



FOREprints

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Message from Director



E-commerce or electronic commerce has drastically changed the manner in which business is carried out today. Not only the pure online businesses, but the brick-and-mortar businesses also are trying to find newer ways to interact with customers using the internet. Undoubtedly, the internet is proving itself as the most important sales enabler in today's digital world. A recent addition to e-commerce terminology is d-commerce (digital-commerce); it is used in the context of electronic contents such as selling news, subscriptions, documents or any form of electronic content.

It is not that e-commerce has assisted businesses to produce more products, but through reduction of search costs and transaction costs it has made available a large number of choices to consumers at lower prices. For example, instead of choosing from hundreds of books in a bookstore, consumers can now choose from millions of books in an online store like www.amazon.com. E-commerce also has the advantage of providing products at considerably lower prices. This has been made possible through the removal of traditional distribution channels and significant reduction in inventory cost.

However, availability of many choices and products at lower prices has resulted in a new kind of a problem. Customers find themselves confused regarding what and where (which product to purchase and from which online store) of their intended purchase. This has prompted many e-commerce stores to apply mass customization principles to further reduce prices as well as to engage in aggressive promotions to woo a potential buyer. This has only further aggravated the decision paralysis a buyer gets into. One possible solution is the 'Recommender' systems which help suggest products to customers based on a 'collaborative filtering' mechanism, along with a 'Referral' system that builds up a reputation of a buyer and/or a seller. This way, customers will get relevant information quickly and escape decision paralysis. This will help online sellers as well to fine tune their 'sales proposal' based on a customer's demographics, her past buying behavior, etc. and adapt itself to the new selling-buying environment in the digital space.

The end result is a more satisfied customer and thus, making e-commerce more popular by the day. So, it goes without saying that e-commerce is a business model that no businesses can afford to ignore today.

Dr. Jitendra K. Das

Editor's Desk



Faculty Editor

In October FORE had its alumni meet. This year too, it was an endeavour to interact with ex-students. Many students came to meet me as well and shared some of their experiences since they graduated from FORE. I was happy to know that our students are doing well and making a name for themselves. I was surprised when not one but many ex-students asked me whether I was still the same disciplinarian as I was at their time. I laughed and said, Old Habits die hard!

In today's world where a large number of excellent competitors compete, Discipline, Determination and Dedication (3 D's) are essential ingredients to reach the top. When I was a young boy, my parents emphasized on discipline in everyday life. One should be disciplined in terms of punctuality, eating habits, the way we talk, the way we walk and most importantly, how we dress. Determination under difficult times is what distinguishes a 'marathon winner' from the 'also-rans'. Dedication means perseverance and diverting all energy towards your aim. Dedication, you can say translates into 'sacrifice'. In the words of JRD Tata, "Nothing worthwhile is ever achieved without deep thought and hard work".

Follow the 3Ds and no one can stop you from becoming a CHAMPION!

Dr. Hitesh Arora



Student Editor

The previous three months have been remarkable in many ways. The college was successful in procuring a TEDx license through the unrelenting efforts of the student council. Moreover, students were involved in many more activities and competitions. It was also after a long time that Jubilate '14 was held outside our campus, amidst much fanfare.

Through this edition of FOREprints, we look back at these and many more events at FORE. I thank my team and everyone associated with the newsletter, for putting together this edition of FOREprints.

Ankit Sharma

Patron

Dr. Jitendra K. Das

Faculty Editor

Dr. Hitesh Arora

Student Editorial Team

- Ankit Sharma
- Ishana Singh
- Supriya Sharma
- Shweta Wattal
- Shambhvi Singh
- Abhishek Tyagi
- Debpriya De
- Ashish Dua

Book Launch Event

FORE School of Management organized a book release event for its first ever special book on "Malaysia: Challenges and Perspectives", published by Bloomsbury containing 20 articles (358 pages) on August 14, 2014 at its campus. More than 80 participants from corporate world attended this event.

The book was inaugurated by His Excellency Dato' Naimun Ashakli Bin Mohammad, Hon'ble High Commissioner of Malaysia to India. Mr. R. C. Sharma, President-FORE, Dr. Jitendra K. Das, Director- FORE and Dr. Hitesh Arora, Chairman (Publication, Research and Seminars)-FORE, shared the dais with the chief guest. The articles in the book are written by FORE-faculty members who had an enriching experience at Malaysia during their International tour for the Faculty Development Programme (FDP) in October 2012. In this book, FORE faculty members contributed to the various aspects of Managerial Lessons for India and Malaysia.

Mr. R.C. Sharma, President- FORE appreciated the effort of FORE faculty members in writing various articles on Financial Services, Trade and Infrastructure, Public Utility Services, Women and Cultural Dimensions, Governance and Corporate Social Responsibility. He also emphasized on the rich heritage of Malaysia and encouraged faculty members to write about it. This led an important foundation of FORE faculty members to come up many more books on the experience of their International FDPs which is organized in different parts of the world.

The Director-FORE, Dr. Jitendra K. Das, welcomed the Chief Guest and presented a brief of all the articles written in the book. He briefly talked on "How Malaysia has become one of the most prosperous Southeast Asian economies surpassing the income per capita of countries like Indonesia and Philippines and India should try to emulate Malaysia's success story stemming from outward-orientation, high standards of education and high savings rate".

His Excellency High Commissioner of Malaysia to India - Dato' Naimun Ashakli Bin Mohammad was delighted to release the book and deeply valued the contribution made by FORE faculty members. He talked highly of the relationship between India and Malaysia and how they can leverage it through different trade and mutual understandings. He further encouraged the FORE faculty to come up with more books on Malaysia.

At the end of the event, Dr. Hitesh Arora, Chairman - Publications, Research and Seminars, FORE School of Management, proposed vote of thanks.

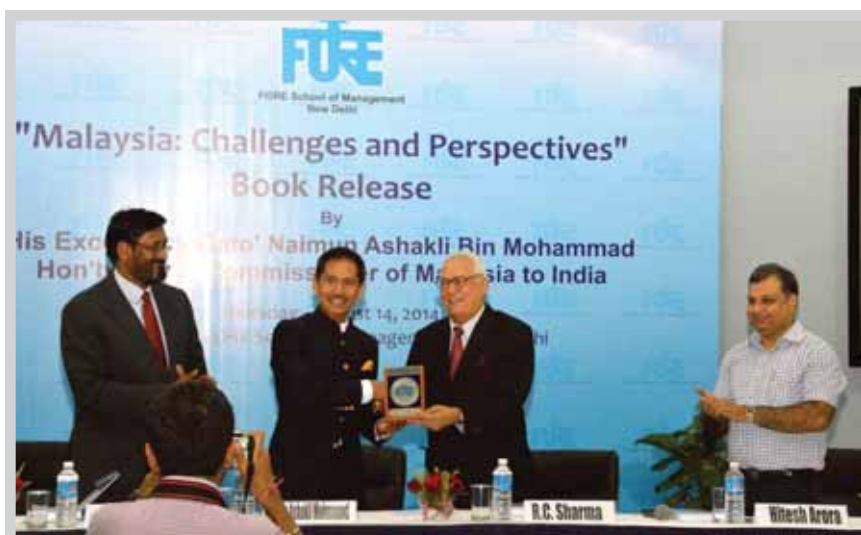
The Book lunch event finally drew to a close with the singing of National Anthem. This was followed by a get together and dinner in *pragya* hall.



Guest of honour lighting the lamp



Book launch by Hon'ble dignitaries



Shri R.C. Sharma felicitating the Chief Guest

India Investrade 2014

FORE School of Management in association with Indian Chambers of Commerce (ICC), organized the “India INVESTRADE 2014: Building synergies for Trade & Investment” on July 23 - 24, 2014 at Sedona Hotel, Yangon, Myanmar. More than 250 investors from India and Myanmar participated in this summit.

The eminent dignitaries who attended the summit were Mr. Shiv Siddhant Kaul, Vice President, ICC; Mr. Win Aung, President, UMFCFI; Mr. Ameisingh Luikham, Secretary, NEC, Government of India; Mr. Gautam Mukhopadhaya, Ambassador of India; Hon’ble U Myint Swe, Chief Minister of Yangon; Mr. Zenith M Sangma, Hon’ble Minister, Department of Sericulture & Weaving, Govt. of Meghalaya; Mr. Rajiv Moudgil, GM, Mesco Steel; Mr. Jasmeet Singh Narula, Head – Representative Office in Yangon, EXIM Bank; Mr. Tint Swe, CEO, UMFCFI; Mr. P W Ingty, Principal Secretary, Deptt. of Industry & Commerce, Govt. of Meghalaya; Mr Lenison D Sangma, Parliamentary Secretary, Deptt. of Industry & Commerce, Govt. of Meghalaya; Dr Daw Marlar Myo Nyunt, Deputy Director (DICA), Ministry of National Planning & Economic Development; Captain R K Tandon, Sr. Vice President, Shipping Corporation of India.

Dr. Jitendra K. Das, Director, FORE School of Management, was invited to address the theme in Business Session II on “India



Dr. Jitendra K. Das with other panelists

– Myanmar Economic Cooperation in Services sector” on Day 2 i.e. July 24, 2014 in this seminar. He was accompanied by the following prominent co-panelists:

- Mr. Ravindra Pai, Senior VP, Apollo Hospitals
- Mr. P Kharkhongar, Principal Secretary, Agriculture, Sericulture & Horticulture, Govt. of Meghalaya

2nd National HRM Summit

‘Preparing for Talent 2020: Lead, Develop, Engage & Reinvent’



Dr. Jitendra K. Das addressing the audience

FORE School of Management in association with the National HRD Network (NHRDN) organized the 2nd National HRM Summit on “Preparing for Talent 2020: Lead, Develop, Engage & Reinvent” on August 22-23, 2014 at Welcome Hotel Sheraton, New Delhi. More than 200 delegates participated.

The eminent dignitaries who had attended the summit were Mr S Ramasubramanian, Director HR, Max India; Mr Arun Sehgal, Director HR, Glaxo Smithkline; Dr Shalini Lal, Director HR, Deutsche Bank; Mr SY Siddiqui, Chief Mentor, Maruti Suzuki India; Mr R Anand, Vice President, HCL Technologies; Mr Abhinav Chopra, Executive Vice President HR, Viacom 18; Mr Saurabh Nigam, Vice President HR, Snapdeal; Dr Shalini Sarin, VP- HR Country Partner & CSR, Schneider Electric India Pvt. Ltd.; Mr

D P Singh, Vice President HR (India/South Asia), IBM; Mr Krish Shankar, Head - HR Indian Sub – Continent, Philips; Mr Vinod Chaturvedi, Joint Executive President & Head HR, Ultratech Cement Ltd; Mr Jitender Chaudhary, Sr. Vice President Corporate HR, Orient Electric, C K Birla Group; Mr Umesh Dhal, Vice President HR, LG Electronics; Mr J S Kaushal, Director Personnel, Central Warehousing Corporation Ltd; Mr Ashu Malhotra, Sr Vice President HR, Jabong.Com; Mr Subrat Chakravarty, Chief People Officer, Birlasoft.

Dr. Jitendra K. Das, Director, FORE School of Management, delivered the Special Address in the inaugural session “Engaging the 21st Century Workforce: Human Capital Trends 2014” in this seminar. He was accompanied by the following prominent co-panelists:

- Mr S V Nathan, National Secretary, NHRDN & Director U.S India Talent, Deloitte
- Mr Yogi Sriram, Sr VP – Corporate HR, Larsen & Toubro
- Mr Dilip Chenoy, MD & CEO, NSDC
- Ms Vishalli Dongrie, Sr Director, Human Capital Consulting, Deloitte
- Mr Kamal Singh, Director General, NHRDN

Panel Discussion on “Clean Energy and Environmental Sustainability”

Centre for Sustainable Development organised a Panel discussion on “Clean Energy and Environmental Sustainability” on August 25, 2014 at FORE school of Management.

In this panel discussion, Dr Prabhat Kumar, Distinguish Scientist, Chairman and Managing Director, Bharatiya Nabhikiya Vidyut Nigam Limited (BHAVINI); Dr P P Bhojvaid, Director, FRI, Dehradun, Dr Rajiv Garg, Director/Advisor, Coal India participated as panelists.

Dr Jitendra K. Das, Director, FORE School of Management, participated in the discussion as a moderator and successfully led the discussion towards a fruitful direction.

Dr. Prabhat Kumar commenced the discussion by stressing on the fact that it’s an individual’s responsibility to see what’s happening around him. He said, “Industry means creating something new, not always altering the existing things”. Anything creating energy must be tapped. While he discussed the salient features of major reactor components on one side, he further added a word of caution for all by describing a few ethical practices and scope of betterment.

There can’t be any form of energy that is completely clean: Dr. Rajiv Garg began with the above words, followed by some facts regarding coal consumption in India. He further discussed the issues related to pollution and controversies due to use of coal. “Achieving environmental sustainability is one of the major priority of India”, he said.

Dr. P.P. Bhojvaid emphasized on the concept of “How to make wealth out of waste”. Along with shedding some light on facts related to energy consumption pattern of Indians, he stressed on the usage of biomass in villages.

The discussion ended with an interactive question and answer round, in which students asked a multitude of questions, including the relationship between coal and sustainability.



Dr. Jitendra K. Das voicing his opinion in the discussion



Dr. Subhasis Bera proposing vote of thanks

Professor in-charge of the Centre for Sustainable Development, Dr. Subhasis Bera pointed out that active participation of FORE faculty and students reveals the commitment of FORE in dealing this global issue outside of their routine activities. The event proved to be a rounding success and created the need for environment sustainability by incorporating CSR activities in the students’ future endeavors.

Student Achievements



Gagandeep Chawla receiving the award from Mr. Mohan Saxena, MD, Ayurved Ltd

Ayurved RMAI Flame Student Awards 2014

Gagandeep Chawla (FMG-22) recently saw his summer internship hard work pay off. His summer project titled ‘Study of buying behavior of the customers and Future path in 125cc motor cycle segment’ for Hero Motocorp Ltd., bagged the third prize at the 8th Annual Ayurved RMAI Flame Student Awards 2014 held at the India International Centre, New Delhi on September 26, 2014.

The competition, which is an initiative by the Rural Marketing Association of India (RMAI), seeks to recognize exceptional student work done in the field of rural marketing. The competition received 167 entries from 48 top B-schools across the country.

Anubhuti—An interface with the corporate world

Corporate Interaction Division (CID) organized an “Anubhuti Session” on August 26, 2014 for FMG-23 in Virajaram Auditorium. Mr. Abhay Desai, Vice-President, DNA India, was invited to give his views on “The Changing Media Consumption”. Mr. Abhay Desai, an IIM Kolkata alumnus, shared his journey of how an Electronic Engineer became a part of the Media Industry. He explained that from Eicher Motors to an interview with the HR of Hindustan Times, it was just a matter of pure chance that his love story with media began. It was there that he learnt that nothing could drive consumerism more than advertising. He shared three videos with the students where each video in its own way pointed out the power and influence advertisements have on the lives of people.

Newspaper Industry is an industry that needs to be reproduced, redesigned and rehashed every single day. One of the major drawbacks of the industry is that it tends to make a loss of approximately 1crore per day on an average in one city (metropolitans). The reason behind such unbelievable costs is that the 70% of the production cost is due to the raw materials. White Newspaper as explained by Mr. Desai, is sourced from a bark that is not available in India and hence needs to be exported. Any fluctuation in Rupee has a direct effect on the raw material cost. In spite of such high losses per day, newspaper industry still thrives because it still remains the first mode of credible information which is available to the masses at a cost less than a cup of tea.

Mr. Abhay Desai revealed that one of the biggest misconceptions in the West is that “Newspapers are retiring”. On the contrary in South East Asian countries including India, Media Industry is growing at a very fast pace. Quoting the statistics, in 2013, Indian Media Industry had a growth rate of 11.9%. It is predicted that by 2018, growth rate of Full Media Industry (TV, Print, Radio, Digital etc.) will be increased to 14.2%. This growth can be credited to the increase in the Regional Language Prints which has managed to revolutionize the print industry. Hindi Print Industry alone has seen a growth rate of 10% (CAGR of Indian Print Industry – 8.5%). As on March 2013, there are 12634 registered newspapers for English and Hindi.

From selling media to selling consumers, it is one of the most significant shifts that has changed Media Industry and its consumption. Advertising is no longer media centric but puts more emphasis on the consumers. USP is news and not the media.

Mr. Abhay Desai threw light upon many future trends that can soon be seen as a part of Media Industry. To name a few, Adversioning – a software that enables good advertising based on Geography, High Definition Viewing, Smart Box, Mobile First and many more are the future of advertising in India.

Mr. Desai attributed this change in Media consumption to a worldwide phenomenon i.e. “Rise of the Global Middle Class”. According to him, it’s the middle class income group that buys the essential goods and has the highest impact on the overall economy of the country. They are the reason behind this change in perceptions of advertisers.



Mr. Desai engaging with the students

Mr. Desai was questioned on various aspects of the Media Industry by the students. One of the very interesting queries that came up was about “Yellow Journalism”. Mr. Desai explained that entire industry revolves around what the reader wants. Yellow Journalism is all about perceptions, what might be wrong to one reader might end up as a source of news for other. He was also asked to justify the presence of digital apps of the newspapers especially if the newspaper industry is facing high losses. To this, Mr. Desai clarified that in order to reach and manage the scale of consumers, it has become the need of the day to go digital.

Corporate Interaction Division (CID) organized a guest lecture on August 8, 2014 in Virajam Auditorium for FMG 23. Mr. Pranav Poddar, Director of Syenergy Environics was the guest speaker for the event and the topic of discussion was “Effects of Natural and Man-made Radiations on Human Health and Ways to Protect Health and Build up Immunity”. Syenergy Environics was conceptualized in 2005 with an aim of providing its customers better health, improved interpersonal relationships and reduction in the overall rate of machinery breakdowns. The company specializes in three activities namely, Radiation Management Services for Buildings, Products for Radiation Protection from Mobiles, Computers, Transmission Towers and lastly, Health awareness and Diagnostic Programs.



Mr. Poddar interacting with the audience

We live with natural as well as man-made radiations in the environment. This constant interaction with radiations from our cell phones and other electronic devices, affects us in ways we cannot comprehend. Environics, as explained by Mr. Poddar, tries to come up with the best possible feasible method to protect us from these harmful radiations. He compared the Mobile Phones Industry with the Tobacco Industry as both of these suffered from the same phenomenon. Both were Multi-Billion Companies, their products were linked to illnesses and both the Industries denied any links with health problems.

Mr. Poddar pointed out a few adverse effects of electromagnetic radiations on human beings. According to Hungarian Scientists, sperm count is reduced by 30% in men who constantly keep their cell phones in pocket. It has often led to deformities in fetuses when exposed to prolonged radiations during the first trimester. Many links have been established to correlate cancer with distance of mobile towers. Mr. Poddar quoted, "Cancer is a disease of location".

He then provided the audience with ways to mitigate the effects of these radiations. ENVIRO STRIP can be used to dilute the

effect of radiations from mobile towers located in the near vicinity. This electronic device, when fixed around the tower, changes the nature of the radiation to protect the people. Another very innovative product of Environics, the ENVIRO CHIP when placed on mobile phones will ensure that the EMR has no negative effects on our health. These devices have gone through rigorous checks from the leading healthcare centers in India like AIIMS, Max etc. Apart from the individual devices, Environics also facilitates innovative practices that create healthy work spaces. Environics have been hired by various institutes to diminish the geopathic stress i.e. the natural source of radiations.

A number of questions were posed by the students to Mr. Poddar. One of the basic curiosities amongst the students was the effect the Environics products had on other parameters like signal strength. Mr. Poddar clarified that their chips merely change the wave pattern of radiations to make it compatible with the human body. It has no interference with the signals and hence creates no distortion in communication.

Entrepreneurial Journey of Forepreneurs

The first formal event for the junior batch was organised by CED in the form of Forepreneurs and it was indeed a befitting one as it gave the first years an opportunity to interact with successful entrepreneurs from their very own college. What more can one ask for in the form of motivation and inspiration!

The session started with an introductory speech by Dr. Anita T. Lal who spoke about the importance of promoting the culture of entrepreneurship amongst students and how doing things differently as well as the risks and innovation entailed in this field of work would maximise their personal satisfaction.

The first speaker was Mr. Sanjiv Bajaj (Founder and Managing Director of Bajaj Capital). "It is in your blood if you want to work for someone or work on your own", he said, while emphasising on self belief. He believed that each one of the students sitting out there was a powerhouse and was capable of achieving anything and everything.

Mrs. Anu Pachisia (Founder of Silver Star) started her career with garment exports but went onto export fashion jewellery in 2004 and has never looked back since then. Having worked very hard to get where she is, she is a prime example of a successful woman in this field who has managed to strike a balance between her professional and personal life. She stressed on the fact that entrepreneurship was a field where one could cherish one's own work space and timings while doing the work they enjoy.

Mr. Sanjay Sarma (Co Founder and CEO, Design Worldwide) was a Brand Strategist in the field of marketing and then went onto advertising. It took him 15 years to get into entrepreneurship, and he strongly advised against anyone following suit. His 15 life lessons including timing, discipline, learning from failures and so on, proved to be a great inspiration for the soon to be entrepreneurs sitting in the audience.



The Hon'ble panelists

Mr. Nikhil Nanda's (Managing Director, JHS Svendgaard Laboratories Limited) drive to success was recognition, power and money. He believed that, "It was better to cry in a Mercedes rather than cry alone." A very important point he raised was that one should start their entrepreneurial journey right after college and not wait because time waits for no one. "If you play it safe, you never grow." All in all, the event was very interesting and opened the student's minds to a new career path.

The event came to an end with a rapid round of questions from the Faculty- in- Charge Dr. Anita T. Lal to the entrepreneurs followed by an interesting Q& A session from the students. The seminar on Entrepreneurship for the first year students was truly an informative and enriching experience for the students, who were left with a parting shot from each speaker- If Mr. Nanda, urged them to "start their entrepreneurial journey right after college. Then Mr. Sarma advised the students to "Stay curious to learn more;" while Mr. Bajaj persuaded them to "Have a belief in whatever you do.;" Ms. Pachisia convinced the students to; "Always stay honest to their work." Besides the final words from the speakers that left an indelible impression, there were several important takeaways for the students, notably the valuable advice that students will need to realize their own entrepreneurial dreams.

An Idea that Changed Lives!



Mr. Vivek Malhotra with the students of FORE

On Sept 13, Mr. Vivek Malhotra, Marketing Vice President of Idea and an alumnus of FORE, visited the campus to throw light on 'Future of Telecom Industry: 4G Technology'.

Mr. Malhotra began by busting the common myth which says that 3G is going to disappear once 4G comes in. He explained that the device decides which network to fall in depending on where you are. 10 years from now, the world will have 5G but it should be noted that though the speed will go up but mobility will fall down for an initial period as it won't be available everywhere. Talking about latest trends and customer experience, he said that 50% of mobile users abandon web pages after 10 sec. Hence, time to content is critical for user experience. LTE users consume two times more data than 3G users. LTE driving higher data

traffic represents a big monetization opportunity. He further commented that at present, there are very few devices that support 4G. On being questioned as to why 4G is available in larger data packs, Mr. Malhotra said that people who have a high end smart phone use more data; hence they do not mind paying more. In fact, operators in all regions are using unlimited voice and messaging as a differentiator for 4G smart phone tariffs.

Talking of the global scenario, the revered speaker said that Korea started with 75 Mbps while we are currently using 3Mbps. Though, LTE can take it to 21 Mbps, our devices are not ready for that kind of speed. In India, mobile data volume grew by 101% and smart phone users in urban India crossed 51 million in 2013.

While talking about the challenges and opportunities in the telecom world, he said that selling is not easy, even today. "If we are to consider mass adoption, the prices are pretty high. The real challenge in front of the telecom players is to bring down the prices of hardware". He said that though the telecom industry is sitting on great opportunities, it is the multiple offerings and pricing models which define early winners. If one player builds coverage and capacity, the other must follow or perish.

Alumni Recognition



Young Achiever Award

Our esteemed alumnus, Mr. Atishaya Mutha, FMG-11, has won the prestigious YOUNG ACHIEVER AWARD at the INTERNATIONAL INDIAN ACHIEVERS AWARD 2014 ceremony held in Mumbai. These awards recognize achievements of NRIs from different fields in different countries.

We extend our heartiest congratulations to Mr. Mutha on his phenomenal achievement.



Super Woman Achiever Award

Ms. Nidhi Seth, FMG-5, received the prestigious "SUPER WOMAN ACHIEVER AWARD" at the "World Women Congress & Awards" ceremony where women from 66 different countries were felicitated.

FORE School of Management would like to thank her for taking the legacy forward and making us proud.

Alumni Interactions

Arindam Mr. Mukherjee - Head of Banking and Financial Services, CISCO

You know that it's worth being a part of an event when the speaker speaks out the truths and facts of life, revealing how choices are made in career and how life goes about in the corporate world.

Arindam Mukherjee, the head of Banking and Financial Services, CISCO, and an alumnus of FORE School of Management, began the session by saying, "Given the way you lead life, there will always be choices to make". True to every word, he embarked upon the difference between knowledge and skill.

It was enlightening for the crowd consisting of future managers to know how IT industry has evolved over time, which he elucidated with examples of CISCO, Google and Twitter. Emphasizing on the fact that jobs requiring skills rather than routine stuff are difficult to find, he discussed various reasons of job switching in corporate world. One of the highlights of the interaction was when he asked a question to the audience: "Who do you work for?" He further gave his own life's example to show how things take a different course and how goals become clear only to few and not all.



Mr. Mukherjee answering the students queries

The Q&A session, was very interactive with students asking questions ranging from tips for survival in the corporate world, to another student asking why he switched two companies in the past. To conclude, he discussed how 'Talent' & 'Connections' act as two ultimate tools to survive in corporate world and the fact that if one gets up in the morning feeling unsatisfied, he is definitely happening.

On the whole, the event was a huge success, giving the audience a learning of a lifetime.

Mr. Ankur Astha, Media Planning Head- General Motors

FORE Alumni Network (FAN) gave the students of FORE School of Management a chance to interact with one of their very own. Mr. Ankur Astha, Media Planning Head- General Motors, visited the campus on August 23, and shared his thoughts on consumer insights.

The speaker kicked-off the session with an explanation of the Sigmund Freud's Pleasure-Pain principle. With the help of numerous examples, he explained how marketers strive to position their product so that consumers derive maximum pleasure and minimum pain.



Mr. Ankur Astha addressing the students

Drawing references from his experience in the media industry, the speaker explained how marketers are now resorting to simple and relevant advertisements. Unnecessary complexity confuses the consumer and does not help in getting the marketing message across.

Students got a chance to understand how the media planning and advertising industry works. Mr. Astha explained how market share, market prioritization and metrics such as Brand Development Index (BDI) and Category Development Index (CDI) help a media planning firm in market prioritization and consequently allocation of funds for different channels of communication with consumers. He used a 2 x 2 matrix to explain how low and high values of BDI and CDI can help understand the current brand positioning of a company.

Mr. Astha also used the opportunity to give a bird's eye view of other industries and the metrics they use to judge success of marketing strategies. Be it Television Rating Points (TRP) for TV Viewership or circulation/readership for the newspaper circulation industry, students got to learn about a variety of metrics used to judge the success of strategy employed in engaging via different marketing channels.

The speaker engaged the audience throughout the length of the session with thought provoking questions. This encouraged students to respond with enthusiasm. His calm and pleasing demeanor helped the students connect with him and ensured that the session was a resounding success. The session concluded with a rapturous round of applause and a delivery of vote of thanks.

Faculty Focus

Prof. Faisal Ahmed

Papers Published

A Case Study entitled "Parliamentary Election Impact on Indian Capital Markets", by Ivey Publishing, Richard Ivey School of Business, Canada. The Product No. is 9B14N014 and the publication date is July 23, 2014. The case study is authored by Vipul K. Singh and Faisal Ahmed.

A textbook *Business Environment – Indian and Global Perspective* (ISBN: 978-81-203-5022-9), New Delhi: Prentice-Hall of India (PHI Publishing). The book is co-authored by M. Absar Alam.

Invited as a panelist in Round Table Discussion on Afghanistan geopolitics organised by the Centre for Asian Strategic Studies at Le Meridian, New Delhi on August 27, 2014. He spoke on the theme of foreign troop withdrawal from Afghanistan and its geopolitical and geo-economic implications for India.

Presented a paper entitled "Geo-economic significance and financial integration of RCEP (ASEAN+6): Some empirical evidences" at the 9th Annual London Business Research Conference at Imperial College, London, on August 5, 2014. He also chaired a session on 'Economics and Finance'.

Prof. Mohit Anand

Presented a paper titled "A Dialogical Model for Market Building in Emerging Markets" at the *Annual Academy of Management (AOM) Conference* under Business Policy and Strategy Division (BPS) at Philadelphia (USA) August 1-5, 2014.

Prof. Hitesh Arora

Book Edited

Arora, Hitesh., & Das, J.K. (Ed.) (2014). *Malaysia: Challenges and perspectives*. Bloomsbury Publishing India private limited: New Delhi.

Invited to be a reviewer for *International Journal of Operational Research (IJOR)*, *Inderscience*, USA.

Prof. Prachi Bhatt

Bhatt, Prachi (2014) Beyond Long-Standing Doctrine of Assessing Culture: Focusing on Other Uncharted Factors Contributing to 'Italian Way' of Cross-Cultural Management, *Working Paper No. 2014/11*, FORE School of Management, New Delhi.

Prof. Sanghamitra Buddhapriya

Buddhapriya, Sanghamitra (2014) Women in Italy from Renaissance to Present Times, *Working Paper No. 2014/10*, FORE School of Management, New Delhi.

Prof. Jitendra K. Das

Book Edited

Das, J.K., & Hitesh Arora. (Ed.) (2014). *Malaysia: Challenges and perspectives*. Bloomsbury Publishing India private limited: New Delhi.

Invited as the Programme Director in the In-House Training Programme on "Customer Relationship Management" for Engineers India Ltd. (EIL) held from September 4-5, 2014 in Engineers India Limited, Gurgaon to provide the orientation of Customer Focus to the Senior Management of EIL.

Invited as a speaker to address on "Higher Education: opportunities in India" in a Seminar on "India-Myanmar Trade through Land Border: Opportunities and Challenges" organized by Indian Chambers of Commerce (ICC) with Consulate General of India Mandalay on July 25, 2014 at Sedona Hotel, Mandalay, Myanmar. This session was accompanied by eminent dignitaries like H.E. Mr. R.T. Jindal (Additional Chief Secretary, Govt. of Assam), Mr. Siddhanth Kaul (Vice President, Indian Chamber of Commerce), Chairman - Myanmar Chamber of Commerce and Representative of United Bank of India, Kolkata.

Prof. Ambrish Gupta

A video shoot on Prof. Ambrish Gupta delivering a session on 'Understanding ROI Ratios' was filmed in their studio by Pearson Education. The video has been uploaded on YouTube. The link is: <https://www.youtube.com/watch?v=zImFfnWbzOg&list=PLwpU5rgaxf5pilyT6Bc7yoDZJrOwM8AHG&index=9>

Appointed as member of the advisory board of *International Journal of Management Science Review* (Jamia Hamdard University).

Appointed as member of the Editorial board of *Indian Journal of Research in Capital Markets*.

Appointed as Deputy Editor-in-Chief of *Journal of Management Research and Analysis*.

Appointed as member of the editorial board of *ELK Asia Pacific Journal of Project Management and Control*.

Prof. Vandana Gupta

Gupta, Vandana (2014) Amtek Auto's Acquisition of Neumayer Tekfor Group: Case Study of Cross Border M&A between India and Italy, *Working Paper No. 2014/12*, FORE School of Management, New Delhi.

Prof. Payal S Kapoor

Kapoor, Payal S., Jayasimha K.R., Sadh, Ashish (2014) eWord of Mouth via Social Media: Role of Source and Message Credibility Cues on Social Networking Site Facebook, *Working Paper No. 2014/14*, FORE School of Management, New Delhi.

Prof. Sumeet Kaur

Kaur, Sumeet (2014) Determining What Factors Affect Violent Crimes: A Study in India and Italy, *Working Paper No. 2014/ 13*, FORE School of Management, New Delhi.

Prof. Alok Kumar

Presented a paper titled "Economic Order Quantity Model for

New Products under Fuzzy Environment where Demand Follows Innovation Diffusion Process with Salvage Value” at the 9th Annual London Business Research Conference, Imperial College, London, UK on August 5, 2014. He also chaired a session on “Management”.

Prof. Anita T. Lal

Prof. Anita T. Lal has been felicitated by TiE Delhi President Mr. Deep Kalra (Founder & MD of Make MY Trip) on July 19, 2014 for Mentoring the TiE Young Entrepreneurs (TYE).



Prof. Anita T. Lal, with Mr. Deep Kalra, President TiE Delhi and Ms. Geetika Dayal, Executive Director TiE Delhi

Prof. Anita T was invited by IP University (RDIAS) to deliver a special lecture on ‘Cross Cultural Communication’ on Aug 26, 2014.

Prof. Mohita Gangwar Sharma

Invited to be a reviewer for *International Journal of Operations and Production Management (IJOPM)*, Emerald Publishing.

Prof. Shallini Taneja

Attended the *International Conference, University of Pennsylvania, USA*, October 17-18, 2014.

Forthcoming Events

Genesis

The Annual Management Festival at FORE which houses a plethora of events such as case studies, debate competitions, management games, nukkad natak etc.

Date : November 21-22, 2014

Venue : FORE School of Management Campus, New Delhi

FORE International Finance Conference-2014

An excellent platform which brings academicians, researchers, and corporate practitioners together to elaborate on the challenges of managing accounts and finance functions in dynamic global and emerging markets economies.

Date : 27-28 November, 2014

Venue : FORE School of Management Campus, New Delhi

FRESHERS@2014



Winners for the day

It was on July 18, 2014 5:00 PM, in Virajam Auditorium when the ice finally broke and the world was no longer white and grey. It marked the day, when the Junior Batch (2014-2016) after one month of heavy rigor could finally let their hair down. Fresher’s Party with its very attractive theme of Guns and Roses was an evening that shall remain etched in the minds forever.

Team NEXUS went out of their way to make this whole event a well-coordinated success.

The event was hosted by the very enthusiastic Vaibhav Agnihotri and lively Shuchi Singh from the senior batch. To decide this year’s title for Mr. Fresher and Ms. Fresher, three interesting rounds were organized. After the laughter filled session, the title for Mr. Fresher was awarded to Bhavya Gupta and Ms. Fresher was awarded to Shagun Wadhwa by the previous year’s Mr. and Ms. Fresher.

The Director, Dr. Jitendra K. Das along with a few faculty members also joined the event and added a new fervor to it.

Dr. Das went down the memory lane and talked about his own college days when he was invited to share a few words. But those were not just words, those were words tinted by nostalgia, words that reflected wisdom, words soaked by the fun filled moments that passed by.

A breathtaking solo dance by Swati Jhangiani, two group dances, a soulful song “Galliyan” by Abhishek Tyagi, a breathless song by Tanmay Bhatt and a duet song by the junior students invited huge admiration from one and all.

Apart from the Mr. and Ms. Fresher title, various other entertaining titles were given out. Some of them were – Most Number of Piercings, Red Wallet, The Funniest Phone Cover, The Highest Heel and The Biggest Tattoo.

A buffet dinner was also organized in the cafeteria to indulge the taste buds. Photo booth arranged just outside the cafeteria was one of the main attractions and a huge success with its props and name cards.

The whole event would not have been possible without the efforts and contribution of DJ Panache, one of the famous DJs of Delhi.

The memories of Fresher’s Party 2014, shall stay with us for many years to come.

6th Overseas Faculty Retreat in Tashkent (Uzbekistan)



FORE Faculty along with Director and President - FORE at Tashkent

'To achieve and sustain Leadership in Management Education, Research, Consultancy and Development' - FORE believes that the development of its faculty, particularly towards effective pedagogy, insightful research and consulting is critical for maintaining and further enhancing the FORE brand. In keeping with the FORE's tradition to encourage research among its faculty, the Faculty Development Programme (FDP) was organized in Tashkent (Uzbekistan) from September 27-28, 2014 in partnership with Tashkent State University of Economics.

The programme content was jointly designed by FORE School of Management and Tashkent State University of Economics - one of the leading Universities in Central Asia. The key speakers were Prof. Umar Burkhanov, Vice-Rector at Tashkent State University of Economics on Scientific Affairs (previously Chief Consultant at the Office of the President of the Republic of Uzbekistan), and Prof. Obidjon Khamidov, Chief of Service (Tourism) Chair at International Tourism Faculty, Tashkent State University of Economics. The FDP module explored several topics such as Problems of investing in emerging markets with focus on Uzbekistan and Central Asia, Socio-economic aspects of development of tourism on Silk Road, Business regulations and legislation for doing business in Uzbekistan. The modules touched upon brief analysis of Uzbekistan's macroeconomic condition, outlook of the Uzbek economy within the context of the Central Asia, major trading partners and trade commodities, competitiveness and future prospects of economic growth in Uzbekistan, etc.

Mr. R.C. Sharma, President, FORE School of Management pointed out that in addition to country specific issues being discussed at such faculty retreats, it is pertinent to foster and develop the members of faculty as a strong team and embed a sense of one big family that will take FORE School of Management to greater heights through increased cooperation and inter-disciplinary research collaborations.

"The objective was to provide an informal setting at an international location where faculty can have interactive exchanges with the international faculty through specially designed modules about business environment in Uzbekistan and Central Asia. This while simultaneously introspecting about research ideas emanating from such discussion," observed Dr. Mohit Anand, Associate Prof. for International Business and then Prof.-in-Charge; International Relations at FORE. "India's soft power is reflected through bollywood, music and dance which remain ever so popular among Uzbek people. [...] It was a pleasure conducting the session for FORE faculty, while explaining them about the Uzbek Business Environment and ways of doing business here, I also learnt about Indian business environment during my conversations with several faculty members," remarked Prof. Umar Burkhanov. In total, 25 members of the FORE faculty participated in this FDP Retreat. The experience was not just limited to sessions and academic exchanges with international faculty, the FORE family also had fun time exploring the historic city of Tashkent as well as a visit to the Independence Square, Emir Timur Square, Lal Bahadur Shastri Monument, Tashkent Metro, Memorial of Repressions Victims, Chorsu Oriental Bazaar, Chingman Mountains, Charvak Lake etc.

"FDP led to brainstorming of ideas, the modules were quite interesting that will eventually help us in developing research topics commensurate with our areas of interest" commented several faculty members.

To sum up, the FDP was a huge success. FORE School of Management, is among the few B-schools in India that consistently organizes such FDPs overseas for its faculty on an annual basis. The countries previously visited by the faculty for the FDP were Thailand (2009), UAE (2010), China (2011), Malaysia (2012), and Italy (2013).



FORE Faculty along with Director and President - FORE at Tashkent

Jubilate 2014



Shri R.C Sharma (President, FORE) Lighting the lamp on the occasion of alumni meet

"Parting is such sweet sorrow that I shall say good night till it be morrow."

It is often said that parting with one's alma mater evokes mixed emotions. On one hand, there is a zest to perform and earn one's place in the corporate world and on the other hand, losing touch with friends and student life in general makes one despondent. Jubilate, FORE's annual alumni meet event, seeks to pacify this emotion this by giving its students a chance to reconnect with peers as well as their alma mater.

On October 18, 2014, FORE School of Management rolled out the red carpet for its students in style with the plush Jaypee Vasant Continental playing host on. Alumni from various batches, dressed in their Sunday best, started pouring in by the minute. They were ushered towards the registration desk by student volunteers.

Abhishek Patel and Shilpi Singh, emcees for the evening, set the ball rolling by greeting all the guests. The event began formally with the lighting of the diya by Mr. R. C Sharma (President, FORE), Dr. B. B. L Madhukar (Vice-President & Treasurer, FORE) and Dr. Jitendra K. Das (Director, FORE). The three stalwarts then addressed the gathering, with each extending a warm welcome to the institute's former students and urging them to stay connected with their alma mater.

"Achieve your dreams in life. Take FORE's name ahead. Actively participate in FORE events throughout the year. And do come back in Jubilate 2015" - Jitendra K. Das, Director, FORE School of Management

Professor-in-charge FAN, Prof. Anupam Narula, was also able to point out the importance of such gatherings for the FORE School of Management alumnus. "FORE alumni have helped to bring transformation over the last 15 years. The FORE Alumni Network along with FORE Alumni Association have become a source of networking, establishing business types, and offering advancement opportunities."

The FORE Alumni Network (FAN) used the opportunity to recognize former students in four Alumni recognition award categories. Mr. Abhishek Gier (2004 batch) and Ms. Gayatree Anand (2010 batch) were awarded for public contribution.



Ex - students during the alumni meet

Mr. Sam Chopra (2008 batch) was recognized for his contribution to Alma mater. Mr. Shailesh Dash (1994 batch) was awarded for Entrepreneurship whereas his batch-mate, Mr. Tanoj Sarna, was recognized for Outstanding Executive Leadership.

Away from the dias, people could be seen mingling and reliving old memories. The excitement and camaraderie in the air was palpable. FORE faculty, in full attendance, interacted with their students and took immense pride in listening to the success stories of their mentees. The students on their part relived their own experiences with their favourite professors.

The alumni meet happened simultaneously across three other locations in India. While ITC Grand Central played host to FORE's alumni in Mumbai, the Bangalore and Kolkata chapters were held at The Goldfinch Hotel and The Taj Bengal, respectively. For those who couldn't make it to the event, FAN team engaged via a live feed on Facebook and Twitter. The constant stream of updates meant that people were virtually involved throughout the duration of the meet.

Business cards exchanged, promises made to stay connected, memories revisited and some new ones created along the way - Jubilate 2014 had well and truly served its purpose. Kudos to FAN Committee Members and team FAN for pulling off this fantastic event.



All ears: listening in attention

Welcome to FORE Family



Dr. Payal S. Kapoor completed her Fellow Programme in Management (PhD) from Indian Institute of Management, Indore. Her research thesis is centered around understanding electronic word-of-mouth behaviour on social media. She has presented her research work in prestigious national and international conferences and was presented with the “Best Paper- Entry Research Track” Award at 6th IIMA Doctoral Colloquium, Indian Institute of Management, Ahmedabad (2013). Prior to joining IIM, she has worked for close to six years in the industry in the function of Sales and Marketing. Her last industry assignment was with Entertainment Network India Ltd (Radio Mirchi, Delhi). She has a Masters degree in Advertising and Communication Management from Symbiosis Institute of Business Management.

Alumni Retrospection



I joined FORE in 1992 and was a part of the first batch of the PGDBM program (Working Managers Group). It has been over 2 decades now, but those two years that I spent here were my window to the world. Coming from a background of schooling in Kendriya Vidyalayas and college life in Delhi University, FORE to me was an eye opener. The modern infrastructure air conditioned class rooms, tech enabled resource centre, the hip cafeteria, the sunken gardens and the eclectic mix of students (including a few foreign students from a Belgian University) were all new to me. They may not mean much today, but remember, this was 1992.

We were fortunate to have wonderful faculty too. The exposure to a set of professors who had previously taught in IIMs, FMS and the likes was enough to give me the confidence that I was at the right place. So, while most of my undergraduate batch mates flew off to US universities chasing their American Dreams, I was happy to be here and determined to make the most of it.

FORE prepared me well and the Working Managers program was god sent. Since, I was working at that time, I could

simultaneously implement the classroom learnings at the work place, and that to my mind, was invaluable. The ability to literally walk the talk.

My friends from FORE have been wonderful too. One of them introduced me to golf and I can't thank him enough for that. The game has taught me invaluable lessons. There are many more wonderful people I connected with here and I am thankful for that. In my professional career spanning over 2 decades, I have come across many FORE students who hold enviable corporate positions today. As fellow FORE-ians we have instantly bonded. Some like me dared to venture into entrepreneurship and the courage and conviction to step out and do something on my own came from my early exposure and learnings here.

Last month I was invited by The Centre for Entrepreneurship Development to speak to the new batch of PGDM students at the FORE campus. The moment was seeped in nostalgia. 22 years ago, I was at the same auditorium as a student listening in awe to Muktesh Pant, the then Marketing Head at PepsiCo. So, thank you FORE, for the opportunity. Also, I find it immensely stimulating to interact with young minds. And that itself should bring me back to campus more often, I suppose.

To all the current students, I wish you the very best in life. Be proud of where you are and make the most of the opportunities that you get here. But always remain a student of the University of Life. The learning never stops. Remain fit, stay curious, dare to fail and always try. Above all, be a good human being to walk the earth. They are rare, and valued.

SANJAY SARMA, WMG - Batch I
Co-founder & CEO, Design Worldwide.

Independence Day Celebrations



Dr. Jitendra K. Das lighting the lamp

To celebrate India's 68th Independence Day, NEXUS team organized a cultural event on August 14, 2014. With the dress code of the event being Indian Ethnic wear, Virajam Auditorium was filled with the diverse colors of Indian culture. Hindi, was

used throughout the event to further inculcate the spirit of Freedom within students. The host, Vikalp Mehta, pointed out how India has changed so drastically in these 68 years.

The Director, Dr. Jitendra K. Das, along with a few faculty members was requested to light the lamp and inaugurate this event. Dr. Das when asked to share his thoughts and address the students, mentioned that India has been able to attain and maintain peace to a much better extent after the Independence as compared to our neighboring countries. Thus, we as the citizens of this country must be proud to be called an Indian. He further explained, how much, we as the Youth of India can contribute to its growth and development through our unmatched intellect and intelligence. Having 35% of India's population below poverty line, Dr. Das reminded us how important it is to be grateful and find simple means to improve this situation.

A patriotic song, "Ma Tujhe Salaam" sung by the students changed the entire atmosphere of the auditorium. The song was followed by a very lively and a high powered dance on "Jai Ho", "Chak De India" and "Rang de Basanti". This zestful event was concluded with the National Anthem.

Lights, Camera, Action !

Filmmaking is not just a profession, it's an art to express one's mind and ideas explicitly. On August 12, 2014, Team FORE Connect organized a workshop on film-making with a view to engage film-making enthusiasts and impart basic knowledge on how to put together a good film.

Aditi Anand, Chairman of the YES Foundation, took time out from her schedule to conduct the workshop for the students of FORE School of Management. Beginning the session by briefing the purpose, structure and basics of filmmaking, she went on to elucidate the various stages and factors associated with the process. Scenes from popular movies like Dabang were also

shown to give students a view of how emotions can be captured on reel in a realistic manner.

The session was not restricted to just theoretical lectures, and it had a group activity for students to prepare a story in 5 frames on topics such as 'Mobile Addiction' and 'Random act of Kindness'. The workshop concluded with students getting acquainted with the preliminary art of structuring a film and basic editing software. For all those students who have a passion for film making, the workshop provided a proper insight into the art, enough to keep the spark alive in future.

Gamer's Asylum

This Counter Strike LAN gaming tournament was to be initially held in August, however due to unforeseen circumstances, it was postponed to September. There were ten teams and each comprised of five members. All the matches were held on the same map to ensure an even footing for all the participants. The winner of each game was decided on the basis of a race to 16 points, that is one point for every round won.

Once the dust from the initial matches was settled, it was clear that team performance trumped individual performance. The final four teams in the semi finals were Red warriors, Mental warriors, Bahadur Bille and Akatsuki. They had equipped themselves well and had performed admirably. 'Akatsuki' and 'Bahadur Bille' emerged victorious from their respective semi finals against Red warriors and Mental warriors.



Gaming tournament in full swing

Subsequently they faced off against each other for the final match of this tournament. Bahadur Bille defeated them comprehensively and were crowned as the well deserved winners of this tournament.

Rakhtdaan 2014

The annual blood donation event of *ANTAR* was organised on August 20, 2014 in collaboration with Rotary Blood Bank, Civil Lines. 157 students had registered for this. It was a very well organised and planned event; with online registrations, posters and teasers leading to increased participation from both the batches.

All the necessary arrangements regarding registration forms for blood donation, Rotary van for blood donation, goodies and food to be distributed to the participants were made. The parking area of the campus was arranged for Rotary Club van to be parked. The event started with few volunteers turning up initially as per the timings of the classes of students. Later when the classes got over, a huge crowd emerged and Team *Antar* efficiently coordinated the volunteers to the van.

During the event the van's A.C. stopped working and the *Antar* team shifted the entire arrangement and beds to the college auditorium. Team *Antar* handled the crisis very efficiently and without any external help. At the end, the event was a great success with 96 successful units of donation. On the other



A student donating blood during the event

hand 50 students, in spite of their willingness to donate blood, could not contribute to this noble cause as they did not meet the predetermined criteria. The junior *Antar* team learned a lot from the seniors regarding the management of events and ways to overcome hurdles. Team *Antar* achieved their estimated aim and the event was successful due to everyone's magnanimous contribution.

Spicmacay : A Divine Concert

Spicmacay was a classical music concert by renowned flautist Pt. Ronu Majumdar. He is the holder of several accolades such as the prestigious Grammy award, the Sahara Lifetime award and the Birla prize. Accompanying him in this classical performance was the notable Pt. Sudhir Pande, who played the tabla. Together they have played classical music all over the world, garnering interest in countries such as the United States, Vietnam, Geneva etc.

The event was centred upon the importance of classical music for society. Pt. Ronu Majumdar stressed on the mission of Spicmacay to achieve appreciation of classical music, which is sadly on the wane amongst our generation. He also elucidated upon the time conception behind formation of ragas, which is the most unique feature about Indian Classical music. The interest of the audience was certainly piqued after this discussion, following which they proceeded with the performance.

The first raga that was sung was 'Yaman Kalyankali' which required a high degree of dexterity. It was highly calming and was met with widespread appreciation. The atmosphere in the auditorium was that of tranquillity once this raga was finished.

They followed it up with a Gujarati folk song called 'Vaishno Bhajan', which was a version of Narsinh Mehta's, a poet-saint of Gujarat and member of the Brahmin Nagar community. It was exceedingly melodious and it rendered the audience spellbound. It felt as if time was passing faster since it appeared to finish quite quickly.

Following the folk song, Pt. Majumdar talked about how classical music should be one's foundation and forgetting it is unacceptable, since one would lose a part of national identity.



Pt. Ronu Majumdar enchanting the audience

He also commented on the peace that one attains when the soul is tuned with the perfect raga. He lamented the increasing influence of western music and how it has led to lack of patience among the youth.

A highly interactive question answer session was held in the end within which the audience was asking about the finer points of ragas. Additionally, there was a budding flautist among the students who was very inspired by the performance of Pt. Ronu and Pt. Sudhir.

The event was an eye opening experience and its exceedingly tranquil nature provided some much needed respite from the daily academic struggles for all the students.

Cricket Bonanza

When it comes to cricket, even the busiest of tasks make way for the fun that awaits. Amidst the monotonous schedule of running between classes and scoring marks, Super 8 Championship, conducted by the FORE Sports and Cultural division (FSD), gave students a chance of running between the wickets and scoring runs- What better for all the cricket buffs?

The event saw a large number of entries by students who formed twelve teams of nine players each. The teams were divided into four groups of three each. Each team had to come up with its own logo, which made it even more exciting. The schedule of matches which were held early in the morning, gave a refreshing start to all the team members.

The event commenced in the DDA Ground near IIT Delhi, on August 8, with two matches of teams *Mental Warriors* v/s *Thunder Birds* and *Maverick 11* v/s *FORE Strikers*. The matches were interesting enough to intrigue both audience as well as the team players, keeping everyone on their tow. *Maverick 11* won against *FORE Strikers*, much due to the extremely well pitched bowling by Pulkit Jain who was also declared Man of The Match. *Mental Warriors* emerged winners against *Thunder Birds* by a margin of 32 runs. The matches continued for the next few days, giving way to eight teams which entered the Quarter Finals.

The quarter finals had four matches held across two days, with the major highlight being the match between *Mental Warriors* and *FORE Strikers*. Man of the Match, Sarthak Vij, hit four sixes



Winners

and took the game to another level and helped his team qualify for the semi-finals. As the series' semifinals began, the number of overs increased from eight to ten. The match between *Giant Killers* and *Mental Warriors* proved to be a nail biting experience with the latter setting a target of 98 runs and the former chasing it in some style, scoring 26 runs in the last two overs. *Maverick 11* emerged victorious in the other semi final against *Wolf pack*, setting up a final against *Giant Killers*.

The final match had the highest run score of 147 by a team in a 10 over match. Much of it was down to Nitish Girotra, who with the help of seven fours and five sixes, as well as strong support of his team, helped the team emerge victorious in the series. Nitish was also named the Man of the Series.

It is important to have such events, especially for students who are otherwise stuck in a busy schedule and find themselves hard put to pursue their hobbies. A huge shout out to team FSD for conducting a successful cricket tournament !

HR Conclave—2014

On September 19, 2014 the Corporate Interaction Division (CID) in collaboration with FORE Career Division (FCD) organized an HR Conclave, wherein three prominent HR managers from three different companies enlightened the students of FORE School of Management about the intricacies of the discipline and the present state of affairs of Human Resources Management in India.

The three esteemed guest speakers were Mr. Satyakki Bhattacharjee- Chief People Officer, Media Content and Communications Services India Pvt. Ltd., Ms. Rashmi Mansharamani- Corporate HR Head, Wave Infratech Pvt. Ltd. and Ms. Harpreet Datta- Vice President, Human Resources and Administration, SMS SEIMAG AG.

The main topic under discussion was "Human Capital Management: A competitive edge or an employee performance matrix", and the discussion was moderated by Prof. Muqbil Burhan of FORE School of Management.

The first points of discussion were whether human capital should be treated as assets, and how human capital as an asset is different from the other assets. While someone in the audience suggested that human capital always appreciates with time, Mr. Satyakki Bhattacharjee seemed to take a different view. He was of the opinion that human capital, left alone, always depreciates. Ms. Rashmi Mansharamani opined that human capital is all about knowledge capital. But all the three panellists unequivocally

agreed that human capital is the most important asset any organization has, and it's important for the students to learn to be a people manager first, before mastering other specialized branches of management.

Mr. Satyakki Bhattacharjee set forth briefly the four factors which in his opinion constitute "edge" in an industry - cost, quality, service and speed.

Being a veteran of the media industry, Mr. Satyakki gave a brief overview of the workings of the HR management in the media industry in India. He contrasted the media industry with the real estate and the mining industries. He quipped "anything that is an hour old is considered stale in this industry".

When asked about the future of Human Resources Management, Ms. Rashmi Mansharamani suggested that the focus will shift from equality to equity in all organizations. Ms. Harpreet Datta was of the view that transactional relationships between employers and employees would assume great significance in the future. Mr. Satyakki seemed to agree as he talked about the concept of "employee value proposition" and its importance in today's world.

In summation, it was a very educative and interesting session that piqued interest in the function of human resource management and also enlightened students about the same.

First Impressions at FORE



I was excited to bits on receiving the PGDM call letter from FORE. After doing literature in my graduation, MBA was not exactly a planned decision for me but as soon as I realised that I'd got admission, I felt that this is IT. But soon enough, the excitement merged with apprehension because apparently I was around 20 days late. Being the new person in class

wasn't exactly my dream entry into college. I would have missed the orientation as well as a lot of bonding between my fellow classmates. As I entered into class on the D-day, Financial Accounting class had already started, so I had to quickly just sit anywhere silently. And the nightmare began slowly. This wasn't a subject that I was familiar with and I felt like I had entered a parallel world! The person next to me introduced himself as 'Honey' and after a pause, 'Singh'! And just for a while, I forgot my anxiety and burst out laughing! Maybe it wasn't going to be so bad after all!

And it wasn't! As soon as the class was over, my classmates came up to me and introduced themselves. Some of them actually offered to help me with class notes before I even approached them. The first week dragged on for a bit but soon I felt like I belonged somewhere! And soon the committee selections began and if I say that it was hectic, that would be an understatement. Everybody was on their toes, running here and there, giving their best shot for their preferred committees. This is when I first felt that feeling of striving to achieve, of going all out to reach where you want to. And it was exhilarating!

Soon I found my own set of friends but honestly, my class comprises of not only brilliant students but also exceptionally sweet and warm mortals. The atmosphere of competition is a positive one where everybody is concerned not only about themselves but also about the success of their peers. The subject groups made by the professors have enhanced this feeling as one feels responsible for the whole group and does not want their lack of performance to be the reason for everybody's downfall.

Getting into a B School and doing well in the admission process is only one part of the ball game; the actual challenge is to survive it. So there was no point in basking in the success story of how I made it into FORE School of Management. And there was no point in wallowing in self pity due to problems in subjects with any form of numericals (my Achilles' heel has always been mathematics and still continues to be)! Being from a different background couldn't be an excuse for very long. One has to adapt and learn and move on.

My first term at FORE in terms of academics and discipline, wasn't exactly the best performance in life. The best is yet to come. But I can definitely say that it was very introspective and had forced me to realise that procrastination is futile. Because the next day will have a whole new set of challenges (reports, assignments, projects). So waste no time my dear friends, because if you want your future to shine then you need to shine in these two years.

In fact the most important lesson I learnt after having missed numerous morning lectures and cribbing about guest lectures is that the consequences are undesirable.

Ishana Singh



My journey to FORE started when I first appeared for the CAT examination in 2013. I was never an IIM guy and knew which college I wanted admission to. It was in the city where I was born and brought up. I vividly remember the day I came in for the group discussion and personal interview. I was let down by my own performance and my chances of

securing admission were bleak. The wait for the result was a prolonged ordeal. I can still recall my waiting list number and logging in every week to check whether I made it or another week worth of waiting was in store. However, when I did finally get accepted, my mindset had changed. I was unsure of whether I should grab this opportunity or continue working in my family business. Upon some introspection, I came to the realisation that management is indeed what I wish to pursue. The finer details of how the corporate world works is what I wanted to know. This is what reinforced my journey. The first day gave me a picture of the impending arduousness that lay ahead of me. We were informed that as soon as the term begins, the projects, reports, presentations and case studies would potentially overwhelm us.

As the term progressed, I came to appreciate the value of hard work. Working on case studies and projects was new for me. It was a step up from the bookish learning I had been used to. Additionally, as I had dropped a year, I was used to having a lot of time on my hands. With my foray into a business school, that was no longer the case. Time was an exceedingly rare commodity and I was consistently pushed to my very limits, which often made me lose out on sleep.

With the onset of the committee selection process, I applied for CED, FOREword and FAN. The selection process was rigorous and unexpectedly demanding. The days started early and I could see no end to them. Having to deal with a multitude of tasks, working with a different set of people was certainly not easy. But it was highly rewarding in terms of the lessons derived from all of it. I was inclined towards FOREword due to my voracious reading habit and wanted to put my energies towards writing.

It has certainly been an illuminating experience till now. Even though there are perennial problems of traffic and lack of time to deal with, I look forward to learning and imbibing everything that I can from this institution.

Ashish Dua



On June 16, 2014 with butterflies in stomach, a journey began like no other. In spite of having worked for two years, heart was filled with apprehensions for the road ahead. From office computers to classroom black board, the transition took some time to get used to.

We all have some expectations with this PGDM program. For me, FORE was a chance finding, something that happened to me when I least expected it to. So there weren't a lot of expectations with the course. But now that the first term has finished, I can proudly say that FORE has not only raised my bar of expectations but also managed to get me into the rigor of the program.

It isn't easy to write about these three months at FORE because too many things happened at the same time. So if I have to give one word to this experience, I would call it 'Overwhelming'.

The initial first week that gave us the overview of the subjects, indicated that it won't be easy to come around having non-commerce background. But hats off to all the faculty that made the love affair with their subjects happen. After the first week, in no time we had finished two case studies of Marketing, learnt how to build a balance sheet, scratched our brains with Simplex Method, and how can I forget the 'Gulab Jamuns' and their marginal utility (I can never eat the rassagullas and the gulab jamuns without thinking of their diminishing marginal utility).

It was all manageable until the Pandora's box opened with the Committee Selections process. I had been warned that it would be a time consuming process, it would stretch out our patience. And yet in spite of all the warnings, I wasn't prepared for what that one weekend had in store for me. From the long hours of

waiting to losing my contact lens and driving home without them at 9'o clock in the night (Yes, I am a better driver today) to that feeling of exhaustion to seeing the euphoria of being selected in the committee of your choice. Now that I reflect upon that weekend, it isn't something I remember fondly but it sure did help me become a tad more resilient which I believe was very significant for the upcoming weeks. Finally, the love of writing won and FOREWord came as the blessing of all that hard work.

In no time, I realized a month had already passed. What a blur the entire month had been. On Freshers' Night, finally the world of grey and white turned colorful again. NEXUS team organized a wonderful event. It was at that time that a sense of satisfaction of making the right decision to join MBA started to creep in.

The classes suddenly became more rigorous, assignments started to pile up and group work had a new meaning now. When the mid-terms began, I couldn't believe I was half way through my first term. It actually was a realization of how fast paced life had become and there was no time to slow down. I think our lives could have given a tough competition to Formula One drivers. "MBA teaches you many things and not just the nuances of Marketing or Finance", that was one of the first things our seniors had told us when we joined the program. How true I find this now and most definitely, I would say the same to the next batch.

As the final week of first term approached, everything happened in about an eye blink. From finishing the project reports to giving the final presentations, to worrying for the end terms, I thought it would never end. But end it did. First term was over and 1/6th of MBA was complete. So how was my experience, like I said, "Overwhelming, but Great!"

Shweta Wattal



As it is rightly said, "If it's not new at every corner, it's not life".

Every place one goes, he ultimately finds something great to look forward to. FORE has been an addition to the list of many exquisite experiences that have come my way as of date.

Upon entering, the very essence of PGDM program was evident when I met people of different kinds and backgrounds, hailing from extreme flanks of India and having varied experiences in their respective work fields. It has since been a learning experience, picking up things that are new and appealing and trying to apply them in my real life as and when possible.

People around make it possible to sit through classes, which frankly speaking appeared very daunting initially, given no past exposure to the subject matter being taught here. Gradually, things started falling in place and by the end of the term, I felt comfortable being on the same platform in all the fields covered in lectures.

The best part about the methodology used at FORE is the way it makes me bind with people who I never thought of interacting with, given the group activities and assignments that form a

compulsory part of our curriculum. I got to know most people in my classroom through these projects, which in a way increased my personal bonding with them. I guess that's the main motive of these assignments.

So far, Marketing has had a major influence on me, as an entirely new concept that deals with real life experiences. Having said that, I acknowledge other fields which have made a place in my mind, but I find little scope for any of them in my future endeavors.

It is always a curiosity to know how the seniors will be, and I find myself in a place where there is no real demarcation between seniors and juniors. The former behaving in very generous and supportive way, not making any junior feel he is one year younger in experience, at the same time ready to help out in any way even at 2 a.m.

The faculty, apart from being extremely qualified, seems very willing to impart learning, both inside the class and beyond, especially in areas that need extrapolative knowledge.

On the whole, I am sure it is going to be a fun learning ride with a lot of bumps and bruises, most of them leaving a mark that I may look behind in my life later and smile wide, realizing how the time spent here eventually became one of the best experiences of my life.

Abhishek Tyagi

Mukteshwar—Memories galore !

Situated at an altitude of 2286 meters in the Kumaon hills, Mukteshwar's beauty lured the FOREians to pay a visit to this destination and witness its scenic beauty. After assembling in the college at 9 p.m, on September 18, a group consisting of 55 enthusiastic FOREians boarded their respective buses, with backpacks filled with food and clothes, and hearts yearning for the adventure filled days which lay ahead. The reason behind this visit lied in conducting a survey for TERI organization, whose members were generous enough to organize this trip, thus providing respite from the overburdening college schedule. TERI is an organization which focuses on the impact of policies and decisions on the environment and adherence to human rights and social causes which are becoming increasingly important. The buses which were provided by TERI, stopped at their local office in Vasant Kunj where everyone had their dinner and then continued with their journey, looking forward to reaching the destination. The bus journey was a joyride in itself, providing everyone with an opportunity to bond with their fellow students.

Everyone reached their destination at 1.30p.m. on 19th afternoon, only to be greeted by the magnificent view of the TERI institute from the beautiful tents provided to us. The entire batch was then divided into 10 groups to facilitate conduction of the survey. The questionnaire prepared was directed towards getting information from the various families in the villages, regarding the relevance and importance of the initiatives taken by TERI to make their lives better. Visiting the villages involved climbing the rocky mountains which gave students an opportunity to observe nature closely and admire the beauty of the hilly topography. Each group was entrusted with the responsibility to visit a village and interact with the villagers. Everyone was then asked to plant a sapling each, as a way to make amends to all the destruction caused to Mother Nature. After the survey, everyone was provided with a sumptuous meal prepared by the kind villagers. A visit to these families made the students realize as to why India takes pride in its village culture. The kindness, simplicity and sincerity of the villagers were refreshing. Back to the

institute, all were welcomed by a bonfire coupled with cultural performances by the villagers. The bonfire was then followed by a dinner which, as everyone unanimously agreed was probably the best part of the trip.

The next morning was dedicated to paying a visit to TERI's research institute. The various methods adopted by TERI in helping the villagers in improving their agricultural techniques were explained to everyone in detail. The research initiatives taken by TERI included planting various varieties of vegetation, maintaining a separate room controlled by sensors and interacting with the villagers using a radio system. The room maintained by TERI consisted of sensors which could sense the necessity of water, sunlight, etc depending on the plants growing in the room. The radio is used to interact with the villagers, wherein various problems and questions of the villagers are answered after consulting with experts about the same. The research conducted by the organization is very extensive.

The buses then took all to the overhanging cliffs for rock climbing and rappelling. The adventure sports which included rock climbing, archery, etc and view of the valley made the trip worthwhile. Students then visited the Shiva temple located above this valley. The power of the mighty Lord could be felt by all present there. The buses then proceeded back to the institute, where everyone was provided with an array of dishes to satisfy their appetite. The groups then assembled in the conference room, where each group had to make a presentation regarding the findings of the survey conducted. The main aim of this was to help TERI to get an insight about the other new initiatives to be adopted and areas to be concentrated more, in order to satisfy the villagers. The conference proved to be fruitful to FOREians as well, since it gave them a new perspective of looking at things. The last night was complete fun with everyone sitting around, sharing stories and playing games, thus making the trip memorable. The next morning, all the students boarded their buses to reach Delhi ,bidding adieu to each other and set forth towards their respective abodes.



Student of FORE in Mukteshwar



Snapshot of the memorable trip