



The Newsletter of FORE School of Management
New Delhi



FOREprints

• Volume No. 10/11 • Issue No. 4/1 • October 2021 to March 2022

www.fsm.ac.in



Private Circulation Only

Message from Director



The great scientist, Nobel Prize winner, Time Magazine Person of the Century for the 20th Century Albert Einstein espoused cutting through complexity and bringing simplicity into every argument and solution. He had once famously said, “Out of clutter, find simplicity; From discord, find harmony; In the middle of difficulty, lies opportunity”.

Now that we as a country and institution move ahead from the impact of the COVID-19 pandemic, these words ring truer than ever. The past two years were difficult, there is no denying that. Yet, we at FORE School of Management have utilized this crisis to become better and stronger living up to the credo of 'In the middle of difficulty, lies opportunity'. We leveraged technology to ensure that there is minimal disruption to learning. We also attempted to ensure that our beloved students feel connected to the institution and each other even when they were not physically on campus. To a great extent, we succeeded as our student testimonials show. The learnings and the development of technological tools in this time are now being leveraged to expand our online program offerings in both our PGDM programs and executive development programs.

Now, as almost all pandemic restrictions have been lifted, students are back on campus, and campus life is on in full swing, it is time to celebrate the

overcoming of adversity and uncertainty.

What better welcome could we have had for our back to campus students than Genesis, the Annual Cultural and Management Fest of FORE School of Management, that was held on March 25 and 26, 2022. The case study and business plan competitions, music, dance, and so much more that was on offer over these two days made this year's edition a truly memorable one with its 20+ events and 1000+ attendees.

Another reason to celebrate was our placement season for the Class of 2022. Across our batches, we have yet again seen strong placements with our regular marquee recruiters returning to campus to seek their management talent. We are also gearing up for the 2022 admissions season, which is expected to be strong given the return to normalcy.

FORE School of Management is committed to furthering world-class management education in India and is geared to contribute to the economic recovery that is underway already. Various government initiatives and reforms around Atmanirbhar Bharat, Start-up India, the defense production push, rural development, agriculture, and more are all expected to drive both GDP growth as well as economic progress for the masses. This will create opportunities for innovation and for graduates who possess genuine depth and breadth of business management tools and techniques, including in upcoming areas like Data Analytics, Artificial Intelligence, Machine Learning, Blockchain, and others. With our program offerings in topical areas such as International Business, Financial Management, and Business Data Analytics we are looking forward to contributing to the growth story that is India.

Dr. Jitendra K. Das

Message from Dean (Academic Services)



Dear Students,

Over the last few decades, the focus of management education has shifted from teaching excellence and astonishing placement offers to rankings and accreditations. Surprisingly, this shift has coincided with the sharp decline in student enrollments in management programs across the globe. Rankings and accreditations are largely process-driven, and sometimes the mere documentation of the process, so to say. While global and national accreditations are key to getting quality students, international collaborations, and attracting reputed corporates for the campus recruitments, however there exists some tension between process documentation and teaching excellence. Accreditation agencies ensure the hygiene factors for the curriculum development i.e. teaching pedagogy, and evaluation criterion.

However, teaching excellence and learning delight are predominantly driven by the intrinsic motivation of the faculty and students.

Traditionally the tri-partial role of an academic—teaching, academic administration and research has challenged the faculty members to strike a balance among these three. Sometimes it becomes an impossible trilemma, and most of the faculty members wish to focus on the combination of any two. While teaching-research is the most preferred combination, administration-research combination remains the least preferred. On the one hand accreditation and ranking frameworks put another leg on the tripod of teaching-administration-research thus providing stability to the academic institution, on the other hand, they put additional pressure on the institutions' academic resources.

Nurturing a research culture, not to be confused with the publication culture, is the key to narrow down the widening gap between processes-driven accreditations and rankings and the teaching and research excellence. Research culture is synonymous with an organizational culture where all the stakeholders—students, faculty members, recruiters, corporate trainees, corporates, policymakers, and society at large participate in sharing and creating new knowledge. Integrating research into the teaching-learning process is the first and the essential step towards the development of a research culture at all levels. From the B-School classrooms, it transmits to the corporate board rooms, and from the board rooms to the society and the nation.

With best wishes!

Prof. Himanshu Joshi

Student Editor



FOREword has taught me a lot of things. Leading this amazing committee along with this brilliant bunch of people was a pleasure. I'm happy to know that the committee is in great hands. This is a bittersweet moment for me. Bitter because I'll not be leading this outstanding committee anymore and sweet because the committee can only look ahead with the new senior team. With this, I'd like to end my term as the coordinator of FOREword.

Abhisar Verma
(FMG 29, 291006)

Webinar on Start-Up Stories

October 08, 2021

One can assume that the pandemic may have shut down many start-up endeavors, but now and then we hear about trailblazers, who despite the difficulties, thrive. What is it that sets them apart?

Yes, to understand and appreciate the Entrepreneurs, the Center for Entrepreneurship Development (CED) at FORE School of Management, New Delhi, organised the first webinar “Start-up Stories in the Challenging Times” chaired by Prof. Anita Tripathy Lal, Professor-in-charge, CED. Six successful entrepreneurs shared their entrepreneurial journey by emphasizing the challenges & the support systems, while starting their enterprises and how they dealt with the difficulties during the COVID-19 pandemic.



Their real-time stories inspired the audience and the key learnings from each story have been highlighted below:

The life journey of Mr. Tarun Bhalla, Founder & CEO, Avishkaar, reflected that “courage is the biggest virtue of all”.

The story of Mr. Rajeev Gaba, Co-Founder & CTO, Avishkaar, inspired us to attach the business idea with a cause and live by it.

Ms. Sonal, Founder & CEO, WhiteCub, emphasized to be sturdy to sail through.

The life story of Mr. Prateek Sharma, Co-Founder & CEO, Nanoclean Global Pvt. Ltd., focused on the 3 Ps: Passion, Patience and Perseverance.

Dr. Sarandeep Singh, Chairman & CEO, WEE Foundation, taught us to adapt, hope and practice oneness with self.

Mr. Siddhartha Gandhi, CXM Sales Specialist, CISCO; Former Founder & FOREpreneur, Quest for Excellence, stressed that “one needs to stop complaining and have an entrepreneurial mindset”.

The webinar was concluded by Dr. Anita Lal reiterating how both Entrepreneurial and Intrapreneurial mindsets are important for the young graduates as they step out to build careers in Entrepreneurship and the Industry!

Online Theatre Workshop: Overcoming Stage Fear during Public Speaking

October 01, 2021

A workshop on “Online Theatre Workshop for Public Speaking” was conducted by Prof. Anita Tripathy Lal. The purpose of the workshop was to help the participants to develop good oratory skills, improve non-verbal communication, enhance voice modulation, and simultaneously overcome stage fear while delivering public speeches. Various theatre techniques, activities, and exercises were creatively used in this online workshop for 20 students located in different parts of the country.

The workshop concluded with two plays where students played various roles to deal with social issues and communication in the workplace. This online theatre workshop also helped the students to bond well and motivated them to take up all the enactment challenges sportingly.

Workshop on Live Entrepreneurship Case

November 09, 2021



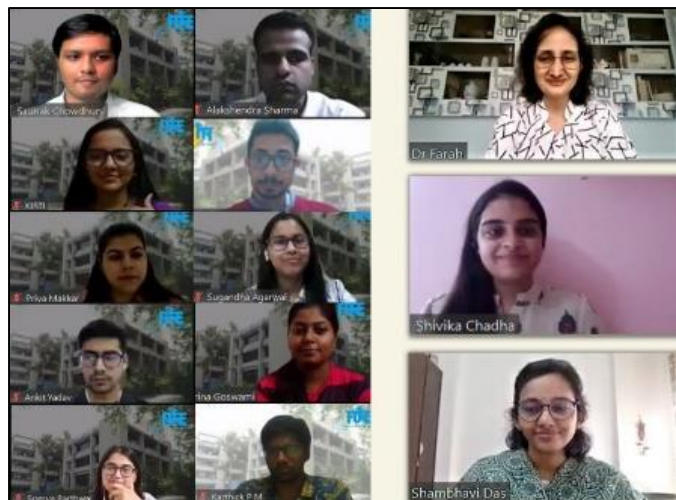
To gain practical insight and to test the hypotheses and draw conclusions, CED organised a “LIVE Entrepreneurship Case Workshop” on November 09, 2021, where young FOREpreneurs of Quace Solutions showcased their start-up Journey.

The Founders Ms. Shikha Ghai and Mr. Anuj Tyagi discussed business opportunities, models, plans, and other milestones of their start-up Quace Solutions.

Prof. Anita Tripathy Lal, Professor-in-charge, CED engaged Ms. Shikha Ghai and Mr. Anuj Tyagi, Founder, Quace Solutions in an interesting fireside chat to provide practical insights into the innovative business planning workshop.

Workshop on Stress Management

October 16, 2021



Center for Sustainable Development in association with Pre2Doc Health Center, organised a workshop on stress management. The objective of the workshop was to familiarize the students with the techniques of reducing pain and stress management, keeping in mind the ongoing scenario that is full of stress and hectic schedules. Some of the focused areas which were discussed, were, meditation, hypnotherapy, and music therapy. The workshop was divided into two segments. It was coordinated by Dr. Farah Husain. In the first segment, Ms. Shivika Chadha, a Psychologist and Hypnotherapist, highlighted the importance of the subconscious mind and how the trance can help to heal pain and suffering. She also explained how self-hypnosis can help us to change our perception of pain and get rid of it. This segment ended with a progressive muscle relaxation session by her, which demonstrated how to perform self-hypnosis.

The second segment was related to music therapy which was conducted by Dr. Shambhavi S. Das, a music therapist. In this session, she explained various types of pains and how different types of music can help or heal. She unraveled how music acts as a distraction from pain. Students were made aware of different types of music and ragas and how they are connected to different chakras of our body and hormones. Various tunes were played to demonstrate how they are connected to various moods. The workshop was very interactive, informative, and relaxing. It made students refreshed and advised them to use music tools in the possible situations of stress and pain. Prof. Shallini Taneja thanked the Pre2Doc Health Center, Gurugram, guests and participant students.

Workshop on Idea Generation to Business Plan

October 27-29, 2021

Center for Entrepreneurship Development (CED) organised the online mega workshop on “Idea Generation to Business Plan”. In this mega workshop, there were four workshops of half-day each which were conducted on three days by core FSM faculty members.

On the first day of the online workshop, Prof. Anita Tripathy Lal discussed the coinage of the term Entrepreneur for the first time in Joseph Schumpeter's Innovative Entrepreneur. In the second half, she took the participants through self-assessments and environment scanning to generate business idea.



On the second day of the workshop, Prof. Anita Tripathy Lal discussed the Seven Domains Framework by John Mullins for evaluation of business opportunities and the Nine Building Blocks of Osterwalder and Pigneur's for business model generation.

The third day concluded with the innovative business planning workshop which highlighted preparing and drafting a business plan with a special focus on an Operational Plan by Prof. Vinaytosh Mishra, Professor, QT & OM; Marketing Plan by Prof. Pramod Chandra, Professor, Marketing; Financial Plan by Prof. Vinay Dutta, Professor, Finance and how to write a Business Plan by Prof. Anita Tripathy Lal, Professor-in-charge, CED.

These three days helped the young minds to generate business ideas and identify their team members to go ahead with the preparation of their business plans.

7th Delhi 'HR' Conclave: Embrace Change: HR 2021

October 28, 2021

CII (Confederation of Indian Industry) organised 7th Delhi 'HR' Conclave on Embrace Change: HR 2021 on October 28, 2021 in virtual mode. More than 220 delegates from industry and academia participated in this summit.

Dr. Jitendra K. Das, Director, FORE School of Management, New Delhi was the session moderator in the session-1 "How HR can embrace its 'opportunity to make change': Trends for 2021 and Beyond" scheduled from 11:00 to 12:00 hours. This session was focused on how companies and organizations have handled the challenges, plays a huge factor in what the future HR landscape will look like. Some trends have been ongoing for a while now and have simply been accelerated by the year's developments, many are the inevitable result of drastic changes that organizations have had to go through, and in some cases, are still facing.



Dr. Jitendra K. Das speaking in the Conclave

Dr. Jitendra K. Das, being the session moderator, set the tone of discussion, citing his experience from one of his recent visits to a corporate office when he went to meet a senior executive and found the entire office to be absolutely vacant. He was informed by the executive with whom he had a meeting, that the organisation was not expecting anyone in the office in the coming future as the remote working culture has been adopted well and it was working efficiently. Dr. Das referred to how HR faced the challenges of remote working which suddenly came up as a new requirement and was not anticipated. He also said that when the "trust level is very high in the organisation, efficiency and productivity enhances automatically". HR policies and practices come into test during these times. How resilience, empathy, emotional intelligence is captured through our communications today, which has mostly come down to virtual modes, i.e., mails, chats or video conferences during our interactions at work from remote locations, during uncertain times and in this VUCA world, has also been a KRA for HR teams.

Along with Dr. Jitendra K. Das, Director, FORE School of Management, Delhi, the following were the eminent panelists: Mr. Dharam Rakshit, HR Head, Hero MotoCorp Ltd.; Ms. Talish Ray, Managing Partner, TRS Law Offices; Ms. Ruby Gupta, Chief Human Resources Officer, Sheela Foam Limited (known as Sleepwell); Mr. G.P. Rao, Founder & Managing Partner, GPR HR Consulting LLP.

After the Questions and Answers from audience, Dr. Das summarised and concluded the session.

3rd CII Packaging Summit: Technology, Innovation and Sustainability

December 15, 2021

CII (Confederation of Indian Industry) organised 3rd CII Packaging Summit on Technology, Innovation, and Sustainability on December 15, 2021 virtually and had the leaders from packaging industry deliberated on the theme. More than 180 delegates from industry participated in the events.

Dr. Jitendra K. Das, Director, FORE School of Management, New Delhi was a session moderator in the session-1 "Smart Packaging" scheduled from 11:00 to 12:00 hours. The session was focused on how the new era of smart packaging and consequently, products, will connect, improve and transform industries and shape new consumer expectations.

Dr. Jitendra K. Das, said, "Right packaging helps in marketing and sales, in terms of volumes and price points. It can help a product to sell more and also enable it to sell at a higher price. It is also very important when it comes to identifying a counterfeit product with a genuine product as the consumer may not be able to understand a hologram which itself is counterfeit. According to data there has been a 20% growth in the counterfeit market per year which is alarming and product companies must move in to next level of technology enabled verification process like blockchain, IoT, RFID, etc."



Dr. Jitendra K. Das speaking in the Summit

Dr. Jitendra K. Das, mentioned how the use of geo-spatial mapping and blockchain in packaging can enable the authenticity of any product by providing locational information thus making it trustworthy and dependable for the consumers. "Using these technologies consumers can also be made aware of the product's history", he said. Dr. Jitendra K. Das was accompanied by the following prominent panelists during the session: Mr. Mohammed Nadeem, Chief Executive Officer, Paharpur 3P; Mr. Yogesh Kapur, Executive Vice President & Business Head, Holography Business, UFlex Ltd. and Mr. Utsav Dixit, Head of Sustainability & Strategic Engagement, ALPLA India.

After the Questions and Answers from audience, Dr. Das summarised and concluded the session.

CII Delhi Education Summit 2021:

New Trends and Modern Approaches - Need of the Hour

December 21, 2021

CII (Confederation of Indian Industry) organised “Delhi Education Summit 2021” on December 21, 2021 in virtual mode and the leaders from academia deliberated on teaching methodology moving forward. About 150 delegates from industry and academia participated in the summit.

Dr. Jitendra K. Das, Director, FORE School of Management, New Delhi was the session moderator for “Is Blended Learning - The Way Forward” from 1300 to 1400 hours. The session delved into the insights on the newly coined word “Blended learning”. A form of hybrid learning that combines classroom learning and e-learning methods. Even though blended learning methods came a few years ago, now many educational institutions are adopting them after the pandemic. This session discussed the advantages and challenges of this new way of learning.



Dr. Jitendra K. Das speaking in the Summit

Dr. Jitendra K. Das set the context starting with ‘hybrid model classroom program’, with 50% students are online and 50% are in classroom. He also referred to the fact that many students, even after the trend of being taught everything online, somehow don't have any access to the technology-enabled learning device with them, stopping them from having access to the material. He stressed the fact that we should take measures according to our capacity. “Asynchronous learning is the new opportunity that we have been faced with from the pandemic”, he added.

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

Prof. (Dr.) Neharika Vohra, Vice-Chancellor of Delhi Skill and Entrepreneurship University, Delhi;

Dr. Sanjeev Bansal, Dean, FMS & Director, Amity Business School, Noida;

Ms. Aditi Misra, Director & Principal, DPS Gurugram;

Mr. Harbhajan Singh, Chief Strategy & HR, XLRI New Delhi;

Mr. Subhajit Mazumder, Director, Strategic Growth, Microsoft India.

After the Questions and Answers from audience, Dr. Das summarised and concluded the session.

Future of Management Education Conclave

February 25, 2022

Business World Education organised an event on Management Education virtually on February 25, 2022.

Dr. Jitendra K. Das, Director, FORE School of Management, has been one of the panelist in the session six. The theme of the session was “The Digital University and the B-Schools”. A large number of participants from industry and academia attended the conclave. The session was focused on the Placement & Employability of Management Students, Diversity in the MBA Classroom, the Role of Internships & Induction Programmes, etc.

Dr. Das explained the difference in education, students receive in a business school as compared to other universities. Students usually enroll in universities to get a certificate or degree, but, the primary objective of enrolling in a B-School is to get placed in a reputed profile and company. The academic fee in business institutes is high, therefore, the expected delivery of content is superior compared to other educational institutes. Students always calculate the ROI before applying to a B-School which is why management institutes are intensely focused on providing a learning experience.

This learning experience is provided from a recruiter's point of view. There are three crucial components to building a learning experience- the curriculum activity, the co-curriculum activities, and the extracurricular activities. Management quizzes, seminars, panel discussions, and workshops are important elements of a learning experience. “With the pandemic and its subsequent lockdowns, the challenge to provide a learning experience by B-Schools increased many folds. At FORE School of Management, we redesigned the mode of delivery by adapting to digital transformation. This included adopting a hybrid form of class, installation of smart TVs and dish film media so that all students can see each other, moving from 4G to 5G connections, etc.”, said Dr. Das. Acceptability of digital classes by students, adaptability of online placements by recruiters, faculty preparedness, and competence are all part and parcel of this transformation. “Faculty training is a major requirement for digital transformation to operate in a technology-driven environment so that the learning experience is not compromised”, added Dr. Das.

Along with Dr. Jitendra K. Das, Director, FORE School of Management, New Delhi, the following were the eminent panelists:

Prof. Shailendra Singh, Director, IIM Ranchi; Dr. Bhimraya Metri, Director, IIM Nagpur; Prof. R.S. Desikan, Department of Management, SRM University, Andhra Pradesh; Dr. S.K. Mahapatra, Director, KIIT School of Management, Bhubaneswar and Dr. Sanjay Modi, Pro-Vice-Chancellor & Executive Dean, Lovely Professional University. Prof. R. Prasad, Director, Academic Wing, ICFAI Group was the moderator of the session.

Celebration of National Legal Services Day

November 09, 2021



Center for Sustainable Development (CSD), FORE School of Management, New Delhi in collaboration with District Legal Services Authority (South) under the aegis of Delhi State Legal Services Authority (DSLISA) and National Legal Services Authority celebrated the National Legal Service Day as a part of 'Azadi ka Amrit Mahotsav' at FORE campus.

The prominent guests at this occasion were Sh. Kanwal Jeet Arora, Ld. Member Secretary, DSLISA; Dr. B.B.L. Madhukar, Chairman, FORE School of Management, New Delhi; Ms. Namrata Aggarwal, Ld. Additional Secretary, DSLISA; Dr. Jitendra K. Das, Director, FORE School of Management, New Delhi and Ms. Nabeela Wali, Judge, Delhi Judicial Service; Secretary, DSLISA (South). The esteemed panelists spoke about DSLISA's contribution towards the settlement of the commercial dispute and helping those who otherwise cannot afford legal support. They introduced their mobile app and toll-free number in the seminar, stressing the need to make the general public aware of the various resources they offer, and the important role student volunteers can play in this regard.

Dr. Shallini Taneja, Professor-in-charge, CSD thanked the dignitaries, participants from NGOs, and legal volunteers for participating in the event. Sh. Kanwal Jeet Arora and Dr. Jitendra K. Das hailed off the legal awareness drive for roadside hawkers by paralegal volunteers and volunteer students from FORE.

Release of Book: Decoding the Indonesian Archipelago: Views

November 11, 2021

The book titled, 'Decoding the Indonesian Archipelago: Views' was released by His Excellency Mr. Mochammad Rizki Safary, Charge D'Affaires of the Embassy of the Republic of Indonesia in New Delhi at FORE School of Management (FSM), on Thursday, November 11, 2021. This edited book is an outcome of the Faculty Development Programme held earlier in September, 2018 in Bali, Indonesia in collaboration with Economics and Business University and Udayana University, Bali, Indonesia. A wider perspective of Indonesia from finance, business, trade, market, and culture to corporate social responsibility have been covered in the book.



From Left to Right- Prof. Hitesh Arora, Mr. Mochammad Rizki Safary, Dr. B.B.L. Madhukar and Dr. Jitendra K. Das

In-depth, research work and facts about the performance of public offerings, determinants of cash holding, Bali FinTech agenda, equity stock indices, gender equality, decreasing child sex ratio, opportunities and challenges in the retail industry, ICT in healthcare, innovative ecosystem, and CSR in the automotive sector reflects in the different chapters dedicated in the book. On this occasion, H.E. Mr. Mochammad Rizki Safary praised the contributors of the book and mentioned that all the perspectives in this book are well selected that provide clearer pictures of Indonesia's condition. He also mentioned that this book provides a picture of how Indonesia's economy grow impressively through ups and downs of the last decade. Dr. B.B.L. Madhukar, Chairman, FORE; Dr. Jitendra K. Das, Director, FSM; Dr. Devendra Pathak, Distinguished Professor, FORE; Prof. Vinay Dutta, Officiating Director, FSM; Prof. Hitesh Arora, Dean (Academic Services), FSM; Prof. Sanghamitra Buddhapriya, Dean (Academics), FSM; Prof. Faisal Ahmed, Professor, IB, FSM with Ms. Lestyani Yuniarsih, Education and Cultural Attache and Mr. Bayunto Samba, First Secretary, the Embassy of the Republic of Indonesia in New Delhi, were present during the event.

IDEATHON '2021

November 13, 2021

“A good idea becomes a great idea when you implement it!”, with this spirit, IDEATHON 2021 was organised by CED in which opportunities were provided to over 15 teams to showcase their business ideas to industry experts & mentors and receive guidance in preparing innovative business plans.

This event was conducted by Dr. Anita Tripathy Lal, Professor-in-charge, CED with the esteemed guests Mr. Milan Dhingra, AVP-Product Management, FarEye and Mr. Nishant Ahuja, VP and Team Head INDmoney. Prof. Anita T. Lal expressed special thanks to esteemed guests for guiding and mentoring the participants to develop their ideas into innovative business plans!



Webinar on Funding Start-Up

November 18, 2021

It is rightly said “when you look for Funding, you must look for the Right Investors”. By keeping in view of this statement; CED, FSM organised a webinar.



Dr. Anita Tripathy Lal, Professor-in-charge, CED chaired the webinar. The esteemed speakers having significant funding experience in the start-up space, were, Mr. Ajay Muttreja, Strategy Advisor & Mentor for MSMEs and start-ups; Mr. Rohit Agarwal, Product Engineer, Udaan.com and earlier Co-founder, IKARUS & Angel Investor; and Mr. Sandeep Dalal, AVP, Strategic Business Relationship, VVDN Technologies, California and earlier founder, Choltry.in & Neembus.

The speakers discussed the necessary steps and crucial aspects of funding from their first-hand experience. The participants got an insight into how to navigate the complications of sourcing funds for their business ideas. The webinar focused on various stages, types of funding, and the real-time experience of the speakers concerning their investor funded start-ups.

FOREMost 2021: Annual Business Plan Competition

November 25, 2021

The much-awaited Annual Business Plan Competition-FOREMost 2021 organised by the Center for Entrepreneurship Development (CED) on November 25, 2021, was the last leg of the B-Plan workshop series for the first-year students.

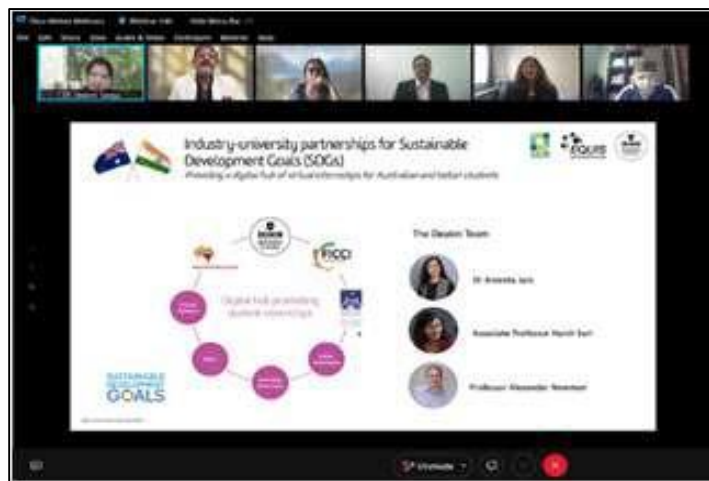
The distinguished Jury members comprised Entrepreneurs, Mentors, Academicians, and Investors. They were Mr. Rajeev Sharma, Co-Founder SEED & Advisor NFRA-Niti Aayog; Dr. Vikas Rajput, Founder, Parallel Living Research & Consulting Pvt. Ltd.; Prof. Neelam Saxena, Head, Amity Center for Entrepreneurship Development; Mr. Ankur Gupta, Co-Founder-Connectech, Zhir, Hq Lamps & Sudarshana Enterprises; and Prof. Anita Tripathy Lal, Professor-in-charge, CED.



The nine participating teams presented their business plans, each one was evaluated and the teams received detailed feedback & suggestions from the esteemed Jury members. The Jury was impressed by the significant potential of all the plans. The event concluded with the announcement of the results by Dr. Lal. The consolation prize went to “MITTICOOL” (terracotta bottles); second runner-up was “AGRO-GROW” (a platform to deal with buying & selling crops); first runner-up was “CAR-O-MANTLE” (a platform to deal with car spare parts); while the winner was “FILMY SHILMY” (a platform to collaborate with film artists). The expert panel's important inputs and suggestions, as well as real-life examples, were the Icing on the Cake!

Industry-University Partnerships for SDGs Focused Internships in Australia and India

January 08, 2022



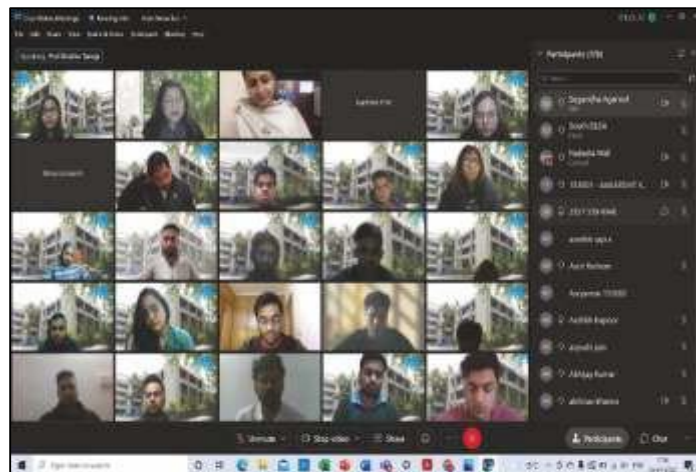
Center for Sustainable Development (CSD), FORE School of Management, New Delhi in association with Deakin University, Australia, organised a webinar with the objective to generate industry-university partnerships through workshops in Australia and India as well as to develop a digital hub for knowledge sharing. The webinar was the part of a project which was funded by the Department of Foreign Affairs and Trade (DFAT), Commonwealth Government of Australia.

Dr. Jitendra K. Das, Director, FSM welcomed all the dignitaries. The panel discussion was moderated by Dr. Harsh Suri, and Dr. Ameeta Jain, Deakin University, Australia. Mr. Paroksh Prasad, First Secretary (Political), Australian high commission in India spoke about India-Australia bilateral relations.

The esteemed panel consisted of Mr. Anish Kohli - Director and Head of Service Provider Business, an Australian Telecom MNC; Mr. G. Ravindra, General Manager, Marketing and Business Development, Toshiba JSW Power System Pvt. Ltd., Chennai; Dr. Seema Sahai, CEO, Mobile Creches, New Delhi; Ms. Chitra A., CSR Head, Indus Towers Limited, Gurugram; Mr. Mansingh Jaswal, Director and CEO, Genex Logistics, India and Dr. Virendra Kumar Paul, HOD & Professor of Building Engineering & Management, School of Planning and Architecture, New Delhi. The panel discussed structure, opportunities, cross-cultural as well as cross-border learnings and challenges while generating internships through partnerships for SDGs. Prof. Shallini Taneja, Professor-in-charge, CSD, FSM, thanked the panelists, partners, and participants for their support and active participation.

Prevention of Sexual Harassment of Women at Workplace

January 25, 2022



Under the aegis of Center for Sustainable Development (CSD), a Legal Awareness Programme entitled "Prevention of Sexual Harassment of Women at Workplace", was conducted in collaboration with the District Legal Services Authority (South), for the students of FORE School of Management, New Delhi. The session focused on the issues of sexual harassment at workplaces.

The objective of this webinar was to sensitize the future managers towards the legal perspectives and modes of counsel that a woman who is facing sexual harassment at any workplace, can use and seek justice, in India. The session was led by Prof. Shallini Taneja, Professor-in-charge, CSD, FSM, and Ms. Nabeela Wali, Judge, Delhi Judicial Service; Secretary, DSLSA. Prof. Shallini Taneja gave the background of the seminar, followed by an impactful address by Ms. Nabeela Wali, about the intricate details and nuances of the various legal mandates that have been effectuated concerning sexual harassment and its prevention in the workplace. She shared her views about various dilemmas that any employee may face in the context of sexual harassment.

The session was made as interactive as possible with the help of various case studies, followed by in-depth discussions with participants who asked relevant questions regarding POSH Act and sexual harassment. Ms. Wali, also shared the helpline number for legal aid from DLSA (South). Mr. Karthick, CSD member, thanked the speakers and participants for engaging in an insightful session.

FORE Online PGPM Programs

PGPM in Management for the Officials of Collabera Services Pvt. Ltd., Vadodara

(December 2021-November 2022)

Executive Education Office, FORE School of Management is conducting an eleven-months online PGPM in Management for the officials of Collabera Services Pvt. Ltd., Vadodara, which started from December 14, 2021 and will be completed by November 2022. Program Directors along with Executive Education helps partner organisations to understand their needs to create the tailor made solutions. This is a blended program of 4 Trimesters, out of which three will be online and one will be offline. The program will cover all the areas of Management, specially focused on OB & HR and Strategy.

Prof. Sanghamitra Buddhapriya and Prof. Rajneesh Chauhan are the Program Directors.

PGPM in Healthcare Analytics

(January-November 2022)

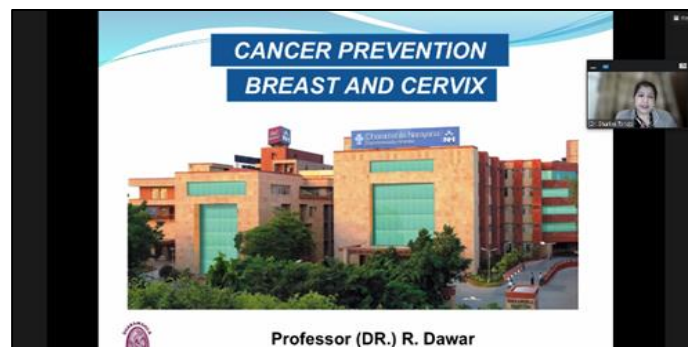
Healthcare has been traditionally digitization deficient. The use of Artificial Intelligence and Machine Learning can help in the diagnosis and early prediction of diseases. Unfortunately, there is lack of trained resources to take advantage of this data revolution. This eleven-months program attempts to fill this gap. The program is specially designed for healthcare professionals, practicing doctors, and researchers in the healthcare area. This program is carefully designed to make it appropriate for professionals who do not have a programming background. The program not only trains on methods but also trains on tools to solve real-world problems.

The six-month training will be followed by a five-month internship giving an opportunity to utilize their learning in solving management and clinical problem in a healthcare organization.

Prof. Vinaytosh Mishra and Prof. Ashok Kumar Harnal are the Program Directors.

A Sensitization Webinar on Breast and Cervix Cancer Prevention

February 19, 2022



The Center for Sustainable Development (CSD), FSM in collaboration with Dharamshila Cancer Foundation and Research Centre (DCFRC), New Delhi conducted a webinar on 'Breast and Cervix Cancer Prevention' for the students, faculty and staff of the FSM. Ms. Shhanaya introduced the esteemed speakers including Prof. (Dr.) Ramesh Dawar, Vice President, DCFRC, and Dr. Pragya Singh, Senior Manager, Projects, DCFRC. Prof. (Dr.) Dawar has a vast medical experience in oncology and pathology spanning 50 years in the US (Maryland Hospital) and India (AIIMS). The second speaker was Dr. Pragya, who has graduated from CMC Vellore and she holds a Ph.D. in preventive Oncology.

Prof. (Dr.) Ramesh spoke at length about the factors involved in cancer and the role of prevention. She emphasized that globally, a high-risk lifestyle is leading to an epidemic of cancer. In developing countries, 75% of cancer patients are likely to die because of a lack of awareness and delayed detection, and timely follow-up in an investigation that leads to early detection. Cancer becomes difficult to cure when it is detected at a later stage. A good cancer set-up is pivotal in cancer prevention and cure. Oncology has progressed tremendously in terms of diagnostic and treatment options as compared to other medicine streams and therefore, patients can be cured. A lifestyle where you eat more vegetables, fruits, whole grains and avoid energy-dense food like pizzas and burgers, avoid processed meat like sausages, ham, and pepperoni, limit alcoholic drinks, do not use supplements to prevent cancer and restrain consuming too much salt. Be lean and be active for 30 minutes every day by walking, cycling, or gardening. Avoid multiple sex partners and seek treatment for HIV, papillomavirus, and hepatitis B and C (vaccination available for the last two). The cancer treatments include surgery, radiation, chemotherapy, and hormonal therapy. Other specific local procedures like the Electrosurgical excision procedure (Loop) were discussed under the screen and treatment approach.

Dr. Pragya spoke about how symptoms of cervical cancer are general like fatigue and pain in the pelvis area and can be confusing for the patient. She explained that genetic testing is needed when you are in the high-risk group. She brought out the importance of how women should not put their health secondary and less important in any way. She also spoke about how other family members should support the women in the family. Dr. Shallini Taneja, Professor-in-charge, CSD thanked the doctors for such a valuable session and the DCFRC for their support.

12th Anniversary Celebration of Center for Entrepreneurship Development

Center for Entrepreneurship Development (CED) has completed 12 years of fostering the spirit of Entrepreneurship among our students. It's surely a time to celebrate. Needless to say, we need to pause and reflect, celebrate and plan ahead and therefore our theme for the next webinar is "Celebrating Entrepreneurship". CED, celebrated Entrepreneurship with the FOREpreneurs by organizing a "Virtual Roundtable Discussion" to acknowledge the contributions of the FOREpreneurs and explore opportunities to strengthen the Entrepreneurial Ecosystem within and outside FSM.

Some of our leading FOREpreneurs Mr. Nikhil Nanda; Mr. Sanjiv Bajaj; Ms. Haneet Vohra and Mr. Pramit J. Nathan led the discussion and came out with brilliant ideas and proposals to strengthen the FORE Entrepreneurial Ecosystem. Many more FOREpreneurs; FORE Alumni in Family Business; FORE Alumni; CED FSM Members since 2010 and past & future Entrepreneurs along with some students, faculty, and staff members had logged in to join the online celebrations!

A Flash Back of 12 years

CED has completed 12 years and has carried out numerous activities within FORE and outside the FORE ecosystem and these are as follows:

Milestones Accomplished

- CED engaged and sensitized over 2000 students in over 100 student-centric entrepreneurship activities (seminars/workshops/competitions) within FORE and about 12 activities outside FORE.
- Over 10 student teams, representing CED, won at various business plan competitions in many institutes and forums, i.e., IIT Mumbai, IIM Ahmedabad, IIT Roorkee, IMT Ghaziabad, Symbiosis, etc.
- Over 100 eminent speakers have been invited by CED, like Mr. Sanjeev Bikhchandani, Mr. Pradeep Gupta, Dr. Saurabh Srivastava, Mr. Mohit Agarwal, and Mr. Ashish Kapoor, Mr. Shashank ND, Ms. Lakshmi Venkatesh, Ms. Shivani Pasrich, Mr. N K Maini, Mr. H. K Mittal, Mr. Chandermohan, Dr. Anita Gupta, Dr. Anil Wali, Mr. Sunil Kalra, and many more to facilitate various CED events.
- CED provided a platform and invited about 30

FOREpreneurs (FORE Alumni Entrepreneurs) to deliver their success stories and mentor the young management students. Some of the prominent FOREpreneurs are Mr. Sandeep Sabharwal, Founder, Sohan Lal Commodity Management Pvt. Ltd.; Mr. Pramit Jaganathan, Creative Inc; Mr. Sanjeev Malhotra, Managing Partner, Prosight Partner; Ms. Haneet Vohra, Founder, KSB Designs; Mr. Manuu Mansheet, Director of Mansheet Designs Pvt. Ltd.; Mr. Nikhil Nanda, Svendgaard Labs; Mr. Siddharth Oswal, NLP Captcha; Ms. Anju Pasicha, Silver Star; Mr. Sanjay Sarma, Design Worldwide; Mr. Sanjeev Bajaj, Bajaj Capital and many more.

- CED received one of the prestigious Mentor Certification with Honours from London Business School, organised by National Entrepreneurship Network.
- CED successfully delivered over 30 Lectures in MDI, IIFT, IIT Delhi, TiE, NEN, and other forums.
- CED mentored the E-Cell committees and judged B-Plan competitions in IIT Kanpur, Amity University, IIT Delhi, FMS, Apeejay, IIIT Delhi and JC Bose University, and many more.
- CED conducted about 15 FDPs, MDPs, and customized training programs for CSR, Power Grid, GAIL, EIL, Collabera, etc.
- CED engaged with 20+ alumni start-ups and one in-campus company.
- CED mentored over 100 student entrepreneurs, alumni, and start-ups.
- CED was invited by NEN to be a start-up advisor for student-led start-ups and entrepreneurs by NEN programs.
- CED contributed by connecting start-ups for live projects, summer internships, and final placements.
- Built the CED brand across reputed institutes by presenting papers in various international conferences.

CED is extremely grateful to Dr. B.B.L. Madhukar, Chairman, FORE; Dr. Jitendra K. Das, Director, FSM; Dr. Vasantha Bharucha, FSM Executive Board Member; Mr. R.C. Sharma, Ex-President, FORE; Dr. Chandrasekhar Subramanyam, Former Officiating Director, FSM; CED, Advisory Committee Members and to all the faculty and staff members for their continuous guidance and support to the CED.

The loudest shout out is to the amazing FOREpreneurs who have strengthened our belief in ourselves.

Sensitization Program on Ageing with Dignity and Promoting Inter-Generational Bonding

March 31, 2022

Center for Sustainable Development (CSD), FSM in collaboration with Delhi Legal Services Authority (South) organised a Sensitization seminar on 'Ageing with Dignity and Promoting Inter-Generational Bonding' at FSM campus. Students of FSM, Para-Legal Volunteers (PLVs) from DLSA (South), and participants from NGOs attended the event. The speakers were Advocate Dhritiman Bhattacharyya, Senior Partner, Unity Legal, New Delhi; Advocate Karan Arora, LAC, DLSA (South), and Prof. Shallini Taneja, Professor-in-charge, CSD, FSM. The seminar started with a background given by Advocate Karan Arora. He discussed the crucial need for participation and involvement of the young population in the social activities for senior citizens.



He appraised the participants regarding the various initiatives run by DLSA (South) for inter-generational bonding. Then Advocate Dhritiman Bhattacharyya, highlighted the initiatives undertaken by the government for senior citizens. He talked about the Law made by the government for the senior citizens. Apart from a legal perspective, he urged the participants to embrace the social and cultural values to understand deeply to create a society where the young population comfortably bonds with the senior citizens. He also highlighted the importance of the UN's agenda 2030 for inter-generational and healthy bonding. Dr. Shallini Taneja, Professor-in-charge, CSD thanked the speakers and all the participants for engaging in an insightful session. She urged the audience to do the efforts in today's changing times where involvement of technology has increased many folds in our everyday lives and there is a greater need for sensitization towards inter-generational bonding in a dignified and sustainable manner.

FACULTY FOCUS

Prof. Aarti Singh

Viswanadham, N., & Singh, A. (2021). Influence of digital issues on cloud-based higher education quality. In Gupta, S.L., Nawal, K., Mishra, N., Mathur, S., Gupta, U. (Eds.), *Digitalization of higher education using cloud computing* (pp. 193-210). Taylor & Francis.

Singh, A. (2021). An overview of waste management (Fly ash): A lifecycle analysis approach to sustainability. In Brinkmann, R. (Ed.), *The palgrave handbook of global sustainability* (pp. 431-446). Springer.

Prof. Aditya Banarjee

Kundu, S., Banerjee, A., & Nandy, A. (2021). Repercussions of Covid-19: Is the Indian economy setting up for a perfect crisis? *Journal of Tianjin University Science and Technology*, 54(12), 105-116.

Prof. Alok Kumar

Kumar, A. (2022). Innovation diffusion-based adoption behavior of new products and its inventory policies. *International Journal of E-Adoption*, 14(1), 1-28.

Prof. Ambrish Gupta

Gupta, Ambrish (2021). *Bharat Electronics Limited Interim Financial Reporting, Continuing Financial Evaluation of Quarterly Results for Investment Decisions*. The Case Centre UK, 121-0125-1.

Prof. Anil K. Singh

Prof. Singh organised an online programme on Strategic Thinking for Mitsui Chemicals officials from November 29 to December 1, 2021.

Singh, A.K., & Jain, A.K. (2022). Business continuity during adversity and strategies to revive certain sectors. *International Journal of Sociotechnology and Knowledge Development*, 14(2), 17-40.

Prof. Anita Tripathy Lal

Prof. Lal conducted a workshop on "Start-ups and Entrepreneurship" on October 04, 2021, for the Postgraduate students of School of Business, Sharda University.

Prof. Lal received a certificate for online FDP on "Universal Human Values" course part-1 organised by AICTE during November 08-12, 2021.

She has joined as Advisory Board Member in the company Swadha Agri Pvt. Ltd. in January 2022.

Invited as a Jury member and Mentor in an online national level business plan competition- Lakshay '22 organised on January 21, 2022 by Amity University, Noida.

She was an external reviewer of the course book "Managing New Ventures" designed for the CDL Program at IMT Ghaziabad in February 2022.

She was invited as the Chief Speaker on the International Women's Day to deliver a talk on "Breaking the Biases" organised by Sentiss Pharma, Gurugram on March 08, 2022.

Prof. Lal organised an online programme on Nurturing the Five Dimension of Leadership for Mitsui Chemical officials during February 17-18, 2022.

Prof. Ansh Gupta

Gupta, A. (2021). Online education: A booming product for institutes post Covid-19? *Marketing Education Review*, 31(3), 262-272.

Prof. Arghya Ray

Ray, A., & Ma, L. (2021). Operational changes and performance

outcomes: Analysis on hotels of five Asia-Pacific countries. *International Journal of Global Business and Competitiveness*, 16, 77-88.

Srivastava, A., Dasgupta, S.A., Ray, A., Bala, P.K., & Chakraborty, S. (2021). Relationships between the “Big Five” personality types and consumer attitudes in Indian students toward augmented reality advertising. *Aslib Journal of Information Management*, 73(6), 967-991.

Prof. Ray organised a seminar on Intellectual Property Rights: A Catalyst in Entrepreneurial Innovation on March 16, 2022.

Prof. Ayushi Sharma

Sharma, A. & Joshi, R.M. (2021). M-coupon's sharing behaviour on social media: Intrinsic vs extrinsic motivation. *South Asian Journal of Business Studies*, 10(3), 278-304.

Prof. Basant Potnuru

Potnuru, B. (2022). Indian economic growth, Covid-19 and business: The way ahead. *Indian Journal of Economics and Development*, 18(1), 55-65.

Prof. Chandra Sekhar

Sekhar, C., Krishna, S., Kayal, G.G. & Rana, N.P. (2022). Does brand credibility matter? The case of organic food products. *British Food Journal*, 124(3), 987-1008.

Sekhar, C., Raina, R. (2021). Towards more sustainable future: Assessment of sustainability literacy among the future managers in India. *Environment, Development and Sustainability*, 23, 15830-15856.

Prof. Chiradip Bandyopadhyay

Prof. Bandyopadhyay conducted a Value-Based Leadership workshop for the officials of NHPC during March 22-25, 2022.

Prof. Faisal Ahmed

Ahmed, F. (2022). China's growing engagement in South Asia: Indian perspectives. In Peng, N., Ali, G., Zhang, Y. (Eds.). *Crossing the Himalayas* (pp. 59-76). Springer.

Ahmed, F., & Lambert, A. (2021). *The belt and road initiative*. Routledge.

Prof. Gaurav Gupta

Gupta, G., Mahakud, J. & Verma, V. (2021). CEO's education and investment-cash flow sensitivity: An empirical investigation. *International Journal of Managerial Finance*, 17(4), 589-618.

Prof. Mohita Sharma

Sharma, M. G., & Sharma, S.M. (2022). Frontiers of blockchain for railways. In Emrouznejad, A., Charles, V. (Eds.), *Big-data and blockchain for service operations management* (pp. 293-307). Springer.

Prof. Neeraj Kumar

Prof. Kumar conducted an MDP on 'Introduction to Labour Codes' during November 29-30, 2021.

Prof. Kumar conducted an online programme titled 'Value-Based Leadership' for the officials of NHPC during March 22-25, 2022.

Prof. Prachi Bhatt

Prof. Bhatt conducted an HR Analytics programme for the officials of NHPC during March 8-11, 2022.

Prof. Pratibha Wasan

Wasan, P. (2022). *CDEL turnaround - Positive PR or reality?* The Case Centre, 122-033-1.

Prof. Rakhi Tripathi

Prof. Tripathi conducted a FDP in online mode on creating an impact of CSR initiatives through social media during December 8-10, 2021.

Prof. Sanghamitra Buddhapriya

Buddhapriya, S. (2021). Predicament of the unorganised workers in the construction sector with a special reference to lockdown due to COVID-19. *Abhigyan*, 39(3), 12-23.

Prof. Shallini Taneja

Prof. Shallini Taneja was invited as an advisory member in one of the sub-committee constituted by the Ministry of Health & Family Welfare, Government of India for setting up HR Policies (with a social focus) for a leading central research in India.

Prof. Taneja conducted an FDP in online mode on 'Creating an Impact of CSR Initiatives through Social Media' during December 8-10, 2021.

Prof. Shilpi Jain

Prof. Jain conducted an HR Analytics programme for the officials of NHPC during March 8-11, 2022.

Jain, Shilpi., Basu, Sriparna., Dwivedi, Yogesh. K & Kaur, Sumeet. (2022). Interactive voice assistants – Does brand credibility assuage privacy risks? *Journal of Business Research*, 139(C), 701-717.

Prof. Shirsendu Nandi

Chowdhury, T., & Nandi, S. (2021). Food safety, hygiene, and awareness during combating of COVID-19. In Dehgani, M. H., Karri, R. R., & Roy, S (Eds.), *Environmental and health management of Novel Coronavirus disease (COVID-19)* (pp. 305–324). Elsevier.

Nandi, S. & Chauhan, C. (2022). Effect of the COVID-19 on decent work, economic growth and world trade. In Dehgani, M.H., Karri, R.R., & Roy, S (Eds.), *COVID-19 and the sustainable development goals* (pp. 105-121). Elsevier.

Nandi, S. (2022). Disaster risk management during COVID-19 pandemic. In Dehgani, M.H., Karri, R.R. & Roy, S (Eds.), *COVID-19 and the Sustainable Development Goals* (pp. 325-348). Elsevier.

Prof. Sourabh D. Kulkarni

Kulkarni, S. D., Deshmukh, S. G., & Khanzode, V. V. et al. (2021). Unifying efforts to rebound operational excellence and export competitiveness. *International Journal of Global Business and Competitiveness*, 16(1), 1-15.

Kulkarni, S. D., & Sonar, H. C. (2021). An integrated AHP-MABAC approach for electric vehicle selection. *Research in Transportation Business & Management*, 41, 1-8.

Prof. Sriparna Basu

Prof. Basu conducted an MDP on 'Business Communication for Leaders – A Design Thinking Approach' from November 16-17, 2021.

Jain, Shilpi., Basu, Sriparna., Dwivedi, Yogesh. K & Kaur, Sumeet. (2022). Interactive voice assistants – Does brand credibility assuage privacy risks? *Journal of Business Research*, 139(C), 701-717.

Prof. Sumeet Kaur

Prof. Kaur conducted an HR Analytics programme for the officials of NHPC during March 8-11, 2022.

Jain, Shilpi., Basu, Sriparna., Dwivedi, Yogesh. K & Kaur, Sumeet. (2022). Interactive voice assistants – Does brand credibility assuage privacy risks? *Journal of Business Research*, 139(C), 701-717.

Prof. Sunita Daniel

Prof. Daniel conducted an online programme titled 'Empowered by

Data: A Hands-on Initiation into Business Analytics for Decision Making' for the officials of RINL during December 28-29, 2021.

Mathur, S. & Daniel, S. (2022). It's Fraud! application of machine learning techniques for detection of fraudulent digital advertising. *Webology*, 19(1), 2475-2490.

Prof. Vandana Gupta

Gupta, V. (2021). Do rating changes signal abnormal returns in stock? evidence from India. *The Journal of Indian Management & Strategy*, 26(3), 26-34.

Gupta, V. (2022). *The saga of bhushan steel: Could credit risk models predict bankruptcy*. The Case Centre, 121-0142-8.

Prof. Varsha Khattri

Khattri, V. (2022). *FOGG: Riding on the wave of differentiation*. The Case Centre, 522-0025-1.

Prof. Vinay Kumar Dutta

Prof. Dutta conducted a MDP on Enterprise Risk Management from January 21-22, 2022.

Prof. Vinaytosh Mishra

Singh, R., Mishra, V., Tiwari, E. & Khan, M. F. M. (2021). Examination of self-medication using Taguchi method - A case of rural India. *Pacific Business Review (International)*, 14(4), 76-84.

International Academic Awards 2022



Dr. Basant Potnuru, Associate Professor, FORE School of Management, has been awarded the “Best Researcher Award” by the Science Father International Academic Awards 2022 for his paper, “SDG targets on maternal and child health and access of doctors in India”, *International Journal of Healthcare Management*, 13 (Sup 1), 2020.

Placements at FORE

Placements at FORE is perhaps one of the most important activities from the student's perspective. The Institute engages the Industry by inviting them to the campus for guest lectures, seminars, MDPs, live projects, mentoring sessions, etc. This provides opportunities for 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 representatives from both the first and second-year students.

Final Placements for batch 2022 were both faster and better. Better was manifested in a higher median CTC, the better quality of Companies, and multiple job offers for students. This year's Highest CTC Offered is Rs. 41 Lakhs per annum. This is the seventh consecutive year, FSM followed a mantra of *'The first offer need not be the best offer'*. Students who got an offer of less than Rs. 7 Lakhs per annum were allowed to sit for subsequent companies so that students could improve their placements. Consequentially, both the average and median CTC this year are close to Rs. 14.04 Lakhs per annum, and Rs. 13.52 Lakhs per annum respectively. Apart from higher salary packages, there has been an improvement in the diversity of recruiters as well. Automobiles, Banking, Consulting, E-Commerce, FMCG, FSI, IT/ITES, Logistics, MR, Manufacturing, FMCD, Media, Pharma etc. are the few sectors that recruited from FORE. 30% of the batch secured placement in the IT/ITES sector. Diverse roles like Market Research Specialist, Inside Sales Account Manager, SMT Business Presales Specialist, Account Manager (IT Staffing Sales), Business Analyst, Delivery Transformation, etc. were offered to the students by organizations such as Gartner, Dell Technologies, Wipro Ltd., HCL Technologies, Accenture, Collabera,

Capgemini, Cognizant, Mindtree, Tech Mahindra. We saw participation from new recruiters like HashedIn by Deloitte, Sprinklr, Field Assist, and Zoxima.

Consulting sector offered 23% roles in Strategy and Operations, Supply Chain, Human Capital Consulting, Advisory Services, etc. Companies that hired this year are Deloitte USI, Axtia, EXL Service, EYGDS, KPMG Global Services, GEP, Kantar Analytics Practice, etc.

BFSI is one of the most sought-after sectors to be placed. This year 25% of the batch got placed in this sector. Diverse roles and profiles ranging from CMB Business Banking, Investment Banking—Associate, Digital Banking and Transformation, Management Trainee-Mid Size Corporate Group Analytics, etc.

Leading recruiters from the BFSI sector include HSBC, TATA Capital, CRISIL, GoDigit General Insurance, HDFC Bank, HDFC Life, HDFC Limited, ICICI Bank, ICICI Prudential Life Insurance, TresVista Financial Services, along with several new corporate associations. We witnessed participation from new recruiters, namely Barclays, Axis Bank, Bank of America, D.E. Shaw Group, Invesco, TATA AIA Life Insurance, CredAble, Acuity Knowledge Partners, IIFL Finance Limited, etc. that visited for the first time for hiring students.

The hiring traction from traditional recruiters also remained strong. IT/ ITES, FSI, Banking, MR & Consulting, FMCG, Automobiles, etc. have returned year after year to recruit from FORE. KPMG, ICICI Bank, Novartis, Deloitte USI, Cognizant, EY, Asian Paints, and many others, like every year, visited the campus and hired students.

Companies from the Automobiles, Retail, and Manufacturing sector hired students this year including Maruti Suzuki, TVS Motor Company, INDAG Rubber Pvt. Ltd., ANAND Group, DHL Express, and Reliance Retail. Encouraged by the performance in SIP, FORE students received multiple PPO offers from various organizations, to name a few: HSBC, GEP, Wipro Ltd., Nestle, Signify, VIP Industries, and Global Growth (Eli Research) Smart Shift Logistics Solutions Pvt. Ltd. (Porter), etc.

Summer Internship Program (SIP): SIP at FORE is a great mechanism for the students to learn from various companies. This also allows students to apply their learning in the real-life corporate world. Summer Internship is a part of the course curriculum for the students. The Internship has a duration of 8 to 10 weeks and usually extends from the 1st week of April to the 1st week of June. After the completion of the Summer Internship, the students are required to submit the Internship report along with the company feedback. Thereafter, the students are evaluated on the quality of the Summer Internship Program undergone by them. Some of the students can translate the Summer Internship Program into a Pre Placement Offer (PPO) as well, and 2022 was no exception. The Summer Internship batch at FORE with 374 students were placed across companies with both the highest and average stipends seeing an upward trend.

The summer placement for the batch witnessed participation from companies from diverse sectors and industries across all domains. Brand leaders like GEP, Novartis, HSBC, Asian Paints, ITC Ltd, Gartner, Nestlè, Deloitte USI, ICICI Bank, SRL Diagnostics, Capgemini, D.E. Shaw Group, BR Specialities LLP, Dalmia Bharat Group, Aurum Equity Partners LLP, MongoDB, DHL Express, Tech Mahindra, Sumitomo Mitsui Banking Corporation, Spencer's Retail, Havells India Ltd. Skyria, Times OOH, United Biscuits, Avanse Financial Services and many more recruited from the campus.

For the Batch, 2021-23 Companies like ICICI Bank, Indian Oil, IFFCO Kisan, SABIC, Havells India Ltd, Bridgestone, India Factoring and Finance Solutions, D.E. Shaw Group, Anand Group, Union Bank of India, etc. visited for the first time and recruited students for Summer Internship.

ICICI Bank became the top recruiter in the summer internship and Deloitte USI, DHL Express, SRL Diagnostics, MongoDB next top recruiters.

International Placements

In addition to the domestic placements, this year International job roles were also offered to the Batch.

Welcome to FORE Family



Prof. Aditya Banerjee

Ph.D., IIM Ranchi (Accounting and Finance Area); MBA (Finance), Bengal Engineering and Science University, Shibpur (IEST); PGD in Securities Markets, Indian Institute

of Capital Markets; B.Com, University of Calcutta. Before joining FSM, Prof. Banerjee was an Assistant Professor, Finance Area, School of Business at the University of Petroleum and Energy Studies. He has been a Lecturer in the Finance area at the Royal University of Bhutan (GCBS). He has several publications in peer-reviewed journals indexed in Scopus and listed in ABDC and ABS. His research focuses on understanding how information from different sources affects stock price movement differently.



Prof. Amarnath Mitra

Ph.D., IFHE Hyderabad; MSc (Mathematics), NIT Rourkela; UGC-NET (Management).

Prior to joining FSM, Dr. Mitra worked as a Senior Quant Analyst at BioUrja Power LLC (Texas, USA).

Dr. Mitra has over five years of industry experience as an analyst and researcher with substantial exposure of working with big & high-frequency data and analytics. In academics, Dr. Mitra worked as full-time faculty for over six years in management institutes such as BML Munjal University, Gurugram, IMI, New Delhi, and IBS, Hyderabad. As a guest/visiting faculty, he has taught in several reputed institutions like SIBM, Pune; NMIMS, Hyderabad; and IIIT, Bhubaneswar among others. Dr. Mitra has taught subjects like Data Science, Predictive Analytics, Business Analytics, Quantitative Methods, Business Research Methods, Operations Research, and Econometrics, among others.



Prof. Bhaskar Chhimwal

Ph.D., IIT Bombay; MBA (Finance), FMS, BHU; M.Sc. (Applied Physics), G.B. Pant University of Agri. & Tech.; B.Sc., Kumaun University.

Prof. Chhimwal has been a post-doctoral fellow at SJMSOM, IIT Bombay in the area of Finance. His research and teaching interests include Investment analysis, Trading strategies, and Asset pricing. He presented research papers in many prestigious international and national conferences. His work received “Best Paper Award” in the prestigious Eighth ICBAI conference held at IISc., Bangalore. He has published his research work in peer-reviewed reputed international journals. He also assisted in various courses on online platforms like NPTEL and MOOC. He is also associated with various international journals as a reviewer. He also actively follows the Indian stock market and deploy strategies on real-time data to transform research knowledge into practice.



Prof. Chiradip Bandyopadhyay

Ph.D., IIT Kharagpur; a postgraduate in HR, XISS Ranchi; Graduate in fibre technology; Calcutta University.

Prof. Chiradip is a trained professional in managing technology and human resources. He has been a practicing HR manager in manufacturing as well as services sector. He has been with the organizations such as Aditya Birla Group, IBM, Jindal Stainless Ltd, IMRB, and Head HR with Tata Metaliks Ltd. He teaches courses such as organizational behaviour, organizational structure design & theory, human resource management, recruitment & selection, and competency-based HRM. His research interests are in strategic HRM, signaling perspective of HRM, managing risks through HRM, and diversity and inclusion.



Prof. Debasmita Dey

Ph.D., IIM Lucknow; M.Tech. (Computer Science and Engineering), National Institute of Technology; B.Tech. (Computer

Science and Engineering), The West Bengal University of Technology. Her research interest includes natural language processing, text analytics, data mining, and e-commerce. She published one book chapter in Lecture Notes in Computer Science. She has published works at Pacific Asia Conference on Information Systems 2021, International Conference on Strategic Management, Decision Theory, and Data Science 2020, International Conference on Big Data Analytics 2019, and first on International Conference Digital Economy 2019.



Prof. Pramod Chandra

Post Doctorate Fellow, IIT Kanpur; Ph.D., IIT Roorkee; MBA (Marketing) and B.Sc. (Bio-Group), HNB Garhwal University (Central University), Srinagar Garhwal, Uttarakhand.

Dr. Chandra has nearly twelve years of experience in academia, teaching, and research. His area of research includes strategic marketing, marketing strategy for sustainable natural resource business, and marketing for sustainability through a qualitative research perspective.



Prof. Pratibha Wasan

Ph.D., FMS, University of Delhi; UGC NET.

Prof. Pratibha is the author of several business cases published by ISB – IVEY.

She has successfully supervised doctoral students and has written numerous research papers in top international journals with high impact factors including Journal of Cleaner Production, International Journal of Bank Marketing, Journal of General Management, and IIMB Review. She has been teaching courses on Financial Accounting, Corporate Finance, Corporate Restructuring, Derivatives & Risk Management, Cost Accounting, and Advanced Corporate Finance. She has several 'Best Teaching Faculty' awards to her credit. Before her academic career, she worked as Business Consultant with HCL Infosystems, Noida. She received 'Excellence in Performance Award' for her exceptional work performance at HCL Infosystems in the year 2003.



Prof. Shubhangini Rajput

Ph.D., IIT Delhi; MBA (Information Technology Enabled Services), ABV-IIITM, Gwalior; B.Tech. (Bioinformatics), Dr. D.Y. Patil University, Pune.

Prior to joining FSM, Prof. Rajput has been working with Jaypee Institute of Information Technology, Noida in the Operations area and also gained industrial experience. She is a visiting research fellow at Newcastle University Business School, UK. She has qualified National Eligibility Test (NET) conducted by UGC in the first attempt. She has to her credit, many publications in the reputed journals. She has presented work at International conferences organised by Global Conference on Flexible Systems Management (GLOGIFT) and Global Conference on Cyberspace (GCS).

**Prof. Shubhi Gupta**

Ph.D., IIT, (ISM) Dhanbad; MBA (HR and Marketing), GBTU Lucknow; B.Sc. (Chemistry and Zoology), CSJMU, Kanpur.

The research areas of Prof. Gupta are: factors affecting virtual teams functioning, the mediating role of behavioural processes and team dynamics on team effectiveness. She has published papers in International Journals indexed in the Social Science Citation Index (SSCI), Australian Business Deans Council (ABDC), and Scopus. She has also authored a book chapter, attended various workshops on advanced research methods and teaching techniques, and presented papers in premier national and international conferences.

**Prof. Surendar Singh**

Ph.D., Kumaun University, Nainital, Uttarakhand; Master in International Business, IMS, Ghaziabad; Visiting Fellow, Korean Institute of International Economy.

Prof. Singh has more than 14 years of experience in research, teaching, and consultancy. He has worked as a Consultant for the World Bank Group, Washington D.C, Asian Development Bank, Manila, and United Nations Economic and Social Commission for Asia and the Pacific (UNESCAP) Bangkok, Thailand. He has published several research papers, book chapters, and discussion papers. His articles have appeared in both print and online media such as the news portal-Hindu Business Line, The Wire, and Business World. He is also a recipient of Asia Pacific Trade Facilitation Forum 2017, Trade Facilitation Award Yogyakarta, Malaysia.

**Prof. Tarun K. Soni**

FPM (Finance), National Institute of Financial Management; MBA (Finance and Business Economics); M. A (Economics); UGC-NET, B. Com.

Prof. Soni has worked with prestigious institutions/think tanks like the Ministry of Finance, Prime Minister's Office, and Niti Aayog on public policy issues. He has taught finance courses at post graduate level to the students of management at Lal Bahadur Shastri Institute of Management, Banasthali University, IBS, Gurgaon, and Jaipuria Institute of Management. He is a keen researcher and has published research papers in Scopus/ ABDC listed journals.

**Prof. Vinod Thakur**

Ph.D., IIM, Lucknow; MBA, Symbiosis International University; B.Tech., Kurukshetra University.

Prof. Thakur has done his doctoral dissertation on family businesses with a focus on family governance. Prior to joining FSM, he has professional work experience of more than nine years while working on long-term assignments in India, the Middle East, and Africa. He has been associated with firms such as KPMG, EY, Protiviti, and Genpact to assist clients through various consulting assignments on business risk management.

Staff Members

Mr. Abhishek Kumar Raghav, Library Trainee

Mr. Rahul Ranjan, Library Trainee

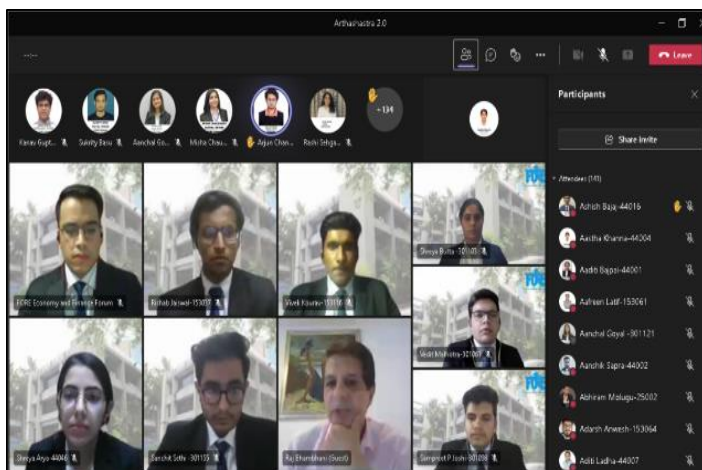
Mr. Udit Pratap Chauhan, Assistant Manager
(Executive Education)

Arthashastra

Arthashastra 2.0-Impact of Increase in Retail Investors on Indian Markets

FORE Economy and Finance Forum (FEFF) conducted a webinar on 'Impact of Increase in Retail Investors on Indian Markets' on October 08, 2021. The speaker for the session was Mr. Rajendra Bhambhani, Joint Managing Director, Phillip Capital. He started off by categorizing the market into institutional segment and non-institutional segment.

He explained the impact of Covid-19 on the market in detail. This was an uncertain time and the market had crashed. The people were unemployed and thus the institutional segment had no idea how they would react.



Further, he said that the NIFTY is rising currently and is at an all-time high right now. He pointed out that in the NSE equity segment, the percentage of retail investors, over the last 6 years, has reached 45%.

Arthashastra 3.0-An Overview of Investing in Different Asset Classes

FEFF conducted another webinar on December 17, 2021. The speaker for the session was Mr. Gaurav Singhvi, Co-founder, TruFid Services Pvt. Ltd. Mr. Singhvi started the session by defining numerous asset classes: Debt, Equity, Gold and Commodities, Real Estate, and Listed Equities. He elaborated on the advantages and disadvantages of each of these asset classes. He discussed the various factors to keep in mind while investing which are-the time horizon for which the investment is to be made, the goal of the investment, the transaction cost of the investment, the risk appetite of the investor, and the taxation charged on the same. He further mentioned some thumb rules of investing. With the increase in life expectancy, decreased working years, rising inflation rates, and falling yields, Mr. Singhvi advised the students to start investing early.

SANKRASHAN'21

October 08, 2021

Team ANTAR conducted an annual plantation drive at the Indian Archaeological Society. The drive was conducted to highlight the importance of tree plantations. It started with students volunteering to plant the saplings at the site. Team ANTAR provided the volunteers with around 2-3 saplings that they can plant and more than 100 volunteers participated in this drive.



Each volunteer was given a time slot that was suitable for them and the drive started in the morning at 8 o'clock and continued till the afternoon. Each volunteer was given refreshments and an organic pen with a seed in the cap that may be planted at any moment.

Personal Branding

October 11, 2021

Team FOREword conducted a webinar on the topic 'The importance of personal branding for advancing one's career'. The speaker for the session was Ms. Sana Chopra, Founder, Power of You.

She stressed throughout the webinar about being authentic, true, and keeping it real. She focused on first impressions.



Further, she cited the example of Dr. Albert Mehrabian who stated that in the first impressions, 55% depends on your body language including appearance, grooming, clothing, etc., 38% on your pitch, tone, and only 7% on what someone actually says. She described the 4 A's of clothing for the students that are: Appropriate, Authentic, Attractive, and Affordable.

Melange

Importance of having a Go-to-Market Strategy

Special Interest Group-Marketing (SigMa) hosted Ms. Nidhi S. Mittal, Head, Marketing, TATA Advanced Systems Limited, for 'Melange: The Marketing Seminar' on the above theme on October 11, 2021.



She presented a detailed 10-step framework on how to build an efficient market strategy. The framework included setting a goal, then selecting a target market and platform, choosing the right segment, target, and positioning (STP), pricing your product keeping in mind the target customer, selecting and managing a channel of communication, developing and implementing a market plan, monitoring the market plan and then repeating the process from start. The session was highly interactive and she used different examples to explain the concepts clearly.

Internal Communication in an Inclusive Era

SigMa hosted Ms. Mehakk Kohli, Assistant Manager Brand & Marketing Communications, EY for Melange: The Marketing Seminar to take an insightful session on the above theme on January 05, 2022.

Trends in Marketing 2022

SigMa hosted Ms. Namita Tiwari, Marketing Director, Wipro for Melange: The Marketing Seminar to take an insightful session on the above theme on February 19, 2022. The session familiarized students with the new and upcoming trends in the marketing domain among which included Purpose-Driven Marketing, Phygital Marketing, Artificial Intelligence, Empathy Marketing, Voice Marketing (Sonic Branding-Audio Identity of a brand), Customer Proximity, etc. Marketers use purpose-driven campaigns to develop emotional connections with their target audiences as more consumers want the values of the companies they engage with to be in line with their own.

Epitome 2021

October 16, 2021

Marketing Session

Team CID conducted a Marketing and Information Technology Conclave. The theme of the Marketing session was 'Transformation of Marketing Strategies'. There were six panelists for the first session.

Mr. Melag spoke about the theme of the webinar. Mr. Abhishek Gupta explained that people are not keen to buy life insurance in India. Mr. Amit Rajput illustrated how data is used in digital marketing. Mr. Diptarup Chakraborti explained that IT companies hire young MBA graduates for sales but not for marketing. Now, this concept has changed due to the advent of SaaS.



Mr. Krishna Gopal explained that there are multiple buyers in a B2B role. Digital marketing includes social media engagement, webinars, emails, and tracking individuals. Thus the marketing department works closely with sales. Ms. Ruchi Bubber stated that analytics is the backbone of digital marketing and defined five areas of analytics in this regard.

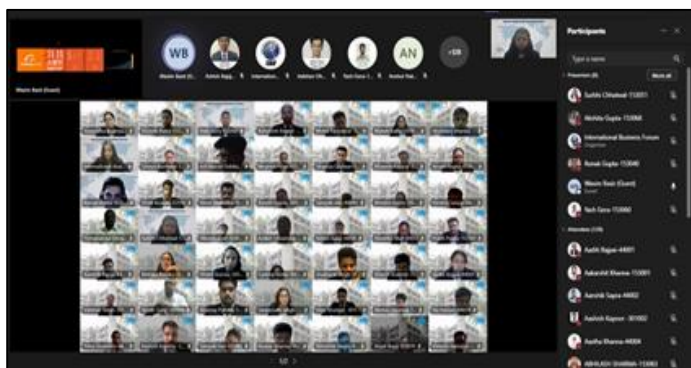
IT Session

Team CID conducted an IT session conclave and invited an esteemed panel of speakers such as Ms. Lekha Bajpai, Technology Director, Kantar IMRB; Mr. Arun Kalyanaraman, Senior Director, Target; Mr. Kartik Narayan, Executive VP & Head, Vodafone Idea Limited; Mr. Avinash Chandra, Senior Director, Capgemini; and Ms. Mansi Thapar, IT Leader, Global Head, Infosec, Jaquar Group. The panel examined the growth of future technologies and the necessity to incorporate Big Data into business choices in an interactive discussion. The panel also discussed the role of IoB in customer service and AI-enabled IoT, as well as the future of these technologies. The session was followed by an interactive Q&A where all the queries of students were answered by the panel.

Globuzz

Team International Business Forum invited Mr. Wasim Basir, Ex-Director, Integrated Marketing Communications, Coca-Cola for Globuzz 4.0 on October 26, 2021. The topic for the webinar was “The End of Marketing as We Know It”. Mr. Basir spoke about three conflicts: Man vs Machine, Product vs Platform, and Core vs Crowd.

He talked about how machines will replace workers over the time, leading to mass unemployment and profound challenges for the economic & social system as it currently exists. In the utopian view, machines and humans will work together, leading to new jobs and new forms of prosperity.



Team International Business Forum hosted Mr. Arindam Mukhopadhyay, Vice President and Global Head, Consulting, Gartner for Globuzz 4.0 on December 23, 2021. The topic for the webinar was ‘Digital Global Economy and Post Pandemic Recovery’. Mr. Arindam spoke about global impact and how companies are rescaling their businesses to excel in the market. He spoke about how different governments may make varying choices when prioritizing between preservation of existing businesses and net new creations. However, each is likely to evaluate and deploy a combination of impactful interventions to support economic recovery.

Team International Business Forum also hosted Mr. Tushar Bansal, Supply Chain Finance Manager, Hindustan Unilever (HUL), and Mr. Lakshmi Karthik Mandali, Finance Controller, Hindustan Unilever (HUL) for Globuzz 4.0 on January 06, 2022. They elaborated on how in a rapidly changing marketplace, the finance function has a key role to play in delivering efficiency, insight, and value to the business. Mr. Bansal stressed how finance functions must pivot from transaction processing and reporting towards strategic business support to drive profitable growth, reduce costs, and assume a broader set of strategic responsibilities within the enterprise. The guests spoke about the need for cost optimization and its various levers.

All the above webinars were concluded by Dr. Arbuda Sharma, Faculty, FSM who gave her feedback on the topics discussed. The sessions were greatly beneficial to the students.

Finish Line'21

November 02, 2021

Finish Line is an annual Inter-College National level business plan event by Team Think Tank, testing the expertise and knowledge of the participants in the finance domain.



A total of three rounds were conducted; Round 1:- Fin-Ace: An online quiz, having 15 finance-related questions, which were a mix of text and pictorials, to be answered within 20 minutes.

Round 2:- Industry Fin-Sight: The shortlisted teams were provided with financial details and ratios of 8 unnamed companies and they had to analyze the data and assess the industry to which the company belongs.

Round 3:- Financial B-Plan: Judges Round, the teams selected for the final round of the event had to prepare a business pitch for their start-ups, which had to be presented to a panel of judges.

The winner was ‘Team Operation Twist’ from FORE School of Management, New Delhi.

FOREvision Workshop

November 07-10, 2021

SigMa hosted Mr. Saagar Vijan, Co-Founder, FOREvision for the workshop on “FMCG-Scientific Field Sales & Marketing”. He provided valuable insights about the industry and gave an overview of the sales processes, back-end support, and execution of effective sales plans. He showed many frameworks to include in marketing strategy. His presentations on sales strategy were precise and easily replicable in a sales manager's career.

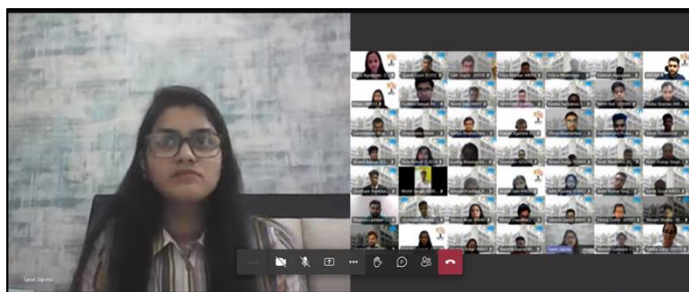


The sessions entailed a plethora of the most crucial marketing topics in the FMCG industry while inculcating a hands-on practical learning environment. The sessions were highly interactive and he encouraged open discussion about each topic. It proved to be an enlightening workshop for four days with students learning many new things.

AAGHAAZ

November 07-10, 2021

Team ANTAR hosted AAGHAAZ 2.0 with Ms. Tanvi Jajoria, Counseling Psychologist, BetterLyf Wellness on the topic 'Dealing with mental health challenges in an academic setting'. She talked about the importance of feelings and emotions and how expressing them is the right way to proceed forward. We usually tend to make simple situations into complicated ones just by thinking and usually lose focus with the task on hand. One of the major concerns among students is procrastination which not only makes them delay their work but also makes them forget how to deal with it.



She also talked about how you can differentiate between thought, feeling, or behaviour of the situation. Even if you are loaded with the tasks, it is important to figure out which one would require more time and which is difficult, one should prioritize which needs the least effort and is easier to do as it will make you more accustomed to it.

Ms. Tanvi concluded that how important it is for one to focus on themselves and having a support system which is very important in one's life. It is never too late to ask for help and one should take care of themselves.

KPMG LSS Green Belt

November 11-14, 2021

FOSTRA conducted an online certification course for Lean Six Sigma Green Belt in association with KPMG India. The sessions were taken by Mr. Swapnil Rach, Certified Master Black Belt, Lean Six Sigma Consultant, and Trainer at KPMG India. It was a four-day course in which more than 100 students were registered.

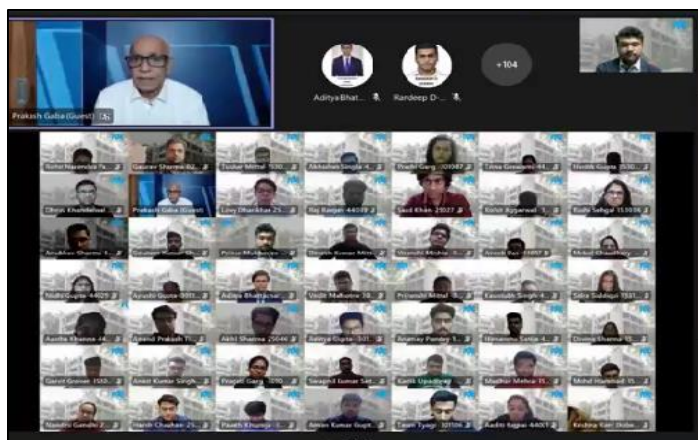


Mr. Swapnil Rach taught various techniques and methods required in the industry to enhance skills. The use of various statistical methods and the software Minitab were used to get students accustomed to it. After the completion of the course, the students were required to take a test to receive their Green Belt Certificate. Everyone from FORE School of Management who registered for the course cleared the test and received their respective certificates.

FINIESTA: Financial Awareness from a Young Age

November 10, 2021

Special Interest Group: Investment and Portfolio were honored to host Mr. Prakash Gabba, a Research Analyst and Certified Financial Technician. Mr. Gabba is a highly experienced personality with hands-on experience in the finance field and is also a panelist at CNBC TV-18 and CNBC Awaaz.



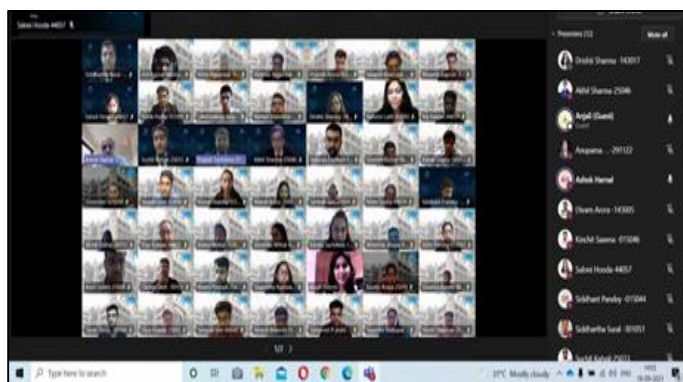
Mr. Gabba shared his views on "Financial Awareness from a Young Age", recounting his journey from poverty to riches and how he has navigated all of life's highs and lows. He also talked about the importance of financial literacy and how it is never too late or too early to start. Because of his unique way of engaging the audience and his unrivaled excitement, the presentation was an exciting experience.

He highlighted the current state of the company and how his "Never Give Up" attitude has helped him stay put and make a name for himself.

Fundamentals of Data Analytics and Visualization

November 13, 2021

FORETech: FORE Technical Division organised a webinar on Data Analytics and Visualization conducted by Mr. Bhupesh Upadhyay, Ms. Chesta Dhingra, and Mr. Satyabrata Sahoo. The purpose of the webinar was to acquaint the students with the basics of data analytics and visualization and the various tools and technologies used in it.



They started by explaining what exactly is data science. They threw light on how making inferences from the data can help organizations deal with uncertainties efficiently and communicate data-driven discoveries to the stakeholders. They focus on various facts that brought to light why data is becoming important such as data helps in improving the quality of decision making, insights and some actionable insights that are able to be built with the help of data-based evidence.

Alumni Speak 2021

Ms. Hitaishi Gupta, hailing from the batch of 2012 (IMG 4) at FORE School of Management was the speaker for Alumni Speak held on November 15, 2021. Ms. Hitaishi is presently the Team Lead, Boston Consulting Group (BCG) with a rich experience of 9 years in the corporate world. She took a captivating and engaging session with the students on the topic of “Building a career in Research and Consulting”.

During the session, she touched upon various topics such as the must-have skills for research and consulting, how to prepare for a job in research and consulting, what is the difference between research and consulting, must have interpersonal skills, work-life balance and the various tools frequently used in the industry. It was inspirational to hear about her journey from FSM to BCG.

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

Rendezvous

Every year FORE Alumni Network (FAN) organises an alumni interaction event, ‘Rendezvous’ to inspire the students in their MBA journeys by gaining valuable insights from FORE's notable alumni. This year FAN had the honour and pleasure of welcoming three of the esteemed Alumni, Dr. Monisha Borthakur (2002), Mr. Manan Sheel Bhasin (2003), and Mr. Sumeet Tandon (2004). The first guest Dr. Monisha Borthakur has been the Assistant Vice President, IL&FS for 4 years. Subsequently, she worked as the COO, CSC e-Governance Services India Ltd. She has also done Executive Education Programme at Stanford University Graduate School of Business. Currently, she is the Director of Sales and Client Services, Infosys Ltd. She mentioned only the industry that has a strong IT backbone is able to successfully survive the hybrid model. She explained how by taking into account the emotional and medical requirements of the employees, morale can be boosted in a hybrid work model.

The second guest, Mr. Manan Sheel Bhasin is a proud alumnus of FORE from the batch of 2003. He is currently serving as an Associate Vice President, Network18 Media & Investments Limited. He has been in the media industry for over 18 years and has worked with brands like Aaj Tak, Headlines Today, Tez, Ten Sports, and Star News. He is an expert in revenue, business generation and sustenance of continuous growth.

Mr. Bhasin highlighted that the internal and external stakeholders have become extremely dynamic and we have to find new ways to deal with them. Although television viewership increased exponentially and the advertisements' business dynamics had changed significantly.

The third and the last guest was Mr. Sumeet Tandon, from the batch 2004. He is currently the Director, Research and Analysis, Ernst & Young. He has been associated with the company for last 15 years. Prior to this, he had worked at McKinsey and Company as Business Analyst, and in Oracle as Sector Head. Mr. Tandon shared a brief presentation about what exactly entails in a hybrid work model highlighting the importance of finding a sweet spot between online and offline mode so that we can get the best of the two worlds.

Overall it was an insightful and fruitful session for all the students.

Panchtatva

FORE Alumni Network organised its flagship annual alumni interaction event Panchtatva 2021 on December 27, 2021. The theme of the event was “Path paving from B-School to industry: Making of a career”.

The first speaker was Mr. Bishwapriyo Chakraborty, a distinguished alumnus from FMG 13 (Batch of 2006) who is currently serving as the Vice President, Gartner. Mr. Chakraborty has a rich experience in the field of Consulting and Research. He gave a brief explanation of several verticals in consulting and research domain which included research specialization, data analytics, product management, and advisory.

The next speaker was Mr. Pulkit Shrivastava from FMG 13 (Batch of 2006) and currently is the Assistant Vice President, Merchant Services and Portfolio, HDFC Bank. He has worked in the marketing domain with companies like Asian Paints, HCL Infosystems, Reliance Jio, and Vodafone. He mentioned certain skills, knowledge, and abilities necessary to succeed in a fast-paced business environment.

The next speaker was Mr. Rajeev Kapoor from FMG 13 (Batch of 2006). He is currently the Zonal Head, Shriram Housing Finance. His association with several prestigious banks like HSBC, Citibank, and IndusInd Bank made his career trajectory magnificent. To elucidate the students in the BFSI sector, he explained the various roles that they can pursue after completing their MBA. He briefly mentioned some skills and values that are necessary to succeed in this sector.

The last speaker was Mr. Suraj Abel Elley of WMG 13 (Batch of 2007). He is currently serving as Vice President of Finance and Operations, Re: Sources, A Publicis Groupe Company. He shared a presentation explaining finance and operation in the ITES sector, and the relevant knowledge and skills to succeed in the same. He emphasized that it is important to research the domain, company, and roles.

Unplugged with D2C

November 21, 2021

A webinar “Unplugged with D2C” was conducted by SIG-D2C Igniters with Mrs. Ritu Tandon as the guest speaker. The event was held virtually and the theme was “The art of self-management”. She talked about honing self-management skills and equipping with the right set of tools to navigate out of a crisis-like situation. “Self-management acts as a bridge between where you are now and where you want to go”, Mrs. Tandon stated.



She explained the ability to manage the thoughts, emotions, behaviour, and actions in a conscious and productive way. She concluded the session by advising students that if they want others to follow them, they must lead by example, which demands them to begin managing their own lives.

ExEd: Media's Role in Influencing the Decisions of Consumer Behaviour

December 17, 2021

A webinar was organised by Executive Education on the topic of “Media's Role in Influencing the Decisions of Consumer Behaviour”. They hosted Ms. Priyanka Srivastava, Senior Editor, Times of India. She shed light on how journalists can influence consumer behaviour nowadays. She explained that if readers get to know that something is a paid content, there is a possibility that they might lose interest in that particular product because he or she might think that the client has paid for it, which means that there is no authenticity and hence, there is no credibility.



Fundamentals of Power BI

December 18, 2021

FORE Technical Division organised a webinar on ‘Fundamentals of Power BI (Business Intelligence)’ conducted by Mr. Amit Goyal.

This webinar helped the students to get a hands-on learning experience of Power BI. The students learned about the tool starting from the very basics. The session also covered the use-cases of Power BI in the corporate environment and how the knowledge of this tool helps leverage one's career.

He elucidated how Power BI is a collection of software services, apps, and connectors that work together to turn unrelated sources of data into coherent, visually immersive, and interactive insights. The speaker concluded by saying that Power BI offers data preparation and discovery, interactive dashboards, and rich visualizations in one solution, and its self-service capabilities make it an intuitive tool for interacting with data and turning it into insights more easily. He also helped students by answering their questions and doubts throughout the session. The session was greatly beneficial for the students.

Industry Connect

December 22, 2021

Industry Connect, a chain of events held by Personality Enhancement Cell (PEC), is meant to bridge the communication and promote interaction between the industry and student body at FSM. The event aimed at bringing knowledge and information about the banking industry.

Students were encouraged to research the issues raised in the industry. Overall the intent was to enlighten the students about the placement process and SIP by giving them exposure to various industries including banking and consumer durables. It was a very informative and enriching experience for the attendees as they got to learn the ins and outs of the banking and consumer durables industry. Students also got to know about the skills in demand for these industries especially for the students working in finance and consulting.



PRANNITI: A Panel Discussion

December 27, 2021

FOSTRA organised “PRANNITI: A Panel Discussion”, an interactive session on ‘Applying Comprehensive Automation Strategies across Operations Management’. The session had three panelists, Mrs. Damayanti Bandopadhyay, Director, Operations Transformations, PwC Acceleration; Mr. Mayank Poddar, Vice President, Operations, Accenture and Mr. Arpit Sharma, Vice President, Strategy and Operations, Skill Council for Green Jobs. The agenda of the seminar was divided into three parts to be covered by each of the panelists separately. Mrs. Bandopadhyay began by mentioning automation in fragmented supply chains & logistics. Mr. Poddar gave an example of high-impact automated solutions network operations regarding ‘built-operate-transfer’ operating in varying situations. Mr. Sharma discussed and emphasized how imperative and transformative automation can be for skilled and green jobs.

Finally, Mr. Poddar explained the blend of automation with the accurate skills of human capital, the association with machine learning and cognitive processing, along with integrated solutions.

Anubhuti

Corporate Interaction Division (CID), FSM hosted Mr. Rajiv Lochan, Director, Finance, KPMG, as a part of Anubhuti on December 18, 2021. Mr. Lochan facilitated a highly participatory session with the attendees by discussing his journey through the years. He discussed three significant financial developments, including digital transformation, digital finance, and digital money.



He provided some insightful data, results, and future projections from several study investigations. Overall, the seminar inspired students to delve deeper into the financial sector. The attendees were highly impressed with the enlightening presentation of Mr. Lochan.

Anubhuti: Trends in Brand Marketing

CID conducted a webinar on ‘Trends in Brand Marketing’ on December 29, 2021. The speaker for the session was Mr. Prasun Kumar, Chief Marketing Officer, Just Dial. He conducted the webinar in a question-answer format. He advised the students on ways to deal with negative comments about a brand by choosing a platform for customer grievances and becoming communicative and transparent. He proceeded by explaining the difference between B2B and B2C marketing followed by the limits of marketing. He explained that brand marketing is a forward-looking concept. Mr. Kumar concluded the webinar with a question and answer round.

Anubhuti: Leadership in the New Phygital World

CID conducted a webinar on ‘Leadership in the New Phygital World’ on January 12, 2022. The speaker for the session was Mr. Amod Vijayvargia, Vice President and Global Operating Leader, Genpact.

He started the session by discussing what makes leaders different from their followers. He stressed that leaders inspire trust, focus on the creation and execution of strategy. He discussed the concept of the VUCA world. IoT, cyber security, robotics, blockchain, and genomics are some of the industries that he mentioned as the movers and the shakers of the VUCA world. Mr. Vijayvargia closed the webinar with a question and answer round.

Anubhuti: Digital Transformation in Finance Function

CID hosted Mr. Sambasivan G., Chief Financial Officer, Tata Play on February 18, 2022. He talked about digital transformation in finance function & how automation has affected everything revolving around finance e.g., the preparation of annual reports of Infosys and TCS in just 17 days while other companies take 2 months for this process. The level of acceleration of automation is unbelievable. In the end, there was an interactive Q&A session where the speaker answered all the questions with insights from the industry.

vicHaR

vicHaR: Evolving Performance Management for Modern Employee

Ms. Leena Sahijwani, HR Leader, Ex-Vice President, Group Human Resources, Tata Group, visited FORE School of Management on December 21, 2021, as part of the webinar series “vicHaR- In Dialogue with Leaders” on the topic of “Evolving Performance Management for the Modern Employee”. The students learnt what performance management is and why it is important to understand in the current workplace scenario. She threw light on the various important and currently talked about topics in the corporate workplace. She shared deep insights into the current practices of the workplace culture.



Ms. Sahijwani discussed the current and future approach to performance management, as well as how it is progressively evolving. The disadvantages of the new system, as well as solutions to those disadvantages.

Ms. Sahijwani spoke on the industry's rising trends in the Human Resource Department, as well as how rules are changing.

VicHaR: Organization Design and Transformation

Mr. J.P. Singh, HR Head, JSW Steel Ltd, spoke with the students as part of SIG: HR's “vicHaR- In Dialogue with Leaders” webinar series on the topic “Organization Design and Transformation” on February 20, 2022. This webinar taught students about the Transformation of Organizational Structure. Mr. Singh discussed how to start a business and what elements to think about when doing so. He also talked about the differences between tall and flat firms, product-driven, customer-driven businesses, stakeholders in a business, nature of the industry and market role in determining which sort of organisation structure to utilise. He also elaborated that product-driven enterprises do not presume that their product will find buyers.

Insight'22

Insight: International Business Session

CID conducted Finance and IB Conclave on December 7-10, 2021. The theme for the IB session was ‘Business Across Nations’. The speakers were Mr. Sanjay Mann, Mr. Aditya Singh, Mr. Sunil David, Mr. Kapil Gupta, and Mr. Sameer Nagarajan.

Mr. Mann moderated the session. Mr. Nagarajan mentioned that Covid disrupted trade routes. Mr. Gupta also mentioned that one who adapts to changes fast can not only survive but grow as well. Further, he said that the customer supply relationship is very important. Mr. Singh emphasized the positive impact of Covid on the jewellery market. Mr. David explained how his company was flexible for Covid hit regions. He included the insights on cultural distance politely being a part of cultures and the experience of working with a large number of people. All the panelists except Mr. Gupta felt that geography matters for their industry.



Insight: Finance Session

CID hosted Mr. Yash Arora, Chief Financial Officer, Indian Oil-Adani Gas Pvt. Ltd.; Mr. Gautam Sadana, Head of Finance, Dineout; Mr. Abhinav Dasgupta, Senior Director, Fintech Partnerships, Visa; and Mr. Sheshadri Savalgi, Chief Financial Officer, General Mills at the Finance: International Business Conclave on January 07, 2022. The panel explored “Emerging Trends in the Finance Industry” in the session. The focus of the session was on how the financial sector transformation in the pandemic era created the ground for the quick growth of open-banking and the creation of Fintech. He talked about the seeds for revolution in Fintech and digital finance with the demonetization of 2016.



TED Circles: Staying Humble

January 08, 2022

Team TEDx conducted its first event of the year, a virtual meet called TED Circles with a small group of participants. The theme of this TED Circles was 'Staying Humble'. The guest for this session was TEDxDTU. The session kicked off with an ice breaker round where each participant chose a number from 1-10 and answered the question corresponding to the selected number. This was a refreshing exercise and the answers shared were exceptional and interesting. Moving forward, the TEDx team played a video around which the participants would, later on, discuss and interact with each other. The title of the video was 'What I learned from 100 days of rejection' and the speaker of the video was Mr Jia Jang.

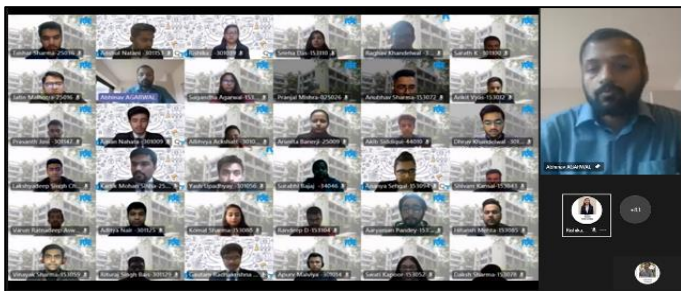


In the video, the speaker talks about his first rejection at the age of six and how it dictated his life. The speaker elaborated on his dreams of starting his own company and talked about how one day he decided to overcome his fear of rejection. He played a game that required the player to get rejected for various things for the next 100 days. The participants shared multiple points including the discussions around rejection as a part of life and how one should embrace it and learn from it. Rejections help in self-reflection, how one should celebrate the fact that they got over a rejection. One of the major points highlighted in the discussion was not to take rejections personally as there could be other reasons behind them. The session ended on a good note with everyone sharing their experiences with rejection and how they dealt with it.

Astitva 4.0: Frugal Thinking for Exponential Change

January 29, 2022

CRIFT organised "Astitva 4.0", session on Frugal Thinking for Exponential Change. The session was headed by Mr. Abhinav Agarwal, Innovation Advisory Consultant, EXL Group.



Mr. Abhinav opened the session by outlining the concept of Frugal Innovation. He cited several hypotheses and claimed that functional fixedness impedes our thoughts. He also highlighted several common misunderstandings about frugality.

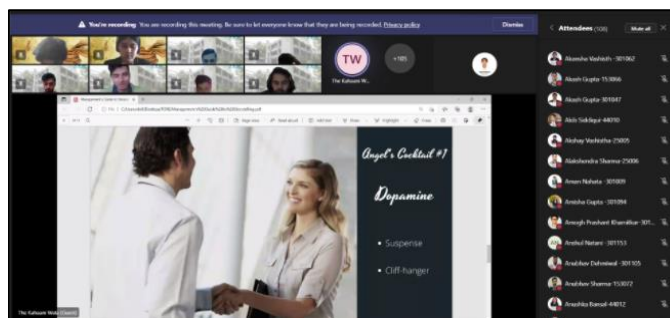
He also provided fascinating analogies and emphasized why it is critical to producing value from limited resources, particularly in the Covid environment. Mr. Abhinav raised awareness by stating that humans have outgrown the Earth's resilience capability and that it is time to think "Exponentially". He ended his presentation by encouraging future professionals to develop for survival rather than innovation.

Importance of Storytelling

February 05, 2022

FOREword conducted a webinar on the topic 'The importance of storytelling in management'. The speaker for the session was Mr. Baasab Chandana, The Kahaaniwala. Mr. Chandana started the session by asking the students' views on the stories. He said that we get emotionally invested in stories and thus, make a connection with them. Storytelling, according to him, releases hormones like dopamine, endorphin, and oxytocin. Hormone dopamine is released when a story leaves its readers on a cliff-hanger.

Oxytocin is a hormone that is released when a story generates emotions of trust and bonding. Hormone endorphin is released when the story leaves the readers relaxed. He advised the students to make their presentations in the form of a story as numbers are easy to remember when presented as a story. Mr. Chandana ended the engaging webinar session with the quote- 'Find life in your story and story in your life'.



Skill Up with D2C: Guesstimates and Case Solving

February 06, 2022

A webinar was conducted by SIG-D2C Igniters with Priyank Ahuja as the guest speaker for "Skill Up with D2C". The event was focused on "Guesstimates and Case Solving". He shared his valuable insights with the students on the importance of case-study competitions and the points of consideration while solving them.



Mr. Ahuja talked about the different case-solving approaches, and how the case interviews are different from the case-study competitions and yet so similar in a wider sense. He spoke about how a case-study competition will require a group to work as a team and present their analysis and solutions effectively to the judges. It is a straight forward process but does require thoughtful preparation in advance if one wishes to win.

Corporate Buzz

Operations Session

CID conducted the first session of corporate buzz on the topic 'Supply Chain Management in Telecom Industry' on February 07, 2022. The speaker for the session was Mr. Ramkesh Jangra, Head, Supply Chain-SCC, Ericsson.

Mr. Jangra started the session by explaining the GSM Network. He highlighted the industry composition as having four players- Infrastructure, OEM, Operators, and Mobile Handset manufacturers. Infrastructure includes space for tower installation, poles, etc. The players here include ATC. The second player, the Original Equipment Manufacturer, maintains and installs network equipment. The players here include Nokia and Samsung. The third player, Operators own networks and provide connections and the players include Reliance Jio. The fourth players are mobile handset manufacturers. He stated that with the 5G network coming up, there are new opportunities in the market.



The integration of telecom media and entertainment led to new opportunities in the telecom sector. The webinar ended with a Q&A round.

Marketing Session

CID hosted Ms. Riddhi Adlakha, Head, Digital Marketing, TCS in a webinar as a part of ongoing corporate buzz event, on February 08, 2022. Ms. Riddhi talked about the changing environment of corporate marketing strategies. She talked about different countries having different demographic and technological advantages such as Denmark and Sweden. Previously, to decorate a room one had to go to different shops and different vendors and take the pain of meticulously selecting each and every thing while using imagination to augment how it would look in reality. Now, due to advancement in

Augmented Reality (AR), one does not need to do all the work and experimentation. An AR, will help in forming a reality in which one can judge what looks good in a room or not. It was followed by an interactive Q&A session, where she answered all the queries of the students.

IT Session

CID hosted Mr. Pravin Hungund, Chief Technologist and Global Head, Technovation Center on February 09, 2022. Mr. Pravin talked about blurring boundaries between tech and business in the digital world. One can think of creating super intelligence with the combination of AI and humans, thus resulting in them working together. Further, singularity as a concept over the years has become very popular. It has been predicted that by 2049 technologies will create an artificial brain and it will replace or behave like a human brain. The session ended with an interactive Q&A session.

Finance Session

CID hosted Mr. Raghuram Krishnan, Director, Finance India, Korea & Global FP&A Shared Services, Adobe on February 10, 2022. Mr. Krishnan talked about the evolution of financial planning & analysis and how to prepare for the corporate world. CEOs are going to world-class universities to learn the art of storytelling with numbers which have become very critical. It is very easy to get caught between reading out numbers versus talking the story through it. The session closed post a Q&A session.

HR Session

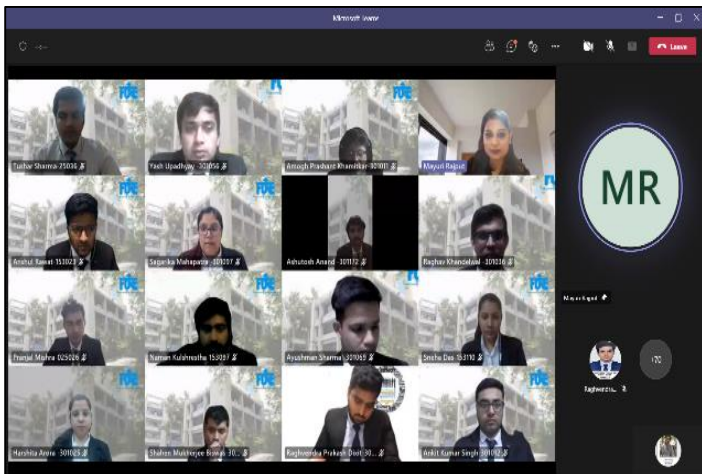
CID conducted the last session of corporate buzz on the topic 'Future of Work and Continuous Learning', on February 11, 2022. The speaker for the session was Mr. Debashish Majumdar, Head HR, Business Partnering & Rewards, Godrej Housing Finance.

Mr. Majumdar started the session with the topic of inclusion of diversity. He explained that Gen X, Gen Y, and Gen Z work together, and hence it is important for the employer to create diversification in the teams. Today, companies hire part-time, contractual, project based employees and trainees/interns. Talking about the future, he said that the role of automation is increasing day by day. He further elaborated on the industry expectations from MBA graduates and stressed on the importance of continuous learning. Mr. Majumdar illustrated the five phases of design thinking: Empathize, Define, Ideate, Prototype, and Test. He closed the webinar with a Q&A round.

Mark the Talk: How to Kick Start Career Planning

February 08, 2022

PEC organised “Mark the Talk”, a session on how to kick start career planning. The session was headed by Ms. Mayuri Rajput, who is a career coach and the recruitment officer of India at Coventry University.



She said, as per her model to begin planning, a student or individual needs to work on the SOA framework, that is, Self-awareness, Opportunity-awareness, and Action. Self-awareness consisted of three questions: what are your favorite abilities which can be transferred to other professions?; what did you find interesting from your education, work experience, internships, etc.?; what do you like to do in your free time, do you do anything that completely zones you out and which community do you feel a part of?. Under Opportunity-awareness, the questions were ‘interested industry/field’ and what is it like to be a certain job title?. Finally, under Action, the question was ‘what's holding me back? how can I bridge it?’. This was the one question she said that required the most introspection and most effort, however, would give the most reward. The session was very informative and interactive, followed by insightful lessons.

MIC DROP: A Talent Exhibit Competition

February 12, 2022

FORE Sports and Cultural Division organised an exciting event, MIC DROP: A talent exhibit competition. Taking a break from the rigorous coursework, students were pretty excited about the platform where they could showcase their talents. Under the three categories of competitive talents, viz, Mimicry/Monologue/Stand-Up, Shayari/Poetry, and Singing/Rap.

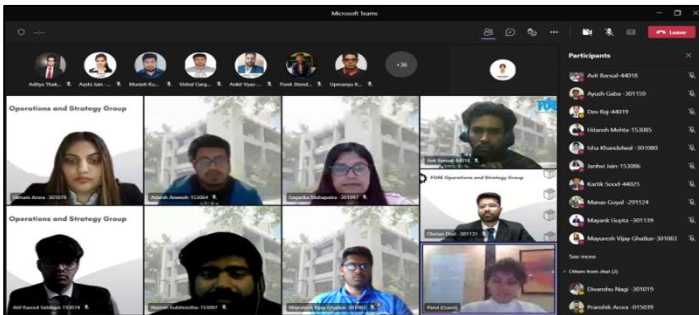


Many students participated in the competitions, showcasing their vocals, wit, spot-on humor, and ability to embrace people in warm stanzas of poetry. The audience particularly took a liking to singing and stand-up acts. In the category of Stand-Up/Mimicry/Monologue, Mr. Kartik Upadhyay (FMG30C) secured the first position. In the category of Shayari/Poetry, Ms. Ayushi Singh (FMG30C) was declared the winner and in the category of Singing/Rap, Mr. Vaibhav Dhyani triumphed over others. Mr. Chaitanya Jethani (FMG30C) was awarded a consolation prize in the category of Singing/Rap. It was neck-to-neck competition in vocals, which kept everyone engaged and on the edge. Overall, the event was a celebration of students' uniqueness and talents and promoted the idea of all-around growth and development of the students.

MODUS OPERANDI 2.0: Warehouse Automation

February 16, 2022

FORE Operations and Strategy Group (FOSTRA) conducted Modus Operandi 2.0 on the topic 'Warehouse Automation'. The speaker for the session was Ms. Parul Soni, Robotic Operations Manager, Adverb. Ms. Soni started the session by introducing the term logistics and explained the difference between logistics and supply chain management. She threw light on different phases that a packaged order moves through to reach the customer namely the first mile (manufacturer), middle mile (warehouse), and last mile.



She explained the difference between a godown and a warehouse. Ms. Soni then moved on to explain the challenges in warehousing. These include storing perishable goods, misplacing of goods, safety hazards, space utilization, and movement of material. Talking on the subject of automation in warehousing, Ms. Soni explained that robots could be implemented to do repetitive and arduous tasks. Further, the implementation of robots would be a big investment. She played two videos showing warehouse automation and explained the work done by different robots in the video. She ended the engaging webinar with a question and answer round.

Tathagat XIII

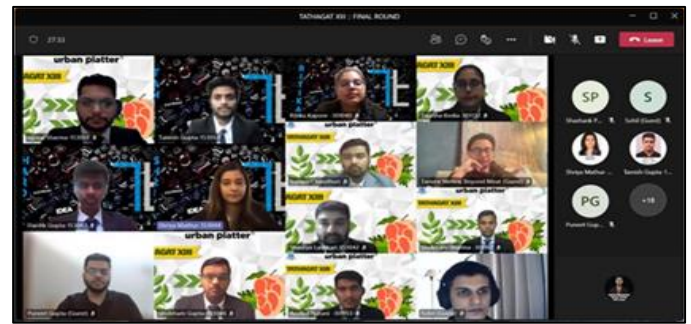
February 21, 2022

Tathagat XIII is an annual inter-college National level business case-study event organised by Team Think Tank, in which the knowledge and expertise of the participants in the strategy and marketing domains are tested.

Round 1: - An online quiz, having 15 questions, which were a mix of text and pictorials, to be answered within a span of 15 minutes.

Round 2: - Executive Case-Study Solution: Shortlisted teams were provided with a business case-study prepared by Team Think Tank. The title for this year's case was "Meet the New Meat". The teams had to draw a comprehensive strategy and marketing plan for a start-up, entering the plant-based meat industry. The teams were also required to design a social media campaign for it.

Round 3: - Judges Round: The selected finalists had to present their solutions and rationales to a panel of judges, composed of corporate leaders. The winner of the event was Team Pegasus from IIFT Kolkata.



Tippani by SIG-HR

March 13, 2022

Tippani is SIG-HR's flagship negotiation event held annually based on the art of negotiation. Negotiation is the art of getting to YES by embracing perspectives. The teams which participated in the event were from various premier B-Schools.

The event was divided into two rounds, the first round was a screening round undertaken on the D2C platform. It was an online quiz 'HRiddler' based on the concepts and terminologies of human resources and negotiation mechanisms. The second round, which was a case-study based round, asked the teams to test their mettle on negotiation. Each of the teams was provided with a specific case-study encompassing the concepts of conflict and difference of perspectives.



The process was observed by the judges and thereafter the finalists were subjected to a question and answer session.

Team 'Emperor of Good times', FSM, emerged as winner of the competition and 'Team Synergy', IMT Hyderabad, as the first runner up.

SPIC MACAY

March 15, 2022

FORE Sports and Cultural Division organised a Qawali concert in association with SPIC MACAY. The audience witnessed a riveting performance by Yusuf Khan Nizami Ji and his crew of artists, which included Alam Zaib Nizami (Vocal support), Ghulaam Mohammad Nizami (Tabla), Sufiyaan Nizami (Chorus support), Chaand Nizami (Banjo), Imraan Nizami (Octapad), and Adil Nizami (Dholak).



Yusuf Khan Nizami Ji started the performance with some levity to garner the audience's attention before beginning with a very classical set. In response, the audience started clapping and humming in sync with the performers. This was the common theme throughout the concert with a peppering of music assisted Shayari, each of which incurred a raucous reaction from the students and faculty alike. The final set was on the infamous and crowd favorite “Duma Dum Mast Kalandar” that had the audience joined in under full swing to make the ending magical, to say the least.

When the crew finished the concert, the students were understandably left wanting for more but all good things must come to an end and thus the session ended with the whole crew and Mr. K Vaidyanath, a senior volunteer at SPIC MACAY, being given gifts as a token of appreciation for their contributions.

Genesis'2021-22

March 25-26, 2022

The most awaited event of FORE School of Management, Genesis'2021-22 was held on March 25-26, 2022 in the presence of Dr. B.B.L. Madhukar, Chairman, FORE; Dr. Jitendra K. Das, Director, FSM and FSM faculty members. The fest began with the ceremonial lamp lighting, followed by a formal address to the students from the Chairman and Director. This year's theme of the event was “PRISM OF VIRTUES”.



The student representatives, various core committees, and Special Interest Groups came together to celebrate the avenues of academic excellence and competition. After the scintillating performances by current students in the opening ceremony, which was cast live online as well, the two-day-long event began with much enthusiasm.

SIG-IP kicked off the event with their flagship event **‘Market-o-Mania’** which challenged participants to deploy their analytical and strategic skills in the domain of investment and trading.

FOREword organised its flagship event **‘Design it Out’**, which was a case-study based competition in domains of design thinking. The judges for the competition were Prof. Reeta Raina, Faculty, FSM and Mr. Namit Bharija, Founder and Trainer, The Image Company.

SIG-HR organised a problem-solving event, **‘Vyamaham’** in the domain of human resources. The jury panel was Mr. Vikramjit Singh Sahaye, Founder and CEO, hiringplug™; Ms. Karuna Joon, Regional HR Transitions Lead, APAC-Director HR-JLL, and Dr. Chiradip Bandyopadhyay, Faculty, FSM.

FSCD team organised the solo/group dance competition **‘Step-Up’**, which was particularly celebrated by the students and many more such events were conducted simultaneously.

Personality Enhancement Cell conducted **‘Guilty as Charged’**: A legal mock trial competition as part of Genesis 2021-22. The judges' panel had Prof. Chitra Khari, Associate Professor, FSM and Dr. Faisal Ahmed, Associate Professor, FSM with Mr. Prassenjit Lahiri, a Senior Partner, SFC Asia.

FEFF organised **‘War Room’**: A simulation-based game where each team selects a particular house and nurtures it to win the game of Quidditch. Each team is required to develop a strategy to defend themselves and become powerful. A total of 10 teams participated.

Team Corporate Interaction Division (CID) organised **‘Kurukshetra’**. There were 3 rounds, the first round was an online quiz. In the 2nd round, the shortlisted teams were given a particular product that the teams will be launching. In the final round, teams were required to present their presentation to the management which was submitted in Round 2.

Team Think Tank conducted **‘The Amazing Race’**: An annual inter-college National level treasure-hunt event. The theme of this year were songs from 2000 to 2010 and the clues for the treasure hunt were based on that.

Team FORETech, conducted **‘Technoslides’** to evaluate the skills and intuitiveness of budding managers and also to judge the ability to analyze, comprehend and provide innovative solutions. It focused on making a presentation from a case-study provided to the participants. The topic of this year was Electric Vehicles.



Team ANTAR conducted **‘Jagrukta’**. A total of ten teams participated and presented plays on different social issues through energetic and creative performances. It also hosted **‘Prerna’**: A CSR plan competition.

Team Special Interest Group - Sankalp, conducted **‘Sangram’**: A unique inter college case-study based competition. Team FORE Connect organised **‘Stratagem’**, consisting of 3 rounds- Quiz, Crossword Juggle and PR Fiasco.

Team FOREword organised **‘Augmentative Indian’**: A debate competition.

Team CED organised **‘BA-CZAR’**, where participants put-up food stalls. Four teams were from FORE - “Grill Reapers”, “Ghalib’s Adda”, “Bro’s Eatery”, and “Baniye Di Dukaan”, whereas “Chinese Food Stall” was from outside FORE. Team Grill Reapers bagged first place, while team Ghalib’s Adda was declared the runner-up.

Team CED organised **‘CONCOCT’**: The inter institute business plan competition, for building entrepreneurs to present their innovative and feasible ideas for start-ups. Ten teams from across the countries participated and Team Ayush, from Kongu Arts and Science College, Erode, emerged as winner and Team Bliscare,

from G.H. Rajsoni College of Engineering was the runner up.

Team IBF hosted **‘Raffle 4.0’**, consisting of 3 rounds- Tambola, Auction & Presentation. Center for Research & Innovation in Frugal Technology Management (CRIFT) hosted **‘frugaNOMICS’**: Game-based competition.

Team FOSTRA organised **‘Backflush 10.0’** as part of Genesis 2021-22.

Team SIGnalytics organised **‘Data-O-Mania’**. After clearing the first two rounds, the shortlisted teams were called in to present their B-plan on how to apply Artificial Intelligence to the workings of the company they had chosen out of the given choices. Team SigMa organised **‘Impersonate: Think Like a CMO’** in offline mode at Genesis 2021-22.

Team Think Tank conducted **‘Corporate Buddha’**: A business case-study event.

Team FORETech conducted **‘TechNiti’** for creative minds to showcase their talent with the use of crisp and precise graphic visual representations. The theme for the event was ‘Future with Cryptocurrency’.

Team FORE Connect conducted **‘Tasveer’**: An Inter-College Photography Contest. The event was judged by Mr. Bhaavan Goswami, Photographer; Ms. Vatsalla Khanna, Senior Executive, SRF Ltd., and Mr. Narendra Singh, Photographer.



Team Sig D2C Igniters hosted **‘Embrace the Chaos’** which revolved around crisis management in an organization and strategizing about how to tackle it in the best possible way.

The Genesis was held in a hybrid mode this year, where students from all over India participated. Students from institutes such as IIMs, NMIMS, IRMA, IMT, IMI, etc., took part in various competitions and many of them emerged victorious.

At the end, events on both days were electrifying with super performances in **‘Star Night’** and **‘DJ Night’**, that wrapped students in a highly enthralling environment. Lastly, the two-day event came to a fulfilling end, with lots of memories and cherished moments. The spirit of competition was upheld and above all, the human spirit to collaborate and thrive in the face of crisis that everyone had been facing since the last two years, ended in an exciting way.

Blitzkrieg

FORE Sports and Cultural Division (FSCD) organised Blitzkrieg: a tournament of chess during October 06-09, 2021 in which thirty-two players from different specializations were pitted against each other in the game of chess.



The tournament was conducted online on the platform: Chess.com. It was monitored by the Team FSCD. The event started on October 6 and finished on October 9. The total number of players who registered were thirty-two.

There were 3 rounds: Round 1: 10 minutes each side, Semi-final: 10 minutes each side, Finals: 15 minutes each side. In case of a draw (Stalemate), there was an allotment of a rematch of 5 minutes on each side. Mr. Aashish Kapoor was declared winner and Mr. Amogh Khamitkar was declared the runner-up.

FOREian Wins in Co-Curricular Events Organised by other Institutions

Sn	Name	Roll No.	Event	Institute/Organisation	Date	Position
1	Dhristi Sharma	143017	Culturegenix-Business Regenerated with Culture	SP Jain School of Global Business	June 04-06, 2021	Third
2	Kushagra Agarwal	143022				
3	Siddhant Pandey	015044				
4	Ankita Mehar	153013	Cognoscenti - Hues of Clues	Asian Paints	August 08, 2021	First
5	Mahita Kesharwani	153024				
6	Tanisha Kedia	301132	Parishram: Purvodya 2022	Indian Institute of Technology, Kharagpur.	January 16 - February 06, 2022	First
7	Shubham Sharma	301167				
8	Anushka Jain	015002	Shopfloor 6.0: INFINITUDE	International Management Institute, Kolkata	January 26 - February 03, 2022	Second
9	Ayushi Gupta	015005				
10	Siddharth Gupta	015045				
11	Devina Sharma	153018	Pen It Down	Indian Institute of Management, Raipur	February 27, 2022	Second
12	Mahita Kesharwani	153024				
13	Aditya Nair	301125				

FORE School of Management "Adhitam Kendra"

B-18, Qutub Institutional Area, New Delhi-110016
Phone: (011) 4124 2424 - 33, 46485500 - 30
E-mail: fore@fsm.ac.in, Website: www.fsm.ac.in

Patron

Dr. Jitendra K. Das

Faculty Editor

Dr. Himanshu Joshi

Assistant Manager (Pub)

Ms. Tanveer K. Bajwa

Student Editorial Team

- Abhisar Verma (Coordinator)
- Sanjana Gupta (Co-coordinator)
- Aakriti Pandita (Member)
- Divya Mahajan (Member)
- Shubhangi Gupta (Member)
- Vishnubhadran B (Member)

