions. For the first session Mr. Samir Chaturvedi, Supply Chain Head, Patanjali Ayurved Pvt.Ltd. (In technical collaboration with Patanjali Ayurved Ltd, India); Mr. Atul Holkar, Head of Supply Chain Management, Varun Beverages Ltd., PepsiCo and Mr. Arvind Kalra, Director of Supply Chain, Perfetti Van Melle were invited.

The panellists discussed about the need and urgency of Green Supply Chain Management, Lean and Agile Organizations and the importance of replicating world class practices by Standardization and Customization. Mr Kalra opined that operations means executing ideas and being right the first time, he highlighted how ubiquitous supply chain is and how crucial supply chain is to a business. He also emphasised the importance of green supply chain and urged that the companies should focus on sustainable alternatives. Mr. Samir Chaturvedi had rightly pointed out that the most efficient supply chain methodology is implemented by our mothers. He said that companies should adopt product specific supply chain strategies but most importantly, he advised the students to always keep up with the current market scenario.

Mrs. Harjeet Kaur Joshi, Director - Finance, Chairman & Managing Director, The Shipping Corporation of India Ltd., Mr. Arindam (Arun) Mukhopadhyay, Vice President and Global Head of Consulting COE, Gartner; Mr. Parvez Siraj, Manufacturing Excellence Leader, Target; Mr. Deepak Sood, Head of Sales -



Manya Juneja, member of CID Honoring Mr. Samir Chaturvedi



Manya Juneja, member of CID Honoring Mr. Atul Holkar

APAC CDS; Managing Director - India, Lonza and Mr. Sandeep Bhargava, Vice President, Corporate Affairs & COO, Ola Skilling Private Ltd were invited for the second session themed "Globalization 4.0." The panellists discussed about the business strategies facilitating India, co-existence of globalisation and protectionism and how millennials can make Globalisation 4.0 work. Globalization is a phenomenon driven by technology and the movement of ideas, people, and goods. Nobody can deny that we are living in a globalized world. But whether all of our policies should be "globalist" is highly debatable.

The highly informative and interactive conclave ended with an vote of thanks.

## Craft Fair



Dr. Jitendra K. Das, Dr. BBL Madhukar and other faculty members during Craft Fair organized by Team CSD

Under one of the social initiatives, Center for Sustainable Development (CSD) in association with 'KRIPA School for Special Children' set up a stall to encourage the work of these specially-abled school on November 22, 2019, at Genesis-2019. KRIPA School teaches and train these special children as well as prepares them to face life with courage and confidence. The handcrafted items included paintings, pen holders, carry bags, pots made up of recycled papers and waste products were put up for sale. The stall was inaugurated by Dr. BBL Madhukar, President, FORE and Dr. Jitendra K. Das, Director, FORE. They both purchased the handcraft items from the stall and wished the students and their accompanied teacher's success for their future endeavors. Faculty, Staff, Students and guests encouraged the KRIPA School students by paying the visit to their stall. Team CSD thanked everyone for their contribution to this noble cause and for making this event successful.



## Conversations: Ms. Chhaya Dabas



Ms. Chhaya Dabas addressing the students during FOREword's seminar 'Conversations'

On September 27, 2019, FOREword, the Editorial Committee, organized a seminar on the theme 'Conversations' with the speaker for the day being the distinguished Ms. Chhaya Dabas, Founder of Baatein, a conversational and pod cast platform. The seminar apart from being educational was organized to give the students a much-needed creative break from the hectic MBA lives. Ms. Dabas is a young entrepreneur and is also an expert in the field of creative communications with a penchant for poetry and storytelling. The seminar started with huge applause on her inspiring journey of being a cancer survivor at the age of only twenty-four. Keeping the high note, the session moved on to communicating the importance of creating impressions whether it be in one's professional or personal lives. The power of communication has helped many achieve what they wanted in the corporate world. Further the importance of public speaking was highlighted with defining its primary components which are movement, emotion, content, volume, quality over quantity and engagement. Taking an example of an elevator pitch all of these components were explained. The students were also made to indulge in an activity identifying their best characteristic and how they could use it in their college as well as corporate lives.

The session was interactive with Ms. Dabas taking continuous inputs from the students about variety of subjects. The time passed in a jiffy with her engaging presence and the session closed with students reciting some of their penned poetry and later being joined with Ms. Dabas herself.

## Modus Operandi 2.0

On November 26, 2019, FORE Operations & Strategy Group organised "Modus operandi 2.0" at FORE School of Management. Mr. Arvind Kalra- Director, Supply Chain Management, Perfetti Van Melle and Mr. Navneet Bali- Director of Northern Region, Narayana Healthcare were invited to share their views on Green Supply Chain and Strategy that companies need to follow in the years to come. Mr. Arvind Kalra is an SCM professional with 30+ years of corporate experience. His key interests pertain to developing broad supply chain solutions that span both organizational and supply chain complexities and developing people to deliver their highest potential. Mr. Navneet Bali is responsible for overall strategic planning, operations management, service excellence and business development of the Northern Region, Narayana Healthcare. He

## ASSOCHAM Higher Education Summit 2019



Dr. Jitendra Das along with the panelists at the Higher Education Summit 2019

FORE School of Management, New Delhi in association with the ASSOCHAM organized the Higher Education Summit 2019 on "Transforming Higher Education for meeting future Challenges" in coactions with Indian College Forum during November 15-16, 2019 at India Habitat Center, New Delhi. More than 130 delegates from industry and academia participated in this summit. FORE was the academic partner for this event.

Dr. Jitendra K. Das, Director, FORE School of Management was the Session Moderator for the panel discussion on "Recruitment, Retention, Career and Professional Development of Teachers and Educational Leaders for Higher Education Transformation". To attract and retain high quality faculty an autonomous environment should be offered where they feel good, happy and the emotional and academic intellectual wellbeing is taken care of, said Dr. Jitendra Das, Director, FORE School of Management, Delhi. Citing example he said, "Many faculty who have joined FORE despite having offers from Ivy league institutes and has been with us for years is due to the environment at FORE and the systems which are in place".

was also associated with IOSPL (Cancer Therapy Centres) as Group COO, Rockland Hospitals as Unit Director.

Since last couple of decades, environmental issues caused by globalization have been increasing and traveling faster than forest fire, country to region, region to world level territory, which is a serious cause of climate change and global warming. Mr. Kalra opined that it is high time that companies realize and address the impact of globalization on the environment. He said that the term sustainable or green supply chain refers to the idea of integrating sustainable environmental processes into the traditional supply chain. He suggested that the companies should recycle, reuse and recover their resources.

Mr. Navneet Bali drawing from his experience spoke about how important strategy is for companies to succeed. Strategy according to Mr. Bali is the path that a company should follow in order to succeed. Success is a combination of hard work, knowledge, attitude and destiny, he advised the students to imbibe these qualities to succeed in their endeavours.

Lastly, the seminar had concluded with an vote of thanks to the speakers.

## Corporate Buzz



Mr. Vivek Kalia addressing the students during corporate buzz

### Session 1

December 19-20, 2019 witnessed some eminent speakers interacting with the students as part of the Corporate Buzz organized by Corporate Interaction Division. The event was held in two parts, with Mr. Vikram Chandan, Associate VP, Sony Pictures Networks Distribution India being the first speaker.

Having an experience of twenty-two years in the marketing industry, Mr. Chandan paved the way for the highly engaging two-day seminar. Having worked in the domains of services media, event marketing, content marketing, B2B and B2C business environments, the students through this interaction, got an enthralling perspective of the marketing world. The session started with the discussion on ADC in marketing. ADC stands for artificial intelligence, data and content respectively and their significance in marketing. Beginning with artificial intelligence in marketing, apart from transforming technology, it has changed the previously set standards of marketing. Through performance efficiency and wider reach, artificial intelligence was said to be the innovator effecting reformation primarily in the domain of campaign management. Moving on to data, easy availability and better analytical tools in the data industry have helped marketers understand consumer behavior better than ever before. The grey area of consumer choices has been lightened through this advancement. Lastly, as it is popularly said, content is the king. The content ideas have shifted from being too long to short, crisp and direct as the audiences prefer to know what's in store for them in a short span of time.

The session further went to discuss examples of various companies known for their ad campaigns like Trivago and Oyo. Through such references, the modern techniques of marketing were highlighted. Some of such techniques are understanding consumer behavior, having editable content, capturing the growth of YouTube and marketing to millennials. On this note,



A snapshot from Corporate Buzz organized by Team CID

the session closed with a developed curiosity in the minds of students for the ever-changing marketing world.

### Session 2

On December 20, 2019 continuing with the excitement of Corporate Buzz organized by Corporate Interaction Division, another informative yet fun session was organized with the speaker for the seminar being Mr. Vivek Kalia, Head of Business Operations, Airbus Group Inc. The discussion domain for the session was operations and the recent developments in aviation industry.

The session started with the defining of operations as a systematic process with an objective, a start and an end. Planning and strategically following through it was said to be of prime importance in any business field. It was rightly quoted that failing to plan is like planning to fail. With this thought in mind, the importance of operations in all businesses was highlighted. The discussion then went on to specifically discuss the aviation industry vis-à-vis the role of Airbus in it. Airbus has been around since quite a few years and has seen innovation taking over the aviation industry. To capture this growth of innovation in the operations of Airbus, process automation has been put into place. Automated assembly line has helped reduction in working hours which is of paramount importance so as to increase efficiency. Having served in the navy, the speaker through his personal experiences enlightened the audience of how his transition has been from a navy atmosphere to working in Airbus and how here also, effective implementation has been the key.

Closing the idea of operations in aviation industry, Make in India for Airbus and its developments were discussed. With ideas of making India more accessible, the session concluded by encouraging students to take the innovative path and persist through it as eureka cannot happen in a routine nine to five job.



## Excel



Instructor explaining the nuances of Microsoft Excel to the students

“Microsoft Excel is one of the most powerful and most important software applications of all time.” Keeping this thought in mind, FEFF in collaboration with FOREVision organised a Workshop on 'Business Analytics - Advanced Excel' on October 12 and October 13, 2019. The 2 days proved be very fruitful for the students as they learned about the business aspects of excel and how it helps in a better conceptualisation of a problem giving a feasible solution to the companies.

The workshop was a 12-hour hands on practical experience with session starting from providing the students an overview of excel to teaching them about advanced formulas, pivot tables and management dashboards and then touching upon the automation aspect by talking about Macros and Visual Basic.

The instructor also gave instances of how excel plays a vital role in various managerial roles of HR, marketing, Finance and Operations. FOREVision also provided the students with a lifetime access of their online course on Excel to help them access the information anytime they want.

The workshop proved to a great stepping stone for the students to expand further opportunities in this area and also a value in their resume.



Students Working intently during the workshop

## Panchtatva



Speakers of Panchtatva 2019 at FORE

FORE Alumni Network hosted its flagship Annual Alumni Interaction meet- *Panchtatva* on 27 November in Pragya Hall. They invited six of FORE's alumni as panellists who then shared their views on the topic “Emerging opportunities in various domains of Management.”

The guests invited were Mr. Sukhvinder Ahuja - Director-CRM & ERP, Microsoft from IT sector, Mr. Sanjeev Kumar-Sales Head-India & South Asia, Swarovski from Marketing, Mr. Gaurav Srivastava-Global Head Digital content, Mahindra Comviva, Mr. Sachin Jain-Co-Founder, Moneygain Consultants from Finance domain, Ms. Shaaista Bhat-Director, Management Consulting, PwC India from HR department and Mr. Dhruv Bansal-Senior Manager-Online Business & Strategy, Lenskart from Strategy and Operations domain.

The various topics which were touched upon by the speakers were Changing trends in sales, Consumeration of digital and IT transformations, future of work in HR and the changing competencies, Go-to-market strategy in today' sector, future of wealth management among others.

The students also asked their queries from each speaker and received some insightful advice. The questions mostly revolved around how to make a career in the domains ranging from Finance, IT, HR, marketing and Operations-Strategy. The common belief that all of them shared was that there a heap of opportunities in each of these sectors, but students need to dynamic enough to adapt to the changing trends and keep on adding value to themselves to stay relevant in the market and achieve success.



A snapshot from Panchtatva

## Achiever's Column



Malika Bansal, Madhav Garg and Symoon Zamir - second runners up of HRmony, HR Management event organized by IIM- Ahmedabad

Indian Institute of Management, Ahmedabad organised its HR Management event, HRmony under Red Brick Summit, 2019 from August 25, 2019 to October 2, 2019. The competition consisted of 3 rounds. Out of the total participants of over 4000, a team comprising of Malika Bansal, Madhav Garg and Symoon Zamir of FORE School of Management were declared second runners up. They were awarded with certificates.

Under the same summit, IIM Ahmedabad organised Tradecraft, the auction and trading competition consisting of 3 rounds held from August 7, 2019 till October 3, 2019. Vishal Jha from FM batch of FORE School of Management along with Suhail Shangari from MDI, Gurgaon were declared the winners of the competition winning a cash prize of Rs.40,000.

Indian Institute of Foreign Trade, New Delhi organised Chauser, Annual Consulting Conclave from September 25, 2019 to October 13, 2019. It was organised Socrates, the Consulting & Strategy Club of IIFT. Heesha Sawhney, Karan and Raghav Mittal of FORE School of Management bagged the second position winning a cash prize of Rs.20000 along with certificates.

SRCC GBO's HR Society Agrata organised tHRive 2.0, HR Summit 2019 from October 10-20. The competition consisted of 3 rounds. Ayushi Vohra, Chhavi Khurana, Udit Jaiswal and Yash Bharadwaj of FORE School of Management were declared first runners up winning a cash prize of Rs.5000 along with goodies and certificates.

Shailesh J. Mehta School of Management, IIT Bombay organized Pinnacle - The upper crust under Avenues, Annual business festival of SJMSOM, IIT Bombay. The competition consisted of 4 rounds starting from September 27 till October 18. Neha Singh and Pragya Bhandari of FORE School of Management won the competition along with prizes worth Rs. 30,000.

Auctionniare, organised by MArClan, Marketing Club of IIM Udaipur was held from September 22, 2019 to November 9, 2019. The competition was held in 3 rounds with over 500 participants. Akshay Tomar, Anant Jain and Ankit Narang of FORE School of Management won the competition along with a cash prize of Rs.20,000 and certificates.

HRidaan, HR Club of IIM Raipur organised HR Concours from October 19, 2019 to November 10, 2019 under Karmaanta, the Annual Management Fest of IIM Raipur. Chhavi Khurana, Udit



Neha Singh and Pragya Bhandari - winners of Pinnacle - The upper crust under Avenues, Annual business festival of SJMSOM, IIT Bombay

Jaiswal and Yash Bhardwaj of FORE School of Management were declared winners and were awarded with a cash prize of Rs. 20000/- along with certificates.

Neha Singh and Pragya Bhandari of FORE School of Management were on a winning streak by winning two competitions under Manfest - Varchasva '19, the annual business festival of IIM Lucknow. They were declared runners up ITC Call for Arms Challenge which were held under 2 rounds from November 3, 2019 to November 16, 2019. The pair was awarded with a cash prize of Rs. 20000/- along with certificates. The second win came with the competition Uttar Pradesh Tourism Travel Trails held from October 30, 2019 to November 17, 2019. The team were declared winners and bagged prizes worth Rs. 35000/- and certificates.

"Mamma Mia" the Runners-up team of Inter College Business Plan Competition -CONCOT 2019 - A business to engage stay-at-home mothers to deliver tasty tiffins by Shweta Bhatt, Anubhuti, Shweta Saxena and Pankaj Goyal bagged another Runners-up Trophy during the HULT Prize Competition '19 in November 27, 2019 at IIT Roorkee Fest.

Month of December saw Vanshita Singhal and Varun Jain of FORE School of Management coming in at 2nd position in



Akshay Tomar, Anant Jain and Ankit Narang- winners of Auctionniare, organised by MArClan, Marketing Club of IIM Udaipur





Ayushi Vohra, Chhavi Khurana, Udit Jaiswal and Yash Bharadwaj- first runners up at SRCC GBO's tHRive

Chanakyaneeti 2.0, at International Management Institute, New Delhi. The competition was organised by the Economics Club of IMI and was held under 2 rounds from November 29 December 14, 2019. The team was awarded with a cash prize of Rs.3500. The last 3 months witnessed a plethora of events being won by the students and making FORE proud yet again.

## Cricbid



Winners of Cricbid along with Team FOSTR

For all the aspiring the strategist and for those who can outsmart others, FOSTR conducted CRICBID to put the participants skills to test. The event was conducted in two rounds. First round was an online quiz round and followed by a bidding round. Participants were required to register in teams of 2-3. Ten teams were shortlisted and were given a chance to participate in round 2.

After an exciting and fun filled bidding round, CRIBID came to an end. Team Turnout were the winners and Team Bidding Masters were the runners up. Winners were given a prize money of ₹2,000 and the runners up were given a prize money of ₹1000.



Runners up of Cricbid along with Team FOSTR

## Arthshastra 3.0



Students listening to Mr. Ankit Aneja during Arthshastra 3.0

FORE Economy and Finance Forum invited organised 3rd session of Arthshastra on November 6, 2019 in Pragya Hall. They invited Mr. Ankit Aneja- City General Manager, Slice Pay to talk on the theme "Credit Worthiness- First step to your financial ranking. Mr. Aneja started the session by giving a short introduction about himself and then went on to give an overview of credit rating and its significance.

He advised the students that whether at the consumer level or at a corporate level, credit ratings are an important factor in assessing the borrower. He asked the students whether they are aware of the term credit and then went on to explain its basic meaning.

He then moved on to discussing the idea of financial ranking and what factors play an important role in determining the same. The concept of credit was then explained in layman terms by taking 2 cases- First is when we go to a friend to borrow money and second was when we have a fixed pocket money. He also gave some handy tips to students of how not to default their payments and maintain a good credit rating.

Mr. Aneja made sure that the session remain as engaging as possible by explaining the concepts and answering student's queries using every day examples. He ended his talk by sharing his mantra of success "Keep life simple and avoid complicated things".



A student asking a question during the seminar

## Anubhuti - An Interface with Corporate World.



Mr. Sanjay Agarwal interacting with the students during *Anubhuti*

On October 9, 2019, Corporate Interaction Division organised an interactive *Anubhuti* session by inviting Mr. Sanjay Agarwal, Finance Director, Microsoft as the speaker. The theme of the session was 'How Organisations Leverage Technology to Meet Business Complexities'. The session started on an interactive note where the speaker spoke of his experience in the field and what the audience thought of technological advancement.

The session went on to discuss about how the digitally transformed world has become, both commercially and otherwise in such a short span of time. The transformation in business to business and business to consumer transactions has changed the entire way of doing business. In lieu of such progress, Microsoft's mission which is to empower every organisation on the planet to achieve more was highlighted. At present, the world is witnessing a revolution in the industrial sector, which is popularly known as Industry 4.0. In this, the organizations are relying on web and technology to be differentiated in the market without which the organisations may become obsolete. Few of the tools of such advancement were discussed namely, cloud and edge technologies, artificial intelligence, and mixed reality.

The session closed with a special message from the speaker where he shared some of his learning out of his professional career. The insights were one should always look at the bigger picture, should try to be a self starter, identify future opportunities and most importantly, everyone should enjoy what they are doing. Summing up with this thought, the session ended in huge appreciation.

On October 31, 2019, Corporate Interaction Division organized a seminar in the domain of Human Resources so as to educate the students of different practices that are existing and are trending in the HR world. The distinguished speaker for the event was Mr. Anil Kumar Mishra, Chief Human Resource Officer, Magicbricks.com.

Having an experience of over 23 years in the HR industry and having served in organizations like Justdial, Mr. Mishra guided



Mr. Anil Kumar Mishra answering a student's query

the students through the vast industry of HR. The session began with the idea of understanding why the students had chosen to pursue a MBA degree in the first place and whether HR was their true calling. Once the students had ascertained that, the session moved on to explaining the basics of HR like POSDCORB which is an acronym for planning, organizing, staffing, directing, coordinating, reporting and budgeting. For any manager, these seven words are quite important in their management journey. No matter which domain a manager belongs to, he has to take part in these activities at some point in his career. This acronym defines a strategic framework to ensure efficiency and returns. The skills required to become successful personnel in the field were said to be a culmination of analytical as well as creative thinking. The most imperative of all the skills though, was emphasized to get out of one's comfort zone and talk to as many people as one can.

With the idea of aiming to be better every day by challenging your own self, the engaging seminar came to a close.

On November 7, 2019, as part of the *Anubhuti* sessions organized by Corporate Interaction Division, the students got a chance to meet and listen to the young and dynamic marketer, Mr. Gaurav Mehta, Chief Marketing Officer, GirnarSoft. Having served in different organizations like Yahoo and OLX, the fun seminar had a lot of key takeaways. Instead of a single person dialogue, the seminar was organized as a question-answer session where the students had posed various questions to the speaker regarding his choices and experiences.

The session began with one of students asking about the best moment in the speaker's professional career. Mr. Mehta having witnessed the initial years of Yahoo at the time of internet boom in the early 2000s identified this as a noteworthy moment in his career. The question marked the opening note of the session and from here, the conversation took off. The next few questions catered to the experiences at Yahoo, OLX and Brand DNA and the shortcomings of Yahoo. Through this, the importance of leadership in an organization was highlighted. Yahoo witnessed a leadership flux having changed six global CEO's in a short span of four and a half years. This coupled with aggressive acquisition strategy and being too confident of their position, were identified as some of the reasons where Yahoo and such other





Mr. Gaurav Mehta addressing the students

huge organizations went wrong.

Coming to the individual perspective, the qualities and skillset required for a marketer were discussed. A strong understanding of consumer behavior, analytical mindset, ability to decode data, and identifying opportunities were some of the requirements to become a successful marketer according to Mr. Mehta. The session closed on a joyous note, as the conversation between Mr. Mehta and the students managed to brighten up a gloomy winter afternoon for many.

November 7, 2019 witnessed a seminar organized by Corporate Interaction Division which welcomed Mr. Prashant Dayal, Head Customer marketing, PepsiCo as part of *Anubhuti* sessions. The theme for the session was 'Changing Face of Indian Consumer Industry'. The students were enlightened with his enriching experience in the FMCG sector and the latest trends in the domain of customer-oriented marketing through the session.

Mr. Dayal is a strong business, commercial and marketing leader with over sixteen years of experience in the FMCG sector. Having worked at some of the leading organizations like Reckitt Benckiser, Marico and Beiersdorf and some well-known brands like Nivea and Dettol, he shared his experiences in detail with the students. He has been working with PepsiCo for more than eight years now. FMCG was discussed as the fourth largest sector in the Indian economy contributing approximately US\$ 840 billion to the retail market. The driving growth factor was said to be the growing disposable income of the Indian



Mr. Prashant Dayal giving insights on FMCG industry to the students

population. Increase in such income in rural India and low penetration levels were touted to be some of the major opportunities for the sector. The consumers of the new generation were said to have dynamic mindsets with alternatives easily available to them and the price of shifting being low. To appeal to such consumers, it was said that it is essential to build a connection with them through a brand. Through such brand campaigns, the role of Gen Z was discussed in changing the landscape of marketplace and its offerings.

The session concluded as being an interactive and participative one where students got a chance to understand how the heads at major organizations view the marketplace which would surely help students develop a corporate mindset. The session was an enhancing student-corporate interaction.

## Tableau & R – A Workshop by IBF



Mr. Nitin Sethi and Mr. Gaurav with students during the Tableau and R workshop

International Business Forum and Fore Technical Division collaborated along with McKinsey & Co and SpiceJet to organise a workshop on Tableau and R on October 5, 2019. Mr. Nitin Sethi- Data Scientist, Mckinsey and Co and Mr. Gaurav -Project Manager-IT, SpiceJet were the trainers for the day the team was honoured to have them to share their knowledge with them.

The workshop was aimed at bringing to learn key analytical languages which helped the students to excel in the business world. Almost all big firms today use Big data for analysing their problems and finding better solutions and Tableau and R are the two most common used analytical tools.

The trainers covered all the basic aspects of the two statistical tools and what were its applications in Banking and Healthcare, E-commerce and Social Media Marketing. Various case studies were also discussed discussing the practical implications for the same. The students also got the opportunity to clear their doubts about the role of these statistical tools in a business scenario. They also enquired about the career prospects for the same. Students who successfully completed the training also got a certificate from School for Analytics and Smart Future Analytics Pvt. Institute.

The seminar proved to be a great learning experience for the students and got them ready to simplify business problems using analytical tools.

## X's and O's



Naman Sharma, Siddhant Hingorani and Kartik Nagpal - winners of the competition X's and O's

Team FOSTR had conducted X's and O's - A fun fusion between Exim and Operations as a part of OPS-IB weeks. Tic tac toe is a child's play, but not when operations and international business is thrown into the mix! Tic-tac-toe adds a lesson to the importance of decision-making and consequences-one wrong move and you lose. Noughts and crosses played with a mathematically proven strategy with always end up giving you the best result. Business awareness coupled with strategy is the biggest strength of a business leader.

On November 25, 2019, teams of 2-3 members participated in the competition. The team with the best move gained an edge over others and the winners were given an OPS-IB Week Certificates. Naman Sharma, Siddhant Hingorani and Kartik Nagpal were the winners of the competition.



Aman, Akriti and Soumy - 1st runners up of the event X's and O's

*"It is not the strongest or the most intelligent who will survive, but those who can best manage change."*

- Leon C. Megginson

## Sanrakshan



Students planting trees at Vishwa Dharmayatan Sanathan

As an annual ritual of partaking in the betterment of the world around us, Team *Antar* organized the annual plantation drive, Sanrakshan on October 13, 2019. The motto for the drive was, if you plant a tree, you plant a life.

The preparation for the event had started weeks before, with running of campaigns like 'One Touch of Nature' to spread awareness among the students and also, to make the event memorable and fun. In this campaign, a wish tree was constructed in the college campus where the students had to write one way of conserving the environment. With the excitement in students growing, the day of the drive came. The drive started at 7 in the morning and saw the students turn up in huge numbers. The venue for the same was Vishwa Dharmayatan Sanathan. The morning started with chitter chatter of putting up banners, collecting samplings, dividing volunteers and eventually planting of the samplings.

With the hard work of Team *Antar*, volunteers and students, the plantation drive turned out to be a huge success. At last, acknowledging the deteriorating state of the environment, the students made a promise to come back next year with equal if not more vigour and enthusiasm.



Students along with Team *Antar* during the plantation drive



## Karve II



Winners of Karve II

Sports help build the character and personality of a person. It certainly is an excellent tool to keep the body physically fit. Sports have a massive positive effect on both the mind and body. In an effort to add colour and excitement to student's busy schedule, FORE sports and cultural division had organized Karve II -Table Tennis Competition. The event kicked off on October 3, 2019.

The event had four different formats namely Men's Singles, Women's Singles, Men's Doubles and Mixed Doubles. Each match had three sets each (Semi-finals and Final matches had 5 sets). Karve II received an overwhelming response and the event concluded with a bang.

Anant Bhargava was the winner of men's singles, Manyank Singh and Manav Malhotra were the winners of Men's Doubles. Akanskha Aggarwal was the winner of women's singles, Anant Bhargava and Shubhi Nehal were the winners of mixed doubles.

*"Being the best is not good enough. Try harder. Just make sure having fun is a central component of striving for excellence."*

- Carl Horowitz

## Melange: The Marketing Seminar



Ms. Tanya Gupta addressing the students

On October 17, 2019, Special Interest Group - Marketing organized *Melange: The Marketing Seminar*. The topic for discussion was Marketing 2.0 - Digital in Marketing. Ms. Tanya Gupta, Group Head, Media and Buying at Interactive Avenues was invited to share her experience and insights. Ms. Tanya Gupta has worked with brands like Microsoft, Nestle, Twinings, Telenor, Nokia, Sony, Samsung and LG. She had also worked with three of the biggest advertising groups (Dentsu Aegis, WPP Group and IPG), which exposed her to very dynamic business environments.

Internet accessibility and penetration has created new avenues for marketing. Internet in India is an urban phenomenon and becoming a rural as well, thanks to companies like Jio. Social media is shaping our opinions and consumers buying patterns. Ms. Tanya Gupta opined that internet has changed the consumer behaviour, making a customer more impulsive. Ms. Tanya also said that digital marketing has become a very crucial aspect to the marketers and more and more companies are adopting digital channels to reach out to their potential customers owing to the increase in the internet penetration in India.

## Newsroom Session

Personality Enhancement cell conducted a newsroom session on October 11, 2019 for the students in the wake of their upcoming Placement season.

Organised by Personality Enhancement cell, Newsroom session saw both the juniors and seniors getting enlightened on the two main topics- Section 35 A and 370 and International Water Crisis. The session started with Prof. Faisal Ahmed addressing the students and highlighting the need to know about current topics. He then went on to introduce about the topics.

Rahul Kumar and Payal Shrivastav from Team PEC then went on to discuss about Section 35 A and 370 by telling about its origin, the treaties involved, its pros and cons and the way forward. They also discussed about the views of the people living in Kashmir about this act.

While informing about the International Water treaty, both of them covered the reason for climate change and how it creates climate refugees resulting in dislocation and compromise of livelihood. The recent Chennai and Cape town's water crisis was also touched upon.

The session concluded with students asking their queries about both the topics and weighing in on their own opinions.

The day witnessed a much-needed newsroom session for the students preparing for their summer internships and final placements.



## New Year: Get-together

This year, FORE organized a get-together, like the previous years for the celebration of New Year on January 1, 2020 to share the love and care with FORE family. Members of Executive Board, faculty and staff were present on the occasion with great enthusiasm. The Director introduced Dr. BBL Madhukar the newly elected Chairman of the Executive Board of Foundation for Organisational Research & Education (FORE Society) and

Dr. Vinayshil Gautam, Vice Chairman of the Executive Board of Foundation for Organisational Research & Education (FORE Society) and they wished everyone good health and happiness, new achievements and a lot of new inspirations.

The get-together was very pleasant because of the happiness of everyone one meeting and greeting each other in a relaxed environment and everyone relished the scrumptious lunch. The emotional bonding within each one's heart could be felt in the air.!!



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