

FOREprints

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Message from Director



A few weeks ago, most of us were glued on to our screens as a moment of history was about to unravel right before our eyes. India was poised to be the fourth nation to have a home-grown rover on the moon - and the first to land near the moon's south pole. Unfortunately, at the last minute, the mission experienced certain glitches and lost contact with the lander. This was a setback for all the brilliant scientists involved in this mission, and also dampened the spirits of a billion Indians.

Although not a perfect finish, ISRO had done an outstanding job with success in two of the three phases in the mission. The technologies and precision required were highly complex and unique - which brought recognition from the global scientific community as well. Despite the final outcome, almost everyone stood as one in support of ISRO - a rarity in our times where we speak of 'result orientedness'. Could it be because, most of us can relate to such a moment - where despite our best efforts, we can face failures?

ISRO's humble rise from carrying satellites on bullock carts to developing leading space technologies is a beacon of hope, and a great management lesson for hundreds of entrepreneurs who with transformative ideas, a well-balanced team and immense self-confidence can achieve great feats. The lack of resources should not be considered a hindrance to great ideas.

In one of his motivational speeches, Former President Dr. APJ Abdul Kalam mentioned of another Indian space program which had not gone according to plan. In 1979, during the SLV-3 mission, Dr. Kalam had made an erroneous decision that had led to the failure of an orbit launch. The then ISRO chief Satish Dhawan held a press-conference and took the blame upon himself, and assured that they would succeed in the next attempt because "his team was a very good one". And rightfully so, the next year, Rohini RS-1 was successfully launched into orbit. However this time, Mr. Dhawan asked Dr. Kalam to hold the press conference. As Dr. Kalam put it - "When failure occurred, the leader of the organisation owned that failure. When success came, he gave it to his team". This is an important lesson for all of us. While successful moments do allow us to build morale with our teams, it is in the tough times that a good manager must lead from the front.

Prime Minister Narendra Modi said it best while addressing Chandrayaan 2's outcome that "Resilience & tenacity are central to India's ethos... (and) is why our civilisation stands tall". It is in this belief that we believe that the best is yet to come, which will propel us to glory. Sometimes, success requires failure for the right lessons to be learned. This is a lesson that many successful entrepreneurs have learned in the hard way. Almost all start-ups will face some form of obstacles in the growth phases - be it failing partnerships, project delays or shortage of funds. Keeping the lessons from ISRO in mind,

Message from Dean (Academic Services)



It was a proud moment for India when Indian-American economist Abhijit Vinayak Banerjee was jointly awarded the Nobel Prize for Economics in October. He shared the award with Esther Duflo, also his wife and colleague from MIT and Michael Kremer from Harvard University. According to the Swedish Academy of Sciences, the trio's

work has dramatically improved the ability to fight poverty in practice. Their pioneering on-the-ground experiments to obtain reliable ways to tackle global poverty dominates development economics today.

Poverty is a disease neither easy to understand nor to cure. The strength of their research is that the laureates broke down difficult poverty issues into smaller, more manageable questions that can then be answered through field experiments. What Abhijit Banerjee and his colleagues did was to use RCTs (Randomized Controlled Trials) to study and understand poverty. The secret of finding solutions to problems is not to make them more complicated but to 'un-complicate' i.e., making them simpler. Dear students, as managers you need to possess both skills and the mind-set to un-complicate problems. You also need clarity of thought.

Sometimes, the results of the RCTs were unexpected. It showed that the environment is an important factor. The crux of new management theory is understanding the environment, appreciating the environment what it is and what it might become and trying to shape it.

Dr. Hitesh Arora

Student Editor



FORESchool of Management has been quite an experience for struggling to achieve the right balance in the given time. This edition of the newsletter sheds light on the first few months of the senior and junior batches at FORE in 2019-20 session and brings forward the events that were conducted by the entire student council in order to give the batches the perfect kickstart to what lies ahead as well. The placement season is upon the institute and various initiatives discussed in the October newsletter have been aimed at making the students corporate ready. Alongside, culturally and socially important activities have also been conducted to enhance the importance of environmental, societal and/or organizational citizenship.

Strive for perfection in everything you do. Take the best that exists and make it better. When it doesn't exist, design it.

Shubhani Garg (FMG27)

one may take the first step and hold faith that rest shall follow, for their visions to become reality.

Looking at how ISRO has grown from strength to strength over each obstacle, there is no doubt that they will ensure success in their coming missions. Every business, every venture, every strategic plan and even every personal goal is akin to a launch program in itself. And like ISRO, we must look at setbacks as an opportunity to introspect, learn and improve.

Dr. Jitendra K. Das

Book Release 'Reinventing Indo-Russia Relations'



Dr. Jitendra Das, Mr. Roman Babushkin, Dr. BBL Madhukar and Dr. Hitesh Arora during the book launch

FORE School of Management, Delhi in association with BRICS Chamber of Commerce and Industry released a book on Indo-Russia relationship. The book titled, "Reinventing INDO-RUSSIA Relations" has been edited by Dr. Jitendra K. Das, Director FORE School and Dr. Hitesh Arora, Dean (Academic Services), published by Bloomsbury. The Foreword of the book has been penned by H.E. Mr. Nikolay R. Kudashhev, Ambassador of the Russian Federation to the Republic of India.

The release function of the book was held at FORE School of Management on August 8, 2019. Honorable Minister-Counsellor, Mr. Roman Babushkin, Deputy Chief of the Mission, Embassy of the Russian Federation to the Republic of India, graced the occasion as the Chief Guest. Mr. Babushkin, startled the auditorium with his fluent Hindi language skills and mentioned how the two nations have contributed towards the enhancement of cooperation in the fields of economics, politics, defence, civil nuclear energy, anti-terrorism co-operation and space, in his speech. Appreciating the efforts put in by the authors, he said that the book is an investment for Russia.

According to Dr. Jitendra Das, the book which talk about the deep bonding and rich cultural connect between the two countries since decades is an outcome of the Faculty Development Program (FDPs) organized by FORE every year as



The audience during the book launch event consisted of honorable dignitaries, faculty and the students of FORE School of Management



Honorable Minister-Counsellor, Mr. Roman Babushkin (Deputy Chief of the Mission, Embassy of Russian Federation) addressing the audience

a part of its research programs and brain storming sessions. The 8th FDP was organized in Moscow and St. Petersburg, Russia in collaboration with Higher School of Economics, National Research University, Moscow, where a group of thirty faculty members led by President Mr. R. C. Sharma and Director, Dr. Das participated. The learning's from fruitful interactive sessions in Russia has culminated in the form of various articles on aspects ranging from empowerment of Russian women, web analytics, marketing, banks & finance, trade, human resources and cyber world, etc has been put together in the book.

Dr. BBL Madhukar in his address highlighted the great glory of Russia and talked highly of the relationship between India and Russia and how they can leverage it through different trade and mutual understandings.

Explaining the importance of research at FORE, Dr. Hitesh Arora, who co-edited the book, said that the deliberations in FDP generated lot of interest in the Russian economy, BRICS grouping, economic and political tie-ups between the two nations.

The Book launch event finally drew to a close with the singing of National Anthem. This was followed by a get together and High Tea in Pragya Hall.



Dr. Hitesh Arora proposing vote of thanks during the book launch event

National Summit cum Awards on Food Agriculture and Dairy (FAD)



Dr. Jitendra Das sharing the panel with other delegates during the National Summit cum Awards on Food Agriculture and Dairy event

FORE School of Management, New Delhi in association with the ASSOCHAM organised summit on National Summit cum Awards on “Food Agriculture and Dairy” (FAD) on August 23, 2019 at Hotel BNR Chanakya, Ranchi. More than 120 delegates from industry and academia participated in this summit. FORE was the Principal Partner for this event.

Shri. C P Singh, Minister of Urban Development & Transportation, GOJ was the Chief Guest at the inaugural session of this Summit. Shri. Navin Jaiswal, Member of Legislative Assembly, Hatia was the Guest of Honour at the inaugural session. Dr. Jitendra Das, Director, FORE School of Management, Delhi; Shri. C B Chakraborty, Vice President, Amway India Enterprises Pvt. Ltd.; Shri. Pradeep Kumar Hazare, Special Secretary, Dept. of Agriculture, GOJ; Shri. J. Charan Ram, Member of Legislative Assembly, Kankee; and Shri. Bharat Jaiswal, Regional Director, ASSOCHAM addressed at the inaugural session of the summit. While addressing at the inaugural session of the summit Dr. Jitendra Das said “India has been blessed with abundance of water, sun shine, land and other resources. The current water crisis in Chennai and other parts of the country is due to the lack of proper water management and not due to scarcity of water”.

Speaking on the topic, Dr. Das referred to India's targeted growth as stated by the Prime Minister Shri Narendra Modi and said that the Five trillion economy target set for 2024 may seem difficult but is achievable. With the current assessed growth of approx. 7%; focus and special attention should be in rural development. Mapping the deficiency and gap in capacity with the available resources will help to capitalise faster growth and propel the economy from 3 trillion to 5 trillion. Rural development can be the driving force for the economy but there has to be a driving force for rural development first.

Dr. Jitendra Das, Director, FORE School of Management, Delhi was the Session Chair of the technical session on “Technology – Investment – Safety: Make in India to Invest in India”.

Education Excellence Award



Dr. Jitendra Das receiving the award on behalf of the FORE School of Management

FORE School of Management, New Delhi has received the Award for “Business School with Specialized Curriculum” in The EduMeet 2019 & Education Excellence Award organized by ASSOCHAM on July 12, 2019 at Hyatt Regency, Kolkata. This award was in recognition for the excellence in education and contribution of the institute towards higher studies and the field of professional & business education.

On behalf of FORE, Dr. Jitendra Das, Director has received the award from Mr. Anil Swarup, IAS (Retd.) Former Secretary, Department of School Education & Literacy, Ministry of Human Resource Development, Govt. of India, in the presence of Mr. Dinesh Trivedi, Former Member of Parliament (Lok Sabha); Ms. Soso Shaiza, Member, National Commission for Women and other esteemed dignitaries of ASSOCHAM.

AdVishkaar 5.0

On August 24, 2019 Special Interest Group – Marketing had organized its first event of the year with AdVishkaar 5.0. Team SigMa had invited all the creative minds at FORE School of Management to participate in their event. As a part of the event, each team of two members were required to put on their innovator hats and channel their inner creativity into linking brands/products to Movies/TV series/Cartoons/Web series with thought provoking and ingenious digital posters.

Participants were required to attach a suitable tagline that connects the poster with the brand aptly and post them on SigMa's Facebook page. Each team was judged on the basis of their creativity, execution of idea and the social media popularity of the poster on SigMa's Facebook page.

Creativity is like a muscle; it grows only when used. Creativity is what makes a person stand out in a crowd. AdVishkaar 5.0 saw an overwhelming response from the students who were excited about showing off their creative flair. 97 teams have participated in the competition. The competition was on for 3 days and ended on August 26, 2019. Team Rocket Racoons was the winner and team Mind Space Invaders was the runner-up. The winning team won ₹4,000 and the runner-up team won ₹2,000.

Conclave- HaRmoney 2019



Eminent industry speakers (from left to right)- Mr. Kapil Bhushan, Mr. Rajat Agarwal, Mr. Anurag Sunder, Mr. Naveen Kalsie and Mr. Darpan Vashishtha

HaRmoney 2019, a conclave by Corporate Interaction Division, was organised on August 30 where an informative discussion in the domains of finance and HR took place. The first session on finance saw eminent speakers from the industry like Mr. Kapil Bhushan, (Director - Julius Baer); Mr. Rajat Agarwal (COO and Head-Corporate Finance, Barista Coffee Company); Mr. Anurag Sunder (Managing Director - J Syzygia Consultants); Mr. Naveen Kalsie (Senior Director - Finance and Company Secretary - Carlson Wagolit Travel) and Mr. Darpan Vashishtha (CEO - BIBA Apparels). The experts spoke on ongoing stress in the non-banking financial companies' sector (NBFCs), issues concerning the Indian economy and the idea of peer to peer finance.

In stress in NBFCs, the equity stress management, liquidity concerns and the urge to move from banking to NBFC sector was discussed in detail. The session was thought provoking as students got to understand the financial jargons a little better. The problems were discussed taking live examples like the IL&FS crisis. It was stated that at present, the sector can't be written off instead it was something to look out for. Moving on to the economic outlook for 2019, the ongoing fear of recession was evaluated at length. The trade wars, geopolitical risks, trade deficits, unemployment, technology and their effect on the economy were discussed with each speaker expressing their valuable insights. India's economy was said to be growing strong despite the slowdown that it is facing.

The closing topic for the finance segment was that of financial technology. The rising technological advancement was seen as a boon to the world economy. Further, the risks, regulatory issues, stock management and the long-term view were discussed. The peer to peer finance was said to be the future. With the closing thought on nuances of Indian markets, the session proved to be a great success.

The second part of the conclave was in the field of HR with the topic of discussion being demystifying changes and challenges in HR. The segment saw some of the industry experts expressing their views. Mr. Raj Gupta (General Manager-HR, TCS); Mr. Anirban Das (Chief People Officer-HR, Lakshmikumaran and Sridharan); Mr. Anurag Chandra (Head-HR, Admiral Group Plc.) and Mr. Atma Godara (Senior



Eminent industry speakers (from left to right)- Mr. Raj Gupta, Mr. Anirban Das, Mr. Anurag Chandra and Mr. Atma Godara

Manager- HR Transformation & Change Management, OYO) were the eminent panellists.

The discussion started with the idea of recruitment of talent and how significant it was for a business to grow. With the future of the world being dependent on artificial intelligence, block chain, data analytics and other innovations, the standards of talent is also changing. As pointed out by Mr. Atma Godara, that while United States of America is building a wall, countries like China are expanding through initiatives like the belt and road initiative. Thus, setting a uniform evaluation method for talent is difficult. The leaders in such a situation have to find a balance between talent acquisition and the objectives of a business. The students were further made to delve deeper in the role of an HR professional when they were asked whether they would, as entrepreneurs, hire the person sitting next to them. With mixed responses echoing through the audience, the topic moved on to smart recruitment. Significance of agile recruitment, having a talent pool and the value addition that smart recruitment brought to the business were analysed. The discussion concluded with the impact of social media in the HR world and how recruiters and potential employees could use such tools. With examples of brands like Myntra and Nykaa the social media influence was further substantiated.

The eventful conclave closed with a group photo and a trending hash tag of #HaRmoney2019 on various social media platforms.

Stocker 2019

Stocker 2019 was a virtual online trading competition organised by FORE Economy and Finance Forum. Each team comprised of 2 members. Each team was initially given Rs.1 crore virtual cash to invest and earn the maximum profit. Teams were required to do a minimum of 15 transactions during the game. This exciting game started on August 19 till August 23, and kept the participants on their toes in between the classes. In the end, Team 14all41 comprising of Ashutosh Kumar Singh and Akansha Goel emerged as winners with net worth of Rs. 10228763 and Team Demolition crew comprising of Anindyo Sarkar and Abhinav Atrey taking the second place with Rs. 10138282.

Stocker 2019 proved to be a great opportunity for students to try out different strategies in real market scenarios and learn the basics of investing.

“Roundtable 2.0” on Frugal Innovation



Dr. Jitendra Das along with dignitaries and the members of the CRIFT team during the roundtable conference

With impending, ongoing climate change and water scarcity affecting our planet, the strain on our natural environment has never been more apparent. In a nation where resources are plenty, but availability is scarce, the need for easily-applicable frugal innovations is paramount. With this background, on July 10, 2019, the Roundtable 2.0 discussion was held at FORE School of Management – organized by Center for Research and Innovation in Frugal Technology Management (CRIFT) with the support of our innovation partner Srijan Sanchar. The event was held in the format of a free-flowing conversation between some of the world's reputed scholars and practitioners in the field of sustainable innovation. The discussion was appropriately the med 'Frugal Innovation: So Far and Way Forward,' and headed by Director, Dr. Jitendra K. Das.

Dr. Jitendra K. Das (Director, FORE School of Management), started off the discussion by lauding the role that frugal innovation and technology plays in the world today. He noted that, “the increasing population is sure a sore problem, but the same can also aid frugal innovation. According to research, now the world is seeing more (number of) brighter ideas than ever.”

Prof. Solomon Darwin (Executive Director of the Garwood Center for Corporate Innovation at the Hass Business School, UC Berkeley), father of the Smart Village Movement made an important point about the need for open innovation in coming up with solutions for societal needs. According to him, “knowledge is the key. It should be treated as a social resource, that when acquired, learned, or innovated is shared with the rest of the world for the betterment of everyone.” He made a thorough presentation on his work in developing Mori village (in Andhra Pradesh) an example use-case of a model smart village in India. He raised several pointers which can be replicated and applied in similar rural settings.

Dr. Nivedita Agarwal, (Assistant Professor Chair of Technology Management at the Nuremberg Campus of Technology) presented the three waves of frugal innovation research. Using pertinent examples, she pointed out the discussion towards the

social responsibility of corporations and MNCs to efficiently use resources and provide value to Bottom of the Pyramid (BoP) customers. Her insightful speech centered around three avenues of frugal products, frugal ecosystems, and related constraints.

Dr. Saradindu Bhaduri (Associate Professor at Jawaharlal Nehru University) led an interesting deliberation on the scalability issues around frugal innovations, especially, those emanating from grassroots level. He asked a pertinent question around “the context in which frugal innovations may not require scalability?”

Dr. Ashok Das, (Founder and CEO of Sun Moksha, Bangalore), proposed the implementation of a nano-grid power supply and Internet of Things (IoT) based pipelines. He highlighted how he had initiated the idea of one of India's first-ever smart village in Orissa some years back. He drew from that experience to highlight how bigger innovations when coupled with smaller one's aid in bringing some of the most path-breaking success stories around the world. He also showed how he is collaborating with universities around the globe to solve ground problems.



Prof. Solomon Darwin (Executive Director of the Garwood Center for Corporate Innovation at the Hass Business School, UC Berkeley) sharing his views during the round table conference



Dr. Nivedita Agarwal presenting the three waves of frugal innovation research

One of the most impactful groups for recycling in India is the Material Recycling Association of India (MRAI). The Roundtable 2.0 discussion was attended by Shri Amar Singh (Secretary-General of the MRAI), who talked about a complete overhaul of the detrimental 'e-waste is a hazard' image, into one that may be thought of as a resource and an opportunity for frugal innovation unlike any other. He requested the innovators and entrepreneurs to come up with solutions and ideas to help maximize frugal innovation in this particular industry.

The modern world also faces an extremely pressing concern in the form of energy consumption. Rapidly growing populations and increased demands for energy add extra stress on conventional energy sources. The need for clean and renewable energy has never been greater. Championing this very cause, Mr. Nitin Akhade (Manager-Technology & Markers, Clean Energy Access Network (CLEAN), New Delhi) talked about feasible frugal innovations that are economical and accessible to the masses. He presented collection of numerous challenges/problems from his fieldwork and invited scholars to work on solving them.

In manufacturing as well, frugal innovation helps achieve optimal utilization of resources and elimination of waste. Mr. Gaurav Sekhri (Managing Director of Tinna Rubber and Infrastructure Limited) lent us his expertise in rubber processing optimization.

Shri Baldev V. Raisinghani {Former President and Director, Madhya Pradesh Jaypee Minerals Ltd. (Jaypee group)} graciously provided us with an exceptional address on infrastructure building in resource-constrained environments. He recalled an anecdote on frugal approach to engineering from his days of working on the project of Sardar Sarovar Dam's construction.

Dr. Pawan Gupta (Director Head and Neck, Max Institute of Cancer Care) introduced audience to his inspirational I CAN WIN Foundation (to get over harmful activities such as smoking) and to potential examples of technological innovation in medicine. He summarized, "small innovations can open doors to major solutions in healthcare."

Shri Vijay Kumar Ahooja (CEO and COO of HCL Technologies) mentioned how "in the corporate world, there is a common



Shri Amar Singh (Secretary-General of the MRAI) sharing his views with the audience

reluctance around frugal innovations. We shall work on models that can help establish an environment that mutually benefits the corporations as well as the frugal innovators."

Shri Debashish Bhattacharyya (Co-Founder of Erudio Consulting Services) made fruitful contributions to the discussion on frugality, efficiency, and problem solving by drawing on his consulting experiences.

Shri Ashok Kumar (Director of Geenscape Eco-Management Pvt. Ltd.) presented the current state of environmental sustainability initiatives in e-waste sector India. He stressed for a paradigm change, as he stated, "while most of us view e-waste as a hazard, it can also be perceived as a resource which when put to use, can be converted into precious and useful products."

The Roundhouse 2.0 brainstorming session was concluded by Prof. Anil Kumar Singh, Chair (Strategy) at FORE School of Management and key-facilitator, with a promise to implement and to take action when and where we could.

The Roundtable 2.0 discussion culminated in an exchange of ideas and the creation of new support chains for like minded humanitarians, who are eager to create positive change in the world today. As a brainstorming session for leaders and innovators in their respective fields, the Roundtable 2.0 served a veritable melting pot of immediately actionable results.



Dr. Saradindu Bhaduri (Associate Professor at Jawaharlal Nehru University) sharing his opinions at the Roundtable conference

5th edition of Delhi 'HR' Conclave 'Roadmap for Reinventing Human Resources'



Dr. Jitendra Das along with the panelists at the 5th edition of Delhi 'HR' Conclave 'Roadmap for Reinventing Human Resources'

FORE School of Management, New Delhi in association with the Confederation of Indian Industry (CII) has organized the 5th edition of Delhi 'HR' Conclave 'Roadmap for Reinventing Human Resources' on July 26, 2019 at Le Meridien, New Delhi.

More than 170 delegates from industry and academia participated in this summit. FORE was the academic partner for this event.

The Conference focused on issues like AI and Automation in HR: Smart HR Technologies; Importance of Social Media in Human Resource Management; Managing Diversity in the Workplace etc.

Dr. Jitendra K. Das, Director, FORE School of Management was the moderator for the Session on "Managing Diversity in the Workplace" in this conclave.

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

- Ms. Sunaina Matoo Khanna, Chief People Officer & Head – Transformation, Bajaj Capital
- Ms. Divya Kohli, HR Business Partner, Nestlé Nutrition
- Mr. Ashu Malhotra, HR Market Lead, Indian Subcontinent Cargill India

While addressing at the conclave Dr. Jitendra K. Das emphasized that topic needed focus and must be addressed seriously and as a separate entity in order to maintain a balanced heterogeneous work environment. He added "Diversity is not just about gender, but multiple aspects like culture, environment, age group, ethnicity. In today's business, diversity has to be managed and measured on various parameters. Policies, practices, markets, customers, specific training needs, inclusivity and many other aspects associated with it calls for specific expertise and skill sets. Similar to CFO, CHRO, CTO or any other CXO role organisations need to create and develop a position - Chief Diversity Officer (CDO) or Chief Transformation Officer; in the leadership level whom the responsibility of managing the diversity can be assigned".

Seminar Lecture



Mr. Aresh Dasgupta, Director (Sales), Professional Channel, Signify India, during the seminar lecture.

Prof. Asif Zameer, Dean (Corporate Relations) FORE School of Management, organized a seminar lecture by Mr. Aresh Dasgupta, Director (Sales), Professional Channel, Signify India on August 13, 2019. Through a highly interactive session and leveraging his vast experience of working in various profiles of Sales & Marketing as well as other domains, he imparted knowledge to the students about how Signify created a paradigm shift in the Lighting Service Industry by providing a connected lighting infrastructure. He stressed about how various needs of different customers are looked at in depth, to segment, target and determine optimal solution offerings. The session gave students exposure to the practical side of marketing and they look forward to inculcating these approaches in their future managerial endeavors.

Impervious 2.0

With the idea of 'a virtual escape to the real world of games', Impervious 2.0 was organised August 26, 2019 onwards, by team FORE Tech, FORE Technical Division. It was an interesting competition where in students competed in the games of FIFA and Counter Strike. The competition was in continuation to last year's event Impervious 1.0.

The competition was an interesting one as students bought their expertise of the gaming world to reality accompanied by loud cheers amongst the teams. The event witnessed participation from over 40 enthusiastic teams. It was played in two rounds where the first round was an elimination round, and the second decided the winner and the runner up. The teams in FIFA were given a chance to play one game in each of the rounds with the duration of ten minutes each. In Counter Strike the teams had a chance to play two games with the duration of 15 minutes each.

The competition ended in high spirits with the winners in Counter Strike being Team Dear Comrade, comprising of Bhavin Gera, Rohit Verma and Gaurav Singh Parihar, winning two matches with a lead of three points in both. The runner up team was Team Vikings comprising of Avichal Keshari, Shivendra Singh and Kumar Harsh. In FIFA, Vaibhav Bhatia won with Sheenan Tauheed being the runner up.

Seminar on Start-up Stories

A Seminar on 'Start-up Stories' organised for the first year students on August 22, 2019. During her welcome address, Dr. Anita T. Lal, Professor-in-charge, Centre for Entrepreneurship highlighted the purpose of CED was to inculcate the spirit of entrepreneurship amongst the Management students and how at FORE the Centre was active in creating a conducive ecosystem to nurture the entrepreneurial mindset of the students.

The seminar had successful entrepreneurs to share their entrepreneurial journey. The first speaker for the seminar, Mr. Prateek Sharma, MD and CEO of Nanoclean Global Pvt. Ltd. shared his journey, after graduating from IIT Delhi to the business of making 'nasal filters' to purify air that we breathe in. According to him, the key to building a successful start-up is collaborating with the right people and forming a strong team. The next speaker to grace the stage was Mr. Dipan Kumar Sahu, the Executive Consultant at Start-up Policy Implementation Unit of the All India Council for Technical Education. He threw light on AICTE's intensive efforts in fostering innovation and promoting start-ups in educational Institutes across the country. Following him came Mr. Anirban Bhattacharya, the founder of ABLaw Chambers. Being a high profile lawyer himself who is committed to his profession along with his years of experience decided to start-up on his own just not to make money but to train young lawyers in the country to do their job judiciously. He believes, "that one should do what one believes in and money can't buy everything". The next speaker to take the dais was Mr. Souveek Bhattacharjee. He is a filmmaker and the founder of '16 by 9 Productions'. He talked about how films are important to create an impact and how stories are omnipresent and this is what he preaches to his clients. The next in line was an alumnus of FORE, Mr. Manuu Mansheet, the Director of 'Mansheet Designs'. His artistic mind and world class interior designing is what has led to his national and international acclaim. While highlighting his story, he inspired the students to pursue the dreams that inspire them the most. Last but not the least, to grace the stage were the founders of 'Women Entrepreneurship and Empowerment (WEE) Foundation' -Dr. Sarandeep Singh and Ms. Aparna Saraogi. While narrating their story of helping the women entrepreneurs in the country to start-up and scale-up, Dr. Sarandeep Singh motivated the young students to "execute" their ideas and said, "Our worth is the idea we implement". While Ms. Aparna Saraogi, who is also an RBS banker, discussed the challenges they faced to achieve the herculean task of mobilising the women entrepreneurs and how their commitment helped them to sail through. She encouraged the students, 'to believe in themselves and be passionate about what they do'.

Dr. Lal then concluded the seminar and she requested the speakers, 'to sum up what entrepreneurship meant to them in one word'. For Mr. Sharma, it was "to start" while to Mr. Sahu, it was "patience", for Mr. Bhattacharya, it was "work", for Mr. Mansheet it was to, "enjoy your work" and Dr. Singh, believed in "execution" while Ms. Saraogi, believed "passion" to be the most important. Being from the film industry, Mr. Bhattacharjee, believed in "action". Yes, all the key words cited by the speakers with the right form of support can propel any common man to come up with their own start-ups.

Welcome to FORE Family



Prof. Varsha Khattri

Ph.D. Gautam Buddha University, Greater Noida; MAPRM (Master of Advertising and Public Relations Management). Devi Ahilya Vishwavidyalaya, Indore; B.Com, Bundelkhand University, Jhansi.

Dr. Varsha Khattri joined as an Associate Professor in the area of Marketing at FORE School of

Management. She is a resourceful professional with more than 14 years of experience in teaching, training and research. Her subjects of interest are Brand Management, Advertising Management, Consumer Behavior and Integrated Marketing Communication. Many of her insightful papers have been published in reputed journals like Emerald Emerging Markets Case Studies, Global Business Review and European Case Clearing House. She also won laurels for best paper in several conferences. To her credentials, she has also been a part of Pacific Asia Travel Association (PATA) India Chapter, Tata Motors, Common Wealth Games and Directorate General Resettlement, Ministry of Defence Training Programmes and also recorded video lectures for Massive Open Online Course (MOOC) in her previous assignment at Amity Business School.

Calendar of Management Development Programmes (December 2019-March 2020)

S. No.	Programme Title	Dates	Fees (Rs.)*		Programme Director (s)
			Non-Residential	Residential	
1.	Enhancing Assertiveness & Positive Attitude	December 12-13, 2019	16,000	28,000	Prof. Anita T. Lal
2.	ISO 27001:2013 Lead Implementer Course	January 09-10, 2020	16,000	28,000	Prof. Sudeep S
3.	Deep Learning-Foundation and Advances	January 15-17, 2020	24,000	40,000	Prof. Ashok Kumar Harnal & Prof. Lalit K Jiwani
4.	Enhancing your Personal Brand	January 16-17,	16,000	28,000	Prof. Reeta Raina & Prof. Sriparna Basu
5.	Enterprise Risk Management	January 30-31,	16,000	28,000	Prof. Vinay Dutta
6.	Managerial Leadership and Team Building	February 6-7, 2020	16,000	28,000	Prof. Sanghamitra Buddhapriya
7.	Marketing Analytics	February 10-11, 2020	16,000	28,000	Prof. Nirmalya & Prof. Lalit Jiwani

Venue : FORE Campus, New Delhi

*GST @18% on the fee amount, as applicable, is payable extra

Astitva 1.0



Mr. Karan Primlani addressing the students during Astitva 1.0

Centre for Research and Innovation in Frugal Technology organized its first event of the year *Astitva 1.0*- the seminar series on August 26, 2019 at FORE School of Management. Hosting two honorable industry veterans- Mr. Jaidev Murti and Mr. Karan Primlani, it was an informative event aimed at productive interactions between students and market leaders.

The first guest for the evening was Mr. Jaidev Murti, Asia Pacific Advisor at AON Strategic Advisory. He introduced the students to his world of Strategic Advisory and reminisced his journey of climbing the corporate ladder and landing at a job at AON Hewitt.

The seminar then went forward in an interactive session where Mr. Murti addressed the students' queries and inquiries, ranging from the current economic slowdown to the market know-how.

The session proved to be highly engaging with Mr. Murti answering a variety of questions ranging from advising on building corporate skills to giving insights on application of Six sigma in various domains of Management.

The second speaker was Mr. Karan Primlani, Corporate Head of Operations, and BFSI at Magicbricks. With over 15 years of experience, he illuminated the students on how Magicbricks has become the top player in the classified space category. With the real estate sector becoming highly competitive, Mr. Primlani explained to the students about the importance of product orientation and developing a strong brand.

The session concluded with the students getting intuitive knowledge from both the speakers. It exposed the students to the first-hand industry insights and experiences from these to corporate and entrepreneurial veterans.



A query from the audience during Astitva 1.0

FMCG – Scientific Field Sales and Marketing Techniques



Mr. Saagar Vijan during the two-day workshop on FMCG - Scientific Field Sales and Marketing Techniques.

On August 17 and 18, Special Interest Group – Marketing (SigMa) conducted a two-day workshop on FMCG – Scientific Field Sales and Marketing Techniques. SigMa had invited Mr. Saagar Vijan, one of the founding members of ForeVision. ForeVision is a Mumbai based company offering its expertise in Learning & Business Solutions. Mr. Saagar conducts Knowledge & Skill Building Training for individuals & organizations providing practical, relevant & hands on learning experience. He has more than 11 years of Industry Experience across Telecom, Consumer Durables, FMCG and Automobile Industries. He has worked with Avaya, Godrej and CEAT in the past.

FMCG industry is a heavy volume-driven industry with tremendous competition. The workshop was an informative and case study based, this helped the students to be equipped with an Industry overview and marketing initiatives across Purchase process. The workshop also helped induce skills in scientific retailing and selling techniques and has covered key topics such as Industry Overview & Marketing Initiatives, Marketing Initiatives across Customer Purchase Process, Sales Forecasting & Target Setting, Funnel Management.

By the end of the two-day interactive and insightful workshop, students learnt the nuances of important skills set like selling & negotiation skills, developing promotional schemes, funnel management and sales forecasting. The students were also given participation certificates from ForeVision at the end of the workshop.



Mr. Vijan instructing the students during the two-day workshop

Fin-HR Week



Ms. Chavvi Prabakar, Co-founder and CEO, Global Indian Solutions being presented with a token of appreciation

Corporate Interaction Division (CID) and Finance and Economy Forum (FEFF), organised the Fin-HR Week from August 26-30, 2019 which comprised of a week full of nerve wrecking and fun filled activities. The week started with FinBid with the idea of 'managing your money is the key to having enough money'. FinBid was an event organised by team FEFF, in which the students had to take an online quiz encapsulating various questions in the domain of finance like crypto-currencies, stocks and famous personalities. Second round consisted of bidding. The competition, played in teams was won by Team Dreamchasers comprising of Lavanya Subramanian, Mudrika Mittal and Aneesh Garg.

The next event for the week was Mindfield organised by team CID wherein students participated in teams of two to three members. It was a quirky event where one team member had to convey an HR or Operations related word to his/her team members without the use of certain taboo words provided to them. The competition left the audience in splits with teams struggling to enact words like valuation, perception and dark triad. The competition was won by Team Empower comprising of Pratibha Baheti, Akriti Chaplot and Vibhor Kakkar.

The next event of the week was FinSight, organised by team FEFF, where the students were tested for their analytical and critical financial knowledge. The competition was organised in two phases. The first round consisted of a quiz while the second round was a case study event. The case study revolved around the future and scope of the revival of the automobile industry and whether any mergers and acquisitions are a possible hope. The winning team was IIM Jammu comprising of Ashutosh Gupta and Mudit Mittal.

The last event for the week was Arthashastra 2.0, a seminar organised by team FEFF where a captivating talk on Current Scenario of Economic Trends took place. The talk was delivered by Ms. Chavvi Prabakar, Co-founder and CEO, Global Indian Solutions. The talk started with a casual yet capturing address where the speaker interacted with the audience on an informal note and understood the current scenario of world economy according to their perspectives. The discussion further moved on to the Indian economy and its slowdown. It was highlighted

Edu Summit CII North - Heading from Education to Employability



Dr. Jitendra Das along with other panelists during the Edu Summit on 'Heading from Education to Employability'

FORE School of Management, New Delhi in association with the Confederation of Indian Industry (CII) organized an Edu Summit on Heading from Education to Employability on September 20, 2019 at Hotel Leela Ambience, Gurugram. More than 140 delegates from industry and academia participated in this summit. FORE was the academic partner for this event.

The conclave witnessed the sharpest minds from education, industry and policy makers coming together and speaking on burning topic. Eminent panelists spoke about skilling and improving quality of workforce passing out of institutes; critical roles that the industry, government and institutions need to play to ensure higher employability of the workforce.

Dr. Jitendra Das, Director, FORE School of Management, New Delhi moderated Panel Discussion 1 titled How do We Bridge the Gap from Education to Employability? With the aspiration to upskill and improve quality of workforce graduating from educational institutions, the panel explored the critical roles that the industry, government and institutions need to play to ensure higher employability of the workforce. The focus areas of the session were:

- The role of education institutions – curriculum, on the job training, flexibility
- Role of corporates / industry
- Skilling the workforce of tomorrow

how the change of trends and mindsets in the economy has led to a dynamic shift in the consumption patterns of individuals. Further, the changing landscape of Indian population was discussed in relation to the economy. With the rise of social media, cashless economy, digitalisation and recent economic reforms like demonetisation and coming in of Goods and Services tax, the economy has transformed.

The discussion closed with an inspirational message on making the economy grow with not only working more than twelve hours a day but also by doing what you are passionate about. When such hobbies become your work life, it gets easier to prosper and to become somebody in this world.

With this goodbye message, the Fin-HR Week ended in huge applause.

Faculty Focus

Prof. Alok Kumar

Chanda, Udayan., & Kumar, Alok (2019). Optimal ordering policy for short life-cycle products under credit financing with dynamic adoption in supply chain. *Journal of Management Analytics*, 6 (3), 269-301.

He was Session Chair on the session theme of Technology and Marketing at the 2019 IIM-NASMEI Summer Marketing-IS Conference on Smart Marketing in the Digital Age, held at IIM Indore during July 26-28, 2019.

Prof. Ambrish Gupta

Gupta, Ambrish (2019). Pawan Hans limited: Windows dressing in financial statements. *Case Centre UK*, Case Reference No. 119-0072-1.

Gupta, Ambrish (2019). Analysis of listing performance of IPOs floated during 2018 in Indonesia. *Working Paper No.2019/13*, FORE School of Management, New Delhi.

Prof. Anita Tripathy Lal

Prof. Anita Tripathy Lal was invited to Mentor the Student Innovators and Entrepreneurs during the National Level Boot Camp on "Business Plan & Enterprise Development and Innovation Festival" organized during September 09, 10 & 11, 2019, by *All India Council of Technical Education (AICTE)*, New Delhi.

As an MDP resource person Dr. Anita Tripathy Lal conducted two sessions on "Effective Communication at Workplace" for the senior officials of Indian Statistical Services on September 27, 2019, at IIFT, New Delhi.

Prof. Asif Zameer

Zameer, Asif., & Irfanullah Khan (2019) Consumer preference of private universities branding under 'International' tag. *International Journal of Management, Technology and Engineering*, 9 (5), 5760-5766.

Prof. Basant Potnuru

Potnuru, Basant (2019). Indian economy and business in the beginning of the 21st century: Problems and policy, *Working Paper No.2019/11*, FORE School of Management, New Delhi.

Prof. Basant's review of the book on "Macroeconomics of black economy", published in *Abhigyan*, 37 (1).

Prof. Faisal Ahmed

Had a meeting with H. E. Mr. Bounneme Chouanghom, Ambassador of the Lao People's Democratic Republic at the Laos Embassy in New Delhi on August 29, 2019. They discussed on India's engagements with Laos, CLMV and ASEAN. Dr Ahmed presented a copy of his book "India-ASEAN Engagements: Economic and Social Dimensions" (edited by Faisal Ahmed and Mohd. Faheem) to Ambassador Chouanghom.

Invited by the Embassy of the Socialist Republic of Vietnam, to participate in Vietnam's National Day celebrations, in New Delhi on August 30, 2019.

Invited by the New Zealand High Commission in New Delhi to participate in the event "Namaste Pacific" organised by the High Commissions of Australia, New Zealand, Fiji, and some other Pacific Island Countries at the New Zealand High Commission in New Delhi on August 30, 2019.

Attended an expert discussion on the Digital Economy Report 2019 by the United Nations Conference on Trade and

Development (UNCTAD). The event was organised by UNESCAP on September 6, 2019 in New Delhi.

Invited as a Panelist to deliberate on the issue of Geopolitical Vulnerabilities in the South China Sea during a seminar on India-Vietnam Maritime Relations organised by the National Maritime Foundation, New Delhi on September 9, 2019. Dr. Ahmed spoke on geopolitical vulnerabilities, the interpretations of United Nations Convention on Law of Sea, and the way ahead.

Had a meeting with H.E. Mr. Dato' Hidayat Abdul Hamid, High Commissioner of Malaysia at the Malaysian High Commission in New Delhi on September 12, 2019. They discussed on India's engagements with Malaysia, ASEAN and the Indo-Pacific. Dr. Ahmed presented a signed copy of his book on India-ASEAN Engagements to Ambassador Hamid.

Invited as a Panelist in a Panel Discussion on "Indian Ethos in Management" organised by Vivekananda Foundation, New Delhi on September 19, 2019.

Participated as a Panelist on Rajya Sabha TV (RSTV) in a Panel Discussion on the role and importance of Indian Diaspora in context of #HowdyModi. The debate was held on September 19, 2019 and broadcasted on RSTV at 2015 hours.

Ahmed, Faisal., & Yeole, Shubham (2019, September). India-Angola energy diplomacy: New heights and the way ahead, *Diplomatist*, 7(9), 54-56.

Ahmed, Faisal., & Sumeet Kaur (2019). India's export potential with the Arctic council countries: A gravity model estimation. *Pacific Business Review International*, 11 (11), 72-85.

Prof. Harshita

Prof. Harshita's article titled 'Calendar anomaly: Unique evidence from the Indian stock market' published in *Journal of Advances in Management Research* has been selected by the editorial team as an Outstanding Paper in the 2019 Emerald Literati Awards (co-authors Prof. Shveta Singh and Prof. Surendra S. Yadav).

Prof. Himanshu Joshi

Joshi, Himanshu (2019). Product market interventions and stock returns: Evidence from automobile manufacturing firms from India. *Indian Journal of Research in Capital Markets*, 6 (2), 20-27.

Prof. Hitesh Arora

Das, Jitendra, K., & Arora, Hitesh (Eds.). (2019). *Reinventing Indo – Russia relations*, New Delhi: Bloomsbury.

Prof. Jitendra Das

Das, Jitendra Kumar., Shilpi Jain., Sriparna Basu., & Bishakha Majumdar (2019). Organic wellness: Influencing consumer decisions via cause marketing. *Ivey Publishing*, Product No. 9B19A030.

Das, Jitendra, K., & Arora, Hitesh (Eds.). (2019). *Reinventing Indo – Russia relations*, New Delhi: Bloomsbury.

Das, Jitendra, K. (2019, September 5). Management degree essential for start-ups. *Deccan Herald*, Andhra Pradesh, Telangana and Karnataka, p.16.

And, also on <https://www.deccanherald.com/supplements/dh-education/management-degree-essential-for-start-ups-759032.html>.

Das, Jitendra, K. (2019, July 30). What venture capitalists look for in start-ups, *Entrepreneur India*, Online on <https://www.entrepreneur.com/article/337452>.

Das, Jitendra, K. (2019, September 26). Higher education reforms imperative to push India story, *Daily News and Analysis* (DNA), Mumbai and Ahmedabad, And, also on <https://www.dnaindia.com/analysis/column-higher-education-reforms-imperative-to-push-india-story-2792386>.

Das, Jitendra, K. (2019, August 01). Our ancient teachings apply to modern management, *Daily News and Analysis* (DNA), Mumbai and Ahmedabad.

Das, Jitendra, K. (2019, July 10). Management education needs far-reaching change, *Hindustan Times*, Mumbai.

Views of Dr. Jitendra Das, on National Education Policy (NEP) 2019, was published in *Education Post*, Vol. VII, Issue 8, August 2019, Pg 58.

Prof. Mohita G. Sharma

Sharma, Mohita G. (2019). Vistara: The U-turn in catering. *Case Centre UK*, Case Reference No. 619-0034-1.

Sharma, Mohita G. (2019). An Analysis of the Innovation Ecosystem of Indonesia based on the Global Innovation Index GII Reports. *Working Paper No.2019/14*, FORE School of Management, New Delhi.

Prof. Pooja Kumari

Prof. Pooja Kumari presented a paper titled "The Enablers and Inhibitors of Electric Vehicle Adoption Intention from Sellers' Perspective in India: A View of the Dual- Factor Model" at the POMS 2019 International Conference 2019, during September 2-4, 2019, Brighton U.K.

Prof. Prachi Bhatt

Bhatt, Prachi (2019). Perceived national culture and behavioural preference of professionals experiencing corporate culture - A study of emerging country multinationals. *Pacific Business Review International*, 11 (10), 99-108.

Bhatt, Prachi (2019). BATNA: Perceived leverage through positive illusion in conflicts. *Conflict Studies Quarterly*, 28, 16-32.

Prof. Rakhi Tripathi

Tripathi, Rakhi (2019). Are Indian HEI websites IS friendly. *Working Paper No.2019/12*, FORE School of Management, New Delhi.

Prof. Sanghamitra Buddhapriya

Prof. Sanghamitra Buddhapriya was invited to moderate a session on Global Scenario and Practices in the DMA Women Development Conference on "Think Equal, Build Smart, Innovate for Change" held on August 8, 2019 at The Park Hotel, New Delhi. The two panelists in this session were Ms. Aya Matsuura, Gender Specialist, ILO Decent Work Team for South Asia and Mr. Harsh, Team Lead, Deloitte, USA.

Prof. Sanghamitra Buddhapriya received the "50 Women in Education" award by the World Education Congress on July 4, 2019 at the Taj Lands' End, Mumbai. She was given this award because of her contribution to management education, research and training.

Prof. Savita Gautam

Gautam, Savita (2019). *WTO demystified fundamentals and the Indian perspective*. New Delhi: Bloomsbury.

Prof. Shallini Taneja

Taneja, Shallini., Pawan Kumar Taneja., & Umesh Rao (2019). Sahaj: A sustainable development PPP model for empowering rural lives. *Case Centre UK*, Case Reference No. 719-0039-1.



Prof. Sanghamitra Buddhapriya being laurelled with the "50 Women in Education" award by the World Education Congress

Prof. Shilpi Jain

Das, Jitendra Kumar., Shilpi Jain., Sriparna Basu., & Bishakha Majumdar (2019). Organic wellness: Influencing consumer decisions via cause marketing. *Ivey Publishing*, Product No. 9B19A030.

Prof. Somayya Madakam

Madakam, Somayya., & Takahiro Uchiya (2019). Industrial internet of things (IIoT): Principles, processes and protocols. In Zaigham Mahmood (eds). *The internet of things in the industrial sector- Security and device connectivity, smart environments, and industry 4.0*, (pp 35-53), Switzerland: Springer Publication.

Prof. Sriparna Basu

Das, Jitendra Kumar., Shilpi Jain., Sriparna Basu., & Bishakha Majumdar (2019). Organic wellness: Influencing consumer decisions via cause marketing. *Ivey Publishing*, Product No. 9B19A030.

Prof. Sriparna Basu was invited to teach two courses at IIM, Sambalpur during this quarter.

Prof. Sumeet Kaur

Ahmed, Faisal., & Sumeet Kaur (2019). India's export potential with the Arctic council countries: A gravity model estimation. *Pacific Business Review International*, 11 (11), 72-85.

Prof. Sunita Daniel

Budwar, Nisha., & Sunita Daniel (2019). A study of the effect of infective immigrants in the transmission of Malaria & Dengue by simulation. *Journal of Advanced Research in Dynamical and Control Systems*, 11 (06), 1176-1181.

Budwar, Nisha., & Sunita Daniel (2019). A model for malaria transmission dynamics with varying human interaction coefficients. *International Journal of Simulation, Systems, Science and Technology*, 20 (4), 2.1-2.9.

Prof. Vandana Bhama

Bhama, Vandana., Pramod Kumar Jain., & Surendra Singh Yadav (2019). Pecking order test at varying debt levels: A comparative study of Indian and Chinese firms. *Indian Journal of Research in Capital Markets*, 18(2), 237-261

Prof. Varsha Khattri

Khattri, Varsha., De A., & Sethi R. (2019). Pitch Imperfect: A study on advertising that hides. *The Case Centre, UK*, Case Reference No: 519-0116-1.

Prof. Vinay Kumar Dutta

Prof. Vinay Dutta was invited by Jaipuria Institute of Management, Noida to act as the Session Moderator for panel discussion on "Issues and Challenges in Contemporary Banking" during the Finance Conclave 2019 organised on August 31, 2019.

Roads and Highway Sector in India: A Financier's Perspective



Mr. Rajat Dhingra, Assistant General Manager, Industrial Finance Corporation of India addressing the audience during the seminar

Infrastructure financing is a key issue which grapples policymakers, financiers and students alike. In this time of liquidity crunch and numerous stalled infrastructure projects, learning on the myriad risks involved in project financing, is always welcome. Young managers and decision makers of tomorrow need to be appraised on the various risks like economic, financial, social, political which need to be accounted for when undertaking road financing. To enlighten the students on the issues related to project financing, with special emphasis on roads, FORE School of Management, New Delhi was happy to invite Mr. Rajat Dhingra, Assistant General Manager, IFCI Ltd. for addressing the students on “Roads and Highway Sector in India: A Financier's Perspective”. The lecture, organised by Special Interest Group - Investment and Portfolio (SIG-IP) on September 6, 2019, discussed the internal rating methodology used to evaluate road projects, shared the norms of risk-based pricing system in accordance with RBI/ Basel guidelines and highlighted the monitoring and evaluation techniques for highways. Mr. Dhingra also elucidated on the types of Private Public Partnership (PPP) projects, emerging trends, key challenges, financial metrics, critical risks and the road ahead, for roads sector in India. The seminar concluded with a 'thank you note' from Prof. Vinay Dutta, FORE School of Management, who also felicitated the speaker with a Memento. Prof. Gagan Sharma, faculty in-charge of SIG-IP, along with Professor Vandana Bhama, Faculty, FORE School of Management marked their presence at the seminar.



Prof. Vinay Dutta, Prof. Gagan Sharma and Prof. Vandana Bhama along with the guest speaker Mr. Rajat Dhingra

The EduMeet – 2019 & Education Excellence Awards



Dr. Jitendra Das with other prominent panelists during 'The EduMeet 2019 and Education Excellence Awards'

FORE School of Management, New Delhi in association with the ASSOCHAM organised summit on “The EduMeet 2019 & Education Excellence Awards” on July 12, 2019 at Hotel Hyatt Regency, Kolkata. More than 200 delegates from industry and academia participated in this summit. FORE was the academic partner for this event.

The special guest at the inaugural session of the summit was Mr. Anil Swarup, IAS (Retd.) Former Secretary, Department of School Education & Literacy, Ministry of Human Resource Development, Govt. of India and Guest of Honour was Ms. Soso Shaiza, Member, National Commission for Women.

Dr. Jitendra Das, Director, FORE School of Management, New Delhi was the Session Chair for the Plenary I - Decision Makers Session on “Innovation & Employability”. The focus areas of this session was Quality Education, Infrastructure, Foreign Collaboration at Higher Education, and Creating Centre of Excellence & Industry Academia Partnership.

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

- Dr. Marisha Mc Auliff, Chief, Academics & Quality Systems, NSHM Knowledge Campus, Kolkata
- Prof. (Dr.) Sanjay Gupta, Vice-Chancellor, World University of Design, Haryana
- Dr. Rakesh D Vanzara, Dean & Faculty, Engineering & Technology, Ganpat University, Gujarat
- Prof. Dilip Shah, Dean of Student Affairs, The Bhawanipur Education Society College
- Ms. Alexandra Gnuskina, Entrepreneur, Mentor, Consultant, Moderator, Creator Youth Education Lead, iExpert (Russia)

Plenary Session II – Leaders Vision 2020 deliberated issues like Curriculum relevance to changing Market needs, Learner Centric Approach at School level for Education Sector in India, Holistic development & significance of Pre-School and Technological intervention. Plenary III focused on India as Education Hub & building Ecosystem of Quality Educational.

HR Knockout



Prof. Faisal Ahmed awarding team Mavericks consisting of Abhishta Gupta, Allwyn Samuel, Smriti Bhagat and Tushar Sharma with the winner's prize

In its second edition of HR Knockout (August 31- September 3), saw a massive participation from the students. The event comprised of 3 rounds with participation in teams of 2. The first round was held on August 31, 2019 consisting of an online quiz of 20 minutes where students had to compete against time to answer 20 questions consisting of mainly pictorial information. Twelve teams then proceeded to the second round which was named as the Bidding Round. Bottom 6 teams got dissolved for this round and they had to then pitch themselves as individuals to the top 6 teams to be a part of them. What followed was an intense round of discussions and bidding war where the top 6 teams were given Rs.10000 as virtual cash to select 2 players most suitable to them.

After the formation of the 6 new teams comprising of now 4 participants each, each were given a case study based on the latest issues trending in the HR world and they had to present their case and the solution in the most creative manner. Teams had 24 hours to brainstorm and present their solutions to Prof. Reeta Raina, Prof. Faisal Ahmed and Prof. Chandra Shekar who were the judges for the final round. With their out of the box thinking, The Mavericks consisting of Abhishta Gupta, Allwyn Samuel, Smriti Bhagat and Tushar Sharma emerged out as winners and with their presentation skills, Akanksha Gupta, Aman Joshi, Pratibha Baheti and Vaibhav Baheti of Team Dual Specialisation were declared runners up. The competition concluded with each of the judges enlightening the students with their wise words and congratulating the winners as well as the organisers.



Team SIG HR after the successful completion of the HR Knockout

Addict - 2019



The second round- 'Brand Akshari' of the Think Tank 'Addict' event

With the idea of getting BrandBoozled, Team Think Tank, organised its annual brand therapy competition known as Addict. The competition was organised on September 4, 2019 where the winner was touted to be the brandwhiz of the institute. The event revolved around probing the brand knowledge possessed by the students in terms of its logos, tag lines and any other related brand features.

The students participated enthusiastically in teams of three. With all the teams competing neck to neck, brand knowledge of all present was tested and rewarded. The competition was divided into three rounds and a special wild card round whereby, one team got direct entry to the second round of the competition. First round was a culmination of theoretical and pictorial knowledge on brands. Second round consisted of an innovative idea, Brand-akshri, where in the students had to think of two products and companies on the category provided, by following the rules of antakshri. In the last round, the teams were given a phrase with which they had to prepare a product and a sales pitch.

The competition closed with Team Brand Mafia winning it, comprising of Anirudh Sood, Ankit Gulati and Shubham Aggarwal; the runners up were Team Tan-shi, comprising of Ankit Mittal, Tanya Gupta and Meenakshi Gupta. The event ended in huge success with students getting an opportunity to not only test their brand knowledge and enhance it further, but also to have tremendous amount of fun.



Participants presenting a product and a sales pitch in the final round of Think Tank 'Addict' event

Fresher's 2019



Team Nexus at the Fresher's 2019 event in the auditorium

August 9, 2019 embarked the day when Juniors were officially welcomed in FORE School of Management. Freshers 2019, hosted by the dynamic Team Nexus in the Virajam Auditorium, saw both juniors and seniors celebrating the future at FORE as the theme of the event was "Cyberpunk-Future is now". The audience was high on energy and were all decked up for the evening by dressing as per the theme.

The event started by Symoon Zamir (IMG12) introducing the event and briefing the crowd of what lied ahead. She was joined by Khyati Sharma (IMG12) and both became the hosts for the evening. The evening started by a group dance performed by seniors which was followed by a melodious band performance by Akshay Tomar (IMG12), Ankit Narang (IMG12) and Aradhya Jain (FMG27).

After the senior's performance, it was time to start the most anticipated event of the day: Mister and Miss Freshers. The first round consisted of the classic ramp walk but with a twist. All the contestants were divided in a pair of 2 consisting of a girl and a boy and they both had to synchronise their walk and then introduce each other to the audience. While the results of round 2 were being prepared, audience were engaged in a dance off battle between Sarthak Garg (IMG13) and Vipul Raj Nikumb (IMG13).



Mr. Fresher's Vipul Raj Nikumb (IMG13) and Ms. Fresher's Isha Khilji (FMG28)

(IMG13), followed by another soothing song performance by Nalini Jain (FMG28), Naman Arora (FMG28) and Bhanu Pratap (FMG28). Aryaman Plaser (IMG13) then came on stage for a stand-up comedy act and left the audience in splits.

The next round of Ms/Mr fresher title entailed each of the selected contestants answering some fun questions and the wittiest answers got a huge applause from the crowd. They then had to perform an impromptu dance on the song which kept the crowd lively.

The mood became sombre when Yash Bhatia (IMG13) and Yatharth Pandey (IMG12) presented their poetries. It was a roller coaster of moods for everyone as dance performance by Akshita Rallan (FMG02) and Mily Saxena (IMG13) ensured crowd became exuberant again.

The moment everyone was waiting for arrived as Isha Khilji (FMG28) and Vipul Raj Nikumb (IMG13) won the title of Ms and Mr. freshers respectively.

Another highlight of the day was a dance act by Sonali Varma (FMG28) who enthralled everyone with her dance moves.

As the evening came to an end and students returned to their hectic schedules, Freshers 2019 made sure that the evening will be etched on their minds forever.



Mr. Aradhya Jain, Mr. Akshay Tomar and Mr. Ankit Narang amidst a melodious band performance during the Fresher's 2019

Alumni Speak



Mr. Imran Qadri, sharing his key insights during the Alumni Speak session

On August 23, 2019 FORE Alumni Network organized its first Alumni Speak of the new session at FORE School of Management, New Delhi and invited Mr. Imran Qadri, Head-Marketing and PR, Harley Davidson as their guest speaker. Back in the day, Mr. Imran Qadri graduated from FORE in 2008 and thereafter went on to join Hero MotorCorp Ltd. as a senior officer and management trainee. Later he worked for Nissan Motor Corporation before finally joining Harley Davidson in April this year.

Mr. Qadri conducted a very interesting and interactive session where he gripped the attention of the students with his strategies for MBA College life. He told how his automobile-savviness landed him an internship at Hero MotorCorp which finally converted into a successful placement later. He also urged the students to go with their passion as that would result in a satisfying career.

He then talked about the importance of a sales role in the initial years of a marketing career, he explained how a sales and marketing support role helps a person to come face to face with the ground realities and how experience of the same later translates into successful product marketing and product life-cycle mapping. He further talked about the newer forms of marketing communication like digital marketing, halo marketing, influencer marketing and stressed on the growing importance of brand management and related career opportunities in this field. He also showed videos from Nissan Motor Corporation and Harley Davidson to make the students aware of what all goes behind designing a marketing communication campaign in today's time.

Infalibly, Mr. Qadri managed to ignite the interest of lots of marketing and automobile enthusiasts in the audience and made it an inspirational seminar for the students of the current batch.

“When writing the story of your life, never let anyone else hold the pen.”

- Harley Davidson



Mr. Srikant Kothari addressing the students during the Alumni Meet session

FORE Alumni Network organised an Alumni meet with Mr. Srikant Kothari, head of IT for Microsoft India on September 5, 2019 in Pragya Hall, FORE School of Management. The audience mainly consisted of all the IT enthusiasts who wanted to follow Mr. Kothari's steps and know the future of AI in today's world. He started the session by reminiscing about his time at FORE and how his job from campus at an IT company opened doors for him and there was no looking back after that.

He emphasised to the students about how as future managers technology is of utmost importance and how tech companies today are ruling the roost. He then went onto speak about the Buzz topic of the recent times- Artificial Intelligence. AI can perceive, learn, reason and assist in Data Management and act to help solve problems. He gave example of MakeMyTrip and how it uses AI to show ticket prices.

Mr. Kothari threw a question at the audience asking the company providing the best customer service. Answers varied from Swiggy to Amazon. He then gave his insight that he wants the companies to push the boundaries and identify the consumer's problem themselves rather than customers contacting them.

He encouraged the students to think out of the box and focus on Repeatability and Reproducibility- two essential qualities of a good company. To bring home this point, Mr. Kothari shared with the students the time when he founded the Placement Committee at FORE and created a database of students on MS Access to give it to the recruiters, a feat no other college in the vicinity at that time was able to achieve.

The session ended with an intuitive Q&A session in which students cleared their doubts regarding the future in IT sector and Mr. Kothari telling them about Microsoft AI Business School where they can learn to apply AI strategically into any business.

“The advance of technology is based on making it fit in so that you don't really even notice it, so it's part of everyday life.”

- Bill Gates

Melange - 2019



Mr. Naveen Choudhary sharing his experience on the Marketing in the media and publishing industry.

On August 21, 2019, Special Interest Group - Marketing organized Melange: The Marketing Seminar. Mr. Naveen Choudhary, Associate Director, Marketing at Oxford University Press was invited to share his experience and insights on Marketing in the media and publishing industry. Mr. Choudhary has about 17 years of experience in the field of marketing. He had penned a book called "Janta Store" which is about how a youthful guy's life gets influenced by the social constructs and politics around him.

Oxford University Press operates in over 40 countries. Mr. Choudhary heads the Heading marketing function for Oxford University press' academic business in India and South Asia. Core motto of marketing is to bridge the gap between the business and the customer. Mr. Naveen suggested that one should never lose focus on customer's needs and should always be respectful and to be kind to the customer. He had shared valuable insights on how important it is to be able to choose the right target audience. In the context of publishing a book, he has elaborated on a step by step process that one needs to follow and highlighted the challenges one could face in each. As books are a want and not a demand, Mr. Choudhary opined that one has to constantly keep promoting his/her book through all possible media - digital marketing, billboards, interviews, book signing etc.

Lastly, Mr. Choudhary has given a very interesting insight about digital marketing: 68% of the revenue that a book generates from digital marketing Instagram post, Facebook Posts, E-mail marketing etc.



The audience during the interactive Melange session

Seminar on "Modus Operandi"



Mr. Sudhanshu Mani addressing the audience at the 'Modus Operandi' seminar

On August 29, 2019, team FOSTRA collaborated with the Centre of Operations and Supply Chain Management and organised an informative seminar titled "Modus Operandi" at FORE School of Management. Mr. Sudhanshu Mani, retired General Manager, Integral Coach Factory, Indian Railways and the man behind Vande Bharat Express-an Indian semi-high speed intercity electric multiple unit-commonly known as Train 18, was invited to share his journey and learnings. Mr. Mani has had an experience of 38 years. He started his professional journey as an officer in eastern part of the country in the Indian Railways. His latest project was Train 18, the first indigenous 180 kmph train set. Train 18 was designed and entirely developed and manufactured in India as a part of the Make in India initiative.

Mr. Mani, a man of great wisdom and versatility, shared his passion about writing and poetry. He believed that there was a lot of untapped potential in the younger audiences with whom he loved to interact. He recounted that focus is very crucial in achieving one's goals drawing from his experience. He further talked about the time when he joined the Integral Coach Factory (ICF), a manufacturer of rail coaches which currently holds a record for manufacturing the highest number of train coaches where he identified a myriad of areas that required improvement and in a very short span of time he managed to improve the productivity of ICF by close to 50%, which was a commendable job.

Mr. Mani then informed the audience that a train's design hasn't changed much in over 60 years and there was a huge scope of innovation. This fact sparked the vision for the Vande Bharat express citing the thought that if one possesses a vision and the right set of teams to carry the vision forward, success is certain. Mr. Mani had both the vision and the team and because of this the journey of the Vande Bharat express from the drawing board to the tracks took just 18 months which was not an easy feat to achieve. At the end, Mr. Mani advised the students to love the organization that they work in, at the same time, it was also important to be empathetic. The interactive and knowledgeable session concluded with a group picture.

Lean Six Sigma Competency Development Programme



Mr. Vaibhav Agarwal, the instructor for the Lean Six Sigma CDP in the middle of his lecture

Team FOSTRA, the FORE Operations and Strategy Committee, on August 24, 2019, organised the first day of a four-day session of KPMG Lean Six Sigma Competency Development Programme (CDP) where they invited Mr. Vaibhav Agarwal, Associate Director at KPMG and a certified Lean Six Sigma Master Black Belt quality professional with over 12 years of experience in sales, to share his knowledge. Mr. Vaibhav has trained over 150 Black belts and 1500 Green Belts so far.

Mr. Vaibhav explained that in today's information age, news spreads faster than ever. When an event happens halfway around the world it can become common knowledge within hours or even minutes. A single, significant quality incident could result in irreparable damage to brand equity and consumers' trust. While there are many quality systems in use today, Six Sigma methodology has gained tremendous momentum and acceptance throughout the industry. The sessions were very interactive and Mr. Vaibhav perfectly correlated the Six Sigma concepts with some practical and live scenarios where he provided a lot of examples. He was well able to keep up the momentum and the trainees were given ample amount of group activities to keep the sessions all the more interesting and interactive. He emphasised the importance of six sigma implementation and explained with live instances where companies have turned themselves around by implementing the same.

By the end of the four-day session, the students could analyse and solve real world quality problems faced by organizations and were also involved in quality improvement projects. The four-day KPMG Lean Six Sigma Competency Development Programme (CDP) ended with a written test to evaluate the student's understanding. The highly successful certification course helped the students to familiarise themselves and gain insightful knowledge about the Lean Six sigma subject matter which would further refine them for their projects and organisational careers.

Box Cricket League 2019



Team 'KyunBatau'- the Box Cricket League 2019 Champions

In an effort to add colour and excitement to student's busy schedule, FORE sports and cultural division had organized Box Cricket League - FSCD's first event of the academic year 2019. The event kicked off on August 16, 2019. The event witnessed participation from 33 teams from both the senior and junior batches.

The event was conducted in 5 stages - Group stage, knockouts, quarter finals, semi-finals and the finals. The action-packed journey of 12 days was the ultimate stress reliever for the students. The final match concluded on 3rd September' 19 between team KyunBatau and Ravishing Willows with team KyunBatau winning the tournament.

The big take away from this event was no doubt the loads of memories and entertainment, but there was one more important learning that the students took home: Whether you're a professional athlete or not, sports participation highlights leadership qualities that are both effective on and off the field.



Team 'Ravishing Willows'- the Runners up- Box Cricket League 2019

Anubhuti - An Interface with Corporate World



Mr. Ankur Warikoo interacting with the audience

The Corporate Interaction Division of FORE School of Management, in its first *Anubhuti* seminar of the new academic season on July 4, 2019 invited Mr. Ankur Warikoo, Co- Founder and CEO, Nearbuy.com. The theme for the session was 'three ways you have only messed up your MBA'. The freshly inducted junior batch experienced the *Anubhuti* session for the first time in their MBA journey.

Mr. Ankur began by sharing his personal experiences where he figured out that he was sure that he wanted to pursue a PHD and work for the NASA. He went to the U.S. to pursue his PHD but lost his track and couldn't finish the same. He explored other options when he came back to India and eventually decided to pursue an MBA course from the ISB.

Through this experience, Mr. Ankur wanted to communicate that there were three ways where one already messes up his MBA and these were- (i) Blindly following a path and not realizing one's goals (ii) Not appreciating and valuing one's possessions like family support and (iii) By staying in one's comfort zone. Mr. Ankur reiterated that one should always try to seek discomfort by moving out of his comfort zone.

After sharing his experiences, Mr. Warikoo asked to answer the queries of the audience. The excited audience asked diverse questions ranging from his experience at ISB, to the most challenging aspect about his current job as the CEO of nearbuy.com. He answered all the questions and made the session highly interactive, which also was a great learning experience for the fresh batch, the beginners in their MBA journey.



Mr. Arun Rawal and the audience during the Anubhuti session



Mr. Arun Rawal in the middle of the Anubhuti session on his corporate experience with Reliance industries

In the second *Anubhuti* session of the current academic year conducted on 8th August 2019, the Corporate Interaction Division (CID) invited Mr. Arun Rawal, former Vice President of Reliance Industries, to enlighten the students of FORE School of Management about his corporate experience with the growth of Reliance Industries. With more than 36 years of strong experience in different fields of management, Mr. Rawal had a lot of insights about his time at RIL to share with the students.

Mr. Rawal handled the petrochemical division of RIL which accounts for roughly 70-80% of its turnover. Initially, he briefed the students about the petrochemical and polymer market and then he went on to explain the strengths of Reliance Industries. He pointed out major reasons/strengths for the success of RIL and backed all of them with mind-gripping visionary stories of the founder, Mr. Dhirubhai Ambani. The first reason that he mentioned was the principle of economies of scale on which RIL strongly operates. He explained how Reliance manufactures its products in huge quantities which leads to cost reduction. Next, he explained how Reliance has mastered the art of backward integration and how this benefits them in a multi-faceted way. The third reason was the 'Project Implementation' of Reliance Industries. He told how Reliance not only never fails to meet its targets but also, it beats its targets. Another important strength of RIL that he mentioned was its highly diversified portfolio which helped it in dealing with fluctuations. Finally, he concluded with the most important reason that Reliance was financially very strong, he also guided how it makes sure to adhere to its financial disciplines.

All in all, Mr. Rawal at all points made sure that the session was very interactive and the students took a good share of knowledge with them in the end.

16th of August witnessed a fun filled *Anubhuti* session organised by Corporate Interaction Division in which, Mr. Aashish Chopra, Vice President- Content Marketing, Ixigo.com, was invited to share his thoughts on 'Virality of Content' and his story of 350 million views. The session started with the energetic Mr. Chopra narrating his story from being a college dropout to going viral in the virtual world with a creative video he filmed himself. The story highlighted a primary aspect of



Mr. Aashish Chopra sharing his thoughts on 'Virality of content'

content marketing: the audience. Soon after, his first video on Gurgaon tolls went viral, he found himself appearing in newspapers and radios. This made him both happy and scared as he found himself asking, what next.

Sharing his experience with creating content, he went on to pinpoint certain aspects of content marketing which one shouldn't overlook. The first being the user experience. If a user can't relate to the content produced, he will never be interested in buying the end product or service. Such relatable content is not a matter of how many dollars one has in his pocket; rather it all begins with just an idea. All videos filmed by Mr. Chopra were minimal budget videos, which not only garnered him fame in India, but also in the United States of America, where his quirky video on 'What One Can Take From Hotels' was shown on a popular television show. The session moved on with various interesting videos produced by Ixigo being played, each one of a different genre, from Mother's Day to April Fools. The idea behind all such content was not to sell a product or service but just to generate interest. Moreover, content marketing is significantly different from ads. While ads promote the product, content marketing promotes the experience. The primary similarity of all the videos which held the audience's interest was that they attempted to provide a solution to a problem faced by majorly everybody.

Content marketing towards the end of the session, was touted as modern-day story telling. With the audience in splits and admiration, the thought-provoking session with Mr. Chopra ended with a group selfie and tremendous knowledge on content marketing to take home.



Students posing for a selfie with Mr. Aashish Chopra

Mark the Talk



Mr. Prateek Gauri posing with the members of the Personality Enhancement Cell

'Take the road less travelled by' this is the Mantra Mr. Prateek Gauri, CEO of 5th Element Group swears by. He was invited by Team PEC on August 20, 2019 to interact with the students and to motivate students to follow their dreams.

Mr. Gauri started the informal session by telling the students how he learnt a lesson at every stage of his life, right from his schooling to MBA. Right from the beginning he wanted to create his own personal brand with 3 main ingredients- Fame, Social Impact and Money. So, while every student was studying diligently in his MBA class to get a good placement, he was sitting on the last bench writing business ideas on a paper.

The result was him partnering with 5th Element Group and becoming its India President where he combined his passion with social welfare. Demonstrating how exactly he is working towards society; Mr. Gauri showed the students a silver coin featuring Rani of Jhansi embedded with block chain technology. It serves as a digital wallet for crypto currencies. Mr. Gauri then explained that the manufacturing cost of the coin was just 50 dollars and every proceeding collected from the sale of 1000 coins went to SDG-5 which empowers women.

The session also consisted of an inquisitive Q&A session in which he answered all the students' questions patiently. Answering a question about how he got his first client on board, Mr. Gauri told that convincing his first client, HUL was a difficult task but pitching to the right people did the trick. He then apprised the students of the importance of social media and how easy it is to reach to your target audience using the same.

He concluded the session by quoting the same line to the budding entrepreneurs which Jack Ma told him during the World Economic Session, "Don't be the smartest guy, hire the smartest".

Seminar on 'Careers in Securities Market'



Ms. Hershita Pant along with the members of the Special Interest Group- Investment Portfolio

Special Interest Group- Investment and Portfolio (SIG-IP) organised a seminar on 'Careers in Financial Markets' which was conducted by Mrs. Hershita Pant, Assistant Manager, National Institute of Securities Market (NISM) on August 19, 2019. The agenda of the seminar was to brief the students on various career options available to students in the securities market as well as the broader financial markets.

The discussion indulged in weighing out the possibilities of a future in securities market both domestic and international. Firstly, an overview of the securities market was given whereby equity securities, debt securities, and the ideas of primary and secondary market were explained. Moving ahead and engaging the audience by talking in terms of future aspects of investment in securities, the discussion shifted to different career avenues. Such career opportunities were classified into five broad categories namely, dealer, merchant banker, mutual fund distributor, research analyst and, a wealth manager. The five categories were explained in detail with the analysis of present and future growth in such domains. Research analyst was said to be the new addition to a range of fast growing financial jobs.

In the final leg of the discussion, the different need sets of each of the roles involved were discussed and the pre requisites of the same were focussed on so as to help the students prepare in advance for such career options.

Ms. Pant also demystified the various certifications offered by NISM which may help the students in their career in financial markets. The seminar was deeply insightful and quite beneficial for FORE students who want to pursue a career in the field of finance. Many of these certifications are mandated by SEBI for specific roles and job profiles at various financial market institutions. NISM is a Securities Exchange Board of India (SEBI) educational initiative that provides a wide range of certifications and programmes related to Indian financial sector. NISM is also collaborating with FORE School of Management and SIG-IP to offer its wide range of certifications for the students of the institute at college campus itself. The seminar concluded with a brief address and vote of thanks from FORE faculty and SIG-IP Professor-in-charge Prof. Gagan Sharma.

Peer to Peer Learning Programme



Mr. Tanmay Hazari, IMG 12 discussing the ongoing developments in the banking industry in the third P2P session

With the motive to impart knowledge and build the required skill set expected from the future managers, the Students' Council President and Vice-President, launched the peer to peer learning programme at FORE.

The first P2P learning session was organized on August 26, 2019, in which Mr. Kashif Hussain and Mr. Romil Sailot (both from FMG27 batch) discussed about Case Interviews and Guess Estimate Questions. On requests from the students, a recap session was conducted on September 4, 2019.

Mr. Mohammad Yusuf Khan (from IMG12 batch) was the coordinator for the second session held on September 2, 2019. The discussion revolved around how to effectively read the newspaper and filtering out relevant news items for the upcoming group discussions.

The third session was organized in collaboration with Team FEFF on September 16, 2019. Mr. Tanmay Hazari (from IMG 12 batch), coordinator of Team FEFF, discussed the ongoing developments in the banking industry. The main focus of the discussion was investments of banks in FinTech for the automation of their lending business.

The fourth session was conducted by Mr. Kashif Hussain and Mr. Romil Sailot (both from FMG27 batch) on September 20, 2019. The discussion was about profitability questions and guess estimates.



Students engaged in interactive discussions in a yet another P2P session

Knowledge Room Session



Mehak Dhingra (FMG28) addresses the audience at IBF Knowledge Room. International Business Forum (IBF) conducted a knowledge room session on August 29, 2019 at FORE School of Management. The theme of the event was “How big Corporates make it big”. The session was all about how firms which are today on top started out and faced struggles initially. Amay Anand and Mehak Dhingra of Team IBF presented five such companies to the audience to enlighten them about their journey. One such was Walmart which had marked its global presence by having 11,000 in the whole world. It has made possible for us to get everything under one roof. After capturing the brick and mortar store market, Walmart now has launched its e-commerce website.

Another significant company worth mentioning is Google. They told that Google has become one of the largest technology makers today. Google has become so intertwined with our lives that we use its one or more services daily.

To make the students realise the importance of AI, a video was shown highlighting how it has become a part of our everyday lives.

The session was concluded by Prof. Savita Gautam, moderator of the event who told a story about a deaf frog who came out of a well where he was trapped with other frogs because he could not listen to their protests and had belief in himself despite protests from other frogs. She related this with Jack Ma, founder of Alibaba who despite facing rejections several times never lost hope and eventually became one of the most eminent persons of the world.



The engaged audience in the Knowledge Room Session organised by the International Business Forum (IBF)

Rakhtdaan 2019



A donor during the 'Rakhtdaan' 2019 blood donation drive

“Bring a life back to power, make blood donation your responsibility”

Rakhtdaan 2019, the first event of Team Antar was held on August 27, from 12 P.M. to 6:30 P.M. *Antar* carried out their responsibilities extremely well and helped make this blood donation camp an overwhelming success.

The members of the Rotary Club, arrived on campus at around 11:30 A.M. and left the campus by 7 P.M. The team arranged lunch and snacks for them and refreshments for the blood donors. Along with refreshments, the team presented the donors with diaries as gifts and certificates, cards and medals which were given by the Rotary Club.



A donor during the 'Rakhtdaan' 2019

Umpteen photos were clicked of all the students before and after their donations. Evident instances of a tiny bit of fear turning into a content smile clearly depicted the importance of such donation pools. More than 120 students contributed through blood donations. It was an enriching experience for the team as well as for the donors.

This yearly event of *Antar* helps educate the participants and emphasize on the criticality of such donation camps in order to ensure smooth functioning of the blood banks. Every blood donor is a life saver.



A medical expert assisting in the process of blood donation

Independence Day 2019



Dr. BBL Madhukar addressing the audience on the occasion of the Independence Day 2019

Team Nexus organised an Independence event on August 14, 2019 in Virajam Auditorium, FORE School of Management to commemorate India's 73 years of freedom from the 200 year old British government.

A large number of students turned in ethnic dresses which was the dress code for the event, to witness the occasion. The event was embarked by speeches from Dr. Asif Zameer, Dean Corporate Relations, Dr. B. B. L. Madhukar, Vice President, FORE and Dr. Jitendra K. Das, Director, FORE.

What followed were some stupendous performances by some of the talented students of the college. On one hand, the event was



Dr. Jitendra Das on the stage, addressing the audience during the Independence Day 2019 celebrations

made lively by a zealous dance performance by Dimple Tibrewal and Alisha Bhatnagar and on the other hand audience were instilled with feeling of patriotism after listening Amay Anand's Poem. The event also witnessed another dance performance by Vipul Raj Nikumbh.

Another highlight of the event was the speech given by Nitish Prakash wherein he talked about India's achievements of the past few years like Chandrayaan 2, Bhartmala Project and the digital India initiative which has transformed our nation.

In the end, the audience were left with a feeling of pride towards their nation due to the accomplishments made in each and every aspect despite being free liberated for just 73 years.



Team Nexus, all dressed up in traditional attires during the Independence Day 2019 Celebrations

Deepawali: Get-together

This year on the auspicious and festive occasion of Diwali, FORE organized a get-together, like the previous years for the Festival of Light on October 25, 2019. Members of Executive Board, faculty and staff were present on the occasion with great

enthusiasm. 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!!



Achievers' Column



Mr. Mohit Mudgal and Mr. Shashank Awasthi (FMG 27)- the Winners of the Case Latte competition- SIBM-Pune

Symbiosis Institute of Business Management, Pune, organized the Case Latte competition from August 5 to August 11, 2019. The event was organized by CafFin – Finance Club of SIBM, Pune. The competition was won by Mohit Mudgal (FMG27) and Shashank Awasthi (FMG27) from the institute and they were rewarded with cash prize worth Rs. 5,000 along with tickets to Indonesia.

International Institute of Management, Indore, organized its cultural fest “Atharv” from 6th September to 8th September, 2019. The team comprising of Aditya Kumar, Arjunveer Singh, Geet Shivdasani, Rohan Mamtani and Vanshaj Singh (collectively from IMG12) were announced as the second runners'-up in the Vignette competition at the cultural fest.

Jaipuria Institute of Management, Noida, organized the Praktikos 2019 competition with their final round being held in JIM campus on September 27, 2019. It was a national level Summer Internship Experience contest with two rounds – online screening and final presentation. Karan Minocha (FMG27) won the competition and was awarded with a trophy along with Rs. 10,000 cash prize.

Indian Institute of Management, Ahmedabad, organized Masterplan 2019, its annual B-plan competition, at IIM-A



Mr. Karan Minocha (FMG 27)- the Winner of the Praktikos- a national level Summer Internship Experience contest- Jaipuria Institute of Management, Noida



Mr. Geet Shivdasani, Ms. Kartiki Datta and Mr. Arjunveer Singh (IMG 12)- the Winners of the prestigious Masterplan 2019 competition- IIM Ahmedabad

campus. The competition was organized in four rounds under the Red Brick Summit 2019 from August 22, 2019 to September 29, 2019. A total of 1100 teams had participated in the contest. The team comprising of Arjunveer Singh, Geet Shivdasani and Kartiki Datta from IMG12 emerged to be the winner of this intensive competition and was awarded with cash prize of Rs. 50,000.

The months of August and September were extremely significant for FORE School of Management with these students achieving glory and excellence in inter B-school competitions and making their institute proud.



Mr. Arjunveer Singh, Mr. Vanshaj Singh Thakur, Mr. Aditya Kumar, Mr. Rohan Mamtani and Mr. Geet Shivdasani from IMG 12- the second runners' up in the Vignette competition- IIM Indore

First Impressions



Akanksha Gupta (FMG28)

On 21 June, 2019, full of umpteen emotions and aspirations, I entered the gates of FORE to start a new chapter of my life. From working in a 9 to 5 job in front of the office computer to sitting in a classroom listening to teachers and sleeping at odd hours to complete the assignments, life here at taken a complete 180-degree turn. I realised that FORE School is with stories as so much keeps happening each day that every student here will have a story to tell for each day he spends here.

The challenge started with KYS. Being an introvert, it was an uphill task for me to go to random seniors and start a conversation. But now that I look back, it did help me warm up to new people and come out of my shell. The committee selection process proved to be a work cut for me as I had to sacrifice one thing dear to me- Sleep. From forming groups at midnight, making presentations in 10 minutes and giving interviews to seniors to prove your mettle, those 3 days taught me a lot and will always be etched in memory.

The result day gave me dual happiness as our clothes became colourful from black and white and my love for writing won.

But little did I know that all this was just the tip of the iceberg. What followed was humongous amount of assignments, quizzes, projects, exams and committee work. But what kept me going in this fast-paced MBA life was having friends who support each other.

Everyday here is a learning experience and though some days throw a curve ball at me, I am grateful for the all the experiences and can't wait to explore what lies ahead.

First day at FORE was one of apprehensions, nervousness and excitement for the new experiences that lay ahead. As I entered FORE and saw the same emotions being reflected in other faces, relief washed over me. Being an introvert, I hadn't expected myself to be interactive, but that soon changed as I met my batch



Vanika Arora (FMG28)

mates and seniors. Starting from 'know your seniors' to various group activities, FORE bought me out of my comfort zone. Finding similar yet challenging minds has helped me grow a lot in little time. For me, first impression at FORE is about learning something new every day, stepping out bit by bit, all the while having a lot of fun.

The day I got to know that I got into FORE School of Management is still fresh in my memories. It was on that day that I had realized that the next two years of my life would be very eventful and challenging. I did my research and got to know that MBA life is going to be challenging, frustrating and equally rewarding. I walked



Sai Krishna (IMG13)

through the front gate of the college with all my dreams, hopes and apprehensions. Life changed drastically from the day one. I made many acquaintances who, fortunately, became my friends very quickly. Although I knew about the hectic life of MBA, I was still overwhelmed. Amidst this controlled chaos, I got to meet so many seniors as a part of an icebreaker called KYS (Know Your Senior). Interacting with seniors helped me a lot as I could comfortably clear all my queries. All the seniors that I had interacted with were very helpful and I had realised that there was a lot to learn from their experience.

As the days went by, it dawned on me that MBA is not just a fancy certificate course, it teaches you a lot of life lessons, and I surely stumbled along my way but I was fortunate enough to have friends who picked me up and kept me going. With all the presentations, case studies assignments it felt like I was being intentionally plucked out of my comfort zone and challenged every step of the way. However, I believe that growth doesn't happen in one's comfort zone. Everyday at FORE is an opportunity, everyday is a challenge. I had learnt a great deal so far and believe that I would be challenged in myriad of ways in the days to come and I am looking forward to taking it all in my stride.

I distinctively remember my first day at FORE School of Management, I was nervous yet so excited. There was a whirlpool of emotions going inside me as to what lies ahead. But soon all my apprehensions were laid to rest when I was introduced to my class and more importantly my classmates, who, at that point of time I didn't realise, would become my pillars of strength. People keep talking about competition when it comes to MBA but in the end it's these very people who help you deal with all the competitions and deadlines. I remember how I stumbled upon four idiots on day one of my college, a lawyer, an over-thinker BBA from Christ University, a cute 'Bhopalan' and a cynic Eco Honours, and how these idiots soon became friends and instantly gave me memories to cherish forever. My first impression of FORE is about the friendships that I found here, it's about the people I got to meet and the bond that I developed working with them.



Manika Singhal (FMG28)

Executive Education Programmes (July-September, 2019)



GMP for Young Women Leaders under BAYER's "Samvesh 3.0" Programme

FORE School of Management conducted following two Open MDPs at its Campus, New Delhi during July to September, 2019:

1. MDP on "HR Analytics" conducted by Prof. Subir Verma and Prof. Chandra Sekhar on July 22-23, 2019.
2. MDP on "Effective Communication and Presentation Skills" conducted by Prof. Anita Tripathy Lal on September 12-13, 2019.

Companies which nominated their participants in these programmes are: CSB Bank Limited, GAIL Training Institute, Indian Oil Corp. Ltd., North East Transmission Comp. Ltd., VOLVO Auto India, Airports Authority Of India etc.

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

1. "Effective Communication and Presentation Skills" for the officials of RITES Limited conducted by Prof. Anita Tripathy Lal during July 1-2, 2019 at FORE Campus, New Delhi.
2. "Winning Habits for Highly Effective People" for the officials of NHPC conducted by Prof. Neeraj Kumar and Prof. Prachi Bhatt during July 8-10, 2019 at Faridabad
3. General Management Programme for Young Women Leaders under BAYER'S Samavesh Initiative conducted by various faculty members (Programme Director- Prof. Asif Zameer) during July 15-19, 2019 at FORE Campus, New Delhi.
4. Training on "Design Thinking" for the officials of Indian Oil conducted by Prof. Shilpi Jain on July 16, 2019 at Noida.
5. Training on "Conflict Management" for the officials of BIRAC conducted by Prof. Subir Verma on July 16, 2019 at New Delhi.
6. General Management Programme for Young Women Leaders under BAYER'S Samavesh Initiative conducted by



Convocation ceremony for the participants of BAYER's "Samvesh 3.0" Programme on October 3, 2019

various faculty members (Programme Director- Prof. Asif Zameer) during August 19-23, 2019 at FORE Campus, New Delhi.

7. "Data Analysis and Advanced Excel" for the officials of Relaxo Footwears conducted by Prof. Shilpi Jain on August 21, 2019 at FORE Campus, New Delhi.
8. General Management Programme for Young Women Leaders under BAYER'S Samavesh Initiative conducted by various faculty members (Programme Director- Prof. Asif Zameer) during September 9-13, 2019 at FORE Campus, New Delhi.

A total of 187 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 27 participants are going through this programme.

Online Certificate Programme in "Big Data Analytics for Business and Management" in collaboration with University of California, Riverside, Extension USA (Batch-4) is continuing while "Machine Learning and Deep Learning" (MLDL) (Batch-1) programme was concluded on 07.09.19. Prof. Ashok K. Harnal is the programme director of both of these programmes.

A full time Executive PGDM (PGPX) Programme has been launched in the first week of June, 2019. This is an AICTE approved programme and of 15-months duration. The induction ceremony was conducted for the 1st batch of this programme on September 16, 2019 at Pragya Hall. A total of 9 students have enrolled for this programme.

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