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The Newsletter of FORE School of Management, New Delhi

Message from Director



Going by enrolment numbers, India can boast of having the world's third-largest higher educational system. It has been duly acknowledged by policy makers and national leaders that the youth is the most important asset for our nation, and in the future of the youth lies the future of the country. Indeed, one of the key factors in many of the positive economic projections for India is the massive demographic dividend that lies in India's future. Unlike many of the 'aging' developed economies, India has a young population that is still growing. If empowered and enabled rightly, there is no cap to how much this asset pool can appreciate in value.

However, if current state of affairs continue, this 'Asset' could also end up being a big 'Liability' that the country could struggle to come to terms with. A huge growing young population is of less productive value, if the people lack the skills and qualifications required for economic progress. And herein lies the role of Higher Education in our country.

The call for improvement in Higher Education has been long emphasized by academicians and educationists. The demand for more and more quality institutions is highlighted by the fact that India has a huge student diaspora around the world. Unfortunately, at home this demand is matched only partially - in quantity, and not in quality. Liberalized reforms in the higher education sector has resulted in an explosion of institutions - with no uniformity in content or quality. This legion of lax institutions have kept no control on teaching methodologies, course relevancy or even the grading requirements - and ultimately make the degree worthless.

This disparity in quality hits the students the worst - who ultimately are unable to find productive use for their degree. Subsequently, this has also pushed employers to ask more from the candidates than just the basic qualification required for the job. Therefore, we end up seeing a job market where graduates and post graduates apply for clerical roles, and employers put out vacancies with specific requirements for 'Premier /Tier 1/2 College' applicants.

An intensive course like an MBA carries with it the understanding that the student is now groomed to think strategically and manager-like. But when the labour market is flooded with MBAs who have hugely varying levels of rigour behind their degrees, it negatively impacts the salary and employability. Even students from legitimate institutions have to face the brunt of this disparity.

It is here that the government and concerned individuals must bring their attention to. A country like India does need higher education institutions in good number; but there should also be a minimum guarantee of quality that must be expected from them. Industry can also play a role in this - by increasing their interaction early on with these institutions - thereby preparing students for the actual role. Both in Private, and State-owned higher education institutions -

Editor's Desk



"But *beta*, going by an auto would be risky" a casual remark made by me resulted in a quickie from my teenage son, "Papa, *What* wouldn't?" Although zero risk is non-existent, it is normal for rational beings to avoid risk in personal life. Identification of all likely risk is neither feasible nor is it possible to quantify it. We, therefore try to mitigate

the risk once identified. In professional lives however, as entrepreneurs or as managers, it is a different story altogether.

In business, success is directly proportional to the quantity of risk undertaken. In the words of Elon Musk, the man behind Tesla and SpaceX, "I don't like risk for risk's sake. Early things are risky with low chance of success but if we want to come out with an innovative breakthrough, that's how it is. Anything that is significantly innovative is going to come with a significant risk of failure!" Those who can convert this risk of failure into success are the winners. Stulz, in an academic paper states that 'the best approach to figure out where to take risk and where not to' is to implement a risk-taking audit to show if a comparative advantage in risk-taking is present, then one can better *manage* risk.

Recent confirmation of a SpaceX Crew Dragon capsule explosion tells us about the risk factor in space missions but at the same time it showed the way for more innovative ideas such as making the next capsule land on water instead of on land. Dear students, it is very important to identify the 3Ws of risk management namely, **Whether** to take Risk? **What** Risk to take? And **When** to take Risk? in order to excel in life. I finally decided to drop my son by car!

Dr. Hitesh Arora

Student Editor



It has been wonderful to see the students involved in different competitions and activities with full zeal and energy. This final edition has the last few memories of the batch 2017-19. This time of the year has been the time to pass the baton in the responsible hands of new leaders in the student council of FORE. Having faith in the "to be seniors"

batch, I am looking forward to an even better FORE.

Let's find the good in goodbye.

All the best.

Gargi Parihar

there must be protocols and personnel held accountable to ensure at least a competitive parity among degrees of the same name.

It is a known fact that there is a wide gap between what the job market needs in its employees and what the graduates are able to provide to the industry. This gap is not helped with qualifying degrees, but with the skill sets that meet the employer expectations. There is a strong need to re-train and re-orient the many higher educational institutions towards the latest course contents, and industry requirements. Excellence is not a monopoly of the few in the Tier 1 & 2 schools. A huge change can be expected if these educational standards are ensured in all institutions that claim to be temples of knowledge.

Dr. Jitendra K. Das

International Immersion Program 2019



Faculty and students of the course Digital Marketing at NTU, Singapore during IIP 2019

International Immersion Program is a part of the full time course curriculum after Term-III for students to have an exposure of international business scenario. All the full time students at FORE attend one week course at any one of our international partner institutions, including industrial and corporate visits at foreign location. International Immersion Program for the academic year 2018-19 was conducted from March 25 - 30, 2019 at Nanyang Business School, Singapore. Five highly specialized and cutting - edge courses were conducted by NBS, Singapore faculty for our students. The module's outline was provided in advance to acclimatize the students well. The students were also given pre-reading material and instructions for the installation of the relevant software on their laptop.

A course on Financial Strategies for Value Creation was conducted by Associate Prof. Low Buen Sin, Associate Dean (China Programme and Executive Programme) and Associate Professor of Banking and Finance at Nanyang Business School, NTU. The course broadly covered topics like the value of a company, the financing decision of a company, derivatives, value with respect to mergers and acquisitions, and risk management. Furthermore, an introductory session on China Economy & Financial Markets was conducted by Associate Prof. Chang Xin.

A cutting edge course on Disruptive Technologies was conducted by Prof. Vijay Sethi, Professor - Department of Information Technology and Operations Management, Nanyang Business School, NTU. This module covers disruption in a comprehensive and holistic way to outline how successful companies have leveraged this strategy for transforming their own, adjoining, and even unrelated industries.

Course of Digital Marketing was offered by Mr. Jonathan BRIGGS, Academic Director, Hyper Island. This course elucidated digital marketing ecosystem and helped students develop a digital mindset, think about customer needs, tools, channels and touch points and how data is being generated and used to improve the effectiveness of advertising and communication messages and to build new forms of value for businesses.

Another course on Managing Talent in Asia was conducted by Associate Professor Olexander Chernyshenko. The course



Faculty and students of the course Financial Strategies for value creation at NTU, Singapore during the IIP 2019

broadly covered frameworks important for talent management. Students learned about different ways to think about “talent” and how to find, engage, and retain it to fulfil organizations' strategic objectives. Several selected talent management theories and models were complemented by relevant case studies and discussions. Each class segment also discussed the talent situation in Asia.

A course on Marketing Analytics was offered by Prof. Goh Kim Huat. The course started with the introduction to the “Analytics for Business and Marketing”. The course introduced students to how to explore the data using various exploratory and visualization tools, doing prediction and explaining them. For this various data modeling techniques were discussed using XLMiner and real business data. In the course, the role of the information part in the business and data has been emphasized and this been explained through various case studies.

Voice of the Students

Abhishek R, IMG 12 D-

The international immersion program to Nanyang Technological University was the perfect end to the roller coaster ride of the first year. The course had a good mix of theories and its application in real life through interesting case studies. Apart from that we had an industry exposure through a half day industrial visit in some of the renowned companies in Singapore. Apart from the course curriculum, we were exposed to a completely different culture which posed certain challenges but plenty to learn. And of-course the visits to Universal Studios Singapore and the Sentosa was truly a mesmerizing experience. To sum it all up the tour was a perfect mix of learning and fun.

Kushal Khandelwal, IMG 12 D-

The combination of NTU and Singapore, which is a once in a lifetime experience provided me with an exposure to meet different kind of people and helped in understanding how they were similar, and at the same time, different to us in different aspects of life.

Our course guide at NTU equipped us with both theoretical experiences through textbook knowledge and Practical experience through the Industrial Visit which surely helped us in our professional careers. Such an amazing experience would certainly prove to be a positive value addition in my professional life.



Faculty and students of the course Disruptive Technologies at NTU, Singapore during IIP 2019

Shubham Yeole, IMG 12 D-

The first year of this course has been a rollercoaster ride. But we always wait for that one last swing. IIP at NTU, Singapore was that one last swing of our first year. This tour provided us with an exposure that no B-school can provide you with. My subject for the IIP was 'Financial Strategies for Value Creation' which was taught by Prof. Low Buen Sin. Finance is a supporting department but there is a lot that can be achieved with better financing decisions and add value to the firm. We learnt about value creation, merger & acquisitions, and financial risk management in the course.

Nonetheless, it was not just a study tour but also an opportunity to explore the financial capital of South Asia. Marina bay sands, gardens by the bay, Sentosa Island, Universal Studios, S.E.A Aquarium to name a few of the highlights of this fun-filled journey.

Mayank Singh, FMG 27 A-

IIP is a must in today's globalized scenario where the value of international exposure is increasing in the corporate world day-by-day. Although we had a brief stay at the Nanyang Technological University (NTU), I learnt a lot about value creation, mergers and acquisitions along with various aspects of financial policies. Alongside, It was an experience which provided various insights from the learned professors from an international perspective that helped me to understand the broader view with an aim to understand the concepts holistically.

Finally, not just an educational excursion, the trip provided the students to explore the various tourist spots located in the multicultural city of Singapore, which was an experience which all of us would always cherish.

Mohit Jain, FMG 27 A

The International Immersion Program at Nanyang Technological University was an enriching experience. We learnt the global trends of digital marketing and online tools that can be used for improving reach in marketing from experienced world class professors.

Overall, it was a great experience that widened our horizons. The IIP also provided us the opportunity to explore the beautiful country of Singapore which was in itself an unforgettable experience.

Roundtable Conference on “Frugal Approach to Innovation: So Far and Way Forward”

FORE School of Management has recently set up a new Center of Excellence on frugal innovations named “Center for Research & Innovation in Frugal Technology Management (CRIFT)” - one of the first of its kind in India. CRIFT has been envisaged to be a multi disciplinary hub for developing, synthesizing and sharing academic and practitioner's knowledge on frugal innovation. Building on the interactions with industry, CRIFT aims to create and disseminate new frameworks for a real-time application. Accordingly, on the implementation side, CRIFT will identify potential frugal innovations and seek markets and commercial feasibility for them. In this effort, CRIFT is seeking various national and international partnerships with institutes and people known in the art.

As its inaugural event on January 8, 2019, CRIFT organized a roundtable conference on a theme “Frugal Approach to Innovation: So Far and Way Forward” at FORE School of Management, New Delhi. The roundtable conference was aimed at identifying and integrating multiple stakeholder perspectives, agglomerate approaches, and ideas to set a pace for the center. True to its vision, CRIFT hosted more than 24 eminent people from industry and academia to discuss the challenges and roadmap for developing frugal innovations in India.

The roundtable conference commenced with introductory remarks on the frugal innovation by the esteemed attendees including Dr. Jitendra K. Das (Director, FORE School of Management), Dr. Muqbil Burhan (Faculty in-charge, CRIFT), policymakers like Mr. Rahul G. (Director, Ministry of Electronics and Information Technology), Dr. Shailendra Jaiswal (Executive Director, DRDO), Mr. Sunand Sharma (Adviser, Rail & Infrastructure) and industry stalwarts like Mr. A. K. Gumber (GAIL), Mr. Gaurav Verma (Executive Officer, Indian Chamber of Commerce), Mr. Sunil Malhotra (Founder & CEO, Ideafarms), Mr. Arvind Jha (Director, Notesgen), Mr. Shailendra N. Jaiswal (Executive Director, Ministry of Defense), Mr. Sandeep Sanan (New Business Manager, IKEA Services India Pvt. Ltd.), Ms. Geeta Poduval (Progress Rail), Mr. Aditendra Jaiswal (Lead Enabler, Srijan Sanchar), Mr. Nitin Akhade (Associate, Clean Energy Access Network) and faculty members of FORE School of Management.

Speaking on the occasion, Dr. Jitendra K. Das presented an overview of the discussion on 'Frugal Approach to Innovation: So Far and Way Forward'. He briefed the attendees about the vision and mission behind setting up this unique center in India. He expressed his belief in how the center can go a long way in creating a niche and creating a path for others to follow and the importance of developing a self-sustainable model for the center. Dr. Muqbil Burhan shared his views on Frugal Innovation in India. He spoke about the need to bring Indian innovations to the corporate mainstream through frugal



Dr. Jitendra K. Das along with Prof. Muqbil Burhan and other industry stalwarts during the CRIFT roundtable conference

innovations. Dr. Shailendra Jaiswal highlighted the importance of converting frugal innovators into frugal entrepreneurs.

The introductory notes by the industry stalwarts touched upon key insights about the future directions for frugal innovation in India. The underlying theme of these remarks was centred on building economical solutions to the real problems in the present complex ambiguous environment surrounding us. It was suggested by the esteemed panel members that these solutions can incorporate state of the art technological concepts like “modularity” and “platforms” to be able to offer dual solutions and explore economies of scope as well as scale.

This was followed by a discussion session, with everyone sharing their views on why frugal innovation is necessary and imminent in contemporary times. One prominent theme underlying the discussion was the growing population in India and an urgent need to channelize the demographic dividend. The panel members specifically emphasized on the need to understand “Frugal” as being different from “Jugaad”. The difference stems from the fact that a frugal approach to innovation has to provide a value proposition to the end users that have long term feasibility. Thus, the frugal innovations need to be scalable so that the core invention is able to leverage the economies of scale.

Another interesting theme from the introductory remarks was around possibilities of generating “wealth from waste”. It was also pointed out how “frugal” is actually an emerging way of life as more and more people are getting sensitized about the sustainability of the planet. Ms. Geeta Poduval suggested that the solutions for problems need to be sustainable, such that they take care of the environment rather than aggravating the problem. To have better solutions, Mr. Sunil Malhotra stressed the need to inculcate creativity among the students at an early age. He suggested that society need more openness to “failure”. The students should be allowed to spend more time with the “problems” and those who are being affected by them. Overall, the members iterated the need for the curriculum to focus on

scientific research and development and a problem-solving approach.

Post the Hi-Tea session, there was a round table workshop, and the guests were assigned one of the four tables and each table had a specific theme. The guests contributed to the group discussion building on their rich experience from industry.

The discussions brought out interesting suggestions regarding the future of frugal innovation in India. The first key suggestion was about the need for identifying key stakeholders in any project undertaken by CRIFT. It was concluded that CRIFT needs to be able to bridge the gap between industry and academics in a manner that creates value for society. Secondly, the groups suggested that students can learn as well contribute to the projects as active stakeholders. This way, CRIFT can play an important role as being a platform where new minds can come along with the industry greats. Thirdly, the group led by Mr. Sunand Sharma stressed the need to identify at least one actionable time-bound project of national importance that CRIFT can strive to achieve within this calendar year. This would provide CRIFT with an opportunity to streamline its operations and start yielding value for the nation.

Another important pointer from the discussion was the need to address real problems. Being situated in New Delhi, FORE School of Management has a vantage point to understand and address the upcoming urban problems. The problems like traffic congestion, garbage piles and clean sanitation require immediate solutions that are better than existing frameworks and templates. If successful, some of these solutions can then be transferred and adapted to the city-specific needs of other metro cities.

Overall, building on the aim of CRIFT, discussions pointed to the opportunity where CRIFT can work as a platform between the corporates, innovators and general people to work on frugal innovation and thus provide a better opportunity to their lives. It was an enriching inaugural event that gave CRIFT members good pointers to streamline future endeavours.

7th HR Summit on Compensation & Rewards 2019



Dr. Jitendra Das along with the panelists at the 7th HR Summit on "Compensation and Rewards"

FORE School of Management, New Delhi in association with NHRDN organized the 7th HR Summit on "Compensation & Rewards 2019: Changing Landscape of Compensation & Rewards" on February 08, 2019 at The LaLit Ashok Hotel, Bengaluru. More than 220 delegates from industry and academia participated in this summit. FORE was the principal partner for this event.

The three sessions of the Summit dealt with Crafting Smart, Reliable and Sustainable Compensation Structure; Multi-Generational Workforce and Leveraging Technology to Optimize C&R Process.

Dr. Jitendra Das, Director FORE School of Management, New Delhi was the Session Moderator for the session II. The theme of the session was Multi-Generational Workforce. With almost four generations working in the organization, it is almost difficult to gauge what will keep the employees motivated, aligned and engaged. Organisations specifically need to be thoughtful in planning rewards and benefits for a multi-generational workforce as different things interest people from different generations.

This sessions focused on following important areas:

- How to create a generation friendly C&R program?
- Do we generalize the reward or take the employees wants, needs and preferences in the light of their age and gender?
- Differences between employers' and employees' perspectives?
- How to identify award-worthy behavior or action?
- How to determine the 'perceived value' of C&R by employee?

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

- Mr. Himanshu Kaushik
Director Skilling and Employment, Vision India Services
- Dr. Augustus G S Azariah
Associate Director - (HR), IBM India Ltd
- Dr. Shaji Kurian
Professor (HR & OB Area), IFIM Business School
- Mr. Anish Philip
AVP - People Function, Mindtree

Award - Educationist of the Year in Asia



Dr. Jitendra Das being laurelled with the 'certificate of excellence' and Educationist of the Year in Asia award

Dr. Jitendra Das, Director, FORE School of Management, New Delhi has received the 'Certificate of Excellence' and the 'Educationist of the Year in Asia Award' in the Asia Pacific Education and Technology Awards (APETA) & SUMMIT 2019 organised jointly by ASSOCHAM and The Education Post on January 3, 2019 at Hotel Pride Plaza, Ahmedabad. The award was conferred to him by Shri Bhupendrasinh M. Chudasama, Hon'ble Minister for Higher and Technical Education, Government of Gujarat. Speaking about the award Dr. Das said: "It was with a feeling of tremendous happiness that I accept what has been bestowed up on me. I believe good education is what is needed to transform our country into a global leader. The recognition of my part in helping to achieve this goal is humbling and exciting. It's an honour to be recognised as having made an impact". The news of conferring this award to Dr. Das was published in leading Newspapers like *The Pioneer* (New Delhi), January 23, 2019, Pg. 14; *The Hindu-Edge* (Delhi), January 21, 2019, Pg. 4; *The Statesman* (New Delhi), Section 2, January 17, 2019, Pg. 2 and also in *The Indian Express* (New Delhi), January 17, 2019, Pg. 8.

Achievers' Column

The academic year 2018-19 witnessed quite a few achievers from the batch who performed exceptionally well in Bschool competitions outside the campus.

Team "FORE Sharks" comprising of Yash Agarwal (FMG27), Mohit Mudgal (FMG27) and Tanmay Hazari (IMG12) secured the 2nd position along with receiving prize money at Fusionen Meister, the flagship finance event of IIM Trichy.

Team members Akshit Chawla (FMG27) and Shubham Garg (FMG27) secured the 1st position and the gold medal for pool at Kritva, the sports fest of IMI Delhi.

"The Gaffer" comprising of team members Rajagopalan Ganesan (FMG27), Tarun Bisht (FMG27) and Kartikay Anant Sharma (FMG27) reached the final rounds of the 2018 edition of Battle H Royale at XLRI Jamshedpur.

Anubhuti- an Interface with the Corporate World

“Today of Tomorrow”



Mr. Ashish Tiwari engaging the students during the *Anubhuti* session

Thursday, January 10 witnessed the first *Anubhuti* session of 2019 by the Corporate Interaction Division for which Mr. Ashish Tiwari, Head Digital and PR, Hero Cycles Ltd. was invited to share his thoughts on the theme 'Today of Tomorrow'.

At the outset, Mr. Tiwari focussed on technology, the revolutions surrounding it, the consequent changes in the Fortune 500s along with the increased prevalence of bots in the 21st century. Mr. Tiwari divided his session into 23 different pointers revolving around the theme. The first revolved around customers vs. products, which was concerned around the expectations of the consumers, which has gained more importance than a mere focus on the product. The next few ones centred around shared-economy, which involved asset utilisation; Digital overdose, which stressed on the fact that an average Indian spends around 9 screen-hours in a day; Transparency and re-alignment in technological business models and dynamic customer journey, which focussed on consumers being not clear in their approach towards making a purchasing decision; Consumerization of work and iRobots, which strives to capture all the repetitive human jobs in the coming years. Mr. Tiwari strengthened his arguments by providing suitable examples such as that of an American bank which earlier employed 600 investment bankers, and now due to automation and enhanced technology, only 18 of them were required and as a result, others had to be laid off.

The next points of focus were R&D, Culture 2.0, chat bots, 'ecosystem', new machine-age along with proactive healthcare, IOT, live streaming, drones and printing. Further, intelligent transportation, virtual world, digital-currency, block chain and cloud were also discussed which highly enlightened the audience. It was an engaging session which evoked a lot of interest among the audience not to mention the great interaction between Mr. Tiwari and the audience.

Republic Day Celebration



Dr. BBL Madhukar addressing the audience during the Republic Day Ceremony

On the auspicious day of January 26, 2019, our Republic Day, the faculty, staff members and students of FORE had gathered for the celebrations of this delightful event. The event was also graced by Vice President Dr. BBL Madhukar and Director Dr. Jitendra K. Das. The joy was invigorating and cheerful. The event commenced with a welcome video that showcased the views of students of FORE on Republic day. This was followed by welcome address by Chair student affairs, Vice President and Director. Prof. Basant Potnuru addressed the audience with beautiful and inspiring words of patriotism, importance of education, discipline and willingness to learn.

The Director of the institute Dr. Jitendra Das, addressed the students and motivated them to work for the development of the nation as well as to put in our maximum efforts and reminded of the prosperous history of how our nation overcame all those difficulties. He also reflected on his past experience. Dr BBL Madhukar gave the importance to right balance of discipline and fun. He beamed on the sacrifices given by our forefathers and how much effort it has taken by all of them due to which we all are standing here. He motivated the students to have a goal and do something valuable in their life.

The audience was kept entertained with the cultural performances like the patriotic song and storytelling by the talented students. The anchoring was done by students Mohit Jain and Shasta Bindal. This was followed by melodious singing by Tanvi Gupta, Nimisha Gupta and Ankit Narang. The event highlight was a presentation on the Life of B.R. Ambedkar by Aditya Sharma which highlighted his whole span of life of how he was such a major part of Republic India. The event was finally concluded with a national anthem leaving students with emotions of pride and love for their country.



The audience included faculty members and senior management along with students

Corporate Buzz- Day 1



Mr. Naveen Tandon addressing the audience

February 25, 2019 marked the beginning of the Corporate Buzz week organized by the Corporate Interaction Division of FORE School of Management. The event aimed at inviting corporates from diversified fields of interests in order to interact and share their experiences concerned around different areas. On the first day, Mr. Naveen Tandon, Director, International External Affairs, AT & T was invited to share his knowledge about 'the Trends shaping innovation in ICT and how to remain natives of innovation'.

Mr. Tandon began with elaborating the current trends in the telecom market. Next, he highlighted the ways in which technological innovation impacts the human life. He skilfully contrasted the changes in the ICT ecosystem occurred over the period of years such as prevalence of social media and E-Commerce in today's life. Further, the emergence of new ways of doing business was explained by him with diversified examples ranging from Ola to Facebook. The examples of innovation such as Samsung Galaxy Note, Amazon Fire Phone etc. along with changes in technology were further explained by Mr. Tandon, who then emerging scenarios in the same field.

Further, Mr. Tandon dealt with the road ahead which included important insights such as investment in innovation and government's push for digital inclusion. Lastly, he talked about how to remain natives of innovation which included honing several skill-sets in order to survive the changes such as having a perspective and thinking out of the box etc. Next, the questions of the audience were well-answered by Mr. Tandon who made the session a highly interactive one. This marked a successful start of the 5-week long event that promised many more interesting and insightful sessions.

Corporate Buzz – Day 2

February 26, 2019, the second day of the corporate buzz marked the presence of Mr. Sanjay Mann, President of North & East India, Reliance Communication. The theme of the day was B2B sales, a highly important concept for budding salespersons.

Mr. Sanjay began the session with an explanation regarding managing strategic sales opportunities, which, he mentioned, involved high level of stakes such as an electricity project that



Mr. Sanjay Mann explaining the students about B2B Sales

involves crores of investment. He further explicated the reasons for strategic sales which are: alignment with the organization's overall strategic objectives; a very long-term effect; to gain market penetration along with dominance, however, it can also be pursued for insidious reasons as well. Mr. Mann then focussed on how to conceive strategic sales, which involved factors such as government policies and objectives etc. He gave suitable examples to support his argument which included examples based on Artificial Intelligence and Rafale deal. He further elucidated the steps to pitch a strategic sale, which is usually considered as a task of consultants. In the later parts of the session, Mr. Sanjay explained the audience about the most feared point for most of the salespersons which was 'fear of designations' in the context of B2B sales.

He then narrated ways to overcome this fear, which involved guidelines such as staying in touch of the customers, taking advantage of fissures in existing relationships and pitching features that competitive is devoid of. In the end, he highlighted the importance of having a sound cash balance/collection, which according to him was the 'Holy Grail of the business'. After that he answered the diverse set of queries raised by the audience. The session helped the audience gain new informational details and intricacies about B2B sales.

Corporate Buzz- Day 3

The third day of the Corporate Buzz on February 27, 2019 was titled 'Management Lessons from My 50 years of Corporate Life' where Mr. Pradeep Kashyap, Founder-Mart and also the Father of rural marketing was invited to share keen insights over the topic.



Mr. Pradeep Kashyap interacting with students

The speaker, Mr. Kashyap shared anecdotes from his personal life over the period of 50 years, all of which provided him some sort of learning. He aimed at making the audience learn from a second-hand verbal experience of his own first-hand personal experiences. He highlighted instances where he got various opportunities. However, he also mentioned that it takes courage to capitalize upon the opportunities that one receives. Most of the times, it is intimidating for one to be confident enough of his/her capabilities to utilize the opportunity in the best possible manner. Mr. Kashyap then talked about the risks which one has to indulge in for following one's passion. He narrated an incidence where he had to compare the earnings in his prospective entrepreneurial venture with the opportunity cost that he had to forego in terms of his current earnings. No matter, his return in his new venture was nothing compared to his existing earnings, he still pursued his passion with zeal. He worked hard, got elected in many committees and transformed himself into a known face in the world of rural marketing from nowhere in a short span of 2 years.

Mr. Kashyap further talked about the importance of self-belief and motivation. At the same time, he highlighted the importance of family values, which acts as a support system for one under trying circumstances.

Corporate Buzz- Day 4

Thursday, February 28, 2019, the fourth day of the exciting Corporate Buzz involved Mr. Dhiraj Tripathi, Regional Head, Africa & Middle- East, Hero Moto Corp Ltd. The theme of the session revolved around the aspects of International Business.

Mr. Tripathi with over 20 years of experience across leading auto companies initiated by reflecting the current scenarios of the Indian auto companies, which had expanded their presence in South Asia, Africa, Latin America and East Europe. He then based his presentation upon few pointers such as Macro-Economic factors such as political stability, GDP growth, inflation etc; Regulatory Framework such as norms, emissions, localizations etc.; Market sizing and Segmentation, that involved the size of various types of markets; Product Planning and Pricing; the Route to market, which highlighted key information about the entry route in a particular market; The Distribution Selection; Geographical Play such as changes in a single geographical region; Distribution and Channel Management. In the end, he talked about one of the most



Mr. Dhiraj Tripathi speaking on "International Business"

important concept which is Marketing, which involved ATL and BTL, after sales campaigns and stakeholder engagement.

Towards the end, Mr. Tripathi talked about the careers in the international business field and the requirements for the same which included flair for sales, extensive travel, leadership and communication skills, networking and soft skills, B2B dynamics and of course a strong cultural understanding and appreciation. He further clarified all the queries of the audience and contributed immensely in bringing about an increase in the knowledge of the audience with respect to international business.

Corporate Buzz- Day 5

The final day of the Corporate Buzz, March 1, 2019, a yet another exciting session where Mr. Ravineet Singh Marwah, Head of International Business Development, Ralph Lauren Home was invited to speak on the interesting topic of 'Luxury Marketing'.

An exciting personality, Mr. Ravineet began by his brief introduction. An engineer by academics, he made the audience aware of his interests and passions which included working as a chef and ethical hacking. He then guided the students about understanding the acronym BRAND which stood for Belief, Reputation, Attitude, New Development (Innovation) and Delight respectively. He highlighted the importance of being specific in one's approach while defining one's objectives which must be measured in definite terms. Further, he provided a framework that included four tasks viz. Revenue, Processes, Customers and Employees upon which each task depends, elucidating the importance of Customer Delight in place of Customer Satisfaction. During the final moments of the session, Mr. Marwah highlighted the importance of moving in a direction which a person likes, i.e. working towards one's interests and habits. He gave the example of modern-day comedian Zakir Khan who worked as an accountant, but then followed his passions of becoming a stand-up comedian and finally succeeded despite several hurdles in his life.

Through such examples, Mr. Marwah stirred up the audience-confidence who then participated in a highly interactive Question and Answer session. The session involved high audience participation who thoroughly enjoyed the gainful insights shared by Mr. Ravineet. This marked the end of the exciting week of the Corporate Buzz organized by the Corporate Interaction Division of FORE School of Management.



Mr. Ravineet Singh Marwah highlighting the important aspects of "Luxury Marketing"

Faculty Focus



Prof. Alok Kumar receiving the best paper award at Jaipuria Institute of Management

Prof. Alok Kumar

Kumar, Alok., Jain, Shilpi., & Aeron, Prageet (2019). Revisiting trust toward E-Retailers among Indian online consumers. *Journal of Internet Commerce*. 18 (1), 45-72, DOI: 10.1080/15332861.2019.1567186

Session Chair on Supply Chain at the International Management Research Conference 2019 on Disruptive Paradigm and Sustainability Revolution, held at Jaipuria Institute of Management, Noida during March 15-16, 2019.

Awarded Best paper of International Management Research Conference (IMRC) 2019. The IMRC 2019 was on Disruptive Paradigm and Sustainability Revolution held at Jaipuria Institute of Management, Noida during March 15-16, 2019. The paper is titled "Identification of the Performance Parameters of a Third Party Logistics Firm" authored by Alok Kumar & Vibhore Mathur.

Prof. Ambrish Gupta

Gupta, Ambrish (2019). Economic value added at Hindustan Unilever Limited, *The Case Centre*, North America, Case No. 119-0004-1, 2019.

Prof. Anita Tripathy Lal

Prof. Anita Tripathy Lal was invited as a speaker in the session "Innovation and Enterprise", by Seneca College Canada and Canada India Foundation organized on January 17, 2019 at PHD Chambers of Commerce, New Delhi.

As an MDP resource person she conducted two sessions on "Effective Communication at Workplace" for the senior officials of Indian Statistical Services at IIFT, New Delhi.

She was also invited as special guest of honour during the *National Conference organized by NDIM*, New Delhi on February 02, 2019.

She chaired the session on "Financial Capabilities of Women Entrepreneurs" during the 9th DMA Women Entrepreneurs Summit organized on February 22, 2019 at The Park, New Delhi.

During the celebration of the International Women's Day on March 08, 2019, she delivered a motivational talk on the topic - 'One Team - One Dream' to the Women Employees at Sentiss Pharma, Gurgaon.

Prof. Anupam Narula

Narula, Anupam (2019). Changing buying behavior trends in Southeast Asia: A caselet of Indonesian consumer. *Working Paper No. 2019/02*, FORE School of Management, New Delhi.



Prof. Anita T. Lal chairing session on the Financial Capabilities during the 9th DMA Women Entrepreneurs Summit.

Prof. Asif Zameer

Zameer, Asif (2019). Study of the opportunities and challenges in retail industry in Indonesia: A review paper. *Working Paper No. 2018/36*, FORE School of Management, New Delhi.

Prof. Asif delivered a special lecture as Expert on "Importance of Management Research and Emerging Research Areas & Methodologies" on January 31, 2019 in UGC sponsored Refresher Course in Management at Academic Staff College, Jamia Millia University.

Also he delivered another special lecture as Expert on "Sampling Methods" on February 6, 2019 in a Faculty Development Programme at Jamia Millia University.

Prof. Asif also gave an invited lecture on "Strategic Marketing and Sales" on February 10, 2019 in an Executive Management Programme for IIM Rohtak.

Prof. Faisal Ahmed

Ahmed, Faisal (2019). EEZ and UNCLOS: Geopolitics of delimitations. Monograph (ISBN: 978-81-940322-8-1), Pondicherry: UGC Centre for Maritime Studies.

Prof. Faisal Ahmed was invited as a Panelist in the Prime Time LIVE debate on News18 Urdu TV on Indo-Pak conflict on February 28, 2019.

Prof. Faisal Ahmed was interviewed by Vietnam TV (Vietnam's State Media) on February 26, 2019 on the possible outcome of second meeting between Donald Trump and Kim Jong-un in Hanoi, Vietnam.

Prof. Faisal Ahmed was invited as Guest of Honour in Inaugural Session of a National Seminar on "Industry 4.0: Ecological, Ethical, Social and Cultural Concerns", organised by Poona Institute of Management Studies and Entrepreneurship, Pune on February 15, 2019.

Prof. Freda Swaminathan

Swaminathan, Freda (2019). Methods for stimulating creativity and innovation in Marketing. *Abhigyan*, 36 (4), 20-29.

Prof. Harshita

Harshita (2019). Bali Fintech agenda and FinTech in Indonesia. *Working Paper No. 2019/03*, FORE School of Management, New Delhi.

Prof. Jitendra K. Das

Das, Jitendra Kumar (February 2019). Need for innovation in education, *The Times of India Higher Education*, pp. 179-181.

Das, Jitendra K. (January 29, 2019). A revolution in academic research, *The Statesman* (print and epaper), New Delhi: p. 14.

Das, Jitendra K. (January 29, 2019). A revolution in academic



Dr. Jitendra Das addressing the inaugural session of International Management Research Conference at Jaipuria Institute of Management.

research, *The Statesman* (epaper), Kolkata and Bhubaneswar: p.16.
Das, Jitendra Kumar (January 29, 2019). A revolution in academic research, *The Statesman* (epaper), Siliguri: p.14.

Das, Jitendra (March 18, 2019). *Seven skills and trainings, management students need for future-proof careers*, *Hindustan Times* (online coverage) <https://www.hindustantimes.com/education/seven-skills-and-trainings-management-students-need-for-future-proof-careers/story-pc7zAer2x4T6BN2WTEdizO.html>

Dr. Jitendra Das chaired a session on “The Business Case for Sustainability: Overcoming Obstacles to Implement Sustainable Practices in Higher Education” at the 2nd Asia Pacific Education and Technology Awards (APETA) and Summit -2019 on “Higher Education Sustainability and Quality Initiatives (HESQI)” organized by ASSOCHAM and Education Post on January 03, 2019 at Hotel Pride Plaza, Ahmedabad.

Dr. Jitendra Das was a panelist for the Seminar on “Education and Skills Development” organized by Canada India Foundation, Seneca College in association with PHD Chamber of Commerce & Industry on January 17, 2019 at PHD House, New Delhi. His view points were published in *The Statesman* (New Delhi), on January 22, 2019, Pg. 14 and on January 24, 2019, Section 2, Pg. 2.

On January 18, 2019, Dr. Jitendra Das was invited as a panelist for the Panel Discussion on 'Futuristic Competencies for Marketing Professionals' at the 3rd edition of Industry Academia Conference on "Developing Competencies for Future Leaders: A collaborative approach of Industry and Academia" organized by Cinque Education Pvt. Ltd. and Career2NextOrbit at India International Center, New Delhi.

Dr. Jitendra Das was the Guest of Honour on February 22, 2019 at the Valedictory Session & Award Ceremony of the 9th Women Entrepreneurs Conference on “Define Your Roadmap - Innovate, Create, Celebrate and DMA All India Women Entrepreneurs Award 2019,” organized by DMA at Hotel The Park, New Delhi.

At the B-Schools' Leadership Conclave 2019 on “Business Education 4.0: Futurizing Indian Business Schools” organized by Education Promotion Society for India (EPSI) on February 28, 2019 at The Claridges, New Delhi, Dr. Jitendra Das was invited as a panelist in the Plenary Session titled “Regulatory Policy for Developing Futuristic B-Schools in India”.

Dr. Jitendra Das was invited as the Guest of Honor in the Inaugural Session of the International Management Research Conference 2019 on “Disruptive Paradigm Shift and Sustainability Revolution” at Jaipuria Institute of Management Noida on March 15, 2019.



Dr. Jitendra Das along with panelists during the Higher Education Forum 2019

Prof. Mohita Gangwar Sharma

Prof. Mohita Gangwar Sharma awarded the 'Distinguished woman in Management Award' by Venus International Foundation VIWA 2019 for the contribution in the field of Operations Management.

Awarded the best case study titled "Change Management: The experience of Alambagh workshop of Indian Railways" at the 2nd Indian Congress of Industrial & Organisational Psychology, Deptt. of Education and Psychology, MSU, Vadodara on February 23-24, 2019.

Prof. Muqbil Burhan

Burhan, Muqbil (2019). Exploring Strategic Technology Partnerships (STPs): A study of knowledge networks in R&D intensive firms. *Working Paper No. 2019/04*, FORE School of Management, New Delhi.

Prof. Rakhi Tripathi

Prof. Rakhi Tripathi attended a Seminar on *Cities and Infrastructure Programme: Change and Challenges* organized by The British Academy at London, UK, during January 20-24, 2019. She along with her entire team presented their project work funded by The British Academy on “Disconnected Infrastructure and Violence Against Women” at King's College London, UK in front of Faculty from King's College London and London School of Economics, UK.

Dr. Rajesh Kumar Bhardwaj (Librarian)

Bhardwaj, Rajesh Kumar (2019). Yuva or Adhunik Uddeshpurak Shiksha. In Satish Kumar., & Monika Puri Sethi (Ed). *Yuva: Samaj Nirman me Bhumika* (pages 82-89), Delhi: Apple Books.

Prof. Sanghamitra Buddhapriya

Buddhapriya, Sanghamitra (2019). Progress towards gender equality: A study of women in Indonesia. *Working Paper No. 2018/35*, FORE School of Management, New Delhi.

Prof. Shallini Taneja

Prof. Shallini Taneja had been invited by Jaipuria Institute of



Prof. Rakhi Tripathi at King's College, London, UK



Prof. Shallini Taneja along with a speaker during the seminar at Jaipuria Institute of Management

Management, Noida on February 28, 2019 as a speaker in their Seminar on 'Business, Environment and Sustainability'.

Prof. Shilpi Jain

Kumar, Alok., Jain, Shilpi., & Aeron, Prageet (2019). Revisiting trust toward E-Retailers among Indian online consumers. *Journal of Internet Commerce*. 18 (1), 45-72, DOI: 10.1080/15332861.2019.1567186

Prof. Somayya Madakam

Prof. Somayya Madakam, received the "Young Researcher (Male) of the ITS Foundation Award-2019". The program was held on March 31, 2019 at Hotel Golden Tulip (Essential) in Jaipur.

Prof. Somayya Madakam delivered a lecture on "Smart Cities - 360 Degree View" in One-Day Workshop on "Cloud Server Communication for Smart Cities in Cyber Security Concerns" at NPIT Campus, Faridabad, on March 11, 2019

Prof. Vinay Kumar Dutta

Prof. Vinay Kumar Dutta was invited by Lal Bahadur Shastri Institute of Management (LBSIM), New Delhi in February 2019 for Viva-voce, Presentation and evaluation of PGDM Finance Students final research reports.

Prof. Vinaytosh Mishra

Mishra, Vinaytosh (2019). Use of ICT in providing affordable healthcare in Indonesia-A case study. *Working Paper No. 2019/01*, FORE School of Management, New Delhi.

Mishra, V., Samuel, C., & Sharma, S. K. (2019). Patient's utility for various attributes of diabetes care services. *IIM Kozhikode Society & Management Review*, 8 (1), 1-9.

Prof. Vinaytosh delivered invited talk on "Role of Technology in Diabetes Self-Management Education" during CARDIABCON 2019, January 26-27, 2019, Varanasi.

He chaired a session during the "International Conference on Global Health & Medical Tourism (GloHMT)" organised during March 7-10, 2019 at IIM Kozhikode.



Prof. Somayya Madakam receiving the Young Researcher (Male) of the ITS Foundation Award-2019

Lekhiki - Conducted by FOREword Winning Entries



Turns and turns Away

It's just an elaborate scheme, a nuisance at best
Yonder thinking about the things I did on its behest,
There's this notion of my mind throwing a ruse

But then again don't I have the power to choose?
Whence I wasn't able to tell the difference,
By just having a look for an instance;
Bellyaching about the virtuality of reality,
Even when close ones develop a feeling of hostility.
It's all well and good for as long as it takes
Making something out of this chance as the world itself
shakes, as the world itself shakes.
Shakes and shakes till the structure breaks,
Disintegrating and demolishing whatever that is ahead,
Makes the wind stop and the wheel of time turns;
Turns away towards a place holding nothing at stake,
There's just you and you're the only thing that is bred.
Persistent but now about the reality of virtuality.
Afterall, how do we decide on what has no form?
No shape, no taste, even whose existence has gone.
In the end, certainty was never an option,
It did give some courage to strengthen,
And there was fire to blind,
Money to dazzle,
And some iron to bind.

Ayushman Shukla

Rubik's Cube

It's easy and appealing when the faces are complete,
Only red only blue or only green
From the top it seems all white,
But wait until you see the other sides
When angry red becomes unbearable to person next you
The only thing you see is blue blue blue blue
But wait until it gets all jumbled up
Red and blue and yellow and green
Is the game difficult
Or just a little mean
They say the trick is recognise the pattern and do what is right
But all my efforts seemed a little light
I came back to square one,
After moving it left, right, up and down
Picking up the pieces
Ready for another round
I tried hard solving, But couldn't get it right
No matter how much I tried, there was always little blue inside
Only thing I hate is that blue and green are on opposite sides



Isn't hope more important when tough are the rides
Sometimes the pattern was so random that it started to make sense
People were pushing for perfection but it didn't matter to me in the end
I dreamt of hope and the face was green,
When turn it sideways it was finally as peaceful as white

Chiranjeev Singh

Marketing Conclave



Mrs. Annu Kalra speaking about unleashing one's potential during the Marketing Conclave

On January 18, 2019, the final day of the Marketing Week organised by the team SigMa witnessed yet another exciting event which was the 'Marketing Conclave', where eminent speakers from diverse industries and backgrounds shared their keen insights on Marketing and Sales. The conclave marked the presence of five enlightened speakers viz. Mr. Harpreet Singh Walia, Founder & CEO, L2L International, Mrs. Annu Kalra, Communication consultant, Sahara India, Mr. Sumit Kumar Maji, Founder & Director, Emgrow Solutions Pvt. Ltd., Mr. Vikalp Mehta, Area Business Manager, Samsung India and Mr. Sahil Puri, Key-Account Manager, E-Commerce, Panasonic. The first speaker to take the podium was Mr. Walia, who chose to enlighten the audience on the topic 'Spice up your employability- Personal Branding'. An ex-army officer, Mr. Walia reiterated the words of the great APJ Abdul Kalam, - "having a small aim in life is a 'crime'" which aimed to convince the audience that one must look at an ambitious goal notwithstanding the failures which would always be a part of the journey. Further, he shared the importance of extra-curriculars and provided the students with an acronym 'LIC N' which stands for Language, Internship, Certificates and NGO respectively. According to him, these four elements can help the students enhance their pay. Mr. Walia ended up with an exercise, which rejuvenated the audience.

The next speaker was Mrs. Annu Kalra, whose topic was 'Unleash your potential'. She started with an exercise which was well-performed by the students. Mrs. Annu reinforced the importance of knowing oneself and exploring the various available opportunities. She explained the students the root cause of unhappiness, which according to her was the reality-expectation gap. By providing suitable examples relating to her personal life, where despite of trying circumstances, she continued to remain positive, withstood and succeeded. She ended-up by exhorting the students, not to underestimate themselves and to continue figuring out what's best for them.

The third speaker for the event was Mr. Sumit Kumar Maji. The main focus of concern for him was 'Social Marketing', where the end objective is the social good. He skilfully explained the distinctions between social and social media marketing and further elaborated the four Ps along with three additional Ps viz. Public, Partnership and Policy in the context of social



The audience during the Marketing Conclave

marketing. In the end, he reiterated the fact that humans have exploited the natural resources to their fullest and it is our responsibility to incorporate future social change for the survival of the mankind.

The fourth speaker for the day was Mr. Vikalp Mehta whose topic was 'Marketing in Electronics'. Mr. Mehta, an alumnus of FORE School of Management talked about sales, distribution, width and depth. He, then reflected the importance of delivering the right product at the right place in the right quantity by providing good examples such as-it is futile to deliver 'Aquafina' i.e. packaged mineral water in a poor UP village. He further talked about the types and the challenges to distribution and ended up by sharing his personal experiences of working as a salesperson in Eastern UP.

The final speaker, Mr. Sahil Puri focussed on the 'Future of sales'. He talked about the current layout of sales, which was a 4-step process. He brought into notice that there has been a cut in the sales jobs in the recent times, but one who can adapt and change as per the requirements, for them lucrative opportunities remain. To end, Mr. Puri talked about online strategies in terms of reaching the customers and the exciting future ahead.

With this, the intriguing 'Marketing Conclave' ended. The industry-experts with their knowledgeable intellect immensely contributed in enhancing the existing know-how of the audience. Thus, providing a perfect culmination to the exciting marketing week organised by the team SigMa. The entire week proved to be a great learning curve for the students, who participated in great numbers and augmented their knowledge.



Mr. Harpreet Singh enlightening the students about Personal Branding

Enigma



Prof. Faisal Ahmed with the International Business experts during Enigma January 24, 2019 i.e. the final day of the IB & Marketing week organised by the Corporate Interaction Division in association with the International Business Forum of the FORE School of Management witnessed 'Enigma', an exciting IB-Marketing conclave laced by industry experts. The conclave was organised in two sessions, the first session was based on International Business which included Dr. Faisal Ahmed, Associate Professor, International -Business, FORE School of Management, Mr. Sandeep Puri, Head International Business, Escorts Limited and Mr. Arnab Ghosh, Ex-VP International Business- Godfrey Phillips India Limited as the speakers, followed by it, the marketing session was organised which was marked by the presence of four industry experts viz. Mr. Nitin Bahl, Sales and Strategy, Savills; Mr. Saurabh Srivastava, Independent Brand Consultant; Mr. Varun Choudhary, Brand Manager, Ballantine's and Royal Salute- Pernod Ricard and Mr. Piyush Rajpal, Director, Marketing and Strategy, Schneider Electric.

The theme of the first session was 'Evolving Global Environment and its impact on Business'. Dr. Faisal moderated the session and introduced the topic. He called upon Mr. Puri to share his views. Mr. Puri brought out several important dimensions of the automotive industry such as its contribution worth 45 billion dollars to the GDP of India along with tremendous future expectations from this industry. He highlighted the fact that Indian engineering has changed citing frugal innovations, which has enhanced its excellence. He also reminded the students of the fact that India would overtake every other country to become the largest automotive producing nation in the next 10 years. Taking the discussion, further, Dr. Faisal invited Mr. Ghosh to join the conversation, who talked about consumer space. Well experienced in the field of consumer product industry, Mr. Ghosh narrated keen insights about the same such as the size of the industry being



Industry Experts during the Marketing Session of Enigma

136 lakh-Crores products and the fact that this being one of the few possible sectors which is mostly recession proof. He highlighted the buoyancy of this hyper-competitive sector. Further, Dr. Faisal started the discussion on the next sub themes such as the impact on SME's of the trade wars and the effect of mega agreements, liberalization and reduction in tariffs and keen insights on the same were obtained from both the speakers.

The theme for the second session was- 'into the minds of the millennial consumer' which was further subdivided into storytelling and content marketing, search for a brand's personality and marketing in the age of deals and discounts. Mr. Piyush Rajpal initiated the session by discussing about the changes that have occurred in the business landscapes and value propositions after the advent of digitalization. Mr. Srivastava emphasized the importance of realizing the size of the millennial market which is approximately 400 million in India which is clearly a huge challenge along with an opportunity for the marketers. He further clarified that the storytelling has to be functional and must be relevant for the viewers. Taking charge further, Mr. Nitin Bahl touched upon the reasons why the millennials who are among the age group of early and mid 20s are much hyped upon in the 21st century, the answer to this question was the increased proliferation of the internet and modern technology. Next came the views from Mr. Choudhary, who highlighted the fact that marketing hasn't changed in entirety, only the value has to be provided in a different manner these days.

Further elements of clickbait and viralities, brand personality and marketing in the age of deals and discounts were touched upon by the speakers, who then opened the question and answer session resolving the queries of the audience. The session was well received by the audience, who got to learn a lot from the experiences of the expert speakers.

Alumni Retrospection



June, 1992 is still etched fresh in my memory. Wow! 27 years gone in a wink. Yet, I can still recall the thrill I felt while embarking on a new journey, in a new city and of course in a brand new, fresh management institute. For someone coming from a non-metro city, it was all the more intriguing. Hard to relate to now but those were the days when mobile phones were non-existent, laptops were a luxury. Access to computers meant making bookings for a date with age-old (can say that now) desktops for few hours and long distance calls to parents meant waiting in a long queue outside STD/ISD booths (yeah they were existing then).

Being the very 1st batch of an institute, we did have our set of apprehensions. Will the Institute be our savior and make its own mark? More importantly, a very pertinent question from a student's perspective- will we get placement? Nevertheless, we did start off quite well. Being the 1st batch came with its own set of blessings. We always got the best of visiting faculty in the absence of full time faculty. The impetus to churn out the best through path breaking thought process started at the very genesis. I guess, FORE was possibly the 1st institute which understood the importance of embedding something like Yoga and Eastern Management as part of its curriculum. Not only were they fun learnings to have those days, but they also indoctrinated us about the importance of destressing, relaxation & mind motivation. As we realize now at our present juncture, they are so much relevant today.

Of course, FORE was not just about preparing for our future pathways. It was also about, living to the fullest in the present and forging bonds that more often than not, lasted a lifetime. The once lanky bunch of friends may have topped a few kilos on the scale but we are proud to be still in active touch. Well not sure about it's existence today, but who can forget the snacks/tea we used to have at Tanku's Dhaba and hanging around till late evenings.

Despite the challenges of being part of the very 1st batch of the institute or the torch bearers (If I may say so), we did embrace the corporate world well enough, and made sure each of those learnings in FORE counted in the real world.

While the core learnings will remain unchanged, I would urge the NewGen to embrace the very fast changing & ever evolving business realities. Business will increasingly be technology driven. It is a matter of "Staying Relevant". This is so very important today. Who would have heard of something like; Blockchain 5 years back or the impact Data Science is bringing to the world today. Some of these technologies are and will redefine how we do business today, tomorrow and day after. They will also redefine our approach as individuals - to evolve and channelize our learnings to the relevance of business operations we are encountering.

Today, when I get those Social Media messages about the fellow Alumni members in leadership positions making a difference in their own way, it does feel great and brings in a great sense of pride being part of this institute. 22 odd years back the FORE community was small and was starting off with apprehensions, with reluctance but today with 27 years of "assets" we are truly a global community and I am sure all of us will take the brand of FORE and it's learnings to greater echelons.

Mr. Debabrata Mishra- FMG Batch 1

Director- Middle East

Tata Consultancy Services

Rendezvous 2019

FORE Alumni Network organised the annual alumni interaction - Rendezvous 2019 - at FORE School of Management on January 4, 2019. Neha Singh from FAN started off the seminar with a brief introduction of the guests before she invited Prof. Sriparna Basu to the podium for introducing the alumni speakers at length.

Mr. Ankur Singla is currently the head of Business Development /Strategic Alliances - Consumer and MSMEs at Capital Float and has had 7 years of deep experience in SMEs/Consumer lending across India. He graduated from FORE back in 2011.

Mr. Nikhil Singh is currently the Program Manager at Adobe and had worked previously as a Senior Business Analyst in the same organisation. He graduated from FORE in the year of 2012.

Ms. Shaifali Sarkar is currently a Management Consultant with Accenture and had graduated from FORE back in 2013. She has had more than 6 years of experience working across South-East Asia, Europe and North America markets in agile change strategy and in the new transformational areas such as intelligent automation, digital transformation, human centred change and others.

The topic for the seminar was focussed on the challenges faced by students while transitioning into the corporate world and how to tackle them efficiently. The speakers took to the podium one by one and discussed on the topic. Each presented his or her



Prof. Sriparna Basu along with the alumni during Rendezvous 2019

own viewpoints regarding how to make the transition easier based on their own experiences and decisions in life.

Mr. Ankur Singla talked about the importance of networking and identifying the emerging areas in Fintech, especially for the students with finance specialization. Mr. Nikhil Singh stressed on the crucial nature of analytical jobs in the current times and he also shared his passion of mountaineering with the students to narrate a couple of interesting incidents. Ms. Shaifali Sarkar shared her journey as a student in FORE School of Management and then moved on to talk about the challenges in the world of management consultants.

The key takeaways from the seminar were the importance of clarity of thoughts, the importance of curiosity and the importance of the ability to bounce back in the toughest times. The session was a very interactive one where the students and the speakers were engaged in dialogues over what was being discussed. The seminar ended with Anish Rai from FAN giving a vote of thanks for the speakers and Prof. Sriparna Basu gifting them mementos.

Welcome to FORE family



Prof. Gagan Sharma

Ph.D. (pursuing), University of Delhi; Master of Finance and Control, Department of Financial Studies, University of Delhi ; B.A.(Hons.) History, Hansraj College, University of Delhi.

He has worked for over 3 years at Hewlett Packard Global Analytics

in as business consultant for Personal Systems Group division. Earlier he has also worked as an associate Technical Analyst for Indian financial markets, within the equity domain. He has presented his research papers at many prestigious domestic finance conferences and his papers have also been shortlisted at global conferences. He has also worked on research consulting projects for corporates and other institutions like Alpha Capital, Agri watch, YStart Innovation Labs among others. He has conducted student trainings and workshops on Technical Analysis (NSE Certified Capital Market Professional Programme) and entrepreneurship.

Panel Discussion - Centre for Psychometric Testing & Research



Speakers, faculty and students at the panel discussion on Psychological Assessment hosted by Centre for Psychometric Testing & Research

Centre for Psychometric Testing & Research (CPTR) organised a Panel Discussion on the theme "Psychological Assessment - An effective HR intervention" on February 21, 2019.

Conveners of the event were Dr. Prachi Bhatt, Centre-Head CPTR, & Dr. Sanghamitra Buddhapriya, Member CPTR, at FORE School of Management, New Delhi.

The objective of the panel discussion was to familiarize the participants about why and how psychological assessment is critical at workplace? With the business competitiveness on the rise, techniques been applied for psychological assessment, dilemma and challenge with respect to what psychological tools/ measurements to be used for integrated HR interventions in a workplace was discussed. The panellists discussed about the future traits/ skills/ behaviours (measured through psychological measures) that are looked for while hiring was discussed. The panel discussion was very well received by the students.

Speakers invited were:

- Mr. Rajeev Ranjan, Head-South Asia, Rotary International South Asia Office
- Ms. Megha Gupta, Director HR, Fiserv
- Mr. Raju Ahluwalia, Former GM Wipro Ltd.
- Ms. Rashmi Mansharamani, Head- Human Resource, Wave Group



CPTR panel discussion in progress

Seminar Series on Frugal Innovations by CRIFT



Mr. Sunand Sharma addressing the students

The recently formed Centre for Research and Innovation in Frugal Technology Management (CRIFT) at FORE School of Management started a series of seminars on frugal innovations on January 31, 2019. Mr. Sunand Sharma, who is Executive Director, Himachal Futuristic Corporation Limited (HFCL) and has been bestowed “Chevalier de la Légion d'Honneur” (Knight of the Legion of Honour) - the highest French civilian distinction in recognition of his outstanding achievements in the business world, delivered the inaugural lecture on 'Transfer of technology by MNC's to India'.

Drawing on his decades of on-field experience, Mr. Sharma took the audience through the history of technology management in India. He explained how the pace of technology development in India was a contextual phenomenon driven by the socio-political environment of the times. Narrating the complete turn of events in the Indian market since 1947, Mr. Sharma explained why agriculture still continued to dominate the economy even after 70 years of independence. He added his own experiences of technology development and transfer with Indian MNCs while working with technological giants in the west.

He highlighted the role played by the MNC's in development and transfer of the technology despite the hindrances offered by the policies of those times. Specifically, the policy frameworks before 1991, were restricting the growth and progress of technology in private firms. For instance, the private sector was not allowed to share technology openly, and India was largely reliant on the public sector to propel the technology growth.

Another interesting dimension of the inaugural lecture was the way Mr. Sharma contrasted India's technology growth story against her Asian counterparts like China, Malaysia, Singapore, Vietnam. He explained through the various turns of events how these countries, being at the same economic position as that of India 50 years back, have come a long way. Our distinguished guest emphasised the point that our past can inform our future and the need to incorporate subjects like the economic history of the world in the B-School curriculum in India.

Sharing his personal experiences, Mr. Sharma kept the session lively and interactive. The session was very well-received by the audience, who got a novel opportunity to enhance their



Prof. Anil Kumar Singh presenting a token of appreciation to Mr. Sunand Sharma

perspective around frugal innovation and technology. The seminar ended with question/answer session. The speaker advised students to be proactive in leveraging the upcoming opportunities like artificial intelligence, lest they would be taken over by people somewhere else. He also advised the students to pace up with the current technologies and have an entrepreneurial mindset while being open to innovation.

Future of Work

On November 19, 2018, FORE Career Division organised an informative seminar on “Future of Work” at FORE School of Management. The speaker for the session was Ms. Smriti Singh who is an Associate Director - custom research and consulting at International Data Corporation, India. She has had an experience of 23 years in the industry, concentrated in and around the area of business research and consulting space. She has recently joined IDC in August 2018 and had earlier been with Oracle as a Senior Research Analyst as well.

Ms. Smriti Singh initiated the seminar by asking the students of FORE as to what their opinions are when it comes to discussing future work space, work force and work culture. As of 2017, 7% of India's GDP was estimated to be digitalised. It is anticipated that by 2021, 60% of the GDP of India will be digitalised. IDC helps the world in accelerating the innovations that will lead to such outcomes. She also talked about related topics such as differences between augmented and virtual reality, the building blocks of the future of work, existing shared work spaces and how organisations are sourcing for such innovations. The students were also asked to opine on how technology might impact jobs in the future.

The barriers of implementation of such technology were also talked about, particularly the issues of security, lack of skill sets adapting to new technologies and the changing legacy systems that are currently in use. The seminar came to an end with the speaker showing a video made by Jones Lang LaSalle Incorporated, the investment management company. The video showed how corporates might work in 2030 and even though highly innovative, the world is possibly facing towards such a work environment.

CSD Workshop



Ms. Aashna conducting the workshop.

Workshop conducted by Center for Sustainable Development Josh Talks #AbSamjhautaNahin in association with ITC Vivel.

Women encounter challenges every day. This includes verbal, physical and sexual violence. Yet women possess the collective power to change their lives, their communities and the world to live in. In this context, the CSD welcomed Ms. Aashna Chaprana, a public speaker, branding and content professional and social enthusiast, to deliver an “Interactive workshop on women empowerment” for the first year students on February 22, 2019 at FORE campus. Connecting with the student community Ms. Aashna has been creating impact oriented action and has been the speaker and trainer for campaigns conducted by Josh Talks in partnership with Facebook India, UNDP and ITC Vivel.

She initiated the talk by questioning the students about the six fundamental rights that are entitled under the constitution of India. The talk proceeded with the difference between gender and identity and how these two are generally linked due to pre conceived notions and stereotypes. She apprised the students about the various amendments in the law in the past years to meet with the flaws and shortcomings in delivering rightful justice to the victims of any sexual harassment. The Nirbhaya case, the Mathura Das trial, Vishakha vs State of Rajasthan and various other cases were discussed to understand these amendments.

Ms. Aashna also talked about the legal rights for women at workplace, the sexual harassment of women at workplace (Prevention, Prohibition and Redressal). She highlighted the very pressing issue relevant in recent times of cyber bullying, cyber stalking and the right to privacy. Other issues such as domestic violence, online FIR, women's rights involving the police and child sexual abuse were also discussed as well as various laws were highlighted. The workshop was very informative and interactive, making the students realise the importance of awareness about their legal rights. She concluded the workshop by making everyone pledge to fight for equality and treat every gender without any discrimination. She thanked CSD at FORE for organizing such workshops for the students community.

Trip to ICD Delhi, Dadri for MBA (IB) Students



Students of International Business along with Prof. Savita Gautam during the visit to ICD, Dadri

A trip to ICD Delhi was organised as a part of the seminar series for the MBA (IB) students. This trip was carried out with the help of the Container Corporation of India officials who are managing the ICD at Dadri and FORE School of Management. The Students were introduced to the concept of hinterland connectivity and how Inland Container Depots are the lifeline in EXIM trade and giving a connection to the main ports. The concept has given an exporter a choice to fill his cargo in the factory premises or even at the ICD. This places the exporters at an advantageous position as he is able to avoid the unnecessary hassles of checking and examination at the main ports. This also helps the policy maker to unclog the traffic at the ports. With growing international trade, these are interesting times for the containerised cargo trade. In India too we have seen relaxation in cabotage rules and direct port delivery which will save in transaction costs.

The students saw the first class facilities provided by the Container Corporation of India in terms of the storage facility loading and unloading operations. Latest equipments were being used to stack the containers. The students saw the refrigerated containers and how the sub zero temperatures were maintained during the movement to the ports. We are extremely thankful to CCI and their team for the given permissions to see the cargo facility and also the first of its kind Mega Cold storage facility used by the North Central Region. E-filing facility was also demonstrated to us which makes India truly aligned to the International Practices. Students picked up invaluable insights into the Container Corporation from the highly knowledgeable and experienced professionals.



Concor official explains the handling of container

Aashayein 2019



Members of Team Antar and students along with children at the Salaam Balak Trust- Aashayein 2019

With the onset of New Year, Team *Antar* took the opportunity to organize its first event of the year, *Aashayein*. On January 13, 2019, the event was organized in association with the Salaam Baalak Trust, where the students of FORE School of Management visited the DMRC Armaan shelter home. The idea was to make one day in the children's life special by organizing various activities to engage them and to create awareness about education. The day started with all the children unleashing their creativity and showing off their artistic skills. They also showed everyone their dance moves. The students of FORE played several games like pithu, musical chairs, football and cricket with the children. Then the kids and FOREians together enjoyed lunch that was sponsored by the college. Post lunch and a few more games, Mohit Jain, Vivek Sharma and Manas Modi serenaded the audience with melodious songs. Soon everyone joined in and sang their hearts out which made the evening even more memorable. The cherry on the cake was the cake cutting ceremony following the performance. As the sun set, the kids were handed some gifts and snacks as a token of love. Just then was the time to say goodbye and the warmth in the goodbyes were reciprocated equally from each side. The feeling of contentment and delight with which we returned was much more than what we could give to those children on that one day.



Mohit Jain, Vivek Sharma and Manas Modi entertaining the audience at the Salaam Balak Trust- Aashayein 2019

Abhivadan 2019



Team Antar with Dr. Jitendra Das and a senior citizen during Abhivadan 2019

The best classroom in this world is at the feet of an elderly person. In order to make Senior Citizens from Old Age Homes loved and cared for, Team *Antar*, the Social Responsibility Committee of FORE School of Management organized *Abhivadan* on February 13, 2019. The team invited senior citizens from Gharaunda and Sandhya Senior Citizen Home to make their day memorable by organizing and participating in activities with them. The event started at 11 AM with a traditional welcome of the guests with tilak and flowers at Virajam Auditorium. The guests were first served breakfast by the volunteers. A welcome address was given by Dr. Jitendra Das, Director, FORE School of Management, Dr. Basant Potnuru, Chair Students' Council and Mr. B.B.L. Madhukar, Vice President, FORE School of Management. Then team *Antar* presented a video capturing some beautiful moments of the students with their grandparents which were also a part of the #Gratitude is The New Attitude campaign run by the team on its social media handles. The video was followed by a classical dance performance by Pragya Bhandari and then Jay Patel dedicated his poems to the guests. The performances were followed by an exciting game of Tambola where all the elders were seen competing for prizes. Following this, the duo of Vishvas Mahara and Mohd. Yusuf Khan serenaded the audience with melodious songs. The guests enjoyed playing a memory game and an audio-visual Bollywood Quiz. Then students of our college presented a dance performance on a medley of old Hindi songs and invited the guests to dance along. The event ended with the cake-cutting ceremony. The guests were served with evening snacks and presented with gifts.



Senior citizens at FORE campus during Abhivadan 2019

Leveraging CSR for Good Health & Well-Being Sustainable Development Goal (SDG) 3



Prof. Shallini Taneja & Prof. Basant K. Potnuru along with the Panelists & Students

India has played an important role in shaping the Sustainable Development Goals (SDGs). Mandatory Corporate Social Responsibility (CSR) in the Companies Act, 2013 sets a broad framework and gives direction for better sustainable future. These SDGs are the pillars for building a futuristic and prosperous society. Under the aegis of Center for Sustainable Development (CSD) and Economics and Business Policy Area a panel discussion on “Leveraging CSR for Good Health and well-being” was organised on February 15, 2019 at FORE campus. The dignitaries include Dr. Anand Krishnan, Professor, Center for Community Medicine, AIIMS, New Delhi, Mr. Padam Khanna, Senior Consultant, NHSRC, Ministry of Health and Family Welfare, GOI, Mr. Manoj Goel, Senior Advocate, Supreme Court of India and Mr. Manu Chopra, Managing Director, PDS International private limited, Gurugram. Prof. Shallini Taneja and Prof. Basant Potnuru welcomed the panelists with a sapling as a token of sustainability in association with CSD's Green partner, PDS International private limited.

The discussion was moderated by Prof. Shallini Taneja. Dr. Anand Krishnan started off by giving the background of the health sector with special focus on Primary health. He discussed about the areas in health sector where Indian companies are spending CSR funds while linking it with Sustainable Development Agenda 3 i.e. Good Health and well-being. He shared prominent case studies of CSR activities of some companies which were largely focuses on health protection, health promotion and advocacy. He appraised the students about the Primary Health Care and Primary Care as most of the CSR investments goes under these sub thematic areas. He highlighted that the CSR activities must go beyond the Health Education such as building healthy public policies, creating a supportive environment, strengthening committee actions,

reorienting health services and developing personal skills. Mr. Padam Khanna enriched the audience by sharing his thoughts on the National Health Policy - 2017. He highlighted the paradigm shift in policy from 2002 to 2017. He shared the recent data of various health initiatives started by the government, which has been adapted by companies as their projects under CSR in Health sector. He stressed upon the possibilities of collaboration between government, corporates and academia through research projects which can take things to the next level for the Health care and address the issues at the ground level. These partnership would be fruitful for achieving the SDG's agenda 2030. Mr. Manoj Goel addressed the students by sharing his views on health and well-being and its various components at an individual level. He began by explaining the definition of a healthy human being as stated by the WHO. He reiterated how a holistic perspective of wellbeing is missing both at an academic and corporate level. He highlighted the importance of happiness within us and how it could be brought into the corporate culture as a part of social policy at company level. He emphasized for creating an ecosystem within the institutions where social responsibility towards the employee and other external stakeholders on physical and psychological wellbeing could be integrated for a holistic development. At last, the panel addressed the questions of the audience. PDS International private limited was the co-sponsor of the event. The Managing Director, of PDS International Mr. Manu Chopra shared his company's CSR and Green initiatives with the audience. He also told that how his company is partnering with different stakeholders in discharging their social responsibility in the area of health and wellbeing. The event was concluded with a vote of thanks by Prof. Shallini Taneja.

Placement at FORE

Placements @ FORE is perhaps one of the most important activity from the students perspective. The Institute engages the Industry by inviting them to the campus for guest lectures, seminars, MDP's, live projects, mentoring sessions etc. This provides opportunities to students to get first hand information from the professionals about their expectations and requirements. This also helps the students in showcasing their talents and sharpening their pitches to the Industry during the placement processes, thereby increasing their recruitment possibilities.

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

Final Placements for batch 2019 were both faster and better. Better was manifested in a higher median CTC, better quality of Companies and multiple job offers for students. The highest domestic offer this year was of CTC Rs. 18 Lacs and highest International offer was CTC Rs. 31 Lacs.

This is the fourth 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 Lacs per annum were allowed to sit for subsequent companies so that the students could improve their placements. Consequentially, both the average and median CTC this year are close to touching Rs. 10.8 Lacs per annum, and Rs 10.4 Lacs per annum respectively a substantial improvement over last year.

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

In terms of roles, Consulting offers represented 12% of the total. Companies which hired this year from this sector are KPMG, Deloitte US, GEP, E&Y from the consulting domain have all hired from FORE this year.

HUL, Verity Knowledge Solutions, Evalueserve, Crisil, Citi Corp, Cians Analytics, ICICI, YES Bank, Darashaw, are a few of the companies that have recruited for Finance and related profiles. The hiring traction from traditional recruiters also remains strong. FMCG, Automobiles, Banking and IT/ ITES have returned year after year to recruit from FORE.

KPMG, ICICI Bank, Deloitte US, Asian Paints, and many others, like every year visited the campus and hired students.

In fact, encouraged by the performance in SIP of FORE students received multiple PPO offers from various organizations, to name a few, HUL, Deloitte, Tata Capital, GEP, Go Digit General Insurance Limited, NIVEA India Pvt. Ltd. Darashaw, Philips Lighting, Nestle, Hilti, Four-S Services Pvt. Ltd. etc.

Summer Internship Program (SIP) - Summer Internship Program at FORE is a great mechanism for the students to learn from the various companies. This also gives students an opportunity to apply their learning's 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 Summer Internship Program undergone by them. Some of the students are able to translate the Summer Internship Program into a Pre Placement Offer (PPO) as well, and 2019 was no exception.

The largest ever batch at FORE with 355 students was placed across 110 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 Big 92.7 FM, Asian Paints, Canara HSBC Life Insurance, Capgemini, Deloitte USI, Federal Bank, Godigit general Insurance, Google, HCL Technologies, HDFC Bank, Indospirit, International Data Corporation, KPMG, Mahindra & Mahindra Ltd. Philips Lighting India Pvt. Ltd, SBI Life Insurance, VE Commercial Vehicles Ltd, Novartis, GEP, HUL, Tata Capital, Siemens etc. recruited from the campus. HDFC Bank recruited the highest number of students in summer internship.

International Placements

In addition to the domestic placements, this year students were offered multiple roles for international firms such as Jumbo Electronics, Abudawood AlSafar and Square Yards Roles for GCC Countries like Dubai and Bahrain.

Students were offered diverse set of roles including Key Account Management, Logistics Management, Enterprise services, Category Management (Distribution and Retail) and Business Analytics.

Collectively 11 international offers were extended to students with highest compensation offered as INR 31 LPA, showing faith of the global lead firms in the talent pool at FORE.

Management Development Programmes (January - March, 2019)



Dr. Jitendra Das along with faculty and participants of an MDP

FORE School of Management conducted 2 open Management Development Programmes at its Campus at New Delhi during January - March 2019. The details are as follows:

1. Strategic CSR: From Agenda Building to Impact Measurement conducted by Prof. Shallini Taneja during January 17-18, 2019.
2. Pricing and Application of Financial Derivatives conducted by Prof. Piyush Pandey and Prof. Himanshu Joshi during February 27-28, 2019.

A total of 16 participants attended these programmes. Some of the well known companies which participated in these programmes include: Indian Oil Corpn. Ltd., Petronet LNG Ltd., PowerGrid Corpn. of India Ltd., NHPC Ltd., Damodar Valley Corpn., Hindustan Petroleum Corp. Ltd., Jindal Stainless (Hisar) Limited, Greenfuel Energy Solutions Pvt. Ltd., IDBI Bank Ltd. and Power Finance Corpn. Ltd., etc.

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

1. Communication for Impact for the officials of Thales India (P) Ltd. conducted by Prof. Anita Tripathy Lal on January 30, 2019 at the client's premises in New Delhi.
2. Effective Time Management for the professionals of Mitsui Chemicals conducted by Prof. Sanghamitra Buddhapriya on February 15, 2019 at the client's premises in New Delhi.
3. Unlocking the Secrets & Science of Happiness & Art of Connecting with People & Building Relationships for PowerGrid Corporation of India Ltd. conducted by Prof. Sanghamitra Buddhapriya and Prof. Prachi Bhatt during February 18-22, 2019 at FORE Campus, New Delhi.
4. Training the Trainer for POSOCO conducted by Prof. Subir Verma on February 20-22, 2019 at IAA, Vasant Kunj, New Delhi.
5. Special MDP Session conducted by Prof. Anita T. Lal on Empowering Women through Effective Communication for

RITES Limited at Gurugram on March 8, 2019- International Women's Day.

6. Emotional Intelligence for Leadership conducted by Prof. Sanghamitra Buddhapriya for NHPC Executives at NHPC Office in Faridabad from 18-20 March 2019.

A total of 115 participants attended these In-House Management Development Programmes.

11 Months Online Executive Management Programme (EMP) for Collabera Services Pvt. Limited, Vadodara is continuing. Prof. Asif Zameer and Prof. Sanghamitra Buddhapriya are the Programme Directors. A total number of 24 participants are going through this programme.

Batch 4 of our Online Joint Certificate Programme on Big Data Analytics for Business and Management in collaboration with University of California Riverside Extension (UCR), USA is continuing. Prof. Ashok Harnal is the Programme Director. A total of 68 participants are going through this programme.

Q-Factor

Team FORETech of FORE School of Management organised their first ever event in the year 2019 which was the 'Q-Factor'. The event was a quiz-based participation event where teams from varied colleges enthusiastically participated. The first round was an internet-based quiz round conducted on January 11, 2019. The first round not being a knockout round provided all the teams with another opportunity to improve their scores after the end of it in the second Round which was a yet another internet-based quiz conducted on January 14, 2019.

Both the rounds tested the general knowledge, awareness and the analytical skills of the participants. With questions ranging from a wide array of fields, it was definitely not a cakewalk to score well. Proper application of mind along with reasoning and knowledge was a pre-requisite. After the quiz-based rounds were completed, the final round was an offline event which was conducted in the college premises on January 19, 2019. A total of 7 teams were shortlisted to participate in the final round which included five from FORE School of Management, and one each from IMT Ghaziabad and IMI Delhi.

After a highly competitive battle, the event was finally won by the Team 'Smashers' from FORE School of Management which included Shubham Gupta and Avinash Singh. The runners-up position was bagged by the Team 'Wavelets' consisting of Siddhartha Kumar and Shubham Mehta from International Management Institute (IMI), New Delhi and at the third position, came team 'Since When' which comprised of Pranshu Singh and Gaurav Dharmarajan from the Institute of Management Technology (IMT), Ghaziabad. The prize money for the first position was Rs. 7,000 followed by Rs. 3,500 and Rs. 1,500 respectively for the second and the third positions.

Farewell - Batch 2017 - 2019



Miss FORE (Hanishi Gandhi) and Mr. FORE (Vishu Bajaj) at Farewell 2019

“What we call the beginning is often the end. And to make an end is to make a beginning. The end is where we start from.”

– T.S Eliot

Team NEXUS of FORE School of Management organised the farewell for the outgoing batch of 2017-19 on March 22, 2019. Dr. B.B.L Madhukar (Vice-President of FORE), Dr. Jitendra K. Das (Director of FORE), respected faculty members and students from both senior and junior batches were attended the event and bid farewell to the batch.

The evening started off with Professor Basant K. Potnuru, Chairman of Student Affairs, addressing the whole batch and wishing them all the best for their future endeavours. He expressed his gratitude for the senior student council members and congratulated them for their efforts while also welcoming the new coordinators, co-coordinators and members of the upcoming senior council.

Dr. Jitendra K. Das shared valuable tips with the senior batch and discussed various values which are necessary for the transition from the academic life to the corporate life. He engaged the students with his own experiences and talked about the stark differences between academic and corporate ideologies and practices.

Dr. B.B.L Madhukar shared wise words with the students, teaching them the meaning of success and progress in an endearing manner. He gave them his blessings and recited a



A snapshot of the farewell ceremony of 2017-19 batch



Taranpreet Singh from IMG 11 hosting fun activities at Farewell 2019

couple of beautiful poems which were met with huge rounds of applause.

Keeping up the tradition year after year, Team NEXUS took immense delight in announcing the titles of Mr. and Miss FORE. Vishu Bajaj and Hanishi Gandhi, both from IMG11, won the titles for the year. All the coordinators, co-coordinators and members of the various student affairs committees were provided with their certificates of recognition for being a part of the college and giving their best efforts to further the work of the college. Team NEXUS also introduced a few popular choice awards for the batch and distributed these fun awards to the students of 2017-19 batch in an Academy Award-like set and setting. The evening was also graced with an energetic and brilliant dance performance by Vishu Bajaj (IMG11) and Navneet Kaur (FMG26).

The campus was alive with all the enthusiastic batch mates dressed up in their best attires and making a memorable evening light up. Pictures being clicked all over the campus with the best of friends and the sound of joy and laughter made the college premises all the more nostalgic.

No matter where in the world all the students of 2017-19 batch of FORE will be in, they will always continue to be a part of this institution which had brought them together and became such an important part of their lives.

“Don't be dismayed at goodbyes. A farewell is necessary before you can meet again. And meeting again, after moments or lifetimes, is certain for those who are friends.” – Richard Bach



Students of 2017-19 batch all dressed up for the farewell occasion and enjoying the evening at Virajam Auditorium

Memoirs of President & Vice President (Students' Council)



If you would have asked me during my initial days at FORE, that would I be contesting for the post of Students' Council President, I would have told you, that it can be anyone, but definitely not me. And on this day, I can proudly say, this is exactly what the culture of FORE

and its Students' Council does to you; it makes you attempt the unexpected and helps you conquer with your greatest anxieties with the strength to overcome them.

My Journey at FORE as the member of Student Council and then the President at FORE's Student Council is undoubtedly the most transforming of the experiences apart from the academic responsibility. The platform not only gives you an opportunity to hone your managerial skills but also makes you understand the true essence of leadership, power of teams and greatness of your peers who you work with.

It is not just the magnitude of responsibility that comes along with the position, but how it helps you realize the impact that your actions have beyond yourself. This in turn empowers you, with the discipline and wisdom that this position demands. Now when I go back and see how I used to be and deal with the situations, I can be sure of one fact, that I am not just leaving the campus with a PGDM award but also a more mature and a wiser version of myself.

All those days, hours and minutes spent behind the obvious, all the support extended by Bishnupriya, Presidents' Council (as we called it), faculty mentors, support staff, my peers and Chair, Student affairs has made this journey unforgettable.

As quoted in Gita "One whose mind remains undisturbed amidst misery, who does not crave for pleasure, and who is free from attachment, fear, and anger, is called a sage of steady wisdom." Captures the essence of almost everything of my Journey at FORE and made the transition to the next chapter of my career easier.

A joyful smile and a sense of pride are the greatest gifts of my tenure as President, Students' Council which I am going to take along with me and cherish for the years to come.

Raman Nagpal
President, Students' Council



My life before MBA was very different and far-removed from what it was to become, here at FORE. Soon into the programme, we realised, that constant, active involvement is the only way forward. As a fresher, the speed and the intensity of work was

completely new to me. We were kept on our toes, at all times. Despite the initial struggle to adapt, it came as a necessary and welcome change in lifestyle.

The privilege of being taught and guided by incredibly experienced and encouraging faculty, interacting with corporate leaders, helped us prepare for the life ahead.

The drive to take initiative and be involved, led to being chosen as the Vice President of The Students' Council. It was an honour and a matter of pride to be the only female over many years, to take up the position. I hope it gives courage to others at the institute, who doubt their own capacity to lead. There have been several challenges along the way, most of which I could overcome, due to the undying support I received, from the strongest friendships created here.

When Raman and I were selected as President and Vice-President, we knew we had some large shoes to fill, owing to the high standards set by all of our brilliant seniors. It was only after we started working, did we realise, that to do our best, we had to be our own people, and not emulate those who came before us. Even today, our seniors continue to provide us with a helping hand, and we hope to take the chain of association forward with the batches that succeed us.

The two years have flown us by, but they have squeezed into them, memories, experiences, and lessons worth an entire lifetime. I hope each of us can carry these within us, and hold on to the ties made at FORE, while leaving a valuable mark out in the world.

Bishnupriya Sen
Vice President, Students' Council

Journey at FORE



"We didn't realise we were making memories, we just knew that we were having fun!"

That's exactly how my journey at FORE has been, a roller coaster ride with lots of ups and downs, but in the end a memory Box with 2 years of beautiful moments locked in it. I still remember my first day at FORE, while sitting on

the last bench of class, wondering whether I will be able to make any friends or not, how will I compete with people with work experience here. My confidence further went down post committee selection when I saw people performing their best and me still trying to manage things around. But eventually I realised, MBA is much more than I thought of it to be. Multitasking, interacting with new people, learning from their experiences, creating some crazy experiences of my own was like my new routine. Every day it was necessary to push my limits to learn something new, explore my potentials and stand in a challenging position to keep growing. It was my first time away from home and MBA has taught me a lot. From handling my emotions to letting things go, I have seen myself evolving in these 2 years. Also, not just the friends, but some faculties here also take care of you so well, guiding you at every point, taking away your self-doubts, that one actually feels being home.

Along with that staying in this competitive but party place Delhi was like cherry on top. FORE actually provided me with ample of opportunities in terms of placement, competitions, International immersion program etc. I will really miss this place and the people here. Every corner of this campus reminds me of some amazing moments that I will cherish my entire life. I came to FORE to learn, grow, find the missing piece required to succeed and enhance my personality overall and I think I have achieved what I wanted. Thank you FORE for making this whole agenda of MBA worthy, and giving me many crazy experiences to reminisce my entire life.

Shakshi Alok Jain

Immense learning! Unforgettable moments! And a lifetime of memories to cherish! -That pretty much sums up my two years here at FORE- joining which was a great decision of my life. Nervous and new to handling multiple things at the same time initially, I didn't realise how easy it was after I did it. First year was pretty hectic with all the assignments, projects, committee work and what not. But thanks to my amazing friends, professors and seniors who were always there to help and offer support immediately.

Being from commerce background, I was sure about specialising in finance and was pretty fortunate to get the opportunity to work on a credit project in Kotak Mahindra Bank, New Delhi for my summer internship. The international immersion



programme in Singapore offered the most happening and satisfying experience in these two years- Something that can't be forgotten. Now that I am all set to join my family business, I sincerely hope I use my learnings optimally and add considerable value to it.

Looking back, I like to see my journey at FORE as bits and pieces of small learnings put together which shaped & boosted my confidence to take the right decisions in life. And a pool of beautiful memories created with the best of people to be cherished for all times to come! FORE FOREver!

Pallavi Jain



Joining FORE School of Management was one of the turning points in my life. Coming from a Science background, initially I was very nervous about taking up the mandatory Finance subjects but now when I look back at it, I could pull it off well with the support of the faculty who was always ready to help and friends who had my back every

time. Amidst the hectic schedule, assignments, end term exams and the late night study sessions, the first year just flew by. The trip to Singapore for the International Immersion Programme at Nanyang Business School was one of the most eventful weeks in these two years. Learning about new aspects of International Trade in the classes and enjoying the nightlife and sightseeing in Singapore are some of the moments I will cherish for the rest of my life. The Summer Internship Programme was another experience in this journey that helped me work closely with my deep passion for automobiles. I consider myself lucky that I got a project with Tata Motors Limited in the marketing headquarters in Mumbai. This experience helped me move in the correct direction for Final placements and also improved my competencies in the same field. Apart from this, motivation from my friends and family helped me work in the correct direction and I could secure a job in the domain of my choice, Hyundai Motors India Limited. Getting used to the pressures of MBA life, I found some really dependable friends with whom I've made the best of memories, be it trying to submit a project when the deadline is close or a bunch of people eating from the same lunch-box. This space seems too small to pour my heart out but I'd like to end by quoting, "We didn't know we were making memories, we just knew we were having fun". FORE School of Management will always be a part of my heart, my soul.

Rishab



I distinctly remember the first two months of MBA, “Overwhelming” would be the appropriate word to describe the duration. Coming from BBA background, I was pretty confident about what the course has to offer but soon I realized it is the experience which is going to frame my career.

Initially, it was a big challenge to manage as there was always too much to be done. At time I was working on six different projects with six different teams with deadline of 11:59:59 of the day. Surely while managing things like that I felt a true charm of an MBA student. My aim to get good grades took a back seat as there was too much to explore apart from grades. The world at FORE was beyond the grading system, the best contributors in class discussions were not limited to the top scorers instead each fellow had a very different understanding & perception of the world which was unique in its own way, which always surprised me.

Soon I started adjusting with the pace of curriculum and began working to explore abundant opportunities. From participating in different competitions in B-schools across the country to organizing events in our college, all were a part of great learning experience.

Undeniably, one of the most important events in MBA is the placement season. I can never forget the feeling of students walking into the interview rooms with eyes full of hopes to get their dream jobs and then coming out with shining faces celebrating the success of their efforts.

They tell you MBA is all about white shirts and serious faces but I have seen the brightest, colourful and the most vibrant shades of mind here. I am grateful for meeting some of the best peers, faculties who inspired me to excel and the amazing two years at FORE.

Akanksha Gupta

I ran into the MBA program with little to no idea of what I want to do in life. I was never this person, I had spent my initial 17 years travelling and studying in 3 different countries, meeting many people, having a goal and purpose in life. I started my first job when I was only 15 years old, where I worked with a sports equipment store handling their accounts. But I suddenly lost it all, after moving back to India, I lost all the passion that I had in me to work, the desire to meet new people, and most importantly I lost the goal I had in life.

I spent most of the next 6 years in hibernation, till I joined FORE, where I was flooded with opportunities, work and insomnia. It is here that I realised that we need to truly love what we do, and we don't need to officially be a part of something to work for it. I worked in many live projects, spent hours on end in the committee selection process, and also spent a lot of time working in the presidential elections. I learned a lot more outside classrooms than inside them, it is all because of the



people I worked with. I learned to appreciate the little things in life. The only thing that I lacked in experience was to be the part of a committee. In the second year, by the time we train juniors to take over the committees, I got to be the part of my own committee, along with 3 other people. We were given the task to revive TEDx at FORE after a gap of 2

years. Now I can say that I have gained a purpose in life, and I know what I want to do. I don't believe that any of it would have been possible if had not been here. I got everything that I could have possibly ever wished for, and it saddens me to see the time here is about to end. I would gladly go through the entire two years all over again, without changing a single thing.

Imaad Beg

Section Wars

The academic year 2018-19 ended on a high and energetic note with the final event for the session, Section Wars. FORE Sports and Cultural Division organized the tournament which was a profound exhibition of sports and culture. The theme for the year was “Superheroes” and every section in junior and senior batch was named after superhero clans or names for the tournament.

The events conducted in the tournament included badminton, cricket, throw-ball, chess, carrom, arm-wrestling, table-tennis, pool, tug of war and the much anticipated talent hunt. The entire tournament took almost a month to finish, a month filled with enthusiasm and dedication from the students to contribute to their respective sections in hopes of winning the section wars. The active and overwhelming participation from students along with FSCD's continued efforts helped make the event fun-filled and extremely competitive. With the tournament coming to an end, the final results were declared by Team FSCD.

The winners for the individual events are as follows:

Badminton	-	IMG 11D (Agents of Shield)
Throwball	-	IMG 11E (Elemental)
Carrom	-	FMG 27C (Deadpool)
Table Tennis	-	FMG 26B (Swat Kats)
Tug of War	-	IMG 11D (Agents of Shield)
Cricket	-	FMG 27B (Swat Kats)
Chess	-	FMG 27C (Deadpool)
Arm Wrestling	-	IMG 11D (Agents of Shield)
Pool	-	FMG 27C (Deadpool)
Talent Hunt	-	FMG 26B (The Dark Knight)

Akshit Chawla from FMG 27C was credited as the best player of the tournament. IMG 11D emerged as the best team of the tournament which was well deserved and possible due to the extra mile covered by the section captain and participants as well as the strong support shown by fellow students in the class. IMG 11E was the runner up for the tournament.

New Year Get together

The more we can get-together and talk about various perspectives, feelings, beliefs, the better.

- William P Leahy

This year it was no different, like the previous years FORE organized the get-together for the celebration of New Year on January 1, 2019. Members of Executive Board, Faculty and staff were present on the occasion. The get-together was very pleasant because of the happiness of everyone one meeting and

greeting each other in a relaxed environment and everyone relished the scrumptious lunch. The emotional bonding within each one's heart could be felt in the air!! After relishing the scrumptious lunch everyone bid adieu to each other.



Students' Council 2018 - 19



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