

FOREprints

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The Newsletter of FORE School of Management
New Delhi

Message from Director



The entrepreneurship option is gaining popularity in India following the inspirational success of several Indian 'Unicorns', or start-ups that reached valuations of USD 1 Bn. Besides this, there are several pressing areas across sectors such as agriculture, sanitation, transportation, etc. that are in need of innovative solutions, and start-ups are best suited to come up with the needed radical solutions.

Given the interest in entrepreneurship amongst the youth, the important question is 'how do you train for entrepreneurship?' Since an entrepreneur learns by doing, it is best to get an early start in hands-on experience. The next best thing to starting your own venture is to work for a start-up. Management students interested in entrepreneurship can choose the option most easily available to them – their summer internship.

The summer internship is an invaluable opportunity to gain practical experience while studying. This is even more pertinent for students with limited to no work experience. For a budding entrepreneur, interning at a small start-up or MSME offers a great opportunity to see the real-world challenges, dynamism, thrill, excitement, and energy of a start-up environment. The weeks and months spent in this environment can also help validate the decision for the entrepreneurial route. Often it is seen that the glamour associated with entrepreneurship becomes the attraction for youth, but the actual experience is not in line with the aspiration. Interning with a start-up and spending time with real entrepreneurs will help students to make informed and mature choices rather than emotional ones with the wrong expectations.

Entrepreneurship is also a key to the Atmanirbhar Bharat objective. Given the speed with which start-ups can act to solve the problems of import substitution, Atmanirbhar Bharat can be achieved sooner and smoother if more entrepreneurs get involved.

Dr. Jitendra K. Das

Message from Dean (Academic Service)



We are facing an unprecedented situation today. The unthinkable has happened making the difference between 'risk' and 'uncertainty' more vibrant. The outbreak of COVID-19 has transformed our lives. Almost everything has undergone a change during this pandemic and even the way we speak and what we speak has transformed, new terms or phrases like 'social distancing', 'pandemic', 'lockdown', 'asymptomatic', 'quarantine' and 'covidiot' among others have become part of common parlance. 'Normal' has become 'New Normal' and 'work' is now WFH.

In the words of John F. Kennedy, 'When written in Chinese, the word crisis is composed of two characters – one represents danger and the other represents opportunity'. As an academician, I find that a major revolution has come in the education sector as well due to this pandemic. The teaching-learning process has evolved overnight just like a caterpillar transforming into a butterfly. Although the process of re-inventing education was difficult and stressful, it has taught us that Learning which involves Unlearning of old and outdated modes of teaching and Relearning of innovative IT based pedagogy alone can help us reinvent ourselves.

Dear Students, you have to adapt yourself to the new situation. Do not be rigid either in your actions or in thoughts. Be flexible. Learn to Relearn. Look at the new socially distant but interestingly more connected world as an opportunity in disguise.

Dr. Hitesh Arora

Student Editor



Being a part of this edition of FOREprints is truly a matter of great joy and pride for me. This issue brings to one and all the manifold activities that FORE as an institute took part in through its students and faculty. We learn from the people who have come before us, those who have come after us and everyone in between. We are currently living in unprecedented times, the world has come to a grinding halt, overnight. We at FORE have tried to get the best of out this situation by embracing the online platform for attending classes, webinars and whatnot. It sure was a steep learning curve but I am glad that each one of us have learnt to live with the uncertainty.

With this issue of FOREprints I hope that everyone gets a chance to revisit those wonderful moments that have made us the person that we are today. Thus, with immense gratitude towards my team members I present you the latest edition of FOREprints.

Sai Krishna (IMG-13)

FORE School of Management Inducts Batch of 2020-22

The onset of novel coronavirus has led schools and colleges to make the novel shift to the digital medium. Joining the bandwagon, FORE School of Management, New Delhi, conducted its induction ceremony online to welcome the incoming batch of management students. The riveting event was attended by students, faculties, staff and alumni. The unprecedented event marked the advent of a new era in the history of the management institute.

Over 400 students, from different batches of the Post Graduate Diploma in Management (FMG-29th batch), Post Graduate Diploma in - International Business Management (IMG-14th batch), Post Graduate Diploma - Financial Management (FM-3rd batch) and Post Graduate Diploma in Management - Big Data Analytics (BDA - new batch) attended this on Monday, August 10, 2020.

The ceremony began with a reassuring address by Prof. (Dr.) Sanghamitra Buddhapriya, Dean (Academics), who comforted the students and commended their decision to join the management program amidst the tough and challenging conditions due to the current health crisis that has befallen the world at large.

The Induction Oath was conducted by Dr. Jitendra K. Das, Director, followed by a brief address by Dr. B.B.L. Madhukar, Chairman, FORE School. Dr. Das briefed students about the newly introduced Seminar Course, an addition to the existing curriculum. The Seminar Course would be a series of lectures that can be configured by the students and faculty both. This entails learning through a range of methods including an assortment of lectures, panel discussions, workshops, or comprehensive seminars.

Dr. Das welcomed the distinguished alumni and urged students to widen their objectives from becoming 'successful in life' to adopting a holistic approach for becoming better human beings. He further encouraged them to harness business skills that would lead to a happy and prosperous life.

Distinguished alumni, Mr. Samik Roy, Country Head - Modern Workplace, Microsoft India and Ms. Pallavi Shome, Chief Operation Officer at Bank of New York Mellon (BNYM), Technology in India boosted the morale of the students and took them down the memory lane as they recalled their humble beginnings and indelible learning experiences at their alma mater.

A 'Vote of Thanks' was given by Dr. Vinayshil Gautam, Vice Chairman at FORE School, who, sharing a few key lessons with the new batch, said, "FORE School of Management is a rare institution in the country which had precursor activity in the research area even before getting into teaching, which I think is a very distinguished characteristic of FORE School".

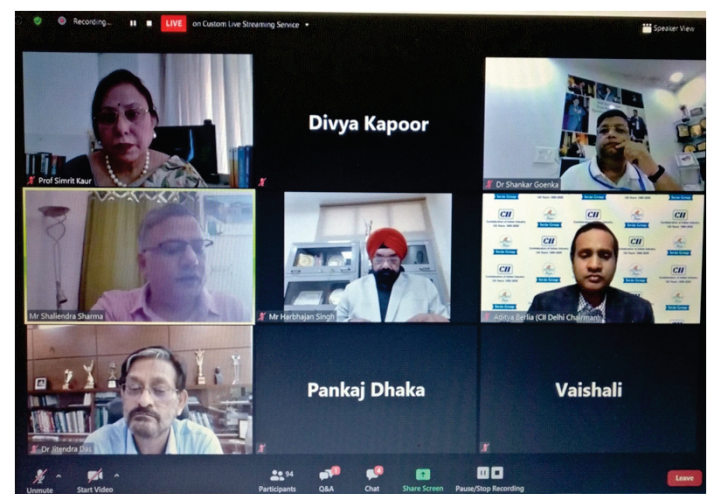
CII - Delhi Deliberates the New Education Policy 2020 Delhi Business Week: Catalysing Industrial Growth

FORE School of Management, New Delhi in association with the CII (Confederation of Indian Industry) organised "Delhi Deliberates the New Education Policy 2020" under CII- Delhi Business Week: Catalysing Industrial Growth on Friday, September 11, 2020 through Virtual Mode. The objective of the event is to bring together multiple stakeholders to have a dialogue and deliberate and understand the implications and implementation process of NEP 2020 from Delhi's perspective. More than 120 delegates from industry and academia participated in this summit. FORE was the Academic Partner for this event.

Dr. Jitendra Das, Director, FORE School of Management, New Delhi was one of the panelist in this event.

Dr. Das cited the example of the IIMs in the 1960s and provided a background of PGDM as compared to MBA, which is prevalent in most of the world. Autonomous institutions teaching management, having flexibility and speed of decision making, was more important than the ability to grant degrees. It is important to understand why PGDM was started to understand the purpose and utility of NEP 2020, said Dr. Das.

The other important aspect Dr. Das highlighted was the requirement for multidisciplinary education by educational institutions under NEP 2020. This needs to be understood better in terms of what defines multidisciplinary and how institutions will satisfy the condition.



Dr. Jitendra Das in the Event

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

Mr Aditya Berlia, Chairman CII DSO & Co-Promoter, Apeejay Styra and Svrn Group

Mr. Shailendra Sharma, Principal Advisor to Director of Education – Directorate of Education Govt of NCT of Delhi

Prof Simrit Kaur, Principal, SRCC College - Delhi University

Mr. Harbhajan Singh, Convenor CII Delhi State Panel on HR & IR & Chief of Strategy and People Care SGT University

Dr. Shankar Goenka, Managing Director, WOW Factors India Pvt Ltd.

ASSOCHAM - Spirit of Self Reliance Award

Dr. Jitendra Das, Director, FORE School of Management, New Delhi has been conferred the 'Spirit of Self Reliance Award' at ASSOCHAM Knowledge Management Virtual Meet on "Skilling & Vocational Training & Awards - A step towards ATMA NIRBHAR Bharat" on September 18, 2020. The programme was attended by more than 650 participants.

The award was received in the august presence of Her Excellency Smt. Draupadi Murmu, Governor of Jharkhand; Shri Nawab Malik, Minister of Skill and Entrepreneurship, Government of Maharashtra and other dignitaries, i.e., Mr. Rahul Dasgupta, Director, GlobSyn Business School, Mr. C B Chakraborty, VP Amway India Enterprise Pvt Ltd., Ms. Jaya Mishra, VP, Shrishankaracharya Technical Campus, Bhilai, Mr. Sanjay Singh, Director, Centre of Technology and Entrepreneurship Development; Mr. Sumit Suseelan, Chairman JSDC, Skill Council & Chairman IIA; Ms. Archanna Gaarg, CEO Power Talk with Archanna.

Mr. Bharat Jaiswal, Regional Director, ASSOCHAM set the context for the speakers and attendees consisting of academicians, policy advocates and industry experts to the virtual event which offered an opportunity to discuss the issue of 'skilling' from multiple perspectives.



Dr. Jitendra Das addressing the esteemed dignitaries during ASSOCHAM Award Ceremony through webinar.

On this occasion, Dr. Jitendra Das said "Implementing the concept of decentralized manufacturing is an important initiative to boost manufacturing and creating job opportunities in India".

Further, talking on employment generation, he said that "getting away from import - focusing on export and generating employment" are the key elements of the 'Atmanirbhar Bharat'. It is the right time to focus on decentralization of large factories and moving on to the concept of OEM (Original Equipment Manufacturing). Traditionally large manufacturing units having large numbers of employees and workers concentrated in a particular area, need to be split into multiple remote locations in order to provide opportunities to locals making them, ATMA NIRBHAR."

The Chief Guest, Smt. Droupadi Murmu, Hon'ble Governor of Jharkhand, in her address, mentioned that the Atmanirbhar Bharat is an important initiative and requires the partnership of many different sets of people for success.



Smt. Droupadi Murmu,

Hon'ble Governor of Jharkhand

The Guest of Honour, Mr. Nawab Malik, in his address, emphasized that Skill development initiatives need practical models and technology to achieve the set goal.

CII 3rd Edition of Internet of Things (IoT) Summit: The Rise of the Connected World

Friday, August 28, 2020

FORE School of Management, New Delhi in association with the CII (Confederation of Indian Industry) organised *3rd Edition of Internet of things (IoT) Summit* on “*The rise of the connected world*” on Friday, August 28, 2020 through Virtual Mode. More than 400 delegates from industry and academia participated in this summit. FORE was the Academic Partner for this event.



Dr. Jitendra Das, speaking in the Summit

Dr. Jitendra Das, Director- Director, FORE School of Management, New Delhi was a panelist in the Panel Discussion I titled “Hyper Connected world as the new normal” in this event.

Dr. Das spoke during the session that our lives will no longer be the same and it would change drastically at all levels as IoT enabled tech products are going to be cheaper. Further he said that We are familiar with the cost of electronics and the IT operations going down, hardware costs are coming down drastically and firmware is getting embedded with the hardware, in a more effective way, which would make it affordable for all and impact lives. The way we do business, the way we interact with people & offices, the way we transact and negotiate will all change drastically as Artificial Intelligence (AI) is moving in a new direction. A lot of intelligent inputs will be introduced in the discussion held between two individuals or parties, having GPT 3 devices at their disposal.

Essentially, GPT or Generative Pre-trained Transformer, is a machine learning software, where the system is trained to do the prediction and provide

insights. GPT-3, analyses huge amounts of data and is enabled to amass 175 billion parameter values, making it the largest AI model developed to get stunning results. GPT-3 was trained using huge amounts of data from platforms like Common Crawl and Wikipedia. The entire Wikipedia is 0.6% of the data of the GPT3 where questions can be asked and AI responds.

This has enabled the AI to use its current learnings and transform it to apply to other tasks. Transformative AI has many advantages, as it takes much less time to train and gives a head start compared to developing from scratch. It also makes AI much more accessible.

“The pace of change would be very fast over the next few years. What we don't know yet is what kind of impacts it will have. But, we need to be aware and be prepared as these types of tech solutions will allow production systems to accelerate machine learning initiatives without undertaking the cost of building out new development frameworks”, added Dr. Das, who has been earlier associated with IIM Ahmedabad, Kozhikode and Lucknow. With a B.Tech. and M.Tech. both from the IIT Delhi, a Doctorate from the University of Toronto, he has been a Professor of Marketing & the founder Dean of the IIM Lucknow, Noida Campus.

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

Mr Shridhar Kamath, Partner, Deloitte India

Dr Rajendra Kumar, Additional Secretary, Ministry of Electronics and IT, Government of India

Mr Vipin Tyagi, Former Chairman of the Board and Former Executive Director, Centre for Development of Telematics (C-DOT)

Dr Harsh Vinayak, Senior Vice President, Digital Tools & Automation, NTT Data

Mr Manish Kumar Sinha, Chief Marketing Officer, Sterlite Technologies Ltd

Mr Sameer Mahapatra Country Sales Head-India & SAARC; Aeris Communications

Mr Ankeet Bhat, Senior Vice President, MapmyIndia

EPSI E-Conference - National Education Policy 2020: Impact on PGDM Education

Saturday, August 29, 2020

Dr. Jitendra K. Das, Director, FORE School of Management, New Delhi was invited as one of the eminent speakers at the conference organized by Education Promotion Society for India, alongside several policy makers, educationists, and thought leaders. Dr. Das spoke in the first session of the event on the topic of ***'Development of Road-map for autonomy and becoming a degree granting institution' and its implementation*** while touching upon the deliverable and autonomy as desired by the Higher Education Institutions. The theme of the session was 'NEP 2020 and PGDM B-Schools: Developing a Roadmap for Autonomy & becoming a Degree Grating Institution'. More than 500 delegates from academia participated in this conference.

Dr. Das started his remarks with a revisit to the background of autonomy in management education institutions. He cited the example of the IIMs in the 1960s, which were autonomous institutions teaching management. They were not allowed to grant degrees since they were not granted university status but rather were created as Societies granting PGDM, considered equivalent to MBA. Dr. Das took the participants through why they were not allowed to grant degrees at par with IITs and why they perhaps chose not be granted university status. The reason behind this, according to Dr. Das, was that the IIMs preferred to have flexibility and speed of decision making, and hence autonomy was more important than the ability to grant degrees.

According to Dr. Das, NEP 2020 is like a breath of fresh air and everyone should look at it positively. He however cautioned that the proof of the pudding is in



Dr. Jitendra Das, speaking in the Conference

the eating since for NEP 2020 is a strategy roadmap or policy document and its implementation will be key since policy is one thing, and making it happen is another. He mentioned that Indian regulators and management education institutions can draw lessons from the USA and UK the big democracies, China which is not a democracy and has made huge strides in higher education, and Singapore with its small size and lessons in policy execution.

He mentioned that fundamentally higher education is driven by choice of the student v/s at the 5+3+3 stage. According to him, even undergraduate level to an extent is less driven by student choice but PGDM reflects student choice to a greater extent driven by specific outcomes. Due to this reason, it is important that institutions work solely with the purpose of fulfilling aspirations of students. He then delved into the fact that India has over 3,000 PGDM institutions and the quality varies, and that the NEP 2020 is timely in its intent of improving quality.

Dr. Das then went on to contrast the existing regulator role with what would be ideal in NEP 2020's implementation. He mentioned that currently institutions are busy meeting requirements of regulators, not stakeholders like faculty, students, and recruiters. True autonomy is required so that the focus can shift where it should be – the role of regulator should be clearly defined in order to preserve autonomy. Policing role should stop; facilitator role should be the focus. Day to day and routine matters should not concern the regulator, in the view of Dr. Das. This kind of autonomy where institutes are free to define admissions process, programme offering, fees, faculty selection, etc. is desirable to perform and deliver. The important matter of autonomy in fees was highlighted by Dr. Das wherein he stated that quality has price associated with it; leave it to the institutes and students to decide the level as per the quality.

Being a Mentor to WEE Women Entrepreneurs



The 5th Cohort of WEE Women Entrepreneurs pitched their business plans on June 19, 2020 to an International Jury. Twenty Women Entrepreneurs after completion of the WEE Mentorship Program pitched their business ideas to start up and further scale up. About eleven of them ended with funding from DST and rest received connects to VCs and various schemes and programs of entrepreneurship to leverage their start-ups.

All these years the Jury comprised of Professionals from the NCR of Delhi. Owing to COVID-19 lockdown the pitching date shifted from March 19 to June 19, 2020. As this was an online pitch and the big advantage was that WEE could organize Jury experts from across the countries.

It was a pleasure to be a part of the distinguished Jury in the - "WEE Demo Day Online Pitch held virtually on June 19, 2020, The Group was addressed By Prof. Ashutosh Sharma, Secretary DST, and Prof. Ramgopal Rao, Director IIT Delhi. WEE Founders Dr. Sarandeep Singh and Ms. Aparna Saroagi presented WEE journey and WEE vision to make the world more inclusive and sustainable". The Jury chaired by Dr. Anita Gupta, (Scientist G/Advisor & Head- Innovation and Entrepreneurship, DST) along with other jury members Dr. Anil Wali (Managing Director, FITT, IIT Delhi), Dr. Anita Tripathy Lal (Prof. In- Charge Entrepreneurship Centre, FORE School of Management), Mr. Anand Rohatgi (COO, Synergy Consulting and Mr. Yogesh Andlay, CO-Founder: Nucleus and Virtusa, Board Member, School of Inspired Learning), along with Prof. Soumitra Dutta (Management Professor, Cornell University, New York) and Mr. Spencer Lloyd (Global Head and Managing Director, Natwest Markets, Credit Risk) witnessed twenty captivating presentations.

The esteemed Jury with international participation decided the winners, there were three winners for the Gold Award, two winners for the Silver award and four winners for the bronze award followed by two promising star awards.

GOLD Awardees 1-Ms. Priyanka Prabhakar (created toys and board games managing to engage young minds during the COVID 19 lockdown and clocking a sale of Rs. 40 Lakh during the period). 2- Ms. Meghna Gandhi (worked with the less privileged women in Vadodara, created natural textiles and COVID 19 related accessories and touching a sale of Rs. 25 Lakh during the period). 3- Ms. Snehal Verma (worked with the fishermen of Chhattisgarh, Telangana, and AP and helped them improve their yield of fishes during the COVID 19 outbreak by helping them deploy their IoT machine that helps improve water quality and fish harvest).

The Silver Awards went to:1- Dr. Kalpana Arora (sanitizers from wastewater).2- Dr. Shivani Gupta (developed a patent, applied wound healing technology that is now under clinical trial at AIIMS (New Delhi).

The Bronze award winners were: 1- Dr. Neeta Doshi (created machine to convert air particles to rain), 2- Ms. Rashi Verma (working in the field of AI for farmers), 3- Ms. Momy Saikia (working in field of domestic waste management) and 4- Ms. Abhishree Arora (working on simplifying mathematics for kids).

Two promising star awards were given to:1- Ms. Nitika Sonkhiya and 2- Ms. Ritika Amit Kumar for 'demonstrating extraordinary entrepreneurial skills and creating business models that generated revenues even during the COVID 19 lockdown period.

The 5th cohort got initiated on January 19, 2020, were coached and trained by successful mentors from various fields. Being a Mentor at WEE Foundation and coaching these Women Entrepreneurs on preparing and delivering Business Plans, it was amazing to watch them Pitch and take away the awards for the courage to start-up because they believed in solving the pain points and making this world a better place.

(Women Entrepreneurship and Empowerment (WEE) Foundation launched on August 16, 2016 is a social initiative by IIT Delhi and supported by DST to "strengthen the women entrepreneurship in the country and promote an ecosystem that enables creation and sustenance of such enterprises by women". WEE Founders Dr. Sarandeep Singh and Ms. Aparna Saroagi reach out to women from all spheres of life right from college going students to Professionals to Homemakers to all those who are interested in unleashing their entrepreneurial dreams. Since the inception, for every batch they select about 20- 30 spirited women interested in starting their own enterprises. All these selected women candidates are there at IIT Delhi every weekend to be coached without any fee for three months. The Mentorship Programme by WEE Foundation connects women entrepreneurs across the country to potential investors and buyers for their products so that they can take the leap of faith.)

Webinar “Start-Up Stories”@CED FORE



Speakers sharing their Start-up stories in the webinar

The Center for Entrepreneurship Development (CED) at FORE School of Management, New Delhi organized its first webinar “Start-up Stories” for the academic year of 2020-2021, on September 11, 2020. The webinar was chaired by Prof. (Dr.) Anita Tripathy Lal (Prof. In-Charge, CED FORE). The distinguished speakers for the event were Mr. Prakash Thakur (CEO & President of EXG wear), Ms. Pooja Kaul (Founder of Organiko Beautifying Life), Mr. Tarun Gupta (Founder of SiCureMi) and Mrs. Smriti Arora Malhotra (Founder of Wall Tart).

The speakers shared their 'Start-up Stories' where Mr. Thakur spoke about his brand EXG wear, a tech health start-up using intelligent earbuds. The earbuds can measure brain signals, body temperature and pulse rate to decipher stress and help manage it.

Mr. Gupta enlightened everyone about his venture SiCureMi. SiCureMe is also a health-tech startup using AI and IOT to help people monitor lifestyle diseases such as diabetes, blood pressure etc and many more.

Mrs. Malhotra the Founder of Wall Tart narrated how her organization based on Metal artifacts and sculptures employees only indigenous artisans and that every piece of art is hand crafted. One can find her artworks in Chennai Airport in the coming days.

Ms. Kaul described how she started Organiko - Beautifying life as a college project, is the first beauty brand producing products 100% from donkey's milk. She emphasized on how her organization is helping the community of donkey owners find a stable ground and livelihood.

Ms. Kaul said the major challenge her organization faced was - labour crisis. The pandemic had left the migrant workers in disarray and she also worked with the migrant community from Andhra Pradesh. However, they overcame it and are now planning to expand business in Maharashtra and Rajasthan.

Ms. Malhotra said the pandemic gave her organization a reality check and an opportunity to re-invent. They increased their database and hired more interior designers. She insisted on a positive outlook in her organization's work culture.

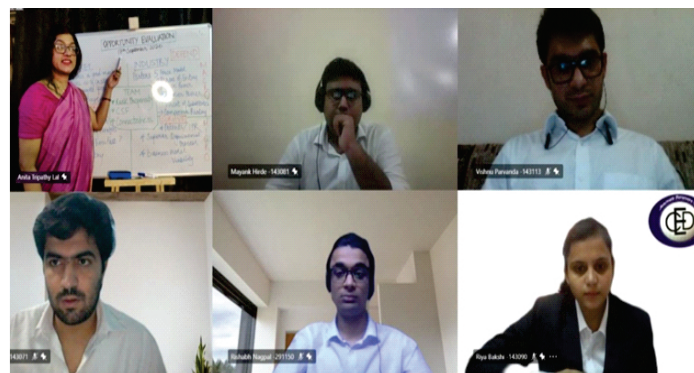
Mr. Gupta said the first thing he did in this situation was to brief his employees to be mentally tuned to expect the unexpected. Despite the lockdown and crisis the company did a lot of talent acquisition from his alma mater and other B-schools to give opportunities to the students in these turbulent times.

Dr. Anita Lal concluded the seminar with her insights about the current start-up culture. She said, “To build a start-up is like taking a leap of faith. You can either be an entrepreneur and build your dream or be ready to work for an entrepreneur to build their dreams.” Dr. Anita Lal encouraged all the students to follow their instincts and gravitate towards their inner calling to strike a balance.

“Idea Generation to Business Plan” Workshop

The Centre for Entrepreneurship Development (CED) of FORE School of Management organised the workshop “Idea Generation to Business Plan” for students of first year during September 16th, 17th and 18th, 2020. The workshop sessions were conducted by in-house faculty members. Prof. (Dr.) Anita Tripathy Lal, Professor-in-charge CED-FORE, anchored the whole event and structured the entire workshop. On Day 1, the workshop kick-started with the introduction of entrepreneurship where Dr. Lal discussed the concept and evolution of entrepreneurship along with the history and growth of entrepreneurship. Following the introductory session, the basic concept and types of a business plan were also discussed. Then Came the Idea Generation session in which the participants were taken through a series of self-assessment tests and idea-generation techniques that helped them to map their entrepreneurial competencies and come up with unique business ideas.

Day 2 started with Professor Anita T. Lal giving the students a recap of the previous day's workshop. The second day of the workshop was focussed more on the executional aspects of entrepreneurship. In the opportunity evaluation session Dr. Lal articulately connected the dots between the micro & macro market vis-a-vis micro & macro industry along with the team's aspirations, their execution capabilities and connectedness in the industry. Opportunity Evaluation session ended by analysing the success of the Chulha case on tiffin service. Then came the session on Business Model where Dr. Lal made the students work on the nine-building blocks of the “Business Model Canvas” by Alex Osterwalder and Yves Pigneur. Relevant examples of successful start-ups and how they reached their levels of success were talked about. Key learnings derived from the key decisions taken by these start-ups were very insightful.

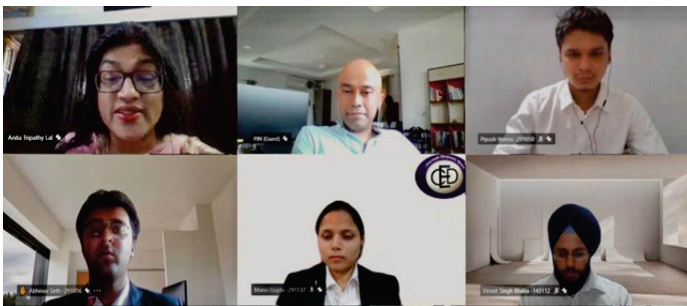


2nd day: Opportunity Evaluation and Business Model Workshop (Sept 17, 2020)

Day 3 was on Business Plan. The first session was taken by Prof. Nitin Soni (Marketing Professor, FORE) where he spoke about the 'Marketing Plan' for a business. He explained the role of Marketing Research & Consumer Behaviour in the identification and improvement of a business idea, talked about NutroWater's SWOT. Then, the operational aspects of the entrepreneurial journey were discussed by Prof. Vinaytosh Mishra (Operations Professor, FORE). Operations and supply chain management along with the logistical and cross-functional drivers of supply chain were explained by him. The critical importance of order qualifiers and order winners was emphasised upon. Then came in, Prof. Vinay Kumar Dutta (Professor of Finance, FORE) spoke about the role of finance in the entrepreneurial world.

The workshop was concluded by Prof. Anita T. Lal by giving the gist of all what was explained. She emphasized on the concept of writing a detailed Business plan, Executive Summary and delivering the Elevator Pitch. She also asked students to run their business idea through three important tests in the end which were- Reality Test, Competitive Test and Value Test.

“Live Case Workshop @ Centre for Entrepreneurship Development (CED), FORE



Prof. Anita T Lal with Mr. Pramit J Nathan sharing their views

To give a practical insight to the 3-day “Idea Generation-Business Plan” workshop, Centre for Entrepreneurship Development, FORE organized a “Live Start-Up Case Study Workshop” on September 19, 2020. Prof. (Dr.) Anita Tripathy Lal (Prof. In-charge, CED, FORE) conducted a fireside chat with the guest for the day, Mr. Pramit J. Nathan (Serial Entrepreneur, Co-Founder of Creative Inc). He is also a FORE alumnus who graduated in 1996.

Dr. Lal posed a series of questions to Mr. Nathan starting right from his student days at FORE to his first job in the Planning Commission; Why he left his prestigious job to start his first venture- “Webpulse” with his batchmates; What challenges he faced to how Webpulse failed; What he learned from the failures to start “Idea to Impact” in 2002 and later how he co-founded Creative Inc., along with his business partner, Ms. Charu Nathan, in 2008.

Mr. Nathan answered all these questions by citing the minute details- talked about how in his initial days, he was inspired by the West, but faced some hardships during that time. He then revised his whole plan, decided to go through his marketing books (Philip Kotler, etc.), again and decided to come up with his second start up “Idea to Impact” a Branding & Perception Management company. While responding to the questions, Mr. Nathan said that having business ideas is good but spotting the opportunity is important and evaluating the opportunity is very essential. He further emphasized the importance of the, “Business Model formation”, “Revenue generation” and stressed on the fact that formulating a Business Plan is a pre requisite for every entrepreneur who wants to start up. At the same time, he also discussed why pitching in front of the investors is an art, which every entrepreneur needs to practice. To make the students understand with a perspective, Mr. Nathan shared one of his B-Plan presentations with critical inputs.

After listening to Mr. Pramit J Nathan and his series of enterprises along with his future plan, the whole exercise of “Idea Generation to Business Plan” came to a completion, as the students derived an insightful learning from this real life case study exercise. The session concluded with Dr. Lal conducting a rapid fire round, and Mr. Nathan giving some fun anecdotes about his everyday life activities. Mr. Nathan is passionate just not about his enterprises but also very passionate in everything he does in life. No wonder, he identifies himself as an “Ultrapreneur”.

Faculty Focus

Prof. Ambrish Gupta

Gupta, Ambrish (2020). Tele Vista Mobile Limited: The New Lease Accounting Standard IFRS 16/ IND as 116 Transforms a Lessee in to a Borrower, *The Case Centre, USA*, Case Reference No. 120-0030-1.

Gupta, Ambrish (2020). Reliance Industries Limited: Consolidated Financial Reporting, *The Case Centre, USA*, Case Reference No. 120-0058-8

Gupta, Ambrish (2020). Insights in to Law on Securities Offerings and its Implications in Vietnamese Capital Market, *Abbigyan*, 38(1), 51-62.

Gupta, Ambrish (2020). An Empirical Investigation into the Listing Performance of Indonesian IPOs, *Indian Journal of Research in Capital Markets*, 7(1), 7-21.

Prof. Anita Tripathy Lal

Dr. Anita Tripathy Lal delivered a session on “Communicating during Crisis- a Leadership Perspective through Webinar organized by the Communication Area of FORE School of Management on April 16, 2020.

Dr. Anita T Lal was invited as a jury member in the Jury of the Online *National Level Business Plan Competition – Lakshaya-2020* organized by Amity University during May 8-10, 2020

Dr. Anita T. Lal was invited to teach two Communication courses “Spoken & Business Communication” and “Corporate Etiquette & Impression Management” to the PGPX and IPM Batch - respectively at IIM Rohtak in May 2020.

Dr. Anita T. Lal was invited to 'Judge the final Pitch of the WEE Foundation- Women Entrepreneurs at IIT Delhi. On June 19, 2020.

Dr. Anita T. Lal was invited to teach the “Business Communication” course to the full time MBA students by Department of Management Studies, IIT Delhi in Sep. 2020.

Prof. Ayushi Sharma

Sharma, A. (2020). Human Capital: A Key Driver of Consumer Decision-making in Online Promotion (An Application of Grounded Theory in Exploratory Research). *Asia-Pacific Journal of Management Research and Innovation*, 16(2), 132-145.

Prof. Faisal Ahmed

Ahmed, Faisal (2020 April 6). “Are Germs the New Deterrent?”, Article published by *Centre for Security and Strategy Studies*.

Ahmed, Faisal and Gupta, Hardik (2020 April 13). “Indo-Pacific Faces Critical Trade-Related Challenges Amid Pandemic”, *The Diplomatist*.

Ahmed, Faisal (2020 April 24). "Who can guarantee Geopolitical Isostasy: United States or China?", *Modern Diplomacy*, Europe.

Ahmed, Faisal and Khan, M. Yusuf (2020 April 24). "Is the United States Losing its Position of Strength", *The Diplomatist*.

Anand, Vinod and Ahmed, Faisal (2020 May 1). "Vietnam Integral to ASEAN and Reliable for Indo-Pacific", *Vivekananda International Foundation*.

Ahmed, Faisal and Gupta, Hardik (2020 May 14). "Digital Yuan will dent the Dollar", *Modern Diplomacy*, Europe.

Ahmed, Faisal (2020 June 14). "Technology and Policy Preparedness must for Education Sector", *Education Times: The Times of India*.

Ahmed, Faisal and Lambert, Alexandre (2020 June 15). "Amid Geopolitical Shifts, who will rule the Indian Ocean?", *The Hindu Business Line*.

Ahmed, Faisal & Mishra, Vinaytosh (2020), India's Ocean Diplomacy in the Small Island Developing States (SIDS) of the Indo-Pacific: Modelling the Enablers using Fuzzy AHP, *Pacific Business Review International*, 12(7), pp- 60-73.

Interviewed by Vietnam TV, state media of Vietnam, on the challenges and global preparedness related to Covid-19, on June 20, 2020.

Interviewed by Vietnam TV on June 25, 2020 on RCEP issues on the occasion of 36th ASEAN Summit hosted virtually by the Government of the Socialist Republic of Vietnam broadcasted on Vietnam TV on June 26, 2020.

Interviewed by the BBC Hindi TV on China-US role in the world order, and broadcasted on NDTV India on July 9, 2020.

Interviewed by the BBC Hindi TV on Chinese economy in a post-pandemic scenario, and broadcasted on NDTV India on July 16, 2020.

Interviewed by Radio Mirchi on GDP and economic issues on September 3, 2020.

Invited as a Speaker in a webinar organized by BRICS Chamber of Commerce and Industry; spoke on "Policy aspects of social well-being and the world of work" during the times of pandemic, on July 18, 2020.

Invited as a Speaker in a webinar organized by Nepal Institute of International Relations and Water Policy Centre; spoke on "Climate change and ocean diplomacy in South Pacific islands" on August 29, 2020.

Invited to deliver an online address to the students of Indian Studies at Thammasat University, Thailand on the topic "India and the United States: Geopolitics and Geoeconomics" on September 1, 2020.

Opinion of Prof. Faisal Ahmed was quoted on the following:

China's economic issues in a BBC Hindi story on May 1, 2020.

China's role in a post-pandemic world in a BBC Hindi story on May 2, 2020

Digital Yuan in a BBC Hindi story on May 24, 2020.

36th ASEAN Summit in Le Courier, the French language news agency in Hanoi on June 26, 2020.

India-China trade and Atmanirbharta in a BBC Hindi story on August 10, 2020.

China's forex reserves and US-China rivalry in a BBC Hindi story on September 10, 2020.

Prof. Himanshu Joshi

Joshi, Himanshu & Prof. Rajneesh Chauhan (2020) Determinants and Prediction Accuracy of Price Multiples for South East Asia: Conventional and Machine Learning Analysis, *Indonesian Capital Market Review*, 12(1), pp- 42-54.

Developed and conducted an online course on Debt Market: Trading, Valuation, and Risk Analysis for 'Graduate Insolvency Program' of Indian Institute of Corporate Affairs, Manesar.

Dr. Jitendra, K. Das

Das, Jitendra, Kumar (2020, April). COVID-19 and higher education: impact, challenges and opportunities. *Education Post Magazine*. p.20-22.

Das, Jitendra, K. (2020, April 02). Excellent managerial skills must to survive in the economic slowdown. *The Times of India Online*. <https://www.educationtimes.com/article/editors-pick/74945947/Excellent-managerial-skills-must-to-survive-in-the-economic-slowdown>

Das, Jitendra, K. (2020, May 07). Good managers can become successful entrepreneurs. *The Hindu Business Line*. <https://bloncampus.thehindubusinessline.com/entrepreneurship/good-managers-can-become-successful-entrepreneurs/article31528595.ece>

Das, Jitendra, K. (2020, June 11). How artificial intelligence has become the backbone of management curriculum. *The Hindu Business Line*. <https://www.google.com/url?q=https://bloncampus.thehindubusinessline.com/b-learn/how-ai-has-become-the-backbone-of-management-curriculum/article31803318.ece&sa=D&source=hangouts&ust=1591960554049000&usq=AFQjCNGIJrNMUgs5-yvtrWh92A9v6nOqtg>

Das, Jitendra, K. (2020, June 17). Less artificial, more intelligent. *The Pioneer, Delhi*.

Das, Jitendra, K. (2020, September 01). Artificial intelligence will transform our Lives. *The Hindu Business Line*. <https://bloncampus.thehindubusinessline.com/b-school->

corner/ai-will-transform-our-lives- fore-director /article32497950.ece).

Das, Jitendra, K. (2020, September 14). Time for management students to reskill. Education Times: *The Times of India, Delhi*, p.1. <https://www.education-times.com/article/careers-change-makers/78080974/ time-for-management-students-to-reskill.html>

Dr. Jitendra K. Das was invited as the Guest Speaker in the 12th Webinar on “Would there be impact of COVID-19 on MBA Education?” organised by Association of Indian Management Schools (AIMS) on May 15, 2020.

Dr. Jitendra K. Das was invited as the Guest Speaker in the virtual event on “Wednesday wisdom - The Future Business Schools” organised by BW Businessworld in association with BW Education on July 08, 2020.

Prof. Mohita Sharma

Sharma, Mohita (2020), The Implication of Blockchain as a disruptive Technology for Construction Industry, *IIM Kozhikode Society & Management Review* 9(2), pp-177- 188.

Sharma, Mohita (2020), Exemplar for PPP Initiatives on Indian Railways, *International Journal of Procurement Management*, 13(1), pp-214-224.

Prof. Nirmalya Bandyopadhyay

Bandyopadhyay, Nirmalya (2020) Human Crowding or Spatial Crowding? The Impact of Perceived Crowding on In-store Impulse Purchase, *American Business Review*, 23(1), 94-105.

Prof. Payal. S. Kapoor

Kapoor, Payal. S. (2020) eWOM via social networking site: source versus message credibility, *International Journal of Internet Marketing and Advertising*, 14(1), 19-47.

Prof. Rakhi Tripathi

Tripathi, Rakhi (2020) Investigating the role of Technical Support in the Adoption of e-Assessment in India. *Proceedings of EDULEARN20 Conference*. Vol-6.

Prof. Reeta Raina

Raina, Reeta (2020) Organized a webinar on Communicating and Managing successfully the crisis: A corporate Perspective on 16th April.

Raina, Reeta (2020) Organized a seminar for final year students on Psychology of Business on 20th July delivered by Prof Malgorzata Marchewka of Crackow University Poland.

Prof. Somayya Madakam

Madakam, Somayya (2020) Blockchain Technologies Fundamentals – Perceptions, Principles, Procedures and Practices, *Prajnan*, 48 (4), 345-365.

Prof. Sourabh D. Kulkarni

Prof Sourabh D. Kulkarni (2020-2021) has been invited to be

the Guest Editor of “*International Journal of Global Business and Competitiveness*” a Springer Publications for the Special Issue on “Rebound to Higher Levels of Operational Excellence and Export Competitiveness”.

Prof. Rajneesh Chauhan

Chauhan, Rajneesh (2020), Impact of Diversification on Performance of Top Indian ICT Outsourcing Firms: An Entropy Analysis *International Journal of Innovation and Technology Management* Volume 17(2)

Prof. Vandana Bhama

Bhama, Vandana (2020), Trading Strategy Using Share Buybacks: Evidence From India, *Investment Management and Financial Innovations*, 17(2), pp-169- 182

Prof. Varsha Khattri

Khattri, Varsha (2020), Buying A House: The Mind Heart Conflict, *The Case Centre, USA*, Case Reference No. 520-0090-1

Prof. Vinay Dutta

Prof. Vinay Dutta, (2020, May 4) Covid 19-Converging Materialism with Spiritualism *Financial Express*

Prof. Vinay Dutta, (2020, May 16) Covid19 Challenges and Economics of Barterering *bueducation, businessworld*,

Prof. Vinay Dutta and Prof. Shallini Taneja (2020 May 22). Grooming MBAs to Embrace Social Responsibility *Businessline on campus*.

Prof. Vinay Dutta (2020 July 17) Conducted faculty webinar “*Venture Capital Industry and How it Works*” for the 2nd-year students.

Prof. Vinay Dutta (2020 August 29) Conducted faculty webinar “*Careers in Finance*” for the first-year students.

Prof Shallini Taneja and Prof. Vinay Dutta (2020 August 24-26) Conducted three days online MDP “Ethics in Management, Corporate Governance, and Risk Management” for the Senior Management Officials of GAIL.

Prof. Vinaytosh Mishra

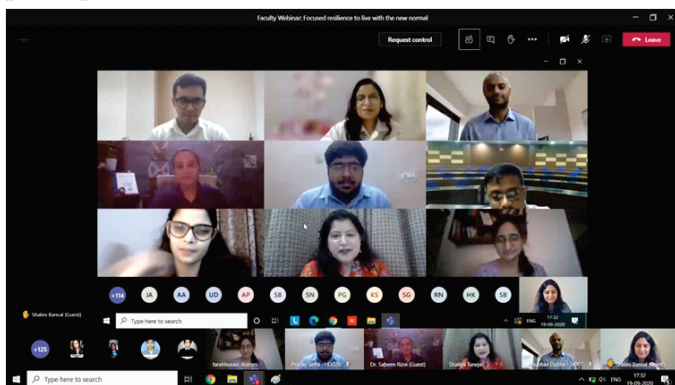
Mishra. V, (2020). Factor Affecting the adoption of telemedicine during COVID-19, *Indian Journal of Public Health*, 64(6), 234-236.

Ahmed, Faisal & Mishra, Vinaytosh (2020). India's Ocean Diplomacy in the Small Island Developing States (SIDS) of the Indo- Pacific: Modelling the Enablers using Fuzzy AHP, *Pacific Business Review International*, 12(7), pp- 60-73

Prof. Vinaytosh Mishra was Invited to delivered a Lecture on “*Use of Artificial Neural Network in prediction of Lipid profile using non- invasive method*”, in Lipidology Conclave Organised by CARDIABCON Society, Varanasi on 3rd May, 2020.

Focussed Resilience to Live with the New Normal

FORE School of Management New Delhi in association with Pre2doc Healthcare Centre, Gurugram has organized a webinar on “New Normal and How to Manage the Stress” on September 19, 2020 for all the students of FORE School of Management New Delhi. The focus of the webinar was to guide the students about how to retain focus, become resilient & teach them simple techniques to get used to the “new normal” and manage the stress. The growing stress, trauma and depression related to the human suffering due to COVID-19 has resulted in significant reduction in emotional well-being. The pandemic has led to a sense of insecurity and unhappiness amongst all ages but the millennials have been affected the most. More than 185 students have participated in the webinar.



Prof. Shallini Taneja concluded the webinar with a vote of thanks.

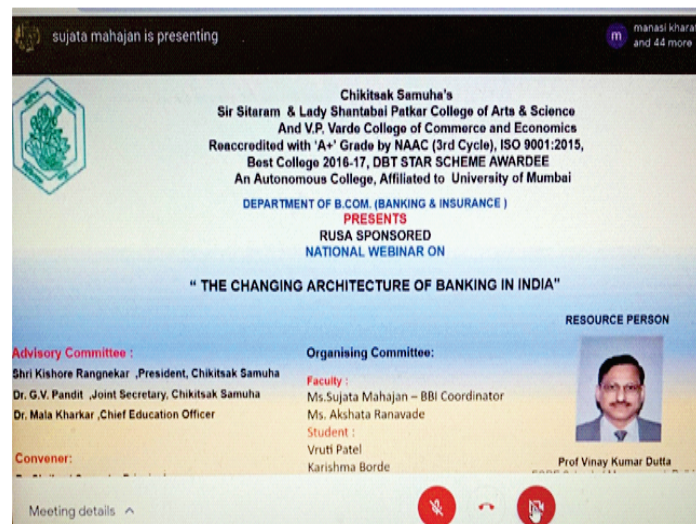
The speakers of the session were Dr. Farah Husain, Pre2doc Head of Research and Information and Dr. Sabeen Rizvi, faculty in the Department of Psychology at Gargi College, University of Delhi and an adjunct Assistant Professor at the Department of Psychology and Neuroscience at the University of North Carolina at Chapel Hill, USA. Prof Shallini Taneja moderated the session. The session was filled with fun yet insightful stories about how to cope up with stress in the student life. The speakers involved the students in some activities like fun box, meditation and stress relieving exercises for mindfulness. Dr Sabeen Rizvi made the session really interactive by sharing the various cases she dealt in the past and the learnings for the students. Dr Farah Husain talked about how to have a healthy and resilient mind and soul. She emphasized on the importance of positive and negative emotions and how it helps us as a person to appreciate what we have and be happy with it. Overall the webinar was very insightful for the students who understood the different ways to adopt the health practices to remain in a happy state and how to keep themselves motivated in the wake of the new normal.

International webinar on “Models of manufacturing processes decentralization in Taiwan” on 24th July 2020



Prof. Basant K. Potnuru. On behalf of International Relations Office of FORE School of Management, New Delhi has organised an International Webinar on “*Models of manufacturing processes decentralisation in Taiwan*” on 24th July 2020. He invited the international renowned speakers including Prof. Ying-Jiun Hsieh, Associate Dean, College of Management, National Chung Hsin University, Taichung, Taiwan.

National Level webinar on "The Changing Architecture of Banking in India"



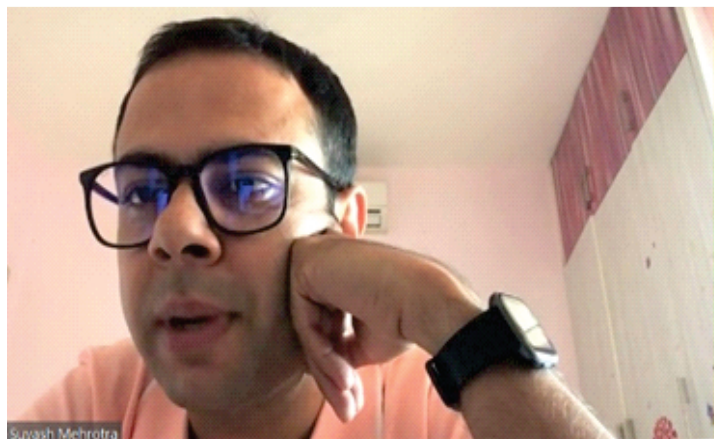
Prof. Vinay Dutta (2020 July 19) Invited as resource person to conduct National Level webinar on “*The Changing Architecture of Banking in India*” organized by Patkar Varde College.

Corporate Interaction Division Initiated LIFE

Amidst the Covid- 19 scenario, Team Corporate Interaction Division (CID) initiated LIFE (Learn it from Experts) Programme during the months of April, May and June. LIFE was a mentorship programme that allowed students to benefit from the support of eminent corporate leaders. During the programme, the leader connected with 4 to 5 mentees in a one-to-one online setup and counseled them on their career and how to make the most of their PGP experience. During the programme, each leader took about one month to conclude each leader session.

The personalities that were invited by Team Corporate Interaction Division (CID) for the LIFE programme included Mr. Vipul Mathur (General Manager, Lenovo), Mr. Suyash Mehrotra (Business Development Manager, Nestle) and Mr. Amit Tiwari, VP marketing (Havells India Ltd).

This initiative by Team CID created a resourceful outlook for the students to gain a lot of knowledge and guidance in the bargain. The primary motive of these sessions was to provide the students a pedestal to ask questions about the present situation and circumstances they are going through and get a clear view of what is in store for them in their near future. Through these healthy one-to-one discussions, students were able to clear their concerns and reservations about a plethora of matters such as about their specializations, the importance of B-School competitions, internships, live projects, how to effectively balance academic & non-academic rigour, the relevance of subjects in the corporate arena, so on and so forth. The sessions helped students to gain a better understanding of how things can be managed in the college and what can be done to augment it with the corporate world. For business students, these interactive sessions proved to be very important in understanding the changing trends in the current industrial sectors and business environment.



FORE Alumni

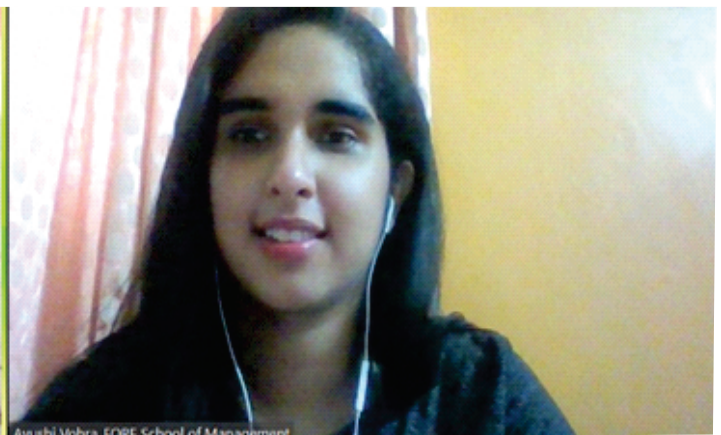


FORE Alumni Network conducted an enriching session by our distinguished Alumnus Mr. Baalmiki Bhattacharyya from WMG-9(Batch of 2000-03) on June20, 2020. Mr. Bhattacharyya is currently the Partner and COO at Growthsqapes. The webinar revolved around the topic of

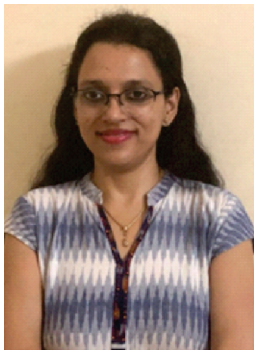
'Emotional Intelligence'

"IQ may take you there, EQ will keep you there" was the message, the students derived from the session. Being an L&D leader and a strategist in enhancing people's performance, he has over 20 years of experience spanning across sectors like Consulting, BFSI, and ITES. He presented various theories that have come up over the years with regards to emotional intelligence. The session covered key topics including the concept of multiple intelligence, the evolution of EQ, the importance of EQ for a management student and its relevance in today's corporate world. He also gave an overview of the areas and components of EQ and encouraged the students to give importance to issues like mental health and how important it is to have a stable mind in the corporate world.

Mr. Bhattacharyya clarified the queries raised by the students and also provided tips to stay ahead and focused not just during tough times like now but also during the journey ahead.



Welcome to FORE Family



Prof. Ayushi Sharma

PhD (Thesis Submitted), IIFT Delhi; MBA (Communications), MICA, Ahmedabad; B.Tech. (Chemical Engg.), Aligarh Muslim University She has worked at Ernst & Young and did several industry projects focusing on Increasing ROI in marketing. Her research interest lies in the domain of e-commerce, services and

promotional strategies in online scenario. She has got scholarship three times in a row from Michigan State University to present her research work at international forums. She has presented her papers in several international conferences, Academy of International Business (AIB), NASMEI, IIT Delhi, IIM Lucknow to name a few.



Prof. Roopesh Kaushik

PhD, Indian Institute of Technology Kanpur; M.Phil. (Economics), School of Economics, Devi Ahilya University, Indore (M.P); B.A. (Economics, Philosophy, English Literature), Indore Christian College, Devi Ahilya University, Indore, (M.P.). Dr. Roopesh Kaushik had been Assistant Professor of Economics in School of Rural Development at Tata Institute of

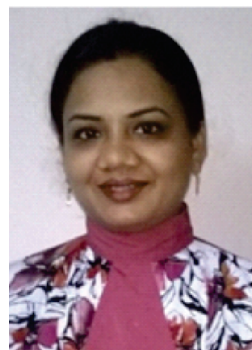
Social Sciences, Tuljapur. He had supervised nine M.Phil Thesis and had been the member of Doctoral Advisory Committee and Research Council at TISS, Tuljapur. He had been programme coordinator of Integrated M.Phil-PhD programme and Social Innovation and Entrepreneurship programme at TISS, Tuljapur. He had also convened National Rural Youth Festival 2017 & 2018 and Confluence on Entrepreneurship 27 & 28 December 2019, at TISS, Tuljapur. He had also worked at the post of Assistant Professor in the Department of Economics at Central University of Rajasthan and IMS Unison University, Dehradun. He had delivered guest lecture on Development & Resource Economics at Central University of Rajasthan (CURAJ). He had obtained his Master of Philosophy and Master of Arts Degree in Economics from Devi Ahilya University and Ph.D from Indian Institute of Technology, Kanpur. He had qualified University Grants Commission's National Eligibility Test (NET) for Lectureship (Economics) in 2006. To his credit, he had published many research papers in the national and international journals and presented papers in the conferences.



Dr. Arbuda Sharma

Ph.D., XLRI Jamshedpur, M.I.B (International Business), Bharathiar University, (TN) Dr. Arbuda Sharma, is working as an Assistant professor in the area of International Business at FORE School of Management. She has done her FPM (Fellow Program in Management), from XLRI, Jamshedpur. At XLRI Jamshedpur

she has explored the issue of How Culture Influences Brand Consumption and how global Companies can customise their offerings across different business environments. She has academic (teaching & Research) exposure to critical areas of international Business. In her total work experience of 10 years in Industry, Academia and Research, she has been associated with DPSRU, ICOFP, NIFT, SRISIIM, ITDC, Lenders Management, and has a multisector exposure. She has also has conducted multiple training programmes and workshops, and has participated in various international conferences of repute



Prof. Samta Jain

Ph.D., IITD; M. Com, Delhi University; B. Com(H), Delhi University

She has completed her Ph.D. in finance from the Department of Management Studies, Indian Institute of Technology Delhi, India. Her thesis was nominated for Amit Garg Memorial Research

Award 2019. During her Ph.D., She received Research Scholars' Travel Allowance for presenting a research paper at the International Conference from IIT Delhi. She is a dual post-graduate (M. Com and PGDM) in the area of finance. She qualified National Eligibility Test (NET) conducted by UGC in the first attempt. She was rewarded a Junior Research Fellowship (JRF) from UGC. She has presented research papers in various conferences of national as well as international repute. She also has a few book chapters to her credit. She has also contributed as a quantitative research analyst in the public policy area of education.

**Prof. Chitra Khari**

Ph.D., Indian Institute of Technology, Delhi; MBA (HR), GGSIPU Delhi; B.Tech (Computer Science) UPTU Lucknow. Chitra Khari is an Assistant Professor in the area of Organizational Behavior & Human Resource Management at FORE School of Management.

She completed her Ph.D. at the Department of Management studies, Indian Institute of Technology (Delhi), in the area of workplace spirituality. She has qualified UGC NET with JRF and has received research fellowship during her doctoral studies. Her work is published in Journal of Human Values, Vision, Journal of Management, Spirituality & Religion, Global Journal of Flexible Systems Management, and as book chapters in Springer books. She is the recipient of Fetzer scholarship given by MSR division of Academy of Management, US. She has presented her research work in national and international conferences such as Academy of Management.

**Prof. Chetna Chauhan**

Doctoral Candidate, IIM Rohtak (Thesis submitted); B.Tech, KIET Ghaziabad Chetna Chauhan is an Assistant Professor in the area of Quantitative Techniques and Operations Management at FORE School of Management. She has submitted her doctoral thesis on

“Challenges and Implications of Industry 4.0 Enabled Manufacturing” at IIM Rohtak. She has published her research work in reputed international journals such as Journal of Cleaner Production, International Journal of Knowledge Management, and Journal of Manufacturing Technology Management, among others. She has also presented her research work in several national and international conferences such as the Production & Operations Management Conference, Houston, and PAN IIM WMC.

Before joining academia, she has worked as a technical executive (supply chain management) in Hindustan Unilever Limited for two years.

**Prof. Ashutosh Pandey**

Ph.D. ABV-IIITM Gwalior, MMM (Marketing Management) University of Pune, M.Com.(Applied Economics) University of Lucknow, B.Com., University of Lucknow He has a Ph.D. in the area of Marketing Management, where he developed a scale and designed the Service Blueprint for Heritage Tourism Service Quality. He received MHRD scholarship to pursue his full-time

Ph.D. in Management from the Institute of National Importance. He has qualified UGC NET in Management and did his Master of Marketing Management from the University of Pune. He has experience in marketing domain in ICICI Securities and worked as an IBM SPSS Trainer in association with Tays Pvt. Ltd. He also has the academic experience, and his area of expertise lies into the subjects like Services Marketing, Marketing Research, Marketing Management, Social Media Marketing, Consumer behaviour, Tourism Marketing. He has also served as a guest faculty at the Indian Institute of Travel & Tourism Management, Gwalior. He has attended many research workshops, Faculty Development Program (FDP), MHRD sponsored QIP program from IIT Delhi, IIT Roorkee, IIM Ahmedabad, ABV-IIITM Gwalior, to name a few. He has many national and international publications to his credit.

**Prof. Gaurav Gupta**

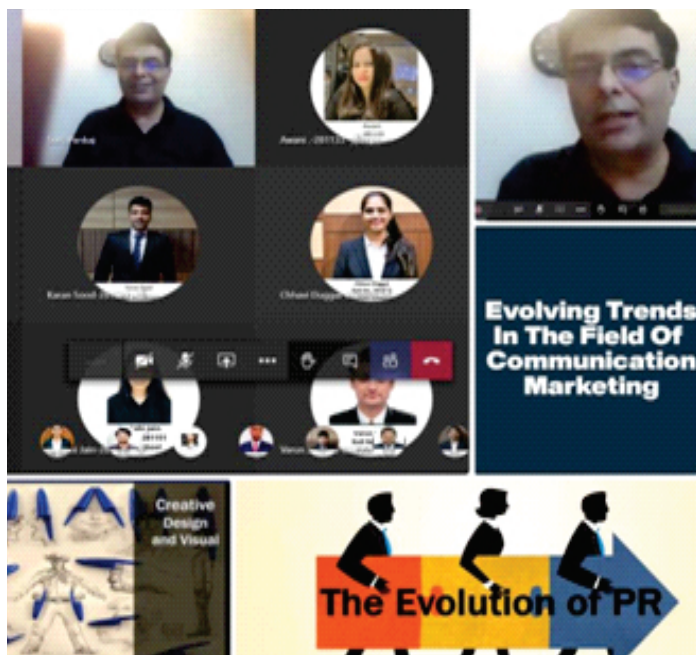
PhD, IIT Kharagpur; CFA, ICFAI University, Tripura; M. Com & B. Com, MJP Rohilkhand University, Bareilly He has worked for approximately 2 years at VIT Business School, VIT University, Vellore as an Assistant Professor of Finance and Accounting. He has presented his

research papers at many prestigious international and domestic finance conferences. He has organised management conclave for students on Investment Analysis.

**Prof. Nanda Choudhury**

Assistant Professor (Marketing Area) PhD, VGSOM, IIT Kharagpur; M.B.A. (Marketing and HRM), NIT Karnataka; B.Tech. (Electronics and Communication Engg.), ICFAI University

Anubhuti

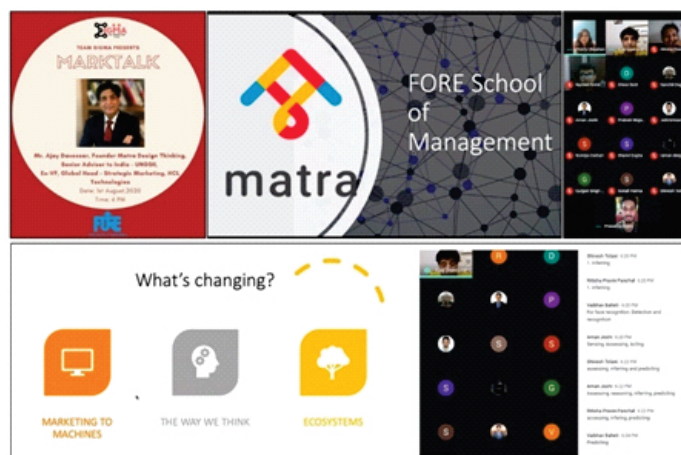


On 5th August 2020, FORE Corporate Interaction Division hosted an online session with Mr. Pankaj Suri, Executive Vice President - Human Resources, Edelman, India as part of Anubhuti. Mr. Suri has over 20 years of experience in the field of Human Resources which has solidified him into a professional that the student community greatly looks up to. With immense knowledge of the field, the theme of the session was 'Evolving Trends in the Field of Communication Marketing'.

The session started with a discussion on the importance of communication in the field of marketing. Communication is an essential subset without which the domain of marketing can never reach its desired audience. In lieu of this, the discussion went on to highlight the difference between marketing-communication and communication-marketing, which is often overlooked. While the former helps in conveying the message to the right target set, the latter concentrates on the fact that the content being shared is platform agnostic and holistic in its nature. This makes the ideas and the associated datasets platform independent, which helps in furthering their scope of application. Further, the session highlighted the importance of communication being visual and creative. Communication designed in such a way has long lasting impact and is often a part of experiential marketing. The significance of collaboration and co-creation in today's world was demonstrated effectively throughout the session.

With the idea of mindful content and co-creation, the intriguing seminar came to a close. The experiences shared by Mr. Suri have sure started a new conversation in the thoughts of the students on communication marketing.

Marktalk: The Marketing Webinar



Marktalk: The Marketing webinar – 1st August, 2020.

On 1st August, 2020, Special Interest Group - Marketing organized Marktalk: The Marketing webinar. Mr. Ajay Davessar, Founder CEO Matra - AI and Design Thinking, Senior Adviser UNGSII was invited to share his experience and insights on Marketing Automation and AI in Marketing in the post-Covid 19 scenario. Mr. Davessar has over 20 years of experience in the field of marketing. He had been a Vice President, Global Head – Strategic Marketing for HCL Technologies for 10 years. He was responsible for Corporate Communications, Digital Strategy, Corporate Affairs, Industry Relations and Media Relations globally during his time at HCL.

The valuable insights shared by him helped us understand AI and Marketing with AI and what us, as future Marketing managers should look forward to, to stay relevant. He opined that the impact of AI will be fully utilized by creating an ecosystem of all stakeholders. An ecosystem where all those who are impacted by it and all those who create the impact in the first place are on a common platform. An ecosystem where the learning and feedback loops are constantly working to improvise the efficiencies, participation, and impact. The interdependencies of these stakeholders jointly progressing towards a singular goal of benefits of AI for All.

He went on to say that with AI, businesses can craft great marketing analytics techniques to target the right potential customers. This will help digital marketers feed customers with the right content on the right channel at the right time. Mr. Davessar said that AI in marketing is a very powerful tool and that marketers need make use of it, now. He said that technology is something marketers must adopt in their marketing analytics techniques to achieve better results.

This one of its kind informative and interactive webinar concluded with a sincere vote of thanks from Team SigMa for taking a time out of his schedule to broaden the horizons of the students at FORE.

Beginnings at FORE

AASHIMA BAJAJ

FMG29 A

My experience at FORE, so far, has been nothing short of a high-speed car chase. With the burgeoning mountain of group presentations, individual assignments, committee selections, CR responsibilities and now the upcoming mid-terms, I've hardly had the time to concentrate on anything apart from FORE! That being said, I must state that I'm thoroughly enjoying multitasking, honing my skill set at every step, learning something new every day and discovering myself in the process. Hoping that the journey ahead continues to surprise me and challenge me along the way, while I continue to work on becoming the best version of myself!



PRATISHTHA SHARMA

FMG29 A

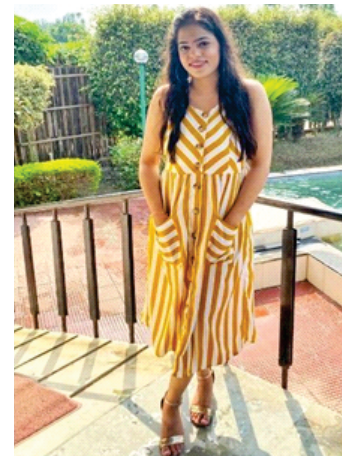
My experience at FORE till now has been a perfect blend of joy and hardship. Due to these unprecedented times, I was dicey about joining college this year, but I am glad I did. In just a month, college has taught me so much. From sleepless nights to late night submissions and committee selections, everything has just made me grow as a person. I met different people from different backgrounds who taught me something or the other and now I call them friends. Friends, who help me bear with boring lectures, continuous virtual talks and strenuous syllabus. Experience at FORE till now has been a hell of a ride.



DEEPA M

IMG14 E

My experience at FORE has been quite different from what I expected, with everything being online. I never expected my MBA to begin like this but destiny had different plans for our batch, I suppose. From online classes to new virtual friendships and the entire committee selection process, we have been experiencing it all and it has been exhilarating. Sometimes all of it makes me feel excited, while at other times it gets extremely nerve-wrecking and starts taking a toll. But at the end, this is what life is all about and FORE is excelling at preparing us for it. So, looking forward to many more such exciting experiences and great memories.



MERLIN JOHN

BDA 01

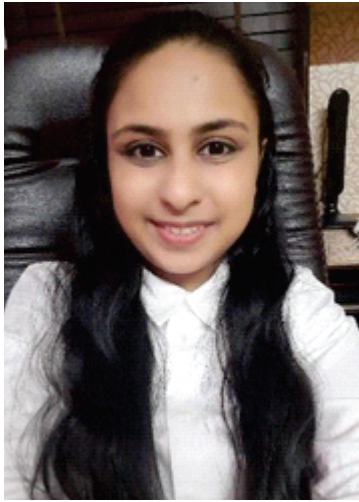
My experience at FORE has been a rollercoaster ride and it's only been a month. From making presentations everyday to sleeping for just 3 hours in a span of two days for committee selections, I have gone way out of my comfort zone and have done things I didn't know

I could do. It has truly been a one-of-a-kind experience, especially doing all of it online. FORE has not failed to make us feel part of the physical campus already. I can't wait to watch the remaining journey unfold, I'm sure it's going to be a fun ride. I hope to make the best of these memories and discover my full potential in FORE.



RUNJHUN JAIN
FMG29 A

My experience at FORE till now has been like a game with different kinds of challenges. It feels like the tape recorder of my life presses its fast-forward button daily. Sleepless nights are now the new normal. Being in physical classes would have been more exciting but I feel FORE has done a great job with online classes, providing every experience same as offline classes and ensuring that we're supported despite the difficulties that this crisis brings to all of us. Video call class meets, group projects, committee selections, playing fun games online are giving us a new way of living. The most fun part is attending classes in a shirt and boxers. As I sit down to think, I learn that it's best to take everything with an open mind, a willingness to learn, a pinch of salt, and a smile.



MEENAL JAIN
FM 03

FORE being a stepping stone for my career has provided me a platform to learn new skills and also polish my existing ones. I found all the seniors to be very approachable and helpful. The experience has been amazing so far with all the interviews, seminars and submissions. FORE has been great with solving all our doubts and queries. Although, a very taxing process, I know my journey here is going to be nothing short of exhilarating. Despite the ongoing conditions, I don't feel that I'm missing out on a lot, thanks to the college authorities. I look forward to having a life at FORE.



UDITA CHATTERJEE
IMG14 D

The initial months of MBA life are being experienced through the laptop screen. But the way FORE has brought the whole classroom, the committees and the seminars from its campus to our homes already makes us feel connected to this college and its legacy. I'm looking forward to learn and grow here, while also making sure that I have endless memories with people I feel so connected with, even without physically meeting them. I already have so much to cherish and hope to add on to these memories, to have something to look back at after these two years. It feels like the beginning of a challenging, yet such a magical journey.



SARTHAK GOYAL
FM 03

It has been a great journey at FORE so far. I remember how nervous I was before my first class. Virtual classes have been a different experience altogether, nothing of the sort that I expected. Things got better after the KYP and KYS activities. Despite the tight deadlines and heavy workload, I have managed to have a good time and to interact with some amazing people. I am pretty excited for offline classes and look forward to meeting everyone in person. I'm sure that the experience that we are having online will become much better offline and good times will become tenfold.



SHUBHANGI GUPTA**FMG29 A**

My journey at FORE till now has been a roller coaster ride. From pulling all-nighters to having virtual parties, we're doing it all. Although, the online experience is proving to be a hurdle, FORE has tried its best to ensure smooth functioning of all the classes. Virtual class meets and playing games as stress busters have become the new normal and honestly, it's not all that bad. Being an introvert, I don't think I would've interacted with as many people as I have now, had it been the other way round. Within a month, FORE has already given me people to cherish and it has also added to my level of endurance by keeping me up almost every night. So far, it has been a bittersweet journey and I hope to enjoy it, now that I have pushed the accelerator.

**SHUBHAM BANSAL****FMG29 B**

My experience at FORE has been a great journey so far. I really love the diversity in the classmates I've got. Teachers are very supportive and class interactions have been amazing. The seniors have been very friendly and helpful, and I had a great time participating in the KYP and KYS activities. FORE is trying its best to give us the best possible facilities despite the current pandemic situation. College has also provided us with some great webinars. Being from an engineering background, I never felt out of place at FORE. Getting the real feel of what MBA is, has been a great experience till now.

**Summer Internship Experiences**Name: **Anubha Gupta**Company Interned at: **Decathlon Sports India**

Experience:

The experience of working with Decathlon was amazing. Being a fresher, I was really excited to work with them because it was going to be my first corporate experience. But God had different plans for the entire batch, all our internships were changed to WFH setup and it was indeed disheartening. My profile was changed to Market Analysis.



Nonetheless, as soon as the internship started, I started enjoying the process of it. They would give us the details of their operations and how a typical Decathlon Store operates. I used to love those sessions because they were interactive and we used to have little exercises, like solving a puzzle, in between. The organisation had some really supportive people, the HR was really helpful and adjusting. He was always there to guide us, at any point of time in the day. Sometimes, we even had our meetings at 10.30 in the night and sometimes, it would start at 7 AM in the morning. In all, it was a really dynamic journey, I loved working with the organisation and the best part was them awarding me as the Best Summer Intern across all the B-Schools.

Name: **Lakshay Takhtani**Company interned at: **Digit Insurance**

Experience:

The onboarding process of the Company was very smooth, wherein we were initially briefed by the HRs followed by a training week, where the complete processes and functioning of the organization was explained to us. The complete tenure of my internship of 8 weeks was filled with learning, experimenting and development. I was given full



freedom to apply my previous earned knowledge to the current process and come up with ideas that could be applied in future. It gave me a glimpse of requirements by the industry and taught me many valuable lessons that I will cherish all throughout my life.

Name: **Smriti Bhagat**

Company Interned at: **Trariti Consulting Group**

Experience:

My internship at Trariti Consulting Group has been nothing short from extraordinary. It was definitely one of the most rewarding experiences of my life. I was awarded Summa Cum Laude (the top 5% of the class) for my work and that felt wonderful.



Being an intern was very overwhelming at first with this pandemic looming over us and everything around the globe changing. Working on the Digital Strategy module was equally challenging for a fresher like me, but I was glad to have my mentor take up all my questions patiently. Sir taught me that in order to be a consultant, there are instances when we have to wear different hats to really reach the depth of the problem. While uncertainty scares everyone, but this internship taught me that for a consultant, "uncertainty" is a safe space and a blank canvas. That was all the ammunition that we needed to come up with our framework.

This internship also gave me the opportunity to meet some brilliant minds from across the globe and learn so much from them in the course of the 12-week internship. I can honestly say that my time spent interning with Trariti Consulting Group has been one of the best parts of this summer. An opportunity to work with such brilliant minds has changed the way I looked at business problems.

Name: **Ranu Sancheti**

Company Interned at: **DHL Express**

Experience:

The positive outset of the pandemic is that it has taught us MBA students a valuable lesson of adapting to adverse situations in business. At home, working on a field oriented project, DHL Express was a thrilling experience with the best guidance to get the desirable results, all while sitting at home.



Name: **Sanya Sethi**

Company interned at: **Nestle India**

Experience:

I interned with Nestle India as a Sales Intern. When Sales is all about fieldwork, my experience with the company was limited to the virtual platform due to the pandemic. But my guides at Nestle tried their level best to make this experience worthwhile for me. I got the opportunity to interact with the Sales team on a daily basis and learn maximum through this interaction. The work culture of Nestle is absolutely encouraging. Even though I was not actually on the field, I never realized the same as my project helped me get quite good insights into the actual work environment. Overall, I would say that my internship experience with Nestle was tremendous and quite insightful.



Name: **Stuti Ahuja**

Company interned at: **Grant Thornton India LLP**

Experience:

Grant Thornton India LLP provided me with a wonderful internship experience which was honestly not expected given the virtual nature of the internship during the current COVID-19 pandemic. They tried to assimilate all the interns within the organization by conducting a week long induction which was extremely beneficial given how none of us could physically interact with any of them.



They paired each of us with a 'pal' who was responsible for familiarizing us with the organization culture and processes and addressing any query we had. We were also allocated coaches and super coaches who looked over our work and guided us all through it. I personally was given a very insightful project to work upon which really allowed me to get a glimpse of the corporate life and the expectations attached to it.

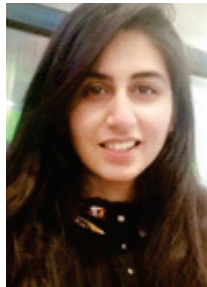
My team leader and coaches put in extra effort to involve me in the decision making process which was really insightful. Overall, I had an amazing experience working there and will cherish it for the rest of my life.

Name: **Simran Nagpal**

Faculty Interned Under: **Prof. Chandra Sekhar**

Experience:

My virtual summer internship under the guidance of Prof. Chandra Sekhar involved 'Studying the effects of employment websites on employees' intention to apply'. This seemed a very interesting as well as relevant topic, especially in these unprecedented times when possibly everything is happening online for the sake of maintaining social distancing.



It was a very enriching experience for me as I got to learn the nitty gritty of writing a research paper eloquently from scratch. I was fortunate enough to have Prof. Chandra as my mentor, as he guided me at every step, be it designing the questionnaire, choosing the right TG, presenting the findings systematically or choosing the right statistical tool for analysing the data. After the completion of this project, I can confidently say that I have a decent understanding of the various factors and their effects on a job applicant's intention to apply for a job online through employment websites.

This internship taught me that even when challenging times offer you the limitation of working remotely, it is very much possible to learn and grow, given one is passionate enough to walk that extra mile. Seeing hours of hardwork and dedication culminate into a professional research paper is a very satisfying moment. This project has added immensely to my experience and I'm sure that it would help me during the final placements when I apply to HR roles.

Name: **Prachi Rohira**

Faculty Interned Under: **Prof. Nirmalya Bandyopadhyay**

Experience:

My virtual summer internship was filled with unique learning experiences. The novel "work from home" structure incorporated by the institute this year really helped me adapt to the current circumstances and still make the best out of the available opportunity. My research project titled "Educational Learning: Online vs Offline: Experience during the COVID 19 pandemic" helped me gather more insight on how to design a qualitative research and triangulate the data collected through interviews to form a holistic overview of the topic. Working on this project with the help of Prof. Nirmalya in a virtual mode was an immensely enriching experience.



Name: **Akansha Goyal**

Company Interned at: **Tata Tele Business Services**

Experience:

The project assigned to me was under the domain of sales and marketing. The responsibilities were to analyze the market opportunities and the potential customers of the company and bridge the gap between the two. It was a bit challenging due to the ongoing pandemic but my learning was huge. The real lesson learned here is that practice makes you perfect and the more you do it, the more that you will be comfortable talking to a complete stranger. During my summer internship, I learnt to thrive, not just survive.



Farewell



On account of superannuation of Mr. Tarak Chand Sarkar Dispatch Rider, a farewell function was organized on July 31, 2020. On this occasion, a bouquet was given as a token of appreciation by Dr. Jitendra K. Das, Director honoring his service to FORE School of Management and wished him good luck and all the best for rest of his life as he bow out after spending 32 years of service at FORE.

Write - ups by Students

A Trunk full of Memories

I hold on to memories like my mother holds on to
her sarees-forgotten but never discarded.

There are moments of laughter
hidden away in trunks
full of my mom's sarees.
The dreams of a life better lived
mixed with the smell of naphthalene,
and a hint of nostalgia.

Happiness trapped in zari borders,
neatly wrapped in plastic-
to be handled carefully.
and just once in a while
she dusts them off and wears them
and reminisces about past moments.

and just sometimes, if she's feeling a little too happy
she puts on lipstick and tells me all about her glory
days.

you see, My momma spent her life hating herself
she was known as the lady
with the biggest heart
and a lot of love to give
but sadly, none for herself.

Once, when I was little she
led me by my hand and showed me
a long line of little ants,
scrambling home;
unaware of how even a little misstep
could lead to chaos.
so, she knew well enough to stay in her limits
and not hope too much.
expectations? she had none.
That's how she led her life
Rigid, uptight, firm
crawling from one problem to the next



stumbling but never stopping,
until one day she paused long enough
to take a look in the mirror;
realization hit her hard
and she was never the same.

And I have since then wondered,
if only she loved herself
even half as much as she loved everyone else
wouldnt life have been so much better?

after she's done, she carefully unties
the nine yards of shame and regret
pleat by pleat

because god forbid the corner of her pallu gets trapped
between 20 years of patriarchy and c section scars
she sighs and returns to her trusty old salwar kameez
and I go back to living my carefree life.
each time, I do so with more conviction-
that for all the things she didn't have
now I sure do have a lot.

Aakriti Pandita
FMG 29-B (291061)

Enroute

Same imperfect expressions;
Or those diddly impressions,
Maybe it's the fault of your eyes,
Are blues the only definition of skies?
Is yellow the only colour sun rise to?
Sorrow is not the only the reason to tears,
Maybe challenges are not my type of fears,
Theirs is the way to pride
Disapproval, not to seek but hide,
There may exist some sleep inclination,
But it's your own route leading to destination.

Rishabh Nagpal
FMG 29-C (291150)

Wooden Beams

Ample cans of food and water
 Organised in order,
 Flag waving high seen from the deck,
 Heavy anchor lifted from sea bed,
 Sail-clothes flickered with wind,
 On master's command, crew responded,
 Aye Captain! The sail is set
 Merrily the quest begins
 Leaving the shore behind,
 What lies in the heart of sea
 Even wisest sailer couldn't see,
 Thousand nautical miles towards south
 When calm waves generated pace,
 Sea reveals its dreadful aura
 Under dark sky of fright,
 Harrowing was the storm,
 Horror claps of thunder,
 Ship wavered heavily
 Sighting the spinning peril,
 Everyone trying their level best
 Managing the unmanageable,
 Lantern of hope glows
 With the words of captain
 'Last a little longer,
 This too shall pass'

Anupama
 FMG 29- C (291122)

Colors and The World

Infant blank canvas
 Spilled with numerous colours
 Blending in, a masterpiece
 The art is put in the world
 Resting on the pathway
 With newer prints of boots everyday
 Blackened to the air
 Masterpiece, now rotten

 The then masterpiece
 Now has a life of its own
 A wicked smile, and a shrewd intent
 The colours dance
 Melts in the eyes of spectators
 One hangs the art on the wall
 The ruined art is finally appreciated

Anurag Sharma
 FMG 29- C (291123)

Unfortunately, we have not been able to harness the complete potential of this inherent trait by creating commercial value at the macro level. Some of the reasons for the same could be lack of incentivization, awareness, resources at creating optimum commercial value at the grassroots or at an early, critical juncture of our grooming. Some of the greatest evolutions, creations and inventions which have exponentially improved the 'Quality of Our Lives' owe their allegiance to the concept of frugality. Therefore, it becomes inevitable to increase awareness about this concept in the formative years of a student's educational life i.e. at the schools and colleges. This will not only lead to an increase in individual growth and competencies but the evolution of institutions, nation and society as a whole.

In the light of the facts drawn above, Frugality should mandatorily be incorporated into the curriculum, outline and framework of student life through a three-pronged approach. This starts by exposing them to the relevance, significance of this concept by organizing seminars, workshops etc on this concept followed by encouraging and incentivizing them to apply the concept to create the maximum commercial value. Lastly, there should be a continuous and constant mechanism of mentorship, feedback and framework for redrawing the existing model in the ever-changing environment.

Abhinav Seth
 291056 FMG 29-A

Increasing awareness about frugality amongst college and school students

Frugality can be defined as the process of making optimum utilization of our existing resources or in a lay man's language, extracting the maximum value by allocating minimum resources so that the task is feasible. The concept of frugality is not something alien to the Indian culture. It is something that is extensively used in almost every domain and sphere of our daily lives from cooking to washing, from our routes to our data usage to name a few.

My Demons

Waking up. Drooling. Yawning.
Guess the fatigue's not gone yet.
Or maybe..

It's the same day again.
How many times have I lived it?

Eyes half open. Throat slightly dry.

Looking at the wall.
Recalling the dream again.
What did she say back then?
Guess it's the same day again.

Why did I wake up early?
It's that damn light again.
Entering the dark side,
From the side that's bright.
Golden. Sneaky. Bothersome.

I see the morning sun,
Time and again.
I see it fork from the land,
Time and again.
It sees you back in the eye.
Pierces the black that's inside.
Shrinking pupil,
Like it's yielding to its might.

Get off the bed?
Walk out to the light again?
Umm...maybe not today.
I'll fight my demons some other day.
Today, I refuse to be disturbed again...

Rishabh Aggarwal
FMG 29-C
(291147)



LET YOU KNOW

Deep inside are the feelings I hide
The truths that can't be said
The lies I sleep with every night
And the dreams that shattered in my head.
We were just a false paradise in our mind,
Why did I think we were heaven made?
And You were like a poem,
A poem I wish I'd never read.

Autistic blues, you gave me right after.
Feelings I felt, felt numb at the end of our chapter.
And a year and a half later,
Growing into the person I wish I was;
Experiencing more shit,
Time was the reason there's so much I lost.

I dissemble every emotion,
All the highs and the low,
There's so much to tell you
But I can't let you know.
There used to be a Me,
Who would love you from the core;
Maybe's he's dead maybe he's not,
But I am not the kid that you used to know.

Damn,
there's so much in my head that I can't let you know
So many emotions and I can't let em go
So many things I wish I'd said,
So many regrets I wish I'd known.

Lookin back from where I am now,
I wish I'd done better.
But life's a learning curve and feelings come and go,
And then there's this thing, that I can't let you know.

Varad Agarwal FMG-29B
(291108)

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