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## Message from Director



### Managerial-ship is Challenging: Now More Than Ever Before

In the aftermath of Covid-19, global economies and countries are still reeling from its impact. In times of sharp changing circumstances that are so uncertain, perhaps there is nothing more important than how a leader communicates. People, in general, tend to place more value in their leader's communication than that of other employees. They focus on it, understand it, interpret it and try to read between the lines. Looming unpredictability makes people pay even greater attention and more caution to what leaders say, how they say it and what they mean by saying it. And this aspect must be understood by leaders as well.

As a leader, one must know how to communicate when times are highly sensitive, such as in the current pandemic scenario. In the workplace, the key to build trust is transparency. But equally important is to know how much is too much information and what kind of communication works best.

#### Major Challenges Faced by Managers Today

Navigating the competing and challenging priorities that leaders are facing currently is a delicate act of balancing. This isn't a time for coaches to lean back. Rather, it's a time when they need to lean in and reach out. Teams need effective leaders who can help them tide over the crisis. They need someone who can give them a perspective.

Here are the top challenges that managers are facing in the current climate:

#### Uncertain Future

Currently, about 80% of managers are operating without a comprehensive plan and vision of how and why changes are being made. Due to the Covid-19 pandemic, existing management models have become redundant as they no longer address the hurdles posed by the crisis. This is impacting the mental health of employees, while employers are making rash decisions or putting off crucial decisions until there are more data points to work from.

#### Tracking and Maximising Team Productivity

All successful organisations have one thing in common: high employee productivity. And for this, tracking and improving

team productivity are essential. But in the current scenario, businesses have had to change their working models. It has, thus, become difficult to keep a track of and improve employee productivity due to the continuously evolving workplace. Technology, pandemic and globalisation have led to these changes. Productivity tracking becomes even trickier for those managers who are supervising a team with different work setups, routines and time zones.

#### Ensuring Wellbeing of Employees

Covid-19 has proven to be an ominous threat, affecting the health of both businesses and individuals. Nearly 93% of employees have admitted to struggling with mental health in 2020. Working remotely, many have reported feeling less connected with their colleagues. Job insecurity and health & safety concerns on returning to the workplace are other sources of stress. Managers are struggling with the task of eliminating the elements of distance and fear within teams.

#### Making the Right Recruitment Decisions

Recruitment is not an easy task. Employers often struggle to find talent having the right skills. Present-day hiring managers have a tough job ahead of them as they need to hire while adapting to the trends accelerated by the pandemic. Virtual recruitment, employee wellbeing, and remote working arrangements – all call for a new strategy. Even talent acquisition plans need to be re-examined to attract a diverse pool of candidates. All this has to be concluded with a great onboarding experience.

#### Shaping the Company Culture

Keeping the organisational culture alive will be the biggest challenge for companies in 2021. Company culture is what drives employee engagement and productivity. As more companies adapt to hybrid working models, more dispersed teams have come into existence. Employees working from home also deal with increased isolation. The virtual team interactions are more often restricted to just a team and its manager. Therefore, today's managers have a greater role to play than ever before in shaping the organisation's culture.

#### Summing Up

Managers have the role of a leader in the workplace. And as a leader, they have a critical voice in keeping people calm, engaged, and more focused. Given the current circumstances, managers will have to be clear about and also plan for the intentional redundancy of their message to the teams to mollify anxiety, if any. They need to strike the right balance between delivering facts but also being humane and demonstrating empathy. Managers must bring their team members together, help them expand their focus, give concrete suggestions and make pragmatic decisions for the betterment of employees and the company. While developing clarity about the present, it's also important to plan for the future and motivate people to find hope in the chaos. By being careful of the words and message they choose, managers can be a beacon of light in choppy and ambiguous work environment.

Dr Jitendra K. Das

## Message from Dean (Academic Services)



Dear Students,

I trust that you are taking care of yourself and helping your family well in this crisis time!

At the present juncture, none of us have ever realized that we will ever face a pandemic such as COVID-19. Perhaps, India has just recovered from the Covid 2nd wave, or to say still recovering. The aftermaths of lockdown fall brutal on most businesses, forcing them to embrace the uncertainties. One such industry that bore the brunt of Covid was the tourism industry. Soon after Himachal State Government relaxed Covid19 norms, pictures and videos emerged on social media showing thousands of people flocking the tourist destinations. This was highly looked down upon by the masses who feared that this may invite the third wave in the country. The tourism sector of Himachal Pradesh contributes 7% to the state GDP and while its pivotal in securing the State's income and employment, what is yet to be discovered is whether it was ethical to let tourist inflow in the state in Covid times.

As Managers/leaders, one may encounter situations that put us in a spot to choose between Profit and Ethics. Under such circumstances it's important to identify the key stakeholders. In Himachal, the key stakeholders will be the tourists, local vendors/hoteliers etc. residents and the state government. The State has taken the necessary actions to ensure safety and monitor large crowds. The hoteliers, tourism industry, vendors etc. are finally able to recover losses and generate revenue before the tourist season end. The tourists are enjoying but the local residents fear that unruly tourists who are being careless will bring danger on to others and this fear looms in the mind of general public too. While it's difficult to conclude on whom the responsibility of Ethics falls, its certain that we all have to behave responsibly for safety of oneself and others. It is not just the tourists crowding the streets but the entire country is slowly getting on the streets. Hence what is a must is "Mask-on", "Social distancing" and "Vaccination", the three pillars of Covid Protocols.

With best wishes!

**Dr Hitesh Arora**

## Student Editor



Working on this first edition of FOREprints as a part of FOREword invokes a sense of bittersweet happiness. Bitter because the senior members are leaving and they will be missed, and sweet because now we have come a long way and will be taking on the responsibilities handed over by senior members. Thanks to the seniors, the year went by without any hiccups as they were always there to guide us even in these unprecedented times where online classes and events have become the new normal. I hope that things get better soon and we can go back to the way things were. I, along with my team strive to take this committee to greater heights and achieve many things.

**Abhisar Verma (FMG 29, 291006)**

## FORE International Business Conference (FIBC) 2020 on “Future of Business in the New Global Realities”.

November 27-28, 2020 (in virtual mode)



“India and Russia are connected with long-standing relations that are based on a firm foundation of long-term friendship and mutual sympathy of our nations”, said Dr Alexander L. Rybas, Trade Commissioner of the Russian Federation to India. He was delivering the inaugural address as Chief Guest of the FORE International Business Conference (FIBC) 2020 on the “Future of Business in the New Global Realities” organized by FORE School of Management, New Delhi, India, on November 27-28, 2020 in virtual mode.

FIBC 2020 brought together eminent scholars and diplomats to deliberate on the new global realities, and to decipher a pragmatic roadmap relevant to global business and policy-making efforts. More than thirty research papers were presented in six technical sessions spread across the two days. The technical sessions included those on International Trade and WTO Issues; Technology, Strategy and the New Realities; International Finance and the Financial Systems; Global Marketing and Consumer Research; Cross-cultural Contexts and Organisational Studies; and, Geo-economics and the Geopolitical Architecture. Besides, there was a dedicated plenary session on Discourse on New Global Realities that examined the geopolitical discourse and strategic realities in the Indo-Pacific region. Also, there was another plenary session dedicated to Africa and titled as India-Africa Business Forum, which was organised under the aegis of FIBC 2020 by FORE School of Management in collaboration with The Diplomatist. The conference ended with a valedictory session.

In his inaugural address, Dr Rybas, who also served as the State Secretary and Deputy Chairman of the Federal Environmental, Industrial and Nuclear Supervision Service (Rostekhnadzor) in the Russian Federation, emphasised on India-Russia bilateral trade potential. He asserted that the long-term goal of the India-Russia trade relations is to

achieve bilateral trade of \$30 billion by 2025, coupled with a growth in mutual investment flows to at least \$50 billion. He said that in order to achieve these goals, it is necessary to focus on updating the bilateral legal framework e.g. signing the free trade agreement between the Eurasian Economic Union and India. He emphasised that such integration efforts will help remove tariff barriers, reduce quantitative restrictions, simplify rules for import licensing and the use of anti-dumping measures, while also bringing Sanitary and Phytosanitary (SPS) measures in line with the World Trade Organisation (WTO) regulations. He emphasised that there is immense potential for cooperation between Russia and India and mentioned that in sectors such as information and communication technology, fin-tech, space exploration, environmental protection, engineering services, educational services, quantum technologies, and data security, such prospects are being actively discussed. Moreover, he also mentioned the growing interest of the Indian side in Arctic research.

The conference began with an opening remark by Dr Faisal Ahmed, Conference Convenor, FIBC 2020. Dr Ahmed, who is an Associate Professor of International Business at FORE School of Management pointed out key issues that can help comprehend a pandemic-induced global order. Referring to the United States-China rivalry, he called for geopolitical isostasy that can establish an equilibrium among key factors viz. indispensability of economic partnership, response to humanitarian needs, and pro-active security cooperation. He also discussed mega-regionalism in international trade citing examples of the Trans-Pacific Partnership and Regional Comprehensive Economic Partnership and maintained that they are destined to play a larger role in the post-pandemic world. He also emphasised climate change-related vulnerabilities citing examples of challenges faced by the Small Island Developing States (SIDS) and argued that these challenges should be factored in managerial decision-making.

Dr Jitendra K. Das, Director, FORE School of Management, New Delhi delivered the welcome address. Dr Das maintained that in the past few decades, there have been a series of trade agreements to essentially ease the flow of goods and services among the partnering countries. However, because of the changing geopolitics in the recent past, he said that the United States' 'America First' and India's 'AtmaNirbhar Bharat' are attempting to focus on local production, thereby diluting cross-border trade. He

emphasised that India and the United States' banning certain products from across the border paints a very different picture as far as cross-border trade is concerned. Such actions, he argued, are primarily a result of reported cost parity disruptions. Dr Das, who has also served as a Professor of Marketing and as Founder Dean of Noida Campus of Indian Institute of Management (IIM) Lucknow, maintained that undue state control on the cost of production, and predatory pricing, are unfair for trade competitiveness.

Hon'ble Dr Shekhar Dutt, Former Governor of Chhattisgarh, and Ex-Defence Secretary, Government of India delivered the Distinguished Keynote Address of the conference. He began by giving a historical overview of the defence and industrial capabilities of Russia. DrDutt, who also served as Deputy National Security Advisor in the Government of India said that the Soviet Union brought in a massive amount of change from the First World War to the Second World War and depicted huge capabilities in their defense technologies and also in certain other industrial technologies. Talking in the context of emerging realities in the domain of business, he called for organizations and people who are able to anticipate changes and convert them into opportunities for developing organizational competitiveness. He also emphasised the increasing role of technology in the global business environment. DrDutt maintained that in the new global realities, it is pertinent for organisations to revisit their business models accordingly.

This was followed by a special address by Prof. Vinayshil Gautam, an internationally acclaimed management thinker and practitioner. He emphasised how the new global realities are shaping the world. He explained about investments in healthcare with a particular emphasis on Covid19 vaccines. Further, Prof. Gautam also discussed the Bay of Bengal Initiative for Multi-Sectoral Technical and Economic Cooperation (BIMSTEC) and highlighted its immense potential and growth prospects. He also asserted that businesses will come to countries and conglomerates with strong financial sectors. He substantiated it by taking the example of China's booming exports and how it was the only country which benefited even in the times of Covid19. Prof. Gautam, who is also Vice Chairman of FORE School of Management, and earlier held prestigious positions including being Founder Director of IIM Kozhikode and Emeritus Chair Professor at Indian Institute of Technology Delhi, explained the importance of technological development by taking examples of the United States, Russia and BIMSTEC, and emphasised on manufacturing and regional trade prospects.

Prof. Arpita Mukherjee, Professor, Indian Council for Research on International Economic Relations (ICRIER), New Delhi, also delivered a special address. She emphasised the Industrial Revolution 4.0 and highlighted the potential and prospects. She also discussed the impact of Covid19 and argued that it is important for organizations to adapt to the disruptions. She complimented the 'AtmaNirbhar Bharat' program and localization in manufacturing, while also highlighting the challenges it faced especially related to supply chains. She emphasised new business opportunities in technology particularly in finance, health, artificial intelligence (AI), IT and other areas. She also discussed the lack of patents and copyrights in the field of green technology which are required in order to compete with other countries. Prof. Mukherjee, a leading economic and trade policy researcher, also suggested that businesses should engage in a constructive dialogue with the government on digital financial inclusion. In addition, she also called upon the businesses to seek WTO approved subsidies and support to enhance their global competitiveness.

Finally, Dr B.B.L. Madhukar, Chairman, FORE School of Management delivered the vote of thanks. In his speech, he also emphasised developing India's potential in key sectors like IT. Dr Madhukar, who also serves as Director-General of the BRICS Chamber of Commerce and Industry in New Delhi maintained that Indian businesses should focus on research-based outcomes and should be able to compete with China and other countries. He further emphasised India's immense potential emanating from its workforce and stressed the need for enhanced training and skill development to foster the potential of youth in the country. Comparing India with China in decision-making systems, he elaborated on how India works on an inclusive and consensus-based system.

The inaugural session of FIBC 2020 set the tone for the successive technical and plenary sessions. The 2-day international conference was supported by the Association of Management Development Institutions in South Asia (AMDISA). The Diplomatist, a leading foreign affairs publication, was the media partner of the conference. The conference included participation by distinguished scholars and diplomats from various countries including the United States, the United Kingdom, Switzerland, Poland, Turkey, Thailand, the United Arab Emirates, Uganda, and other countries in Africa and Central Asia. The Rapporteur of the inaugural session was done by Mr. Shashank S. Natarajan, Ms. Ritika Dobhal, and Mr. Pranav Arora, the participants of the International Managers' Group (IMG) program of the FORE School of Management.

## 14th NATIONAL EDUCATION ASSOCHAM SUMMIT 2021: NEP 2020 Transforming Educational Landscape of the Nation and Carving a Road Map for Implementation

February 18-20, 2021

The 14th National Education Summit 2021 was organized by ASSOCHAM from February 18-20, 2021 through the virtual mode. 'National Education Policy 2020 - Transforming Educational Landscape of the Nation and Carving a Road Map for Implementation. More than 300 delegates from industry and academia participated in this event.

The third panel of this informative summit was moderated by **Dr Jitendra K. Das**, Director, FORE School of Management, New Delhi. "Researching Quality Assurance in Higher Education - Accreditation and Ranking Universities" was the motion under consideration for this panel.

Keeping in line with the theme of the session, the focus of the conversation rested on the role of research and accreditation in academia, especially with regards to the Indian scenario. **Dr Das** opened the session with his take on the agenda in motion, wherein he emphasized the importance of research publications.

He started his address by stating that globally, India ranks third in Scientific Publications, albeit this rank is based on the number of research publications and not their respective qualities. The United States of America and China are the only two higher-ranked countries than India in this criterion.

However, the debate still comes down to the quality of the publications, which is an important consideration that all educational institutes can look to improve. To further accentuate his point, he presented the example of FORE School of Management, New Delhi, a B-school that provides lucrative incentives to its faculty members to conduct successful research and publish them.



Dr Jitendra K Das speaking in the event

Concluding his views, **Dr Das** stated that harnessing opportunities for high-quality research will aid students to progress in their academic life and earn worldwide respect as well.

Thereafter, the panel was open for discussion wherein the respected speakers presented their perspectives on the said theme. The discourse of the panel followed a question-answer pattern wherein **Dr Das** put forth pertinent questions related to the implementation of the NEP and its impacts on research quality and accreditation. Some of the questions were also directed from the perspective of a management school.

Apart from **Dr Das**, many educational stalwarts were part of this forum. These included:

**Mr. Sanjay Padode**, Chairman, Centre for Development and Education, IFIM,

**Prof Govind Prasad Sharma**, Chairman, National Book Trust of India,

**Dr Ashwin Fernandes**, CEO, QS I-GUAGE,

**Prof. (Dr) Raj Singh**, Vice Chancellor, Jain University (Deemed),

**Dr Victor Gambhir**, President, JECRC University,

**Dr Nirmal Sharma**, Vice-Chancellor, Bhagwan Mahaveer University, and

**Dr Gopal Krishna Joshi**, Executive Director & Member Secretary, Karnataka State Higher Education Council, Government of Karnataka was the Guest of Honour on this prestigious panel.

## Indo-Gulf Marketing Association 6th International Research Conference on "Reimagining Business: New Customers, New Markets" held at Sydney

Saturday, January 30, 2021

The Indo-Gulf Marketing Association (IGMA), in collaboration with FORE School of Management, New Delhi organised the 6th International Research Conference on the topic 'Reimagining Business: New Customers, New Markets' on Saturday, January 30, 2021, in Sydney virtually. It witnessed participation from 23 presenters, hailing from different continents and more than 140 delegates from industry and academia participated in this conference. FORE was the Academic Partner of this event.



Dr Jitendra K. Das speaking in the conference

**Dr Mohan Lal Agarwal**, President, IGMA initiated the program with a welcome address. The co-host of the Inaugural Session, **Dr Jitendra K. Das**, Director, FORE School of Management, New Delhi added that the objective of such conferences is to widen the business acumen of the attendees to guide them towards attaining deeper understandings.

After the co-host address by **Dr Jitendra K. Das**; The first keynote address was delivered by Ms. Nadia Touil Louis, Head of eBusiness Development-Nestle, Asia, Africa, Oceania, and Singapore. Mr. Binu Jacob, CEO & Managing Director, Nestle, Ho Chi Minh City, Vietnam delivered the next keynote address. The final keynote speaker was **Dr Andre Bonfrer**, Professor and Head of Department of Marketing, Deakin University, Melbourne, Australia.

**Dr Jitendra K. Das**, Director, FORE School of Management, Delhi summed up the keynote addresses by reinstating how they focused on both industrial as well as academic perspectives. He pointed out how science and technology, especially Artificial Intelligence (AI) need to be deployed in marketing practices to effectively pave way for a reimagined future.

There were some noteworthy speakers, i.e. **Dr Ashwini Aggarwal**, Director, Applied Materials, USA. He spoke about the Semi-Conductor Innovation Ecosystem. The next speaker was **Mr. Najmudheen Chali**, a research scholar who talked about The Prospects of Inland Aquaculture in India. His address was followed by **Mr. Bhagirath Choudhary**, from NTPC Power Corporation India, who presented a meticulous about the organisation.

## CII Smart Supply Chain and Logistics Summit

Friday, January 22, 2021

The Confederation of Indian Industry (CII) organised the Smart Supply Chain and Logistics Summit on January 22, 2021. More than 150 delegates from industry and academia participated in this summit. FORE was the Academic Partner of this event.

This summit was conducted virtually wherein industry stalwarts from the field shed their wisdom to the students of the B-school.



Dr Jitendra K. Das speaking in the Summit

After the introductory session that bore witness to enlightening addresses by several industry experts, the first session – “Building Supply Chains for the Future” was initiated and moderated by **Dr Jitendra K. Das**, Director, FORE School of Management. In his address, he emphasised the pertinence of adding value to goods and services through the supply chain system. For doing so, he highlighted the role of advancing technology in facilitating this transition.

In order to exemplify his point, Dr Das quoted the technology of QR codes in the supply chain so as to track the entire process from manufacturing to usage in an efficient manner. Therefore, concerns and problem areas related to the products can be identified and addressed efficiently. This would entitle drawing a higher valuation for the products from the customers.

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

**Mr Anand Darbhe**, Managing Director, Accenture Strategy & Consulting, Accenture India.

**Mr. Prabhat Pant**, Group Head – Supply Chain Management, Jakson Group.

After this session, the floor was open for a brief round of Q&As which was moderated by **Dr Das**. The questions were related to the changing trends and the consequent methods of adaptability that was reinforced by the respective organisations of the speakers. Finally, the first session of the summit was summarised and concluded.

## CII National CSR Summit 2020

Tuesday, December 15, 2020

Confederation of Indian Industry (CII) has organized a National Summit on *Future Forward: Rebuilding CSR* on December 15, 2020, through Virtual Mode. FORE School of Management, New Delhi was the Academic Partner of this event. More than 200 delegates from industry and academia participated in this summit.

**Dr Jitendra K. Das**, Director, FORE School of Management, New Delhi was a Session moderator titled “Technology Revisited” from 1600 – 1700 Hrs. This Session focused on how technology played an enabling role in development programs; how companies are delivering CSR programs innovatively; how companies have integrated technology to support our communities; especially on how tech is transforming health and education in India; successful examples; also in the current crisis how can technology retrofit existing structures to meet the needs of new reality; scope of partnership for collective action.

Talking about role of CSR in health care **Dr Jitendra K. Das** said that a lot of companies have been practicing CSR before CSR came in as an act in India way back in 2013. We need to understand the CSR in the context of social development. CSR initiative was essentially aimed to mitigate the difference across these two groups in the society - the have's and have nots.

Further, he said “companies must look at the supporting social causes and not as a statutory binding of doing business. This would make their goods and services offer more competitive. Everything you do has to do with people. So how does the technology interface in terms of communication to ensure that the benefits are actually delivered and people have expectation of benefiting from these initiatives of the companies”.



Dr Jitendra K Das speaking in the summit

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

**Mr. Ashish Gupta**, Chief of Staff for CSR strategy and operations, HP incorporated India;

**Prof. Rishikesh**, faculty at Azim Premji University;

**Mr. Sharad Haider**, Head of Micro land.

**Dr Randeep Guleria**, Chairman, CII Public Health Council and Director AIIMS,

**Dr Bhrigu Kapuria**, Immunization specialist, UNICEF India,

**Mr. Sharad Goswami**, Senior Director, Corporate Affairs - Pfizer,

**Mr. Suresh Jahdav**, Co-Chair, CII National Committee on Biotechnology and Executive Director Serum Institute of India,

**Mr. Srinivas Reddy**, Senior General Manager - Blue Star Limited and

**Mr. Vivek Prakash**, Vice President and Head – CSR, Jubilant Life Sciences Ltd have discussed the challenges in the summit; exchanged their views and ideas on real-time solutions to execute the mammoth exercise of vaccination process and Integrating vaccine supply chain.

## FORE Healthcare Conclave, 2020

December 21 - 23, 2020

The Center for Customer Management and Analytics (CCMA) FORE School of Management, New Delhi conducted a 3-day online Healthcare Conclave in association with the Principal Directorate, Southern Command, Indian Defence Estates Service. The theme of the conference was – “**War on the Virus: Combatting COVID 19 using Digital and Information Technology in the Healthcare System**”.

The main objective of the conclave was to offer people a glimpse into the challenges and roadblocks that face our frontline health workers when dealing with a global pandemic that is not only dangerous to the wellbeing of mankind, but also causes widespread panic. This conclave brought together doctors as healthcare experts to explain the spread and containment of the virus, and administrators who gave insights into providing a unique and different view of the problems caused by COVID - 19. Allowing for technical experts in IT to come up with equally unique solutions which employed up and coming fields such as Big Data Analytics and Artificial Intelligence (BDA&AI).

The conclave was conducted online, and all the sessions were broadcast through WebEx. Apart from the inaugural and the valedictory programs, there were five main sessions, which included four sessions for presentations by, and discussions with doctors, as well as a moderated panel discussion with the Chief Executive Officers (CEOs) of Cantonments regarding the administrative and infrastructural implications of such a widespread pandemic. Each day consisted of two sessions of about two hours each, from 3:00 pm to 6:00 pm for maximum participation.

**Mr. Lav Agarwal**, Joint Secretary, Ministry of Health & Family Welfare was the distinguished Chief Guest for the conclave; Guest of Honour was **Mr. Alok Mukhopadhyay**, Chairman, Voluntary Health Association of India; Convenor, Independent Commission on Development & Health in India. The Keynote Speaker was **Mr. Ajay Kumar Sharma**, Principal Director, Southern Command, Indian Defence Estates Service. **Mr. Lav Agarwal** spoke about how he aided the government in handling the panic and confusion caused by the pandemic in its early days and how it helped him to gain new experiences and insight into what needs to be done in such a situation. He also mentioned the future plan of the COVID vaccination and the importance of building immunity in the population for sustaining health and wellbeing of the community for as long as the

outbreak of this virus lasts.

Moreover, around 50 doctors from different Cantonments of Southern command, Indian Defence Estate Services participated as experts in the conclave. Some doctors, administrators and IT experts shared their expertise and gave presentations covering a wide range of related topics. They talked about the challenges in administering healthcare during COVID-19, prevention & overview of modalities of management, integrating pre-emptive actions for mitigating COVID-19 and role of BDA&AI in combating the pandemic. Experienced moderators from eminent organisations as well as faculties from FORE School of Management shared their expertise with the participants. Sessions were conducted smoothly by the moderators, following the preset guidelines, thus providing the perfect platform for healthy discussions and exchange of ideas and insights. Question and answer sessions after the presentation ensured that every conversation was interactive and engaging.

In the valedictory session **Mr. Anindo Majumdar**, Retired Secretary, Central Vigilance Commission spoke about Digitisation and AI in developing Predictive models to build a better Digital structure for the country both at the macro and micro level. **Mr. Amol Jagtap**, Director, Central Command, Defence Estates, talked about how BIG Data helps in decision making and how it will help us in policymaking and healthcare structural development.

The Conclave was a tremendous success; around 200-300 students joined the sessions and had an immensely rewarding and eye-opening experience throughout talks and discussions. The Conclave also got much appreciation from Public Sector organisations & Government Authorities across India.



Dr Jitendra K Das Director, FORE School of Management, New Delhi speaking in the conclave



## Online Communication Workshops

December 04 - 05, 2020

Prof. Anita T Lal organized two Online Communication workshops for the first-year students titled “Effective Communication Through Just A Minute (JAM) Sessions” on December 04, 2020 and “Theatre Workshop to be a Public Speaker” on December 05, 2020.

The purpose of conducting the JAM Workshop was to help the students to acquire the skills to speak fluently and confidently while delivering impromptu speeches. During the workshop, the students could hone their listening skills as they had to be alert and observant while others spoke. The charm of the workshop lay in how promptly the students could spot the opportunity to intervene and continue with the relay. Towards the end, the workshop attained a crescendo as it revolved around the agility and participation of all the students while working individually and simultaneously in Groups on various topics across various themes.



The Workshop to 'Over Come Stage fear in Public Speaking through Theatre Techniques' was well appreciated by all the students. They gained a good experience as they worked on various theatrical tools & techniques to enhance their body language and facial expressions along with voice modulation while speaking on a public forum. The workshop concluded with Plays on Modern day Online teaching Vs Traditional Class Room Teachings. All the students enjoyed learning the techniques to be more expressive and articulate while delivering a public speech.

These two workshops helped the students and the Faculty learn a lot. Earlier, one was used to carrying these workshops physically in a Big Hall but to conduct the same online altogether posed interesting challenges initially. However, thanks to the available technology and enthusiasm of students coupled with the sequencing of the mini acts within the workshop by the Faculty. These activities within the workshop helped the students to focus their attention and kept them meaningfully engaged till the end as they learnt and participated by sitting in their respective rooms in their hometowns across the country.

## Conference on Reimagining Business - Focus on Customer by Indo-Gulf Marketing Association

Saturday, October 31, 2020

Dr Jitendra K. Das, Director, FORE School of Management, New Delhi was invited as a keynote speaker by the Indo-Gulf Marketing Association in the inaugural session of the 3rd International Research Virtual Conference on “Reimagining Business - Focus on Customer” on Saturday, October 31, 2020 held at Boston.

This event was organized in association with FORE School of Management, New Delhi. More than 100 delegates attended the event.

The conference started with Dr Mohan Lal Agrawal, President, Indo-Gulf Marketing Association, delivering the Welcome Address. Introducing the experts and specialists invited for the conference, Dr Agrawal spoke about some of the activities undertaken by IGMA.

Dr Jitendra K. Das spoke about the way customer management has changed and the disruptions in the marketing function. Sharing how several factors contributed to disrupt traditional businesses around the world that were complacent and drawing on his expertise in Customer Relationship Management. He explained why influencing customers is an important aspect of business marketing. Social conditions, the environment, mobile, and cloud computing are some of the key factors impacting customer expectations.



Dr Jitendra K. Das delivering the Keynote Speech

Dr Das further discussed how new channels, tools, and devices are changing the way a business interacts with its customers and how this, in turn, is influencing customer experience and expectation. He shared insights into how we can adopt some of the best practices in customer management that can help a firm achieve its overall goals.

Dr Jitendra K. Das was accompanied by the following prominent personalities during the inaugural session:

- Dr Mohan Lal Agrawal, President, Indo-Gulf Marketing Association
- Dr Chetan Srivastava, School of Management Studies, University of Hyderabad

## ASSOCHAM Virtual Conference National Education Policy 2020 - Impact and Implementation

Thursday, October 29, 2020

Dr Jitendra K. Das, Director, FORE School of Management, New Delhi has been the moderator of the event held on Thursday, October 29, 2020. The event was organized by ASSOCHAM and FORE School of Management, New Delhi was an Academic Partner. More than 150 delegates from industry and academia participated in this event.

Dr Jitendra K. Das said, "I have noticed massive changes happening, with the AICTE getting transformed according to the new age requirement. The transformation at AICTE is an indication in itself the way India is going to change. The education policy is expected to be productive, precise in terms of planning the outcome desired by the country. The NEP is more of a strategy statement for the nation".

Earlier, a welcome address was given by Mr. Bharat Patel, Chairman Startup and Skill Development Committee, ASSOCHAM Western Council where the tone of the day's proceedings was set.

Prof Anil Sahasrabudhe, Chairman, AICTE, Govt. of India has said that the NEP is a gamechanger and the implementation has to be



Dr Jitendra K Das speaking in the event

done from Kashmir to Kanyakumari and Kutch to Khonoma - the first green village of India, situated in Kohima. Further he referred to the PMO's swift action on the policy and said, "The government's commitment and seriousness towards implementing it soon, is visible".

Dr Jitendra K. Das said that National Education Policy 2020, as a breath of fresh air in his concluded remarks. He consolidated the views and ideas of the dignitaries and summed-up the event.

Dr Jitendra K. Das was accompanied by the other eminent speakers during the event:

- Shri Harish Sanduja, Director, Seth Anandram Jaipuria Group of Schools & Member, Academic Council, Saamarthya Teachers Training Academy of Research (STTAR), Ghaziabad;
- Shri Achin Bhattacharyya, CEO, and Founder, Notebook;
- Dr Mahendra Sharma, Pro-Chancellor & Director General, Ganpat University;
- Dr Umesh Chandra Jain, Secretary - North Zone, Association of Chemistry Teachers and Principal, Academic Heights Public School;
- Shri Saurabh Kumar, Director Academics, Vidyamandir Classes,
- Dr Amit Joshi, Director, Global Knowledge Research Foundation.

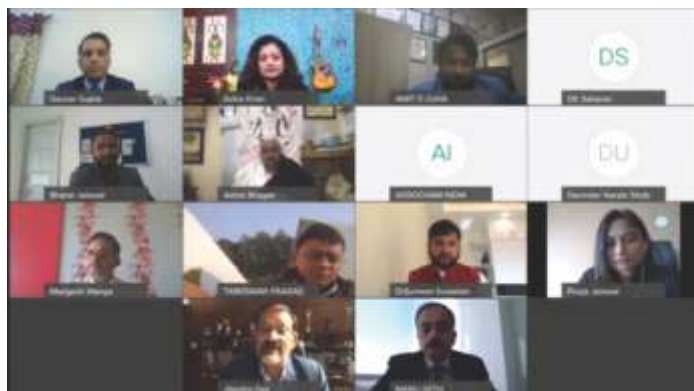
## ASSOCHAM Virtual Conference on “ग्रामोत्थान - A mission towards Aatmanir- bhar Rural India: Leading a path towards strengthening rural India”

Thursday, October 29, 2020

Dr Jitendra K. Das, Director, FORE School of Management, New Delhi has been the Session Moderator of the event held on December 28, 2020 through CISCO Webex (Virtual Summit). The event was organized by ASSOCHAM and FORE School of Management, New Delhi was an Academic Partner. More than 250 delegates from industry and academia participated in this event.

At the inaugural session of the virtual conference on strengthening rural India, Dr Jitendra K. Das highlighted the importance of developing rural India where 65 to 70 percent of the population of India resides in the rural area but the contribution to GDP is reverse in proportion to per capita. Citing data of the large percentage of people in BPL and poor category as per the Govt. of India, Dr Das said the reason for the economic divide has been years of negligence towards development of this segment and lack of infrastructure primarily in the rural areas.

Further, Dr Das said "Unless rural India develops economically, the country will not develop, we need to figure out how rural India becomes stronger. Citing another example from Uttar Pradesh where one particular initiative 'One District One Product or ODOP' has been taken, which essentially identifies the major product of that



Dr Jitendra K. Das speaking in the conference

district and the infrastructure is developed around that product making that the mainstream economic activity of that place, he said "Activities need to be streamlined to see the villages are prospering".

Dr Jitendra K. Das was accompanied by the other eminent speakers during the event:

- Mr. A.D. Ojha, Chairman JSDC, Rural Development Council; Director IREE Construction
- Mr. Manu Seth, Chairman JSDC Environment Development Council; CEO, Speaking Mindz Inc
- Mr. Devinder Narain, Chairman JSDC Education Development Council; Director Shobhit University Ms. Pooja Jaiswal, Chairperson JSDC Women Entrepreneur Council; CEO Skiptel Skills
- Ms. Astha Kiran, Co- Chairperson JSDC Women Entrepreneur Council; Director Aesthetics
- Mr. Mangesh Wangem, CEO, Swades Foundation.

## FORE-IUFS webinar on Biosecurity and Agriculture

Saturday, October 17, 2020

FORE School of Management, New Delhi and Institute of Urban Farming and Sustainability (IUFS) India have jointly organised webinar on “Biosecurity and Agriculture” held on Saturday, October 17, 2020. More than 200 participants have attended the webinar. **Dr Jitendra K. Das**, Director, FORE School was the Session Chair for this event. He introduced the eminent speakers prior to the panel discussion, which included:

- Mr Anil Chopra, Founder Director, Wingify, Delhi
- Mr Karan Sikri, CEO, Sikri Farms, Haryana
- Ms Natalia Augilar, Sustainability Consultant, Mexico

Further, he began proceedings by taking delegates through importance of Biosecurity and sustainable farming in the context of preservation of the planet for future generations and having effective checks and balances in place to protect against global warming, pollution, climate change, harmful biological/biochemical substances in pesticides or fertilizers.



Dr Jitendra K Das speaking in the event

The delegates have exchanged their views on following major sub-themes of event:

- Biosecurity in Agriculture
- Checklists for Biosecure Agriculture
- Environment resilient Agriculture / sustainable agriculture.
- Vermicomposting for Biosecure Agriculture.

The webinar brought together a variety of views from academia, farmers, activists, and consultants, an important combination for fighting the sustainability battle.

**Dr Jitendra K. Das** consolidated the ideas exchanged on the theme by the prominent panelists of the event and concluded the session.

## MSME CEO Summit 2020: 4th Edition

October 16-17, 2020

**Dr Jitendra K. Das**, Director, FORE School of Management, New Delhi has chaired and moderated a session “Business Improvement for MSMEs” and deliberated on “Atmanirbhar Bharat and Vocal for Local” on October 16, 2020.

CII (Confederation of Indian Industry) has organised MSME CEO Summit 2020: 4th Edition on October 16-17, 2020, through Virtual Mode. FORE School of Management, New Delhi was the Academic Partner for this event. More than 150 delegates from industry and academia participated in this summit.



Dr Jitendra K. Das speaking in the summit

**Dr Jitendra K. Das**, Director, FORE School of Management, New Delhi, who moderated the session 'Business Improvement for MSMEs' began proceedings discussing the importance of the MSME segment in fulfilling strategic objectives such as Atmanirbhar Bharat and Vocal for Local. He also brought forth government benefits like interest subvention schemes, guarantee-free loans, market support and export promotion, deductions or reimbursement of charges, etc. while highlighting the contribution of the segment to the economy of India and citing examples of how niche segments across India are dominated by MSMEs.

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

**Mr. Ashok Puri**, Managing Director, Lean India Consulting Group.

**Dr V. Sriram**, Managing Director, Sriram Safety and Quality Management Services Pvt Ltd

## FORE-FWA Academia & Industry, Post Pandemic : New Learning and Implications

Saturday, October 03, 2020

FORE School of Management, New Delhi in association with the Federation for World Academics (FWA) organised a webinar on “Academia & Industry Post Pandemic: New Learnings and Implications” organized on Saturday, October 03, 2020. More than 250 delegates from industry and academia participated in this event. FORE School of Management was an Academic Partner in this event.



Dr Jitendra K. Das speaking in the webinar

**Dr Jitendra K. Das**, Director, FORE School of Management, New Delhi, was the session moderator of the webinar. He presented B-school's perspective and said that while everything is in online mode, people adapting to technologies faster will mitigate on missing-out of the learning experiences. Citing a few initiatives taken up at FORE School of Management which resulted in a steep learning curve, Dr Das said this will ensure continuity for both freshers and final year management students and the experience will lead to better interactions post COVID period. “Along with innovation in pedagogy, transformation in teaching methodology, evolution in examination pattern is required”, he said.

Speaking on 'Atmanirbhar Bharat', and Industry 4.0, Dr Das, said, “I would like to call this 'Industry A.B (i.e., Atmanirbhar Bharat), which should focus on manufacturing within the country while decentralizing the manufacturing units and spreading the entire process of MSME sectors in the different districts or towns.

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

- **Dr Irfan A Rizvi**, Member-FWA, and Professor at IMI, New Delhi
- **Mr. Avadhesh Dixit**, Member-FWA Industry Council and CHRO at Acuity
- **Mr. Harjeet Khanduja**, Member-FWA Industry Council and Vice President, HR at Reliance JIO
- **Ms. Harpreet Sandhu**, CHRO, India Mortgage Guarantee Corporation (IMGC)
- **Mr. Mussarat Hussain**, Head-Leadership and HR Transformation at MSIL
- **Ms. Saswati Sinha**, Member-FWA Industry Council and Head-Human Resources at Cheil India (SAMSUNG Group)
- **Mr. Vikas Dua**, Member-FWA Industry Council and Chief HR mentor at Attayn

On this note **Dr Das** added that while the institutes enjoy a certain degree of lead time when it comes to adaptability, students need to adapt fast as it is time bound for them.

## Centre for Entrepreneurship Development IDEATHON 2.0

Saturday, October 03, 2020

In the spirit of intrapreneurship, the Centre for Entrepreneurship Development (CED) at FORE School of Management, New Delhi conducted **Ideathon 2.0** on 3rd October, 2020 to provide practical knowledge on Business Idea implementation. **Dr Anita Tripathy Lal** (Prof-in-Charge, CED) invited the students' group to present their innovative business ideas. The special guest for the event was **Mr. Aditya Y Jain**, Senior Consultant in PwC India. He is also an alumnus of FORE and former Co-coordinator of Team CED.

A total of 15 teams participated in Ideathon 2.0. Their business ideas ranged from gourmet startups, healthcare start-ups, online stock market learning to online product and service delivery, innovative footwear, game development, voltage controlled stun gun, cafeteria mode of mental health treatment, customized restaurant, multi purpose hammer, app development for blood donation, all very key to make the world a better place.

After every presentation, **Mr. Jain** and **Dr Lal** gave their valuable feedback and guided the students by giving them suggestions on how to improve their B-Plan. They encouraged students to conduct a thorough market research, reach out to the potential customers and be aware of the competition.

**Dr Anita T Lal** also invited the audience to give their inputs to the teams to improve their Business Ideas. In order, to create a comprehensive and relevant Business-Plan, she motivated the young minds to go out to the market and research further.

Escape Rooms was a two-day Inter-Institute event organized by CED. The competition consisted of 5 rounds, each assessing the entrepreneurial skills of the participants from various Business Schools. The event commenced with a Quiz round held on D2C followed by Round 2 - Investment Round. 10 teams made it to Round 3 - Product Reveal & Business Elevator Pitch which was evaluated by Prof. Mukul Joshi (Assistant Professor, FORE School of Management) followed by Round 4 - Promotion round. 6 teams made it to the final round that was Sales Pitch & Crisis Management which was judged by **Ms. Neha Nagar** (CEO & Founder at Taxationhelp.in) and **Mr. Shrey Arora** (Founder - Lickerish Foods Pvt. Ltd.)

The **third prize** was bagged by Team “**XA-XII**” (VIT, Vellore), the **second prize** by Team “**A team has no name**” (FORE School of Management) and the **winning team** was Team “**North South**” (FORE School of Management).

**Inter Institute Business Plan Competition -CONCOT Organized by CED @FORE During Genesis- February 06, 2021.**

This year the online event saw a massive participation from various B Schools across the country. CED Team had invited **Ms Aditi Balbir** (Angel Investor & Mentor, Managing Director & Founder- V Resorts), **Ms Shreedha Singh** (Co-founder, TAC- The Ayurveda Co., CEO & Co-founder, The House of Khadi Essentials) and **Dr Anita T Lal** (Professor In-Charge, CED) to judge the competition. 10 B-Pans were shortlisted from the pool of submissions received. The Runner up team was Team **Samatva**. AI from Sir M. Visvesvaraya Institute of Technology who presented a **B-Plan on Automated Diversity HR & Recruitment Platform** and the **Winning team** was **Team Compared** from KJ Somaiya Institute of Management who presented a **B-Plan on Ed-Tech aggregation of online courses**.



Escape Rooms @FORE During Genesis

## Faculty Focus

### Prof. Aarti Singh

Singh, A. and Viswanadham, N. (2020). Study of Indian Education System Variables during COVID-19. In Singh, K.B. (eds.) *Economic Policy and Planning in India Post COVID-19*, (1st ed., pp.302-310), Bloomsbury.

### Prof. Anita Tripathy Lal

Prof. Anita Tripathy Lal was an External Reviewer of the Managerial Communication course for the CDL program at IMT Ghaziabad in November 2020.

Invited as a Jury member and Mentor in an online national level Business - Plan Competition organized by Amity University, Noida on December 18, 2020.

Invited as a Speaker on “Diversity and Inclusion Fostering Innovation in the New Normal” in the global pre-launch of International Start-up IN Square a Global Social Initiative organized by IIT Delhi Alumni Association on December 27, 2020.

Invited as a MDP Resource Person in “Strategic Communication” for Indian Forest Service officials organized by SMVD University, Jammu on January 15, 2021.

Reviewer of a Research paper - “Sustainable and Green Human Resource Practices” IGI Global Publishing in February 2021.

Invited as a Speaker in a DST sponsored “Women Entrepreneurship Development Programme” organized by Amity University, Noida on February 22, 2021.

Invited as a Speaker on “I choose to Challenge .... Myself! and “How to make your Organization a Great place to work” on International Women Day organized by Sentiss Pharma, Gurugram on March 08, 2021.

Invited as a Speaker on “Systemic conditions of Entrepreneurial Ecosystem” in an international online conference on the 'Entrepreneurial Ecosystem for Sustainable Ventures' organized by G D Goenka University, Gurugram on March 20, 2021.

### Prof. Arghya Ray

Ray, A., Bala, P.K., & Rana, N.P. (2021). Exploring the drivers of brand attitudes in context of online travel agency services: A text-mining based approach. *Journal of Business Research*. 128, 391-404.

Ray, A., & Bala, P.K. (2021). Innovative distribution and delivery of food. In Galanakis, M.C. (eds.), *Food Technology*

*Disruptions*. (1st ed., pp.213-246), Academic Press.

### Prof. Basant K Potnuru

Potnuru, B. (2020) SDG Targets on Maternal and Child Health and Access of Doctors in India. *International Journal of Healthcare Management*, 13, 414-421. <https://doi.org/10.1080/20479700.2018.1563266>.

### Prof. Chetna Chauhan

Chauhan, C., Dhir, A., Akram, M., Salo, U. (2021) Food loss and waste in food supply chains. A systematic literature review and framework development approach, *Journal of Cleaner Production*, 295, Article 126438. <https://doi.org/10.1016/j.jclepro.2021.126438>

Khan, Sher Jahan, Chauhan, Chetna, Akram, ManzoorUl, (2020). Cognitive factors influencing green consumption behaviour of young millennials: an empirical check on Indian consumers. *International Journal of Green Economics*, 14(4), 293-314. <https://doi.org/10.1504/IJGE.2020.112566>

Chauhan, C., Singh, A., Luthra, S., (2021). Barriers to industry 4.0 adoption and its performance implications: An empirical investigation of emerging economy. *Journal of Cleaner Production*, 285, Article 124809. <https://doi.org/10.1016/j.jclepro.2020.124809>.

### Prof. Chitra Khari

Prof Khari conducted a seminar course on “Followership – A journey towards leadership” on February 12, 2020.

### Prof. Faisal Ahmed

Ahmed, F., and Hiu, M. C. (2021, February 27). Amid China-India tensions, Bollywood and cinema can help bridge divides. *South China Morning Post*.

<https://www.scmp.com/comment/opinion/article/3123144/amid-china-india-tensions-bollywood-and-cinema-can-help-bridge>

Hammami, S. M., Ahmed, F., Johny, J., Sulaiman, M.A.B.A. (2021). Impact of Knowledge Capabilities on Organisational Performance in the Private Sector in Oman: An SEM Approach Using Path Analysis. *International Journal of Knowledge Management*, 17(1), 15-32.

Ahmed, F., Gharib, M. N., Durrah, O. Mishra, V. (2020). Social well-being and livelihood challenges in conflict economies: A study of Syrian citizens' perception of geopolitical fragility. *International Journal of Happiness and Development*, 6(2),143-161.

Ahmed, F., (2020, November 18). Unlike Trump, Biden all set for a bigger role in the Indo-Pacific. *The Diplomatist*.

His opinion on India-China Trade Relations quoted by a BBC Hindi story on February 24, 2021, and in a BBC Urdu

story on February 26, 2021.

His opinion on Atmanirbharta and Make in India quoted by a BBC Hindi story on January 30, 2021.

His opinion quoted by BBC Hindi on the Challenges Facing the QUAD and Supply Chain Resilience on October 6, 2020.

Conference Convenor during a 2-day FORE International Business Conference (FIBC) 2020 on the “Future of Business in the New Global Realities”, organized virtually by FORE School of Management, New Delhi, India on November 27-28, 2020.

Speaker at the India Global Dialogue, a webinar organized by The Diplomatist on January 28, 2021. He spoke in the session on India-GCC relations.

Invited as a Panelist on News18 Urdu TV on President Biden's role and possible stances in the Indo-Pacific trade and geopolitics on January 20, 2021.

Invited to judge the Annual Business Games-Case Study competition organized by ONGC Ltd. on December 3, 2020.

Panelist on News18 Urdu TV on US Presidential Elections and its impact on November 5, 2020. He spoke on impact of a possible Biden's win and mega-regionalism, supply chain disruptions, China and regional security.

#### **Dr Jitendra K. Das**

Dr Jitendra K. Das was invited as an External Expert for the Faculty Selection Process by the Marketing Management Area, IIM Ranchi conducted virtually during January 18-19, 2021.

Das, Jitendra, K. (2021, March 22). Management education must be combined with entrepreneurship. *The Times of India (Education Times)*, New Delhi, p.4

Das, Jitendra, K. (2021, February 22). POST-PANDEMIC: How to train future managers differently. *Financial Express*, New Delhi, p.12

<https://www.financialexpress.com/education-2/post-pandemic-how-to-train-future-managers-differently/2199239/>

Das, Jitendra, K. (2020, December 21). Future-proofing students. *Financial Express*, New Delhi, p.12

<https://www.financialexpress.com/education-2/business-schools-future-proofing-students/2153914/>

<https://epaper.financialexpress.com/2931469/Delhi/21st-December-2020#page/12/2>

Das, Jitendra, K. (2020, November 18). How COVID-19 pandemic has changed B-Schools. *The Daily Guardian (Educationally Speaking)*, New Delhi, p.9

<https://thedailyguardian.com/how-covid-19-pandemic-has-changed-b-schools/>

#### **Prof. Shallini Taneja**

Prof. Shallini Taneja was invited as a panelist at the virtual summit on “Rural India: Leading towards Development and special role in Economy”, organized by CII and FORE (as an Academic partner) on December 11, 2020. She also delivered a talk on the Role of the corporate world in development of rural India through CSR Projects.

Prof. Taneja addressed virtually to the batch of Public Health and Hospital Administration professionals on the Role of Business Ethics in Health & Hospital Management at The Center for Climate, Environment and Health (CCEH) invited by International Institute of Health Management Research, New Delhi on January 8, 2021.

Prof. Taneja has been one of the panelists in an International Conference on Entrepreneurial Ecosystems (ICEE 2021) organized by the School of Management, G.D. Goenka University, Gurugram on March 19, 2021.

#### **Prof. Shilpi Jain**

Bishakha Majumdar, B., Basu, and S., Jain, (2021). Digital empowerment and Indian handlooms: Case-based policy recommendations. *Economic and Political Weekly*, 56(8). <https://www.epw.in/special-articles>.

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

Basu, Sriparna. (2021) Digital empowerment and Indian handlooms: Case-based policy recommendations. *Economic and Political Weekly* 56(8)

Prof. Sriparna Basu has published two *Working papers* as outcomes of FORE Seed Money Project :

(I). Voice Assistants – Notion of perceived value versus privacy risks among young users?

(II) Website culture in emerging asian economies: An exploration of B2C websites of technology-enabled organizations.

Prof. Basu featured among the top six women movers in The Education, Vol. IX, 2021.

She was invited as a panelist in a seminar on Women for Atmanirbhar Bharat: Building a more inclusive workspace for women organized by BRICS Chamber of Commerce & Industry on March 20, 2021.

Prof. Basu was invited as a panellist to a national webinar organized by Shyam Lal College, University of Delhi in collaboration with WDC & IQAC on March 8, 2021.

#### Prof. Sudeep S.

Subramanian, S., & Agrawal, U. (2021). Nudging our way to successful information security awareness. *ISACA Journal*, 1, 1-6.

<https://www.isaca.org/resources/isaca-journal/issues/2021/volume-1/nudging-our-way-to-successful-information-security-awareness>

Subramanian, S. (2021 February 17). Rethinking information security awareness strategies. *ISACA Now Blog*.

<https://www.isaca.org/resources/news-and-trends/isaca-now-blog/2021/rethinking-information-security-awareness-strategies>

#### Prof. Reeta Raina

Raina, R. (2021). Developing communication intelligence among future managers and its predictive value for effective corporate performance. In D. Upinder, D. Santosh, J. Namrata (eds.) *Good Practices and Capacity Building for Sustainable Development Goals*. (1<sup>st</sup> ed., pp.106-110). Allied Publisher.

Raina, Reeta (2020). Unmasking degree of tolerance for disagreement among millennials: A study of future prospective managers in India. *Abbigyan*, 38(2), 50-58

She organized a seminar for the students on Psychology of Business on October 2020. Prof. Malgorzata Marchewka of Crackow University was the speaker in the event.

She completed joint tele-collaboration project between first year students of FORE School of Management and first year MBA students of Crackow University in December 2020.

She presented conference paper titled Addressing the impact of social media on interpersonal need profile of Gen y at MAIMS International Conference (MIC 2020) held on December 03, 2020.

#### Prof. Rishika Nayyar

Nayyar, Rishika (2021, April). Is Aatmanirbhar Bharat Abhiyaan anti-globalization?. *MyIndMakers*.

<https://www.myind.net/Home/viewArticle/is-aatmanirbhar-bharat-abhiyaan-anti-globalization>

Arora, N. & Nayyar, R. (2020 November). Could Covid-19 act as a catalyst for Indian MSMEs to become globally competitive *Modern Diplomacy*, Europe.

#### Prof. Vandana Bhama

Bhama, Vandana, (2021). Understanding equity repurchase motives for different firm set-up: Indian Evidence. *Investment Management and Financial Innovations*, 18(1), 90-100.

#### Prof. Vinay Dutta

He was the panelist in the webinar for:

"SME Finance" organized by CII on November 05, 2020.

"MSME-Assist, steps to Excel -Focus Finance" organized by the Indian Chamber of Commerce on December 16, 2020.

"Startup 2.0-The Next Wave of Reforms-A Step Towards Atmanirbhar Bharat" organized by the ASSOCHAM on January 15, 2021.

"NEP, FDI and The Policy of Atmanirbharta: The Point of Convergence" organized by "Federation of World Academics" jointly with FORE School of Management on February 20, 2021.

He was the moderator in the webinar "MSME-Assist, steps to excel-focus financing and logistics" organized by the Indian Chamber of Commerce on March 22, 2021.

In March 2021, Prof. Dutta has joined as a member of the Risk Task Force, constituted jointly by the Federation of Indian Chamber of Commerce & Industry (FICCI) and Global Risk Management Institute (GRMI).

#### Prof. Vinaytosh Mishra

Mishra, V., & Sharma, M. G. (2021). Telemedicine as frugal intervention to health care: A case of diabetes management. *International Journal of Healthcare Management*, 1-6. <https://doi.org/10.1080/20479700.2020.1870348>

He delivered a guest lecture on Artificial intelligence in cardiac imaging in heart failure and COVID during CARDIABCON on March 10, 2021.

He delivered a guest lecture on forecasting technique for businesses organized at Madan Mohan Malviya University of Technology, Gorakhpur on March 20, 2021.

#### Dr Rajesh Kumar

राजेश कुमार (2020 अक्टूबर) आधुनिक भारत का बौद्धिक सृजन: एक तथ्यात्मक विश्लेषण, *इंद्रप्रस्थ शोध संदर्श*, वर्ष - 1, अंक 2, आश्विन वि. सं. 2077 (युगाब्ध - 5122) <http://ipss.ipadhyayankendra.org>

राजेश कुमार (2021) भविष्य का भारत: आर्थिक विकास-2050 इन मोनिका पूरी सेठी, विकास शर्मा और मूलचंद्र सिंह, संपादक, *भारतीय संस्कृति: भूत-वर्तमान-भविष्य* (पृष्ठ 256-262). अलंकार पब्लिशिंग हाउस, दिल्ली

Dr Rajesh Kumar has received a 'Certificate of Excellence in Reviewing' from DESIDOC Journal of Library & Information Technology: a publication of DRDO, Metcalfe House, Delhi.

## Alumni Speak 2020

Mr. Gaurav Barjatya, distinguished alumnus from FMG 12, (2003-05) and currently the Marketing Director – India at WWE, engaged the students in a lively session and shared insights about the evolving landscape of marketing and business during the Alumni Speak held on October 23rd, 2020.

Having a rich experience of more than 15 years in the marketing domain, he has worked with various reputed organizations including Idea Cellular, ParleAgro and Star TV Network. A seasoned marketing professional, he has a successful track record in brand management, media & communications and strategy.

Mr. Barjatya laid emphasis on the need for marketers to adopt a broader view and adapt to the rapidly changing business scenario. Encouraging the students to expand their learning beyond the conventional concepts, he spoke about how marketing has evolved over the years and is based on perceptions rather than the facts. It was truly inspirational to see how all this charted the course of his personal and professional life.

FORE Alumni Network was delighted to have him address the students of FORE School of Management, New Delhi.

## Alumni Speak 2021

Mr. Anshuman Goenka, distinguished alumnus from FMG 11 (Batch of 2004) and currently the Head of Marketing at Bacardi India Pvt. Ltd. engaged the students in a lively session and shared insights about 'Experiential marketing and its evolution in the new normal' during the Alumni Speak held on February 11, 2021.

Having a rich experience of over 16 years with Bacardi, he has a successful track record in brand management, strategic planning, innovation, and integrated marketing strategy.

Mr. Goenka laid emphasis on creating a culture and community to market experiences. He mentioned that Bacardi has focused on making powerful connections in the cultural moments that matter across all its market offerings. Encouraging the students to design something that stands the test of time, Mr. Goenka stressed on curating experiences, serving popular culture, consistent ideas, and evolving execution. It was truly inspirational to see how all this charted the course of his personal and professional life.

FORE Alumni Network was delighted to have him address the students of FORE School of Management, New Delhi.

## Management Development Programmes



FORE School of Management conducted 6 Management Development Programmes. The details are as follows:

1. Business Analytics for the officials of NHPC conducted by Prof. Shilpi Jain, Prof. Sumeet Kaur, Prof. Sunita Daniel during January 19-22, 2021
2. Finance for Non-Finance Executives for NHPC conducted by Prof. Vinay Kumar Dutta during January 5-8, 2021.
3. HRM for Line Managers for NHPC conducted by Prof. Neeraj Kumar, Prof. Subir Verma, Prof. Prachi Bhatt during January 25, 27-29, 2021.
4. Big Data and Data Analytics for the official of Union Bank of India conducted by Prof. Ashok Kumar Harnal, Prof. Arghya Ray during February 15th -15 th May 2021.
5. Big Data and Data Analytics for IT Officers of Central Bank of India conducted by Prof. Ashok Kumar Harnal during March 29 2020 -21 March 2021.
6. Openness and trust at workplace of BIRAC conducted by Prof. Neeraj Kumar during March 11- 12, 2021.



## Final Placements

Placements at FORE is perhaps one of the most important activity from the student's perspective. The Institute engages the Industry by inviting them to the campus for Final Placements, Summer Placements, Guest Lectures, Seminars, MDP's, Live Projects, Mentoring Sessions etc. This provides opportunities to students to get first-hand information from the professionals about their expectations and requirements. This also helps the students in showcasing their talents and sharpening their pitches to the Industry during the placement processes, thereby increasing their recruitment possibilities.

To drive placements, FORE has a very capable student placement committee called as FORE Career Division (FCD) and a full time Placement Office. FORE Career Division has representation from both the first and second year students.

The highest domestic offer this year as on April 2021 is Rs.20 lacs per annum. Top recruiters are Amazon Development Centre, GoldmanSachs HCL Technologies, Infosys, Cognizant, Tech Mahindra, ICICI Bank, Dell Technologies, Deloitte USI, ITC Ltd, Asian Paints, GEP, Nestle, TATA Power, Collegedunia.com, TTK HealthCare, Relaxo Footwear's Ltd. Wipro Digital Operations & Platforms, Novartis, Schneider Electric, Volvo Eicher Commercial Vehicles Ltd, Genpect and many others.

Apart from higher salary packages, there has been an improvement in diversity of recruiters as well, Automobiles, Banking, Consulting, FMCG, FSI, IT/ITES, Logistics, Education, FMCD, Manufacturing etc. are the few names who recruited from FORE.

In fact, encouraged by the performance in SIP of FORE students received multiple PPO offers from various organizations, to name a few, HSBC, Nestle, Capgemini, HCL Technologies, GEP, Smart Cube and Pladis Global (United Biscuits) KPMG, ICICI Bank, Verity Knowledge Solutions, Asian Paints, Novartis, Gartner, Cognizant, HCL Technologies, Capgemini, Infosys, Maruti Suzuki India Limited and many others, like every year visited the campus and hired students.

Goldman Sachs, Verity Knowledge Solutions, Crisil, KPMG Genpact Enterprise Risk Consulting, IHS Markit, are a few of the companies that have recruited for Finance and related profiles.

TATA Power, Innover Digital, Yes Securities, Goldman Sachs Oxane Partners Limited, Collegedunia.com, Lead Squared, LT Foods, Shubhashray Housing India, Pine Labs etc. visited for the first time and recruited students.

The hiring traction from traditional recruiters also remains strong. IT/ITES, Automobiles, Banking, FSI and Consulting have returned year after year to recruit from FORE.

### Summer Internship Program (SIP)

Highest SIP offered was Rs. 1.75 Lacs for the 2 months. For the batch 2020-22 the Summer internship process went very well this year with top recruiters included Nestle, HSBC, ITC, GEP, Zycus, Capgemini, Asian paints, Reserve Bank of India, Signify Innovations India Ltd, Spencer's Retail, United Biscuits, GEP, DHL Express, Dukes, EXIM Bank, Escorts, Hughes Systique Corporation, J.K. Foods Pvt. Ltd, Luminous Power Technologies, Decathlon, GE Power and many others.

## Intra-Institute Online Business Plan Competition

Thursday, October 22, 2020

Centre for Entrepreneurship Development (CED) has organised an event called: **ImpugnBiz 4.0: Intra-Institute Online Business Plan Competition**. The B-Plan Competition was the last leg of the B-Plan Workshop series for the first-year students. To judge the event, along with **Dr Anita T Lal**, Prof.In-Charge, CED there were a Jury of Experts - **Mr. Sandro Stephen**, Regional Head, North India Operation, Indian Angel Network; **Prof. Neelam Saxena**, Head, Amity Centre for Entrepreneurship; **Mr. Sanjay Kapoor**, Founder, Buy Sell Run (M&A), Master Trainer Entrepreneurship. There were total ten B-Plans shortlisted and presented in the event.

The Jury was impressed by the significant presentation made by the participants. They found few B-Plans very potential and encouraged the participants during the event. The event concluded with the announcement of the results by **Dr Lal**. The consolation prizes went to **Khoj** team for providing pharmacy solution and **Intrisilk** team for providing new ways of processing silk; The team **Parkingque** for idea of vertical parking for numerous cars was the second runner-up; The team **Investment Tree Fincorp** for mentored people to be profitable investors and share traders was the first runner-up. While **Noob Gamers** was declared the winner for converting virtual gaming currency to cash. The top two winning teams have recently initiated their start-ups. The icing on the cake was the invaluable feedback and suggestions along with real-life examples shared by the expert panel.



The speakers sharing their experiences in the event.

### Funding Start-ups

October 16, 2020

The 'Funding Startups webinar' began with Dr Anita T Lal, Prof. In-Charge, (CED) highlighting the significance of funding in scaling the startups. Thereafter, the invited speakers have shared their views on the topic.

**Mr. Gaurav Kachru**, Managing Partner, Startup Superfuel explained different investor perspectives, styles and expertise. He also emphasized on value chain activities and how innovative entrepreneurs focused on unmet markets, crashing costs, intermediate and disinter mediate businesses.

**Mr. Puneet Gupta** shared his journey as the CEO & Founder of an innovative waterless healthcare company, Clensta International. He elaborated his funding process from an entrepreneur's point-of-view. Addressing Dr Lal's question regarding the Pandemic he said that being in the hygiene sector, the Pandemic improved business.

**Mr. Rishabh Mehta**, Serial Techpreneur & Founder, LOCAD narrated how after graduating from Stanford, he worked internationally and finally decided to start-up. He elaborated the investor's outlook on funding start-ups and shared his experience as an investor to Clensta.

**Dr Anita T Lal** engaged the speakers on a series of questions on types and stages of funding along with the challenges. The learnings from the webinar summed up to- creating & adding value to enterprises, having a great team and effective networking skills.

## Center for Sustainable Development (CSD) Activities

### How youth can contribute to the underprivileged

Wednesday | October 21, 2020

Center for Sustainable Development in association with Wishes and Blessings NGO organized a webinar on “How our Youth can contribute to the Underprivileged” on October 21, 2020. The objective of the webinar was to inculcate a feeling of responsibility among students towards the poor and the underprivileged section of our society, and how they can contribute in their own way to bring change in the society. Dr Geetanjali Chopra, founder & president, Wishes and Blessings addressed the students.

The webinar was one-of-its-kind, as it encouraged students to be aware of their surroundings in a more responsible manner. Dr Geetanjali enumerated her life experiences in the field of social change and responsibility through various stories. She put forward the idea of discovering one's social bone – a hidden character in each one of us which is aware and mindful of the underprivileged. She threw some light on how social activism is perceived in a negative light by most people and acts as a barrier to help those in need and how one can overcome it by being compassionate and willing to make a difference. The session was an interactive one, as students learnt the challenges of starting and running an NGO especially during COVID-19 times. Dr Chopra recounted the early days of her Delhi-based NGO, Wishes and Blessings and how today, after 6 years of its inception, it is spreading smiles and happiness on the faces of the underprivileged classes like children, the elderly etc. She inspired students to go that extra mile and help those in need, even in these unprecedented times. Prof Shalini Taneja expressed her gratitude to Dr Chopra for her precious time, motivating the students and insights on social activism.

### Sensitization Program on Ageing with Dignity: Role of Inter-Generational Bonding

Saturday | December 05, 2020

Under the aegis of Center for Sustainable Development an online sensitization program on “Ageing with Dignity: Role of Inter-Generational Bonding” was organized in collaboration NISD, the Ministry of Social Justice & Empowerment (MSJE), GOI along with RRTC Anugraha, on December 5, 2020. The session focused on the problems faced by the older persons specially during COVID-19. The objective of the workshop was to sensitize students by guiding them on how to take care of elders around them. The session was inaugurated by Dr BBL Madhukar, Chairman, FORE School of Management, New Delhi. Dr Aabha Chaudhary, Chairperson, RRTC- Anugraha, Prof. D S Sengar, Former Director, Indian Law Institute, New Delhi

& former- Professor, IIM Lucknow, Noida Campus and Prof. Shallini Taneja, Prof-in-charge, CSD, FORE were the speakers.



The session covered the impactful discussion between the speakers on the issues, such as loneliness, abuse, alienation from their family as well as from society, faced by the elderly on a fairly regular basis. Dr Madhukar enlightened the students about their responsibility towards their grandparents and other senior citizens who reside around them and how during current difficult time, they can extend their helping hand. Dr Aabha talked about the government perspective, relief initiatives, helpline numbers as well as how her RRTC-ANUGRAHA is helping the elderly across the country to fight these issues through various campaigns, online programs etc. She also showed the inspiring video of Swabhiman Parisar where before COVID-19, the day care center undertaken the various activities for senior citizens. Prof Shallini brought the academic perspective, how the institutions along with their students can collaborate with NGO's to bring the changes at the grassroots level. She highlighted a flagship event, Abhiwadan which is organized by ANTAAR every year at FORE. Prof. Sengar stressed upon the importance of intergenerational bonding and how preserving the Indian culture of respecting & taking care of the elderly has become more crucial in today's time. He further talked about the Maintenance and Welfare of Parents and Senior Citizens Act. The program was very informative and insightful involving the representatives of senior citizen forums, rehabilitation centers, government, scholars and students making them aware of existing mental and social issues faced by the elderly and how they all along with the youth of today can help them to overcome these issues. The event was sponsored by NISD under the Ministry of Social Justice and Empowerment, GOI and the students who participated in the webinar were also awarded with e-certificates. Prof-in-charge, CSD thanked the speakers and MSJE, GOI for your kind support.



### Sensitization program on strengthening Intergenerational bond for trainers Friday | December 11, 2020

#### Speakers:

1. Dr Aabha Chaudhary
2. Mr. Anup K Shrivastava
3. Prof. Shallini Taneja
4. Advocate Neha Manisha

Centre for Sustainable Development organised a webinar on Sensitization Programme on “on Strengthening Inter-Generational Bond for trainers” in collaboration with NISD under the Ministry of Social Justice & Empowerment (MSJE), GOI, RRTC ANIGRAHA on December 11, 2020. The speakers of session were, Mr. Anup K Srivastava , Former CEO, Skill Council For Persons With Disability {SCPwD} & Former Director- Personnel and Member, Board Of Directors, Air India, Dr Aabha Chaudhary, Chairperson, RRTC-ANUGRAHA, Advocate Ms. Neha Manisha ,Legal Counsel, Thapar Group and Prof. Shallini Taneja-Prof-in-charge, Center for Sustainable Development, FORE School of Management, New Delhi). The session focused on the relevant issue faced by the older persons and how the institutions, NGO's as well as others can involve them productively in one way or the other. Mr. Anup Kumar shared the different frameworks which the trainers can make to design the training programmes and sensitization campaigns more effective and well received by the beneficiaries. He shared his experiences & case studies, while designing the programs for differently able senior citizens. Advocate Ms.Neha Manisha talked about the legal perspective and cases she dealt in this domain. She also emphasized on the importance of intergenerational bonding among the different strata in the society. DrAabha in her address discuss the case study of RRTC ANUGRAHA, and how they are imparting the training to various NGO's across PAN India on elderly issues with special focus on pandemic. She shared a video of her RRTC's initiatives for the elderly before the pandemic to give the glimpse of their senior citizens participation and experiences. Prof. Shallini

spoke about the psychological and physical challenges of growing older. She also spoke about the CSD's initiatives of supporting various NGO's during pandemic time. The programme was well appreciated by the participants from Ministry, NGO's, Judiciary, senior citizens, scholars and students. The event was sponsored by NISD under MSJE, GOI along with RRTC ANUGRAH and Prof.in-charge, CSD thanked them for their kind support.



### Understanding National Health Policy: Learnings for Business Managers

Friday | January 15, 2021

Center for Sustainable Development organized an interactive webinar on “Understanding the National Health Policy and learnings for the Business Managers” on January 15, 2021. The event was graced by the online presence of Dr Sanjiv Kumar, Member Governing Board, NIHFW, MOHFW, Government of India. He led development of many policy and strategic documents to improve health in India including National Health Policy 2017, Guidelines for programme implementation and treatment of conditions of public health significance. Another speaker was from FORE, Prof. Basant K Potnuru, Associate Professor & member- CSD. Prof. Shallini Taneja, Prof-in-charge, CSD moderated the session. The focus of the webinar was to appraise the students regarding the National Health Policy of India, its current challenges and way ahead. Dr Sanjiv firstly shared the policy perspective then, the Industry perspective and how the ecosystem is being created for different stakeholders including beneficiaries. He also appraised the students about the work opportunities, live projects, internships for them in healthcare industry. On the other hand, Prof. Basant K Potnuru discussed the perspective of “Mismatch of Demand and Supply of Doctors in India.” He talked about the crucial factors such as on enrolment, outturn, stock and attrition of doctors and covering the key aspects like SDGs, Indian Health System and contribution of doctors in rural areas. The session was

an enriching as it also throw the light on certain issues that India is facing in its Healthcare Sector such as deficit of doctors, crunch of equity, access to facility, lack of awareness in people around referring to doctors, etc. Prof-in-charge thanked the students and the speakers at the end.



#### National Webinar Series, with emphasis on the Dimensions of Social Defence and its linkages with SDGs # SDG-16 & 17

February 24-26, 2021

Center for Sustainable Development received a grant in association with RRTC ANUGRAHA to organized the 3 days National Webinar Series with emphasis on the Dimensions of Social Defence and its linkages with SDG's from NISD, Ministry of Social Justice and Empowerment (MSJE), Government of India along with the United Nations Information Centre for India and Bhutan, New Delhi. It was 3-days National conference from February 24-26, 2021 focused on United Nations Sustainable Development Goals #16 (peace, justice and strong institutions) and #17 (partnerships for the goals). 3 days National event was organized based on the three main thematic of areas of MSJE such as day one was focused on Drug and Substance Abuse, day two on Senior Citizens and day three on Transgender Community. Eminent speakers from the Ministry of Social Justice and Empowerment, UNODC, UNIC, WHO, NACO, NHRC, MHFW, IHBAS, AIIMS, NIMHANS, WCD, UNESCAP, UNFPA, University of Auckland, New Zealand, The Johns Hopkins University, U.S., TISS, CII, RRTC Anugraha, FORE, Industry, leading NGOs, among others.

The first day of the conference aimed on the 'Substance abuse among different strata in the society, issues & challenges, resolutions to address the addiction, Covid-19 challenges- action research oriented development on the ground and how to empower this community with employment opportunities through partnerships. Case studies and new researches in the area of substance abuse have been presented and discussed. The critical role of rehabilitation centers and how to create effective awareness programs among the young generations. How to create employment opportunities for rehabilitee under various schemes of government so as to make the surroundings a better place to live in.

The Day two focused on Senior Citizens and how to build the inclusive societies. The presenters and speakers highlighted the

importance of the fact that there is a need to talk about ageing population, bring it on the developmental agenda and, try to get attention of political leaders to address these ageing issues, how the institution of families withering away, the need to strengthen the health and social systems at the community level, which is very important for developing a sustainable ecosystem for older persons. They shared the ways on how one can overcome it by being compassionate, being aware and willing to make a difference. The panels addressed the problems and difficulties that senior citizens face in the aftermath of the Covid-19 Pandemic, including socio-psychological support structures, income stability, and overall health. It also stressed the importance of developing a healthy environment, with a focus on income and health protection, as well as empowering senior citizens through CSR and community partnerships.

The Day 3 of the webinar intended on Transgender Community and Gender Justice. The presenters & speakers discussed the health challenges, both physical and mental, faced by the transgender community specially during the COVID-19 pandemic. They stressed about the economic and non-economic aspects of these problems and the possible solutions to them. They emphasized on the issues faced by the Transgender community due to social stigma and lack of support in a gender based discriminating society. Solutions which are feasible and viable within the societal set up were also discussed. Case studies were presented regarding the social stigma and discrimination at the grass root level in such an intrinsic way which affects the mental health of a transgender person very negatively and for a long term. The gender-based bias was deeply discussed and how detrimental it is for not just the transgender community but society as a whole. The speakers gave the suggestions on how we as the responsible citizens of today can break these barriers for the greater good of the society by not just changing our own mindset but also spreading awareness. Generating employment opportunities through collaboration of Government and private entities and the way forward was discussed. In the concluding session DrMisra, Director, NISD applauded ANUGRAHA and CSD, FORE for their tiring efforts and the way the various stakeholders have been brought under a platform for the deliberations in three different Dimensions. DrAabha and DrShallini thanked NISD, under MSJE, GOI, all Eminent Guests, Resource Persons, Moderators, participants from NGO's, Rehabilitation Centers, Government Representatives, Industry, Scholars, Senior Citizens and students for their fruitful participation.

#### Combating Stress with Music Therapy

Wednesday | March 19, 2021

With the onslaught of pandemic, there's an increased focus on wellbeing, particularly to alleviate anxiety by supporting virtual interactions and especially making students and senior citizens to seek expert guidance. Center for Sustainable Development under a grant organised an online workshop entitled, "Stress Management with Musical Therapy" in collaboration with Pre2doc Healthcare Centre and Ms Ritumbhira Mehra (Artist-Connecting with the Mother Earth project) on March 19, 2021. The workshop focused on the relevant issues of stress management and coping mechanism to handle it efficiently with the help of music and meditation. The objective of the workshop



was to combat stress resulted because of the new normal in the prevailing pandemic with Music Therapy and Meditation. The workshop consisted of two sessions with the first session being conducted by Ms Ritumbhra Mehra, an Artist, Blogger, Public Art Practitioner and Meditation Trainer. The second part of the workshop was conducted by Pre2doc team including, Dr Farah Husain, Pre2doc lead researcher, Mr Deep Bhowmick, musical therapist-vocalist and composer and Ms Shalini Bansal, Pre2doc COO.

The workshop aimed at spreading awareness about burn out and positive stress, and how to manage stress, how Music therapy reduces anxiety and physical effects of stress, enhancing the quality of life, strengthening the coping skills, encouraging emotional expression, relieving stress and symptoms of anxiety. The sessions covered the light yet impactful activities like meditation exercises in order to align your chakras and connect with nature particularly Mother Earth facilitated by Ms Ritumbhra Mehra. Mr Deep Bhowmick conducted the vocal and singing exercises which proved to be a stress buster for the participants and made them realise the power of music therapy. Dr Farah Husain talked about the signs of different types of stress and the science behind it and how music can help people cope up in the midst of COVID-19 pandemic.

The workshop was very informative, interactive and entertaining, making the participants aware about the importance of music and connection with nature for a mindful and peaceful living. Prof Shallini Taneja thanked the experts, representatives from NGO, senior citizens, welfare organizations and students for their participation and thanked the donor agency for the workshop.



## Think Tank Genesis

### Corporate Buddha

The Team Think Tank organised an event named **Corporate Buddha: A Flagship Case Study competition** under the purview of Genesis-21: The annual Fest of FORE. It received an overwhelming response; about 119 teams have been registered from different colleges across the country. The competition was held in two rounds. The first round was Two-SliderCase Solution in which participating teams were required to provide a two-slider case solution based on deliverables mentioned in the case. The second round was Virtual Case Presentation, in which eight shortlisted teams for the final round required to present their case solutions which was judged by the panel comprising of corporate leaders.



Corporate Buddha

The competition had an esteemed panel of judges consisting of Ms. Sneha Jha, Innovation & Delivery Lead, KFC, Yum! Brands, Mr. Arjun Singh Chauhan, Brand & Marketing, Zomato and Prof. Arbuda Sharma, FORE School of Management & Fellow, XLRI. The Team Apollo from FORE School of Management was declared as winner; the Team Two Big Pitchers from NMIMS Mumbai was declared the first runner up and the Team Innovators from IIFT Delhi was declared the second runner up. The winning teams have won a cash prizes in order worth Rs.12000 with Certificate, Rs.8000 with Certificates and Rs.4000 with Certificates, respectively.

### The Amazing Race

The Team Think Tank organised an another event named **The Amazing Race: A Flagship Treasure Hunt event** during Genesis-21. The event was considered as the highlight of the Annual Fest of FORE: Genesis which was packed with fun, creativity, intellect and strategy. This year it went international, where Team Think Tank planned a race like never before. The event received registrations from colleges across India with 78 teams in total. Virtual treasure hunt was organised with the help of Google's street view.



The Amazing Race

The Team Chaotic Tribe, FORE School of Management was declared as winner; the Team Challengers, NMIMS Mumbai was declared the first runner up and Team Smells Like Team Spirits, FORE School of Management was declared the second runner up. The winning teams have won a cash prizes in order worth Rs.4000 with Certificates, Rs. 2500with Certificates and Rs.1500 with Certificates respectively.

## Prerna'21 by ANTAR

Team ANTAR organised PRERNA, a CSR Plan competition held on the Day 2 of Genesis which presented an opportunity to the leaders of tomorrow to introduce ground-breaking plans to achieve a social effect alongside business operations.

Top twelve teams presented corporate social responsibility plans for the organization of their choice and presented their research in front of the panellists. The impressive CSR proposals covered the issues of disinfection and medical care, waste and water treatment, afforestation, health and hygiene.

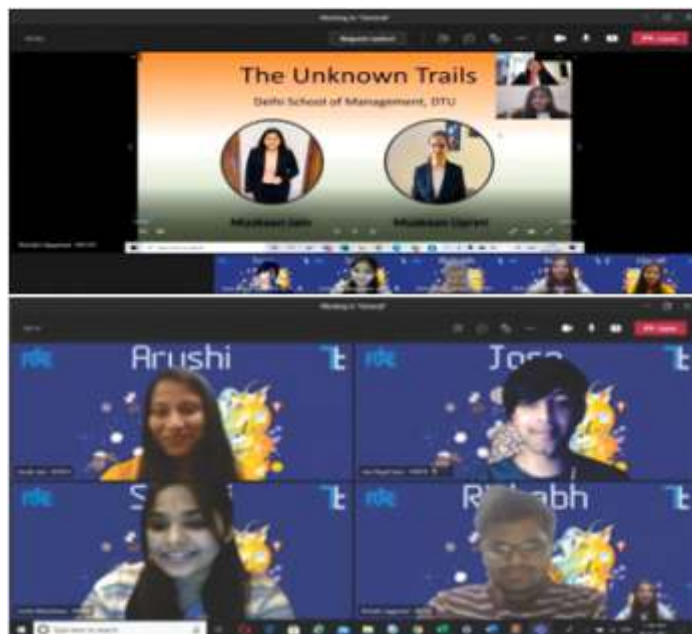


ANTAR invited Mr. Parthsarathi, a CSR professional who has worked with Cairn India, Akzo Nobel and GMR foundation. The second judge invited was Mrs Meenakshi Gandotra, a social researcher and co-founder, PHASE NGO that works on education and social enterprise. She has received the Gro Gest 2021 Scholarship programme at University of Iceland under UNESCO, becoming the third person to represent India. They were joined by Professor Mukul Joshi, FORE School of management to evaluate the teams based on the effectiveness of their thoughts and overall plan.

The Astha Garg and Bhavya Gupta, Team Infinity, NMIMS, Mumbai secured the 1st position and Anushka Jain and Bhavya Gupta, Team We Match, KJ Somaiya Mumbai secured the 2nd position.

## ADD-JECTIVE'21

Team Think Tank conducted ADD-JECTIVE'21, the annual inter-college event of the committee. This year, the theme of the competition was 'Battle of Ministries'. With the tagline "Where Grey Matters!", the competition was a four-day affair which kicked off on March 12, 2021 and concluded on March 15, 2021. This competition was a multifaceted event which aimed at testing the creativity, intelligence and general knowledge of the participants. More than one team comprising two members was allowed from one college. The event was conducted on D2C platform.



The competition was divided into two rounds. Round 1 was an Online Quiz, in which 20 questions were to be answered within a span of 15 minutes. The questions were based on Marketing, Finance, HR and business awareness. Round 2 was Pitch your Policy, which was a video submission round wherein the qualifying teams were required to prepare a video campaign for the allocated reform being the spokesperson for that industry, highlighting its benefits. Overall 20 teams were shortlisted for the second and final round.

The competition concluded with two winners as announced by the team. Team No-Name of FORE School of Management bagged the first position and Team the Unknown Trails of Delhi School of Management, DTU bagged the second position. As promised, the winners were awarded prizes as well. The winning team was rewarded cash worth Rs. 2000 and Certificates and the runners up were rewarded cash worth Rs. 1500 and Certificates.

The competition was a huge success where students from various colleges participated with great enthusiasm. They got an opportunity to showcase their creativity, intelligence and general knowledge. They followed each and every process of the event and enjoyed throughout the program.

## Welcome to FORE Family



**Prof. Aanchal Sharma**

Ph.D. Scholar, Symbiosis International (Deemed University); FPM-C MICA, Ahmedabad; Masters of Journalism and Mass Communication, GGSIPU Delhi; M.A. Gender and Development Studies (Gold Medalist), IGNOU

Delhi; B.Sc. Animation and Multimedia, BIT Mesra.



**Prof. Ansh Gupta**

Prof. Ansh is a Doctorate (Ph.D.) in marketing from the Indian Institute of Management (IIM) Lucknow. He has done his doctoral dissertation on Green Marketing from consumer behaviour perspective with focus on Green Experience and Green

Brand Equity. His research work has been supported by CII - Sohrabji Godrej Green Business Centre. He has been invited to present his research work at various renowned International conferences around the world by some of best institutions such as YALE University (USA), European Marketing Academy (EMAC), Academy of Marketing Science (AMS), University of Lethbridge (Canada), Monash University (Australia), Academy of Indian Marketing, Market Research Society of India (MRSI) among others. He was invited to share his thoughts about sustainable marketing in Blue Economies by ADBI (Asian Development Bank Institute) at Fiji. He has co-authored a book "Decoding Lucknow: Special Issue on Food" published by Centre for Marketing in Emerging Economies at IIM Lucknow.



**Prof. Arghya Ray**

PhD (Information Systems and Business Analytics), IIM Ranchi; B.Tech. (Computer Science and Engineering), SRM University Chennai. Prior to joining FORE School of Management, he has been an Assistant Professor (Area

of Business Analytics) in Adamas University, and a Visiting Faculty at Birla Global University. He also has industrial experience of two years at TCS Limited. With B.Tech. (Silver Medalist) in Computer Science and Engineering from SRM University, and a PhD (Information Systems and Business Analytics) from IIM Ranchi, he has to his credit many publications in top level ABDC and ABS listed journals. He has also attended around ten national and international conferences.



**Prof. Rishika Nayyar**

Ph.D. (Thesis Submitted), Indian Institute of Foreign Trade; M. Com, Department of Commerce, Delhi School of Economics, University of Delhi; B. Com (Hons), University of Delhi. She has around 8 years of teaching

experience as Assistant Professor (Commerce) at the University of Delhi. Her research interests include various facets of internationalization of multinational enterprises from emerging markets (EMNEs) and new ventures. She has been a recipient of the prestigious "Alan Rugman Scholarship" offered by Henley Business School, University of Reading, United Kingdom, where she completed two Ph.D. Masterclasses on Strategy and International Business, and Economics of International Business.



**Prof. Shirsendu Nandi**

FPM (PhD) (Operations Management and Quantitative Techniques), IIM Indore; MSc (Mathematics), IIT Kharagpur; BSc (Honours) (Mathematics), Presidency College, Calcutta

University. Shirsendu Nandi worked as a faculty member in the area of operations in Indian Institute of Management Rohtak. He was chairperson of Operations Management area and chairperson for executive education and certificate programmes. He has also taught in various academic programmes at Greatlakes Institute of Management Chennai. He is the recipient of prestigious National Board for Higher Mathematics (NBHM) Scholarship awarded by Department of Atomic Energy, Govt. of India. He has worked for two years with Wipro Technologies in the area of business intelligence. He has guided PhD students and published in various international journals of repute.



**Prof. Sushil Punia**

Ph.D. (Thesis Defended), IIT Delhi, M.Tech (Industrial and Management Engineering), IIT Kanpur, B.Tech (Industrial Engineering and Management), NIT Kurukshetra. His research interests lie at the intersection of

operations management and applied data science in healthcare, energy, and manufacturing industries. He also works on the assessment of governmental policies.



**Prof. Vandana Gupta**

Prof. Vandana Gupta is a PGDM from the Indian Institute of Management, Ahmedabad and a PhD Finance in credit risk. She has more than a decade of experience with the industry and has worked with some of the leading corporates as ICRA

Limited, Religare Securities Limited, Infosys, Bennett Coleman & Co Limited, and Modi Telstra. She has been associated with B-schools as MDI, IMI as a visiting faculty, and IMT-Ghaziabad. Her teaching areas are Financial Accounting, Corporate Finance, Business Valuations, Corporate Restructuring and M&A, Credit Risk Analysis and Management.



**Prof. Vikas Pandey**

Prof. Pandey is a FPM (Finance and Accounting), from Indian Institute of Management, Lucknow, MBA from ICFAI Business School Hyderabad, B.Tech. (Textile Technology) from Government Central Textile Institute, Kanpur. He has worked

for One and half years at IIM Jammu as an Assistant Professor in the area of Finance and Accounting. Earlier to that he was associated with School of Management & Entrepreneurship at Shiv Nadar University. He also has a professional experience of more than seven years in accounting and financial reporting of hedge funds and private equity fund.

## Student Council: 2021-22

The following students have been elected for the Student Council : 2021-22.

<b>Vineet Singh Bhatia</b>	:	President
<b>Manharika Dayal</b>	:	Vice President
<b>Meenal Jain</b>	:	Academic Secretary
<b>Saideep Thussu</b>	:	Academic Secretary



## Student's Events & Activities

### FORE Economy and Finance Forum (FEFF)

#### Arthashashtra 1.0

FEFF organised Arthashastra 1.0 on October 4, 2020. **Mr. Gaurav Sangtani**, President, Jigyasa Foundation was invited as a speaker in the event. He spoke on **Blockchain in finance**.

#### Arthashashtra 2.0

FEFF organised an another part of series titled 'The paradigm shift towards faceless tax assessment' on October 24, 2020. **Mr. Mohanish Verma**, Chief Commissioner of Income Tax, Government of India was the speaker for the session.

#### Arthashashtra 3.0

FEFF conducted last part of the series as **Arthashashtra 3.0** on Corporate Restructuring on December 6, 2020. **Mr. Pankaj Dhawan**, Company Secretary and Chief Compliance Officer, PVR Cinemas was the speaker for the session.

### Special Interest Group (SIG) - Investment and Portfolio Management (SIG-IP)

#### FIN-X 1.0

Team SIG-IP organised a webinar named FIN X 1.0 on October 10, 2020. The speaker for the event was **Mr. Ankit Jindal**, CGST Inspector, Government of India. He is an expert in the stock market & investment and spoke on **How Covid-19 will change the future of investing in the event**.

#### Fiesta

Team SIG-IP conducted another webinar titled **Fiesta** on December 6, 2020. **Mr. Mandeep Arora**, Director, HDFC Bank was the speaker for the webinar He delivered his speech on **Psychology of investment decision making** during the event.

### Centre for Research & Innovation in Frugal Technology Management (CRIFT)

#### Astitva 2.0

Team CRIFT organised a very informative webinar on 20 October, 2020 titled 'Frugal Innovation for Business Sustainability post COVID-19.'

The speaker for the webinar was **Mr. Jaideep Prabhu**, Marketing Professor-JBS, University of Cambridge.

#### Rural to frugal

Team CRIFT organised Rural to Frugal: a case study competition from November 26, 2020 to December 5, 2020 in collaboration with Sun Moksha.

#### Workshop on Inside-Out Design Approach to Business Model Innovation

Team CRIFT conducted a workshop on Inside-Out Design Approach to Business Model Innovation on January 10 - 11, 2021. **Dr Bala Ramadurai**, Adjunct Professor, SYMBIOSIS Institute of Business Management, Pune and **Dr Mukul Joshi**, FORE School of management were the facilitators during the workshop.

### Personality Enhancement Cell (PEC)

#### Mark The Talk

Team PEC organised Mark The Talk: an interactive session on the careers in marketing on November 7, 2020. The session was chaired by **Ms. Dola Halder**, Brand Head, Doritos, Pepsi Co India.

Hailing from a marketing and brand management domain, Ms. Halder has led Pepsi Co Global's foray into the Women Snacking Platform and launched Kurkure's: the first ever premium Snacking Range.

#### Industry Connect

An another event conducted by the Team PEC was a session on Industry Connect on November 12, 2020. The sectors in focus in this session were the FMCG and IT.

#### Newsroom Session

Team PEC conducted a Newsroom Session on December 8, 2020. This session was in order to impart knowledge and provide the students with a platform to learn, share and grow. It aimed at discussing two topics: Regional Comprehensive Economic Partnership (RCEP) and The Farmer Bills.

## Corporate Interaction Division (CID)

### Anubhuti-1

Continuing with its tradition of bridging the gap between industry and academia, the Team CID organized another successful webinar series named Anubhuti on Trends in Consultation and Human Capital on September 25, 2020. **Mr. Roopank Chaudhary**, Partner and Chief Commercial Officer, Human Capital Solutions, AON was the invited guest speaker for the event.

### Mark-HR Week

The Team CID in collaboration with Sigma- SIG for Marketing organized a week full of events dedicated to Marketing and Human Resources. The weeklong series of events, i.e., competitions and a panel discussion began on October 12, 2020.

### Anubhuti-II

The Team CID organized an another webinar of Anubhuti on November 13, 2020. **Mr. Saurabh Nath** was the key speaker in the event. Mr. Nath has been working with Kellogg Company as Associate Director of Marketing. He has also been the part of other prestigious organisations like Kimberly-Clark before working at Kellogg Company; he was associated with TNS Global for more than seven years. The objective of the session was to enlighten the students on 'The Use and Impact of Culture in Marketing'.

### Ops-IT

The Team CID collaborated with Team Fostra, the operations club of FORE School of Management to organise Ops-IT week during March 22 - 27, 2021. There were numerous competitions throughout the week and ultimately culminated with the Operations and Information Technology Conclave.

### Anubhuti-III

The Team CID hosted another Anubhuti on February 27, 2021 in which **Mr. Kailash B. Gupta**, Chief Financial Officer, Inox Leisure Limited was the invited speaker. He spoke on 'His career in an hour'. Mr. Gupta is a seasoned finance expert with over two decades of experience. He is a qualified CA comprises core competencies that includes Investor Relations, Fund Raising, General and Business Accounting, Taxation, Banking, Treasury, Business Planning and Review, etc.

## FOREword

### The Art of Storytelling

FOREword: The Literary Committee organised a workshop on Art of Story telling on September 21, 2020 in which **Mr. Sandeep Kocchar**, Founder, Blewn Minds was the invited speaker. Mr. Kocchar is an alumnus of IIM Bangalore and IIM Kozhikode dedicated his life in mentoring people through the art of storytelling. He talked a bout his journey of quitting his job and following his passion on the path to self-discovery.

### Tunes and Tales

The Committee FOREword organised a webinar on 'Tunes and Tales' on December 5, 2020. **Mr. Ujjwal Kumar**, Musician and a Tedx speaker was the invited guest in the event. Mr. Kumar works full time as a UX designer and is the founder of UX Champion where he teaches UX design. He talked about his humble beginnings and musical success, along with balancing his passion and a full time job simultaneously.

## FORE Career Division (FCD)

### British Telecom

The Team FCD keeping pace with its objectives of inviting organizations to FORE campus to create engagement amongst students organized a webinar in collaboration with British Telecom on October 1, 2020. The webinar was on Future of Workplace post COVID-19. **Mr. Suvarnanidhi Rao**, Talent Acquisition Manager, British Telecom was the invited speaker for the event.



## FORE Sports and Cultural Division (FSCD)

### Blitzkrieg: The Chess Tournament

The Team FSCD organised the first event of the year called Blitzkrieg: a chess competition was a fun-filled challenging game. The event was a week long battle of moves and saw. The students took part in the event with high enthusiasm. The game was organised virtually considering the present Covid situation. It was a new experience to the host of the event and the participants of the game. The event was concluded after a series of intense competitions. **Rohit Ratan Jain** checkmated **Karan Sharma** in the final match.

### The Lord of The Memes

The Team FSCD organised an another exciting and full of fun competition of 2021 named The Lord of The Memes. **Mayank Jain** (IMG 14) was crowned as the winner; **Saaransh Gupta** (FMG 29) was the first runner up and **Arushi Jain** (FMG 29) was the second runner up.

### Mic Drop

The Team FSCD organised an another fun filled and an amazing evening called Mic Drop: An Open Mic Night. The students registered for only one selected category for participation, i.e., Singing, Rap, Shayari, Poetry, Monologue, Mimicry, Stand-Up Comedy, etc. **Gauransh** (IMG 14- 143071) for his invigorating poetry; **Chinmay Joshi** (IMG 14- 143011) for his mesmerising singing; and **Manoneet Singh** (IMG 14- 143080) for his accurate piece of mimicry have won the heart of the audience.

### Section Wars

The Team FSCD organised a Talent Hunt event called Section Wars. The event was a platform for teams of various sections to showcase their hidden talents. There were many nail-biting matches and exhilarating performances during the days of competition and at the end, IMG 14D section called Janta Dal was emerged as victorious team of the event.

## Nexus

### Freshers

The Team Nexus organized a Freshers' Party for the batch of 2022 on October 18, 2020 virtually considering the present Covid situation as New Normal. However, the party was organised virtually but all possible measures were taken to make it feel that it was happened on campus. The students maintained high level of excitement, vigour and enthusiasm and made the event very exhilarating by organising variety of events, i.e., theme of shuffle your vibe etc. The event was commenced with the team shortlisted for **Mr. and Ms. Freshers**, after that three interesting rounds were conducted. **Sushobhit Singh** (143054) and **Muskan Jain** (015034) were crowned with Mr. and Ms. Freshers' respectively with their quirky and rapid replies.

An another much-awaited event called **Know Your Peers** were announced in which Section B was declared as the winner for presenting innovative video by gathering most likes and love. **Mayank Mahashay** (291138) and **Gauransh Mohan** (143071) were declared as the winners for Know Your Seniors in which both interacted and got to know their seniors. **Vineet Singh Bhatia** (143112) and **Varda Sharma** (015051) were announced to be the Best Dressed students at the Freshers. The much-awaited part of the evening that everyone waited too came in which **Zaman Khan** and **Rahul Dua** performed and made the evening more exhilarating.

### Farewell: Safarnama'21

Sustaining up the tradition year after year with great enthusiasm: The Team NEXUS organised the farewell for the outgoing batch of 2019-2021 on April 16, 2021. The Team NEXUS delightedly announced the titles of **Mr. and Miss FORE** to **Arpit Taneja** and **Prachi Haresh Khushalani** respectively after conducting the rapid rounds with full of fun. No matter where in the world all the students of 2019-21 batch of FORE will be in but they will always continue to be a part of FORE which had brought them together and became such an important part of their lives. The Junior batch students gave sincere and respectful farewell to their Senior batch students.

## Centre for Entrepreneurship Development (CED)

### Live Case Workshop

The Team CED organised a three days' mega workshop on **Idea Generation to Business Plan** to give a practical insight during September 16 – 18, 2020. Further a **Live Start-Up Case Study Workshop** was organized on September 19, 2020. **Dr Anita Tripathy Lal**, Prof. In-charge, CED conducted a fireside chat with the guest, **Mr. Pramit J Nathan**, Serial Entrepreneur & Co-Founder of Creative Inc. was the invited guest for the event. Mr. Nathan is also a FORE alumnus who graduated in 1996.

### Funding Start-Ups

The Team CED organised an even on Funding Start-Ups to gain insight into the intricacies of the entrepreneurial world on October 16, 2020. This event was conducted in continuation with the Idea Generation workshop. As it is fact that a business without a funding source will flounder under the weight of its own debt. Funding is the fuel on which any business sustains and grow. Therefore, the event was conducted to enhance the students' knowledge and gain updates on the start-ups. **Mr. Gaurav Kachru**, MD, Superfuel Advisors; **Mr. Puneet Gupta**, Founder and CEO, Clensta and **Mr. Rishabh Mehta**, Serial Techno-preneur were invited guests to share their experiences on the topic.

### ImpugnBiz-4.0

The Team CED organised ImpugnBiz-4.0: The Intra-College Business Plan Competition on October 22, 2020. **Dr Neelam Saxena**, **Mr. Sanjay Kapoor**, **Mr. Sandro Stephen** and **Dr Anita T. Lal** were the jury members during the competition event.

## Special Interest Group – Human Relations (SIG-HR)

### Employability post Covid-19

The Team SIG-HR organised an interactive session on Employability post Covid-19 on October 21, 2020. **Mr. Eric James**, HR Director, Meesho was invited guest speaker for the event. Mr. James spoke on various functions of HR in software companies and in various start-ups.

### SIG HR – Knockouts

The Team SIG-HR organised a three round competition beginning from October 26, 2020 and culminated on October 29, 2020. **Mr. Sumit Mundra**, HR Director, Gartner and **Ms. Lipika Mohanty**, HR Director, Acidaes Solutions- Crmnext were invited to act as the judges for the event.

### Tippani '21

The Team SIG-HR organised a two round competition beginning on March 19, 2021 and concluded on March 21, 2021. The jury included **Mrs. Yenki Ahuja**, Business Development Head, SBY Academy and **Prof. Neeraj Kumar**, FORE School of Management were invited to act as the judges for the event.



## FORE Alumni Network (FAN)

### Alumni speak

The Team FAN organised an event named Alumni Speak: A Series of Guest Lectures from the institute's alumni. **Mr. Gaurav Barjatya**, Marketing Director, WWE India was invited for the lecture in October 2020.

### Panchtatva-2020

The Team FAN organised flagship Annual Alumni Interaction event called Panchtatva 2020 on December 20, 2020., **Mr. Jai Kapoor**, Assistant Vice President, Research and Analytics, State Street from the Finance sector; **Mr. Anubhav Gupta**, Asia Pacific Marketing Leader, IBM India from the marketing sector; **Ms. Rashi Bhatla Chatrath**, Market HR Director, American Express from the human resources sector; **Mr. Anuj Wadehra**, Director, KPMG from the strategy sector and **Mr. Arindam Mukherjee**, Director, Azure Business, Microsoft India from the information technology sector were the invited guest speakers for the event.

## TEDX

### TEDX Circles

The Team Tedx organised an event called Ted Circles on November 22, 2020. The theme for the event was 'Truth Tellers' and fifteen lucky students got an exclusive opportunity to meet with the guest of honour **Mr. Rijul Arora**, Member, Global Shapers Community & Consultant, Digital Transformation, Ernst & Young.

### TED Circles 2.0

The Team TEDx organised an another edition of successful virtual event called TED Circles 2.0 on February 13, 2021. The theme for this edition was 'Our memories' and the guest speaker was **Mr. Srijan Sharma**, Founder, It's Hemp: A self-proclaimed Hemp advocate, Mr. Srijan is actively working towards creating awareness about a cannabis focused healthy lifestyle and its role in sustainability.

### TEDX: What to do?

The Team TEDx organised TEDx at FORE school of Management to empower students with knowledge about affairs beyond the academic scope and to broaden their world horizon. The event was conducted on March 20, 2021. **Mr. Zorawar Kalra**, Restaurateur; **Dr Ruma Devi**, Artist, Entrepreneur & Social Activist; **Mr. Felis Elkmann** German Entrepreneur; **Ms. Lhagyari N. Dolkar**, Human Rights Activist from Tibet; **Mr. Ankit Tripathi**, Founder, Uneako; **Ms. Supriya Singh**, Researcher & Writer and **Ms. Mayoore Kongo**, Industry Head, Google India & Former Bollywood Actress were the invited speakers for the event..

## ANTAR

### Aaghaaz 1.0

The Team ANTAR organised a webinar called Aaghaaz 1.0 on October 11, 2020. **Ms. Priya Gupta**, Founder, Sarvapriye Foundation was the invited speaker for the event.

### Aaghaz 2.0

The Team ANTAR organised an another webinar called Aaghaz 2.0: Mind Hacks to Conquer Stress on November 24, 2020. **Mr. Avinash Tiku**, Program Director of Youth Affairs, The Art of Living was the invited guest speaker for the event.

### Aashayein'21

The Team ANTAR organised a virtual event called Aashayein 2021 January 26, 2021. There was a good interaction with students. They performed many activities, i.e., dance, music and games during the event.

## FORE Operations & Strategy Group (FOSTRA)

### Pratighaat'20

The Team FOSTRA organised a virtual event called Pratighaat'20: a competition program during November 19 - 23, 2020. The theme of the event was **A War to End All Wars** to test the ability of the team to come up with the strategy that can trump the others. Team "X Blues" got first place in the competition. **Anant Kumar Jain**, **Smriti Bhagat** and **Naman Arora** were the members of Team "X Blues". Team "Gold Diggers" and "Trend SettAers" became the runners up for the event. **Mr. Sunil Kumar**, Faculty, L&T, IPMS-Vadodra and **Prof. Mohita Sharma**, FORE School of Management were acted as jury for the event.

### Pranniti

The Team FOSTRA organised a virtual event called Pranniti on January 11, 2021. The theme of the event was **Supply Chain Management post Covid World and Forecasting the Future Trends**. **Mr. Umang Shukla**, Co-founder & Director, Edgistry and **Mr. Amitabh Shergill**, Director of Operations, Delhivery were the invited guest speakers.

### Modus Operandi 1.0

The Team FOSTRA organised a virtual event called Modus Operandi 1.0 on October 3, 2020. **Mr. Vivek Kalia**, Head, Business Operations, Airbus Group Inc. was the invited guest speaker for the event.

### Modus Operandi 2.0

The Team FOSTRA organised an another series of Modus Operandi 2.0 on March 26, 2021. The theme of the event was **Role of Technology in Operations**. **Mr. Vikas Patel**, Manager, Strategy & Business Design, Deloitte India was the invited guest speaker for the event.

### KPMG Lean Six Sigma Certification

The Team FOSTRA organised a virtual event called Lean Six Sigma Competency Development Programme (CDP) in which a Green Belt Certificate was awarded to the successful participants.

## Special Interest Group – Analytics (SIGnalytics)

### Big Data Applications in Pharma Industry

The Team SIGnalytics organised a webinar on Big Data Applications in Pharma Industry December 31, 2020. **Prof. Lalit K Jiwani**, Professor-in-charge of SIGnalytics graced the event and introduced the SIGnalytics team.

### Practical Perspectives on Data Science and Analytics

The Team SIGnalytics organised a guest lecture on Practical Perspectives on Data Science and Analytics on February 27, 2021. **Mr. Apurva Dubey**, Head, Data Science and Enterprise Analytics Division, United Airlines, India Knowledge Centre was the invited guest speaker for the event.

## Centre for Sustainable Development (CSD)

### National Webinar Series

The Team CSD organized a National Webinar Series emphasis on the Dimensions of Social Defense and the linkages with SDGs in collaboration with National Institute of Social Defense (NISD), Ministry of Social Justice and Empowerment, Govt. of India, RRTC Anugraha, United Nations Information Centre for India and Bhutan. The event was a three days long from February 24, 2021 to February 26, 2021.

The Team CSD organized an another event in association with Wishes and Blessings NGO, New Delhi on How our Youth Can Contribute towards the Underprivileged Section of the Society on October 21, 2020. **Dr Geetanjali Chopra**, Founder and President, Wishes and Blessings, New Delhi was the speaker for the webinar.

## International Business Forum (IBF)

### Bizzword 1.0

The Team IBF organised a crossword competition titled Bizzword 1.0 virtually on October 9, 2020. The participants were asked to answer fifteen questions provided to them in a crossword format in an Excel file. **Sahil Bansal** was announced as the winner; **Souparna Palit** was announced as the runner up and **Abhisar Verma** was announced as the second runner up.

### Globuzz 3.0

The Team IBF organised a virtual event called Globuzz 3.0 January 4, 2021. **Mr. Karan Dua**, Global Brand Manager, Royal Enfield was the invited speaker of the webinar. Mr. Dua spoke on Brand Management Strategies for International Market.

### Tagzap

The Team IBF organised a virtual event called Tagzap on November 24, 2020. The event was organized as a part of the FIN-IB Week. The event was organised in collaboration with the Team CID which was held from November 23, 2020, to November 27, 2020.

## Think Tank

### Addict

The Team Think Tank organized a virtual event which is well known as Addict'20: **An Annual Branding and Marketing Competition** which was held from September 20, 2020 to September 23, 2020.

### Finish Line

The Team Think Tank organized a virtual event called Finish Line 2020: **National Level Annual Finance & Entrepreneurship** which was held from October 17, 2020 to October 31, 2020.

### Tathagat XII

The Team Think Tank organized a virtual event called Tathagat XII: **An Annual Strategy Case Study Competition** which was held from December 5, 2020 to December 20, 2020.

### Quizzark

The Team Think Tank organized a virtual event called Quizzark: **An Annual Intra-College Quiz Competition**. The **Team Zeus** from FMG 29-A was announced as the winners and **Team Brutuske Bande** from FMG 29-B was announced as the runners-up in the event.

## FORE Technical Division (FOREtech)

### Excel Workshop

The Team FORETech organised a virtual event called Excel Workshop on October 11, 2020. **Ms. Anjali Gupta**, Chartered Accountant and Manager, AXA XL was the invited speaker of the event.

### Impervious 3.0

The Team FORETech organised a virtual gaming event called Impervious 3.0. The event was a four-days affair which commenced on November 19, 2020 and concluded on November 22, 2020. The most popular game of the event was **COD Mobile** game which was included this year in the event.

## FORE Connect

### Panache

The Team FORE Connect organised a virtual event called Panache January 29, 2021. **Ms. Gayathri Sharma**, Head of Communications, India & South Asia, Rolls-Royce India Pvt. Ltd, was the invited guest speaker of the webinar. Ms. Sharma spoke on Role of Communication in Managing Brand Reputation.

## Special Interest Group for Dare2Compete (SIG – D2C Igniters)

### Unplugged

The Team SIG – D2C Igniters organised a virtual event called Unplugged on December 11, 2020. The theme of the event was Leveraging the Opportunities 4.0 in a B-School. **Mr. Ankit Aggarwal**, Founder & CEO, Dare2Compete was the invited guest speaker of the event.

### Shan Neeti

The Team SIG – D2C Igniters organised a virtual event called Shan Neeti: **A Competition Program**. **Shristi Bang** and **Arshpreet Bagga** from Team Minions were announced as the winners and **Raunak Kishore** from Team Archnemesis was announced as the runner up of the event. **Prof. Vinaytosh Mishra** and **Prof. Ayushi Sharma** were the members of the Jury for the final round of the event.

## Genesis

Genesis: An Annual Cultural Fest of FORE was held on February 5-6, 2021 after lots of obstacles due to Covid 19 situation. The event was organised with many restrictions since it was held virtually. The theme of the event was **Aurora of Possibilities**.

The Team CED conducted **Escape Rooms**, a five round competition as part of Genesis-21. The judges were Prof. Mukul Joshi, FORE School of Management, Mr. Shrey Arora, Founder, Lickerish Foods and Ms. Neha Sagar, Founder & CEO, Taxation helping.

**Concoct** was organised which involved Business Plan submission. The judges were Prof. Anita T. Lal, FORE School of Management, Ms. Shreedha Singh, Co-Founder, TAC and Ms. Aditi Balbir, Angel Investor and Mentor. Sneha, Amal Saxena, Kritika Chandel, and Aakash Singh from Team Compared, KJ Somaiya Institute of Management were the winners and Nihal Konan from Team Samatva, Sir M. Visvesvaraya Institute of Technology was the runner-up team.

SIG-HR conducted **Vyamahamas** a part of Genesis-21. The judges of the event were Prof. Reeta Raina, FORE School of Management, Mr. Ashish Gakrey, Founder, HR Shapers and Mr. Vishwanath Hampana, VP, Acumen Aviation.

Team CID, under the purview of Genesis-21 conducted a case study competition called **Kurukshetra**. The illustrious panel of judges for the final round consisted of Mr. Vivek Chachra, Head, Global Sales & Business Development, Harvard Business Publishing, Mr. Sudeep Jain, Head, Strategic Initiatives, Times Internet and Prof. Anil Kumar Singh, FORE School of Management.

FOREword: The Literary Committee organised an another edition of **Design-It-out**: A Design Thinking Case Study Competition under the purview of Genesis-21. The jury consisted of Dr Lalit S. Kathpalia, President, Society of Design Thinking Professionals, India Chapter and Prof. Aanchal Sharma, FORE School of Management.

**Backflush** is the flagship event of FOSTRA conducted during Genesis-21. The winners were Aman Bansal, Ashutosh Darmal and Deepak Singh from Team Champs, NMIMS, Mumbai; they got cash prize of Rs.6500. The first runners up were Pratik Bambhaniya and Arjun Sanghvi from

Team Parmanu, NITIE, Mumbai and they won a cash prize of Rs.3500.

Team ANTAR organised **Prerna**: A CSR Plan Competition event on the Day 2 of Genesis-21. Mr. Parthsarathi, CSR professional who worked with Cairn India Akzo Nobel and GMR Foundation, Mrs Meenakshi Gandotra, Co-Founder, Phase NGO who works on education and social Causes and Prof. Mukul Joshi, FORE School of Management were the invited guests.



Team Think Tank organised **Corporate Buddha**: A Flagship Case Study event. The competition had an esteemed panel of judges consisting of Ms. Sneha Jha, Innovation & Delivery Lead, KFC, Yum! Brands, Mr. Arjun Singh Chauhan, Brand & Marketing, Zomato and Prof. Arbuda Sharma, FORE School of Management & Fellow, XLRI. Team Think Tank also conducted **The Amazing Race**: A Treasure Hunt event. Team Chaotic Tribe from FORE School of Management was declared as winner, Team Challengers from NMIMS Mumbai was declared the first runner up and Team Smells Like Team Spirits from FORE School of Management was declared the second runner up.

Team FORETech organised **Technoslides**: An Inter B-School Case Study event. The competition had an esteemed panel of judges consisting of Prof. Aanchal Sharma, FORE School of Management, Prof. Sunita Danielle, FORE School of Management, Prof. Nitin Soni, IIM Raipur and Mr. Nikhil Garg, Senior Manager, Novartis. Team FORETech also organised **Tech Niti**: An Inter B-School event, wherein the participants were required to make infographics on one of the topics assigned by the committee. The competition had an

esteemed panel of judges consisting of Prof. Mukul Joshi, FORE School of Management, Prof. Ashok Harnal, FORE School of Management and Mr. Manish Joshi, Sr. Database Administrator, Sunrise Platform DBA, Allscripts.

The Team IBF organised the third edition of **Raffle 3.0**. The competition had an esteemed panel of judges consisting of Mr. Shekhar Gupta, Prof. Arbuda Sharma and Prof. Vinaytosh Mishra, all from FORE School of management.

The Team FORE Connect organised **Stratagem'21**: A flagship Inter-College event. The competition had an esteemed panel of judges consisting Mr. Gaurav Prasad, Area Manager, Market Development, Varun Beverages Limited and Mr. Ketan Gupta, Consultant, Risk Management, Blackstone, Wipro DOP. The Team FORE Connect organised an another event called **Tasveer'21**: An Inter-College Photography Competition. The competition had an esteemed panel of judges consisting of Prof. Neeraj Kumar, FORE School of Management, Prof. Sriparna Basu, FORE School of Management and Ms. Navneet Sodhi, Educationist, Indian Institute of Corporate Affairs.

The Team SigMa organised event named **Impersonate: Think Like a CMO** in which all participants participated in the case study competition. The final round was judged by Prof. Varsha Khatri, FORE School of Management; Ms. Devyani Sharma, Digital Marketing and Communications specialist; and Ms. Tanya Gupta, Media and Buying, Interpublic Group.

The Team FSCD organised an event called **Step up: A Dance Competition** in which all participants performed Live Dance. Mr. Mahesh Bhupesh Chandra, Founder, Red Frames Production & Co-Founder, The Dance District and Mr. Dhruva Singh, Co-Founder, The Dance District were the Jury members of the event. The Team SigMa also organised the final round of **Uni Ad** on February 6, 2021. The teams came up with various unique uses of different products. Dr Ayushi Sharma, FORE School of Management; Ms Taruna Soni, Head Marketing and Communications, Inter globe Technology Quotient and Ms Ujjwala Walia, PR and Communications, Interglobe Technology Quotient were the Jury members of the event.

The first event for Team FEFF in Genesis was **War Room: A Simulation-based Competition Game** which consisted of two rounds. The second competition organised by FEFF was **FIN-EVISTA** in which participants got a chance to test their

investing skills. The Team: Big Bull was declared as the winner of the competition.



The Team SIG&PR organised **Market-O-Mania**: A Stock Market and General Price-based Competition as part of Genesis-21 The jury which consisted of Dr Gagan Sharma, FORE School of Management, New Delhi, Mr. Neeraj Gupta, Director & Co-Founder, Fablore Edu foundation and Mr. Gaurav Sharma, VP- Client Advisory, INDMONE.

The Team CRIFT organised **Fruga NOMICS**: A Frugality Competition which consisted of three rounds. Team Think bot was declared as the winner of the competition. The Team PEC organised an even called **Guilty as Charged**: A Legal Mock Trial Competition which consisted of three rounds. The Team 'Rogues' consisting of Ranu Sancheti and Anmol Raina were declared the winners of the competition. They won a cash prize of Rs.7000. The event witnessed the participation from various colleges, i.e., like NMIMS, SIBM, IMI, CVS, SCMHRD, etc. The Team Nexus organised a Musical Night which gave a wonderful night full of exuberance; the melodious singer Mr Ankit Tiwari and Mr Anubhav Singh Bassi made everyone laugh till everyone's jaw aches. D J Danika and Singer Vivek Singh made the event more exhilarating.



## Students Participated in the Co-Curricular Events Organised by Other Colleges and Institutes, 2020-21

Sn	Name	Roll No.	Event	Institute	Date	Position
1	Shweta Bhatt	281048	HR Insignia, Case Study Competition	Amity Business School, Noida	September 21 -24, 2020	Third
2	Pankaj Goyal	281196				
3	Ali Azim Ansari	143061	CASEthetics - The Case Study Competition	SCIT (Symbiosis Centre For Information Technology), Pune	September 28 - November 10, 2020	First
4	Deepa M	143068				
5	Omita Agarwal	143084				
6	Rachana G Krishnan	143089				
7	Parul Singla	015023	CASEthetics	SCIT (Symbiosis Centre for Information Technology), Pune	September 28 - November 27, 2020	Second
8	Pranav Kalra	015011				
9	ChhaviKhurana	281074	Mimamsa, the Flagship HR Event	IIT (Indian Institute of Technology, Bombay)	October 9 -31, 2020	Second
10	Malvika Saxena	133023				
11	Srishti Saxena	133050				
12	Sargun Matta	143048	Case Analysis Competition	BIMTECH (Birla Institute of Management Technology), Noida	October 11 - November 04, 2020	First
13	Ali Azin Ansari	143061				
14	Amit Jadhao	133068	Showdown 2020-Board Room Challenge	IIM (Indian Institute of Management) Ahmedabad	October 12- 24, 2020	Second
15	AyushiSachdeva	133010				
16	Dimple Tibrewal	133012				
17	Hitesh Ghai	133017				
18	Shashak S Natrajan	133099				
19	Tarunima Vijay	024055				
20	Shivesh Tolani	281104	Optronix 1.0	NMIMS (Narsee Monjee Institute of Management Studies), Mumbai	October 17 - 31, 2020	Second
21	Dhruv Bedi	281193				
22	Ankit Gulati	281129	Sustain-e-con, E-Conclave	SIIB (Symbiosis Institute of International Business), Pune	October 20 - 25, 2020	First
23	Pankaj Goyal	281196	Internico '20	BIT (Birla Institute of Technology, Ranchi , Mesra)	October 22- November 16, 2020	Second
24	Pulkit Dhanava	024036	Corporate Confront	SIMS (Symbiosis Institute of Management Studies), Pune	October 25- November 22, 2020	Second
25	Ankit Gulati	281129	Indian Biz League, Paragana 2020	NMIMS (Narsee Monjee Institute of Management Studies), Mumbai	November 4-10, 2020	First
26	Bhavana Asthana	281134				
27	Anindya Som Chowdhury	281006	Sanrachana- A Case Study Competition	KJSIM (K.J. Somaiya Institute of Management), Mumbai	November 5-27, 2020	First
28	Vani Khattar	133057				
29	Karan Jatwani	133021				

30	Lakshmi Satya Rayasam	133082	Praktikos2020	Jaipuria Institute of Management, Noida.	November 7, 2020	Second
31	Mugdha Krishan	133028	Guesstimate 2020	XIMB (Xavier Institute of Management), Bhubaneswar	November 10 -11, 2020	Third
32	Urmika Panhotra	133054				
33	Urmika Panhotra	133054	Mental Hack	Amity Business School, Noida	November 18-19, 2020	First
34	Ramandeep Singh	133129	E-Gnite1.0	IIM (Indian Institute of Management), Nagpur	November 21 - December 5, 2020	First
35	Somiya Darbari	133049				
36	Aman Janghu	024007				
37	Urmika Panhotra	133054	E-Gnite1.0	IIM (Indian Institute of Management), Nagpur	November 21 - December 5, 2020	Second
38	Mugdha Krishan	133028				
39	Shreya Verma	133047				
40	Shreya Bahety	133046				
41	Muskan Jain	015035	Scribble Dribble 4.0	IIM (Indian Institute of Management), Kashipur	November 22-29, 2020	Second
42	Prachi Joshi	015009				
43	Raunak Khattar	291102	Brand-Rupt	IIM (Indian Institute of Management), Tiruchirappalli	November 24 - December 06 2020	Third
44	Ashish Tandon	143066				
45	Riya Bakshi	143090				
46	Akanksha Gupta	281122	Arohan, Solaris'20-21	IIM (Indian Institute of Management), Udaipur	November 25, 2020 - January 10, 2021	First
47	Manika Singhal	281085				
48	Simran Kaur Madan	281162				
49	Dhruv Kohli	143016	MarcWars	IIM (Indian Institute of Management), Udaipur	November 26, 2020 - January 8, 2021	First
50	Chinmay Joshi	143011				
51	HardeepKhurana	143020				
52	Naman Sharma	281182				
53	Ankit Gulati	281129	Merx - Marketing	NIT (National Institute of Technology), Trichy	November 28 - December 19, 2020	First
54	Dhruv Kohli	143016	Udaan 2020	IMT (Institute of Management Technology), Ghaziabad	December 1- 27, 2020	Second
55	Gargi Ghosh	143018				
56	HardeepKhurana	143020				
57	Sanjana Gupta	291155				
58	Abhay Kundlia	143002	Externix 5.0	Shiv Nadar University, Noida	December 02-20, 2020	Second
59	Akshat Aggarwal	143008				
60	Kajol Bobra	281082	HRythm	Shiv Nadar University, Noida	December 16-20, 2020	Second
61	VanshitaSinghal	281057				
62	Anuksha Jain	015002	Alfaaz, Passion 2020	IMT (Institute of Management Technology), Ghaziabad	December 17-26, 2020	Second
63	Ishita Rastogi	133019	Intellego- The Untold Story of Data	TISS (Tata Institute of Social Sciences), Mumbai	December 18, 2020	First
64	Vani Khattar	133057				
65	Akanksha Gupta	281122	Micanvas'20	(MICA) Mudra Institute of Communications), Ahmedabad	December 22- 27, 2020	Second
66	Manika Singhal	281085				
67	Simran Kaur Madan	281162				

68	Kriti Sharma	034021	Jingle Junkie	(MICA) Mudra Institute of Communications), Ahmedabad	December 22-26, 2020	Third
69	Nikita Choudhary	034031				
70	Arushi Jain	291014	Spion	ICFAI Business School, Hyderabad	January 7, 2021	First
71	Sarthak Mahajan	291055				
72	Vishank Kansal	291022	Nature's Battle 2.0	ICFAI Business School, Hyderabad	January 7- 9, 2021	Second
73	Muskan Garg	034057				
74	Radhika Garg	034036				
75	Anindya Som Chowdhury	281006	Karmanta	International Management Institute, New Delhi	January 18 – February 26, 2021	Second
76	Ankur Singh	291121				
77	Poshali Wadhawan	015008				
78	Shweta Saxena	281049	Sylogize	IIM (Indian Institute of Management), Vishakhapatnam	January 24, 2021	Second
79	Ayushi Roy	143067	Stratinnova 2021	KJ Somaiya Institute of Management, Mumbai	January 24 – February 20, 2021	Second
80	Rishabh Aggarwal	291147				
81	Pranav Bhatnagar	143027	Arth-Shastra	Department of Management Studies, IIT Delhi	January 26 – February 21, 2021	First
82	Sarabjot Singh Ahuja	143047				
83	Umang Kejriwal	143056				
84	Akanksha Gupta	281122	AdMad, Ad Making Competition	XLRI (Xavier School of Management), Jamshedpur	January 28 – March 5, 2021	Second
85	Manika Singhal	281085				
86	Simran Kaur Madan	281162				
87	Ayushi Roy	143067	Marcase 6.0	IIM (Indian Institute of Management), Ranchi	January 30 – February 13, 2021	First
88	José Royal Sami	143074				
89	Rishabh Aggarwal	291147				
90	Arushi Jain	291014				
91	Arsheen Kaur Anand	291104	FinUtsav, Crescita'21	Bharathidasan Institute of Management, Trichy	February 3-20, 2021	Second
92	Bikramadityya Guho	291017				
93	Anubha Gupta	281068	FinFest - Industry Analysis Competition	IIT (Indian Institute of Technology), Delhi & Mumbai in association with Finshiksha	February 5- 13, 2021	First
94	Sankalpa Kumar	281101				
95	Anuksha Jain	15002	3-min Reco	BIMTECH (Birla Institute of Management echnology), Noida	February 6, 2021	First
96	Akanksha Gupta	281122	Sanrachna - The HR Business Planning	IIM (Indian Institute of Management), Amritsar	February 6 - March 11, 2021	Second
97	Manika Singhal	281085				
98	Simran Kaur Madan	281162				
99	Dhruv Kohli	143016	Entrepreneurship 3.0	IIM (Indian Institute of Management), Nagpur	February 6 - March 1, 2021	Second
100	Chinmay Joshi	143011				
101	Gargi Ghosh	143018				
102	Hardeep Khurana	143020				

103	AbhayKundlia	143002	Adwise 5.0	IIM (Indian Institute of Management), Nagpur	February 9, 2021	Second
104	Akanksha Gupta	281122	tHRive, Human Resource Competition	IIM (Indian Institute of Management), Shillong	February 25 - March 13, 2021	First
105	Manika Singhal	281085				
106	Simran Kaur Madan	281162				
107	Vidit Agarwal	281175	Sportify 2.0	NMIMS (NarseeMonjee Institute of Management alone)	March 4-7, 2021	Second
108	Manav Rajput	281143				
109	Ankita Jindal	291067	Spin a Story Esemble under Valhalla Competition	XLRI (Xavier School of Management), Jamshedpur	March 06, 2021	Second
110	Lakshay Jain	291082				
111	Srishti Maheshwari	291095				
112	Vidit Agarwal	281175	What if, if you were?	IIM (Indian Institute of Management), Sirmaur	March 6 -20, 2021	First
113	Manav Rajput	281143				
114	Pranav Bhatnagar	143027	Markonics 6.0 by Genesis	Lal Bahadur Shastri Institute of Management, New Delhi	March 8 -21, 2021	Second
115	Sarabjot Singh Ahuja	143047				
116	Umang Kejriwal	143056				
117	Mansi Gupta	291137	Cas-é-nova	IIM (Indian Institute of Management), Bodh Gaya	March 10 -28, 2021	First
118	Sohit Gandhi	291162				
119	Tushar Nagpal	291166				
120	Bikramadityya Guho	291017	Niveshneeti	Indian Institute of Management, Bodh Gaya	March 11-20, 2021	Third
121	Jai Chawla	291025				
122	Sayan Singha Roy	015043				
123	Riya Gosain	291105	Sanyukt - A Social Business Plan Competition	Lal Bahadur Shastri Institute of Management, New Delhi	March 12-21, 2021	First
124	Shreya Parashar	291111				
125	PrikshitGoyal	291100				
126	Rishabh Nagpal	291150	Drishtikon'21	Kirloskar Operations Forum of Faculties and Students, Pune	March 22, 2021	Third

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