

FOREprints

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The newsletter of **FORE School of Management**
New Delhi

Message from Director



Drone technology has made its way into our everyday lives. It has become increasingly popular in a variety of industries, from filmmaking to agriculture to search and rescue. Drones are unmanned aerial vehicles (UAVs) that are controlled by a remote pilot or autonomously by on-board computers. They can fly autonomously, which allows them to be used for a variety of tasks, from surveying land to delivering goods. Drones are used in a variety of industries, including, border control surveillance, construction, monitoring traffic incidents, surveying hard-to-reach places and delivering medical supplies. These tiny aircrafts are allowing reporters to capture news like never before. These aircrafts are very small in size, affordable and even user-friendly. Besides other areas, drones have great prospects in journalism, extending from disaster coverage to protests, traffic reports, and even for sports events.

Filmmakers use drones to capture stunning aerial shots that would be impossible for a manned aircraft to get. In addition, they can capture scenes and images in great detail and at the desired angles. Drones are also used in agriculture for crop monitoring, disease detection and spraying fertilisers & pesticides. In search and rescue operations, drones are used to locate missing people. Drones protect environmental areas and animals by herding animals as and when necessary. Drone sensors can also follow and report on endangered or at-risk populations of wild animals. Construction companies use drones to survey land, inspect buildings, and inspect infrastructure. With their remote control abilities, drones monitor locations, communicate possible hazards, and notify threatening conditions, such as oil and gas refineries, pipelines and flare stacks. As drone technology continues to advance, it is becoming more accessible and affordable. This has allowed more people

to use drones to capture stunning photos and videos or to use them in their business operations. During the COVID-19 pandemic, drones were used in North-eastern states to deliver vaccines to remote areas that are difficult to reach. The potential applications of drones are virtually limitless, and it is likely that we will continue to see them being used in more and more industries in the future. As technology continues to evolve, we can only imagine the new and exciting applications that drones can offer. In the future, drones may be used for many different tasks and to make our lives easier. Overall, the entry of drones into our everyday lives has been beneficial, providing us with a convenient and reliable way of completing tasks.

In 2021, the Govt. of India cleared the production-linked incentive (PLI) scheme that shall provide incentives of up to 20% to the manufacturers of drones and drone components. Further, in Budget 2022, the union government has announced 'Drone Shakti', an initiative that intends to promote the drone ecosystem in India in a mission mode. Finance Minister has emphasized that the government, in order to promote the usage of drones, shall establish 'Drones-As-A-Service' (DrAAS). With DrAAS, the government says, start-ups will be encouraged and incentivised to support 'Drone Shakti'.

Recently, the Union Minister for Information and Broadcasting, Youth Affairs and Sports was quoted as saying that India will soon become a hub of drone technology and would require at least 1,00,000 drone pilots by next year. Besides pilots, the industry will also open up career opportunities for pilot trainers, flight planners, software engineers, application developers, data specialists and many more, having a multiplier effect on employment opportunities. The entry of drones into transportation service is going to revolutionise the landscape of a wide range of industries, across the world.

The application of drones to bring efficiency in various aspects of people's activity and cost reduction in consumption experience will have a profound impact on the way we see the world today. We need to be watchful of the changes happening all around us and to learn to quickly adapt ourselves to take advantage of emerging opportunities.

Dr. Jitendra K. Das

Message from Dean (Academic Services)



Dear Students,

One particular morning, while going through the news, I came across a report which stated that “India has the third-largest start-up ecosystem after US and China, according to Economic Survey 2021–22, with roughly 61,400 registered start-ups”. According to the report, job growth among start-ups is predicted to increase by 24% between the years 2022 and 2027 and is likely to contribute significantly to India’s GDP in the coming years.

Indians, particularly the young, yearn for meaningful employment. Since employment opportunities offered by various economic sectors are getting limited for the growing population, entrepreneurship may hold the answer for employment opportunities. It is well-known that aspiring entrepreneurs are the creators of jobs. Successful start-up ecosystems can enable anyone with a sound business model and the willingness to work hard to launch their ideas into businesses and become job creators that others in turn can look up to. Starting a business and being an entrepreneur is no longer exclusive to big cities. As Indian entrepreneurs’ successes are highlighted, especially through television shows like ‘Shark Tank India’, more individuals in small towns are inspired to launch their own businesses, thereby increasing opportunities for people from all backgrounds to engage. It is suggested by entrepreneurs that although starting a business in small towns may help keep the cost low initially, eventually shifting to bigger cities may be inevitable. It has become clear that in order to achieve economic and social transformation, India needs to support a strong innovation environment so as to incentivise the potential of young entrepreneurs who, in turn, shall drive the growth and job opportunities that the nation needs.

India is at a growing economic stage and to reach a 5-trillion-dollar economy we still have some way to go. But, it is very much within the realms of possibility with the right policies, strategy and combined efforts of government, institutes, industries and policymakers in building the start-up community. It brings risk and instability along with promises of growth and success.

Prof. Neeraj Kumar

Student Editor



FOREword has exposed me to a lot of things, first as a junior member, learning the ins and outs of the work that this committee does, along with how to work alongside people with brilliant minds and varying viewpoints. Then, as the coordinator, stumbling my way through teaching and managing the new junior team, that I had been taught. It has been an enriching experience and I look forward to the closing chapter of this journey ahead.

Swapnil Khastagir
(FMG 30, 301169)

CII Marketing & Branding Summit 2022: Strategies, Techniques, Trends

May 20, 2022

Confederation of Indian Industry (CII) recently concluded the 3rd edition of the “Marketing & Branding Summit” on May 20, 2022, in virtual mode. FORE School of Management was an academic partner in this event. About 100 participants from industry and academia attended the summit. The summit discussed the latest trends in marketing, the changing dynamics in the post-pandemic era, and digital opportunities for building brands & driving sales growth.



Prof. Zameer, speaking at the Summit

Prof. Qazi Asif Zameer, Professor (Marketing Area), FORE School of Management, was the speaker in the session titled “Unearthing Opportunities in the Digital World” scheduled during 1200-1300 hrs in this event. Prof. Zameer discussed the need for thinking and acting in detail, rapidly adjusting to constantly shifting disruptive forces and evolving customer expectations in the face of increased competition. He said, “Today’s retail landscape is vastly different from just a decade or two ago with an accelerated rate of technological advances that are changing the rules and also the risk of every aspect of running a successful organization.” With cutting-edge technology such as data analytics, IoT, cognitive automation, and design innovation now becoming more mainstream, a wide variety of challenges, as well as opportunities for the C-suite, is being created. In marketing, creating value refers to new customers, new experiences, new markets, or new business models. So, whenever a disruptor comes to the market it needs to be leveraged to generate business outcomes.

Forrester Research predicts that online sales will grow to

\$550 billion by 2022, globally with over 10% annual growth. Retailers from around the world are forced to up their game and adapt to acknowledge technological advances changing the shopper expectation.

“More profound has been the impact of smartphones, which have really taken technology, speed and customer expectations to a new level over the past decade. It drove the introduction of 24/7 services and support because organizations recognized what customers wanted. Now several key retail disruptors are headed in the same direction and these should be high-priority areas for organizations to harness and achieve their important business outcomes of brand building a driving sale”, added Prof. Zameer.

He discussed a few disruptors including design innovation, IoT, and data analytics. Design innovation is all about designing for people, not processes. It challenges existing business and industry models. This will accelerate organizational change and design, and help create future value. More agile design models are the need of the hour. The IoT (Internet of Things) offers a new ecosystem of answer-based vehicles and devices, technologies, and objects that drive the volume, velocity, and variability of data. This new level of connectedness can capture substantial business lines. Data analytics has tremendous business value by leveraging big data and identifying insights that have become useful to the success of any organization. Companies that capitalize on all these little opportunities will always thrive in the market, while those that do not will most likely lose out to them.

Prof. Zameer concluded by saying that instead of focusing on how to allocate spending across media, which was additionally television, radio, online, and so forth, organizations should target stages in their decision journey. The basic principles of branding and brand management are still and will continue to be central, they will not go out but organizations need to understand the retail consumer journey now in a more sophisticated way.

Along with Prof. Zameer, Professor (Marketing Area), FORE School of Management, New Delhi, the following were the eminent panellists:

Mr. Jeetendra Dharewa, CEO, Kaane Packaging Pvt. Ltd. was the moderator of the session;

Mr. Protik Basu, Managing Partner, WeAddo; and

Mr. Samit Sinha, Managing Partner, Alchemist Brand Consulting Pvt. Ltd.

XXV Convocation

May 25, 2022

FORE School of Management (FSM), New Delhi, held the XXV Convocation on Wednesday, May 25, 2022. The event was graced by Mr. Suresh Narayanan, Chairman and Managing Director at Nestlé India Limited, New Delhi. Dr. Jitendra Das, Director, welcomed the Chief Guest and advised the passing out students that “Never be afraid of making mistakes in life. Mistakes are part of human nature. Learn from your mistakes, don’t repeat them, and move on. Life is full of challenges, obstacles, and surprises. But with hard work and a positive attitude, one can achieve success”. He wished all the post-graduating students success and encouraged them to bring more laurels to FORE, their Alma Mater. Presenting the activity report, Dr. Das highlighted the milestones that FORE School achieved for the year 2021-22. Dr. Jitendra Das also informed about four new verticals of FORE Society; FORE Academy of Management Education (FAME), FORE Agro-tech and Rural Management Institute (FARM), FORE Institute of Drone Technology and Research (FIDTR) & FORE Institute of Aviation Studies and Technology (FAST).

Dr. Das mentioned that final placements for Batch 2020-22 were both faster and better. Better was manifested in a higher median CTC, the better quality of Companies, and multiple job offers for students. Apart from higher salary packages, there has been an improvement in the diversity of recruiters as well. Summer Internship for the year 2020-21 resulted in research papers of students jointly with faculty members and selected papers have been published as a Book titled “Adapting to Business during Covid-19 and other Issues”. The book was also inaugurated during this convocation.



Emphasizing the importance of the role of faculty and the value of humanity, Dr. B.B.L. Madhukar, Chairman, FORE, said, “Teachers are the light of life. I urge the students to acknowledge the worth of teachers, embrace gratitude

& humility and recognize the value of your language & culture”. Highlighting the rich alumni base of FORE School of Management, he further added, “Net worth is equivalent to Network. So, build your network and grow your connections with FORE’s Alumni and it might help you at several junctures of your life; whether it is assistance in placements, being a part of FORE’s faculty, or developing work relations”.

Chief Guest, Mr. Suresh Narayanan shared his perspectives to the post-graduating students “Post-pandemic, the world is witnessing many geopolitical uncertainties. To tackle this kind of situation, one must focus and work on the 4-A Principle, i.e., Attitude to life, work, aspiration under adverse situations; Agility-the capability of your muscles to move, when stimulated in the right direction; Adaptability-adapt to circumstances by renewing your skill sets; and Anticipation. So, get the principle of clarity in your lives”. He also said that “one of the defining characteristics of a great leader is courage to do things in better ways”.

Dr. Vinayshil Gautam, Vice-Chairman, FORE, while proposing a vote of thanks advised students to be true to themselves in every situation because time will give different lessons from classrooms to real life. He concluded the convocation by quoting Alfred, Lord Tennyson, “More things are wrought by prayer than this world dreams of”.

Conference on Digital Manufacturing: Embracing the Technologies to boost Production & Competitiveness

June 15, 2022

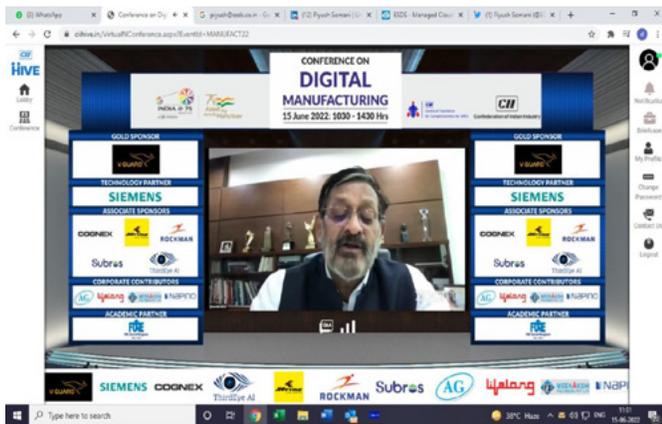
Confederation of Indian Industry (CII) organised a conference on “Digital Manufacturing: Embracing the Technologies to boost Production & Competitiveness” on June 15, 2022, in virtual mode. FORE School of Management was the academic partner in this event. The conference was focused on industrial digital transformation in manufacturing, emerging technologies for shop floor transformation in India, and the current challenges in digital transformation. About 300 participants from industry and academia attended the conference.

Dr. Jitendra K. Das, Director, FORE School of Management was the session moderator in panel discussion 1 titled “Industrial Digital Transformation in Manufacturing-What’s New, and What’s Next?” scheduled during 1130-1230 hrs in this event.

Dr. Das, said “There is an availability of massive floor data in every sector. Data analytics, machine learning, and artificial intelligence are throwing up new opportunities but

also creating new challenges. The pressure to succeed is enormous. In order to adapt to the digitalization of any activity, the focus should always be to leverage the value chain. Organizations need to figure out how to increase the production capacity using new techniques that are available now, reduce material cost, improve customer service & delivery lead time, achieve higher employee satisfaction, and reduce the environmental impact or carbon footprint”.

Industrial digital transformation in manufacturing is a revolution for companies to be able to benefit from, realize their potential and obtain the results. The transformation is more than investment in technology and the installation of state-of-the-art hardware and software. The first point of concern for any organization is its employees. In a rush to implement the new manufacturing technology, organizations should not forget that there are systems already in place and people as a result of this system might resist change. Therefore, frontline leaders must put the people first while implementing technological change in their companies. This includes training and education of employees, incentivizing the approach, or carrying out activities to promote the transformation intent through a clear and bright spirit. Communication should be the backbone of implementing this strategy.



Dr. Jitendra K. Das, speaking at the Conference

Two or three years back, digitalization in the manufacturing sector was not on the priority list except for a few industrial leaders. By and large, the effort towards digitization was limited to the proof of concept and the R&D labs. The reason for an aggressive adaption to digitalization now is multifaceted such as the challenge of a market condition, missing relevant internal expertise, knowledge gaps, segregation of budget, etc.

One problem with automation is that things become more rigid. In order to achieve business targets, digitalization needs to offer flexibility and agility. There will be new requirements at every juncture and automation will need to evolve along with it. So, the most important aspect is that it must be user-friendly. There is also a need to have an

integrated approach and one common agenda to change or improve a process when there is a pool of data available on the factory floor.

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

- Kiran Deshmukh, Chief Technology Officer, Sona BLW Precision Forgings Ltd;
- Mr. Jayant Singh, Head-Business Solutions (Smart Infra), Larsen & Toubro Ltd;
- Mr. Rajiv Desai, Head-Sales & Business Development, Product Management & Marketing Strategy, Tata Communications Ltd;
- Mr. Vinod Kumar Boggarapu, Vice President-IoT Strategic Partnerships and Revenue, Vodafone Idea; and
- Mr. Rajesh Vegad, Regional Sales Manager-Electronics, Cognex Sensors India Pvt. Ltd.

After the questions and answers, Dr. Das summed up the session.

2nd CII Manufacturing Excellence Week: Building India, the Global Hub of Best-in-Class Manufacturing

June 21-24, 2022

Confederation of Indian Industry (CII) recently concluded the 2nd CII Manufacturing Excellence Week on “Building India, the Global Hub of Best-in-Class Manufacturing” during June 21-24, 2022. FORE School of Management was the academic partner in this event. About 200 participants from industry and academia attended the summit. As a part of the summit, CII held several panel discussions with manufacturing in India at its core. The disruptions brought in the industries with the onset of Covid-19 revealed the need for quicker adaptation of technologies. Those who showed an adept transition towards incorporating technology into operational functions have excelled in future-proofing their supply chain management.



Dr. Jitendra K. Das, speaking at the event

Dr. Jitendra K. Das, Director, FORE School of Management, New Delhi, was the session moderator in the panel discussion on “Future Proofing of Manufacturing with Robust Supply Chain” held on June 24, 2022, at Hotel Holiday Inn, Mayur Vihar, New Delhi.

“Organisations trying to implement the new processes and plans must consider budget allocation, technological changes, competitiveness, and user perspectives. Any kind of improvisations in the supply chain must have an objective of profitability and metrics must be developed around cost prediction. There is a need to focus on the existing supply chain and then focus on future-proofing. Organizations can predict requirements using AI and Blockchain technology can be effectively used for pricing of the product, which will help in leveraging the information in the supply chain”, said Dr. Jitendra K. Das, Director, FORE School of Management.

The speakers also addressed that any technological change is challenging and takes time. Inventory Management is important; essential items need to be stocked up and filled to the point where your production doesn't get impacted. It is also important to upscale people. Employees need to learn new tools and must be taken along the journey of transformation.

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

Mr. Mohit Jauhari, Head-Supply Chain Management, Shriram Pistons & Rings Limited.;

Mr. Vinod Sharma, Managing Director, Deki Electronics Ltd.; and

Mr. Ajay Gupta, Group Head-Supply Chain, Jakson Group.

After the questions and answers, Dr. Das summed up the session.

2nd Edition of Cloud Summit: Cloud-The Bedrock of Digital Transformation

June 29, 2022

Confederation of Indian Industry (CII) hosted the 2nd edition of the Cloud Summit on “Cloud-The Bedrock of Digital Transformation” on June 29, 2022. FORE School of Management was the academic partner in this event. About 250 participants from industry and academia attended the summit.

Prof. Shilpi Jain, Professor (IT Area), FORE School of Management was a speaker in the session titled “Crossing the Talent Chasm-A New Way” scheduled during 1315-1415 hrs in this event.



Prof. Shilpi Jain at the event

Prof. Jain, said, “There needs to be more awareness and transparency on the opportunities that Cloud provides. Most of the students interested in Cloud & Cyber Security are from an engineering background. Students do not consider Cloud as a non-IT field and something that can be integrated into the management-related domains such as marketing, strategy, HR, and operations”.

The discussion focused on the need for institutions to develop and improve the curriculum in a way to make students aware of the broader scope of the Cloud as a domain/field of work. The panel insisted that management students must be given guidance to make a career in the cloud industry by making Cloud education more non-IT and realistic-centric. There is a vast requirement and opportunity for nurturing cloud-based entrepreneurs by providing a mix of technology and management skill sets.

A comprehensive curriculum should include internship programs, virtual internships, talent management, and upscaling of the existing resources with the latest technological transformations such as Cloud, Cyber Security, and Artificial intelligence. Along with Prof. Shilpi Jain, Professor (IT Area), FORE School of Management, New Delhi, the following were the eminent panellists:

Mr. Debashish Chatterjee, Partner at Deloitte India was the moderator of the session;

Mr. Vishal Awal, Chairman, CII Cloud Summit & VP & Managing Director, Telecom IBM India & South Asia;

Mr. Karan Kirpalani, Cloud Head-India NTT Ltd.; and

Mr. Romal Shetty, President, Consulting Deloitte India.

ICC Women Empowerment Summit: Role of Women in 21st Century's Progressive Economy

July 22, 2022

The Indian Chamber of Commerce (ICC) and the National Commission for Women (NCW) organized the Women Empowerment Summit at India Habitat Centre, New

Delhi. The summit hosted a panel discussion on the topic “Role of Women in 21st Century’s Progressive Economy” on July 22, 2022. FORE School of Management was the academic partner in this event. About 200 participants from industry and academia attended the summit.

Prof. Sriparna Basu, Professor (Communication Area), FORE School of Management said, “Women today need to be trained well, majorly on the lines of skill development and entrepreneurship, career mentoring, women-friendly policies, and how to use technology to build job generation skills”.



Prof. Sriparna Basu, speaking at the event

Skill development needs to be focused on both rural and urban spaces. The need is not just training but capacity building, and technique-oriented skilling. Job generation does not happen on its own so identification of entrepreneurial opportunities needs to be identified. For example, the private sector (Airbnb trained women in Homestay Services) so it is a collective responsibility of everyone and not just some NGOs and Govt. In terms of CSR, companies try to shove off their responsibilities by just giving money but do not get involved on the grassroots level.

Career mentoring is extremely important as people do not know what to do with their acquired skills. They need to be guided on how to avail help in starting their ventures or to be a part of already established ventures. And this proper mentoring should start right after senior secondary education. Digital literacy is the need of the hour and everyone should know how to utilize it to learn more. Women-friendly policies or a Women-friendly ecosystem is required in offices, factories and all workplaces. Flexible work arrangements, crèche for new mothers who are willing to work but are unable to, and hiring women who were neglected post-Covid need to be reinstated in the workforce again. The world focused on hiring men first but now women need to be brought back as well.

The use of technology in building job generation skills is important. Connect technology to people so that they are aware of what resources they can use for upskilling.

Digital financial literacy is also important, i.e., the use of technology for commercial purposes such as using e-wallets, internet banking, and getting consultations online for loans and small investments.

When asked what she would do for the women in the country if she was the PM for a day, Prof. Sriparna Basu said, “As a PM for a day, I would want to promote women’s success stories not as a niche content, not as something which happens once in a blue moon but as a norm story, something which is common and achievable and should be promoted more”.

As a conclusion to the entire discussion, Prof. Basu added a comment along with other panellists that the total percentage of women in the workforce is 20%. 6 trillion dollars could have been added to the economy with women working right now so job restoration post-Covid needs to happen to bring women back into the game and achieve women empowerment in real sense.

Along with Prof. Sriparna Basu, Professor (Communication Area), FORE School of Management, New Delhi, the following were the eminent panellists:

Ms. Jyotsna Chauhan, Sr. Vice President-Marketing, Smartworld Developers was the moderator of the session;

Ms. Lakshmi Krishnan, Society for the Promotion of Women and Child Welfare;

Ms. Bhawna Agarwal, Country Head India-HPE;

Ms. Rashmi Ranjan, AGM-SIDBI and

Ms. Tripti Khanna, Gramin Vikas Trust, Supported by KRIBHCO.

Effective Communication Through Just a Minute (JAM)

September 22, 2022

Prof. Anita T. Lal organized a communication workshop for the first-year students of FSM, titled “Effective Communication Through Just a Minute (JAM)”. The purpose of the workshop was to help the students acquire skills to speak fluently and confidently while delivering impromptu speeches. During the workshop, the students could hone their listening skills as they had to be alert and observant while others spoke. The charm of the workshop lay in how promptly the students could spot the opportunity to intervene and continue with the relay. Towards the end, the workshop attained a crescendo as it revolved around the agility and participation of all the students while working individually and simultaneously in groups on various topics across various themes.

Prof. Lal encouraged the students' participation by engaging them with the obvious and yet so unique and interesting themes & topics and emphasized being aware of what & how they speak. Students enjoyed the rapid-fire setting of the JAM workshop.

Theatre Workshop: Overcoming Stage Fear in Public Speaking

September 29, 2022

Prof. Anita T. Lal organized a communication workshop for the first-year students of FSM, titled "Overcoming Stage Fear in Public Speaking". The workshop aimed at helping students to enhance their communication skills as they worked on various theatrical tools & techniques to enhance their body language and facial expressions along with voice modulation while speaking on a public forum. These techniques encouraged the participants to delve into various enactments and performances and helped the participants to communicate with confidence in individual and group activities. The workshop concluded with two plays where students enacted various roles to deal with age-old cum contemporary social issues and communication challenges at Educational Institutions/ Organizations and Society at large. All the students enjoyed learning the techniques to be more expressive and articulate while delivering a public speech.



It was more fun & fulfilling in organizing & hosting the workshop in a physical mode after two full years of online teaching during the pandemic. Both students and the faculty enjoyed the active participation. It was indeed a great experience performing on stage like in the good old days!

Center for Entrepreneurship Development (CED) Events

Venture Capitalists (VCs) Pitch for Start-ups

April 06, 2022

The workshop was organized online by CED where FORE alumnus Mr. Sandeep Dalal (AVP Strategic Business Relationship, VVDN Technologies, California) was the Key speaker and Prof. Anita Tripathy Lal (Professor-in-charge, CED) was the session moderator. Mr. Dalal's discussion primarily focused on the scalability of start-ups and the passion quotient of the founders. Participants enjoyed the candid chat on start-ups funding with their alum. CED is extremely grateful to Mr. Sandeep Dalal for sparing his valuable time for his alma mater.

Start-up Stories Seminar

August 24, 2022

CED conducted a seminar "Start-up Stories" led by Dr. Anita Tripathy Lal highlighting the "Role and contribution of the Entrepreneurs and Intrapreneurs in the current context". Dr. Jitendra K. Das, Director, FORE School of Management, set the event in motion with his welcome address, focusing on the significance of Entrepreneurship and how one can learn from failures and move on to succeed. This was followed by an engaging and motivating life experiences of our esteemed speakers with respect to their Entrepreneurial and Intrapreneurial journey. Mr. Vivek Srivastava, Jt. Managing Director, Innocean, discussed the importance of identifying business opportunities and how vital it is to possess the power to influence the consumers' decision-making. Mr. Pramit J. Nathan, Director, Creative Inc. & FOREpreneur, emphasized that age is not a barrier when it comes to starting an enterprise while at the same time emphasized the importance of a proper business plan as a driver of success. Ms. Neha Bharti, Founder, Swadha Agri Pvt. Ltd., with her unique entrepreneurial experience in delivering "Fresh Milk in a Bottle" in a Tier-3 city, mentioned that there are opportunities even in crisis situations. She urged the students that understanding the environment and the customers should be given utmost priority. Mr. Tarun Bansal, Marketing Lead, mFilterIt & FOREpreneur instilled a spirit of passion and motivation among the students by highlighting that "Finding one's interest" is one of the key factors that determine the success of a business venture. Towards the end, came a barrage

of interesting questions from the audience to the speakers. Dr. Anita Tripathy Lal concluded by summing up the key points: problem solving attitude, spotting opportunities, perception mapping, learning from failures, adaptability, risk-taking capacity, innovativeness, networking and many more skills that are required to inculcate an Entrepreneurial and Intrapreneurial mindset.

Workshop on Idea Generation to Business Plan

September 07-09, 2022

CED organized the offline mega workshop on “Idea Generation to Business Plan”. In this mega workshop, there were four workshops of half-day each which were conducted over three days (Sept 07-09, 2022) by core faculty members of FORE.

The 1st day of the B-Plan workshop started with a discussion on the origin and growth of Entrepreneurship by Prof. Anita Tripathy Lal. This was followed by an Idea generation exercise where the participants went through self-assessments and scanned the environment to generate various business ideas. The day concluded with the creation of teams to take forward their business ideas.

The 2nd day of the B-Plan workshop turned out to be a highly interactive session as the participants discussed the Seven Domains Framework by John Mullins for Evaluation of Business Opportunities and the Nine Building Blocks of Alexander Osterwalder and Yves Pigneur’s Business Model Generation!



The 3rd day was the concluding day of the B-Plan workshop. It highlighted, preparing and drafting a Business Plan with a special focus on Operational, Marketing and Financial Plans, and having a capable team in place to execute the Business Plan. The operational aspects of a B-Plan were discussed by Prof. Veepan Kumar, Professor (Operations Area). He explained the importance of operations and

supply chain management along with the logistical and cross-functional drivers of the supply chain to ensure success. Prof. Pramod Chandra, Professor (Marketing Area) focused on the steps to prepare a sound ‘Marketing Plan’ for enterprises and how entrepreneurs need to understand the customer need for which one must have a go-to-market approach. Prof. Tarun Soni, Professor (Finance Area), made the participants understand how to present the BEP, Cash flows, Balance sheets and other financial statements for start-ups. Prof. Anita Tripathy Lal (Professor-in-charge, CED) wrapped up the workshop by discussing the techniques of drafting a Business Plan and tips to deliver an elevator pitch. Special thanks to Prof. Pramod Chandra, Prof. Veepan Kumar, Prof. Tarun Soni and Prof. Anita Tripathy Lal for sharing their knowledge and time with the participants.

Live Entrepreneurship Case Workshop

September 13, 2022

Based on the learnings drawn from the 3-Day B-Plan workshop, CED conducted a “Live Entrepreneurship Case Workshop” in a hybrid mode on September 13, 2022.



It was an absolute delight to host the leading team of Stratview Research, a Market Research firm based in Raipur, Chhattisgarh, serving clients globally since 2016. The “FOREpreneurs”: Mr. Ritesh Gandecha (Head-Sales and Business Development), and Mr. Aditya Joshi (Head-Marketing) joined at the FORE Auditorium. Their third team leader, Mr. Deepak Agrawal (Head-Research and Consulting) joined online to be a part of this Live Case Workshop. Prof. Anita Tripathy Lal (Professor-in-charge, CED) engaged the speakers in sharing their journey right from “spotting the business opportunity to driving the business; challenges to achievements; risks to rewards and sailing through the Pandemic to surging ahead”. While narrating their story, Ritesh Gandecha & Aditya Joshi got nostalgic about the great time they had while studying at

FORE (2008-10). Besides imparting important tips to students about starting an enterprise, they also emphasized how the new entrants could enjoy their learning for the next two years at FORE. Along with the participants from FORE, there were some FORE alumni and guests who attended the event. Special thanks to Lokesh Chawla, Pawan Rathee, Ankit Singhal, Pinkush Gupta, Vivek Raveendran, and Kaushik Bhattacharyya.

IDEATHON' 2022

September 17, 2022

IDEATHON' 2022 organized by CED, showcased 'Thirteen Business Ideas'. Participating teams received constructive feedback with practical tips from mentors and industry professionals to prepare their business plans. We are extremely grateful to our esteemed guests for guiding and mentoring the participants to develop their ideas into innovative business plans. Special thanks to all the mentors: Mr. Jai Bhardwaj (Edupreneur; Regional Manager, D2L Asia Pte Ltd.); Er. Dolly Bhasin (Founder, SmartEdge-A platform for Innovators & MD, SPH Consultancy and Eservices Pvt. Ltd.); Dr. Vikas Rajput Rajput (Educator & Digital Marketer, Director-Parallel Living Research and Consulting Pvt. Ltd.); Prof. Neera Pal (Assistant Professor-BMS Department, Ram Lal Anand College, University of Delhi); Mr. Gourav Aggarwal (Start-up Mentor & Doctoral Scholar, IIT Delhi); Ms. Shalini Hasija (Sales Effectiveness Lead-MEA, TBO.com & FORE Alumna); Mr. Amartya Chakraborty (Key Account Manager, Signify & FORE Alumnus) and Prof. Anita Tripathy Lal (Professor-in-charge, CED).

Start-up Funding Webinar

September 23, 2022

CED organized the webinar on "Start-up Funding" in a hybrid mode. Prof. Anita Tripathy Lal (Professor-in-charge, CED) commenced the event with a vivacious welcome and she put forth a lively session with an array of questions to all the speakers. The seminar highlighted the significance of funding in start-ups. The discussion pivoted on the various phases of funding and the experiences of the speakers about their investor-funded start-ups. We are extremely grateful to our esteemed guests: Mr. Sandro Stephen, Vice President, Indian Angel Network; Mr. Arif Amirani, Chief Technical Officer at CashFlo; Mr. Sanjay Sarma, Founder at SSARMA Consults & FORE Alumnus; Mr. Vinay Raizada, Co-Founder at Carafewerk;



and Mr. Dheeraj Vasishth, Co-Founder at Carafewerk, for helping the students understand the importance of proper funding and securing the appropriate funding for businesses. The event concluded with a vote of thanks delivered by Prof. Anita Tripathy Lal.

FOREMost 2022: Annual Business Plan Competition

September 30, 2022

FOREMost 2022 organized in a hybrid mode by CED marked the successful completion of the B-Plan workshop series for the participants within and outside the FORE Premises. Our special thanks to the Jury members: Prof. (Dr.) Neelam Saxena (Professor & Head-Amity Centre for Entrepreneurship Development); Prof. (Dr.) Deepak Pandit (Chair Professor-Innovation & Entrepreneurship, BML Munjal University); Mr. Rajesh Mehta (International Business Leader, Renowned Columnist & FORE Alumnus); and Prof. (Dr.) Anita Tripathy Lal (Professor-in-charge, CED). The 8 shortlisted teams who presented their Business Plans to the Jury were team Baan (an app to track the smoking habits of people), team Ingenium (a semi-conductor manufacturing business), team Strikers (an E-commerce platform to buy and sell car mods), team Research Scholars (Research Services), team RB'ED (a platform to provide skill learning course to professionals as well as students), team Titan (non-alcoholic gaming club), and team Garden Café (Cozy garden cafe). Special mention to our outside participants' team Edumonics (Ed-tech to aid learning through mnemonics) led by Mr. Vinit Mohan Bansal. The Jury analyzed the B-Plans on different aspects like industry analysis, market survey, marketing plan, financial plan, operations plan etc. and provided the teams with valuable feedback. The B-Plans that outshined and left the Jury awestruck during the event were our winners: team RB'ED and runner-up team Ingenium & team Garden Café. We hope that the B-Plan workshops successfully helped the participants ignite the spirit of Entrepreneurship within themselves and push them forward with their ideas to turn them into a full-fledged Start-up in the near future.

Faculty Focus

Prof. Aanchal Sharma

Sharma, A., & Jaggi, R.K. (2022). Reconceptualising digital placemaking: A netnographic study from the State of Uttarakhand, India. *Journal of Creative Communications*. 10.1177/0973258622108813

Prof. Alok Kumar

Kumar, A. (2022). Dynamic pricing dependent demand under fuzzy criterion for an economic order quantity model. *Abhigyan*, 40(2), 30-41.

Prof. Anil Kumar Singh

Asthana, B., & Singh, A.K. (2022). Brand response in times of crisis, vis-à-vis, brand equity. In J.K. Das, & S. Buddhapriya (Eds.), *Adapting to business during Covid-19 and other issues* (pp. 106-135). Bloomsbury Publishing India Pvt. Ltd.

Prof. Anita Tripathy Lal

Prof. Lal received the 2nd certification for online FDP on the “Universal Human Values” course refresher part-1 completion during April 25-29, 2022 organized by AICTE.

Prof. Lal was felicitated by the WEE Foundation @FIIT, IIT Delhi, on April 30, 2022, with the prestigious award “Woman of Wonder” for her outstanding contribution towards mentoring the WEE Women Entrepreneurs since their inception in 2016-17. The award was presented by the Ambassador of Israel in India, His Excellency Mr. Naor Gilon.

She conducted faculty development programs on “Theatre Workshop to Teach Business Communication” from May 04-05, 2022 and “Entrepreneurship Development” from May 19-20, 2022 in hybrid and online modes respectively.

She was invited to mentor the 6th batch of WEE entrepreneurs of WEE Foundation@ IIT Delhi on May 29, 2022.

Saxena, M., & Lal, A.T. (2022). A study of logistics and distribution of roti (food), kapda (clothing), makan (shelter), and sehat (health) among the less fortunate and stranded people during the Covid-19 lockdown. In J.K. Das, & S. Buddhapriya (Eds.), *Adapting to business during Covid-19 and other issues* (pp. 57-74). Bloomsbury Publishing India Pvt. Ltd.

Prof. Lal was felicitated by UPAY-NGO for mentoring social entrepreneurs on presentation skills on June 11, 2022.

She received the 3rd certification for online FDP on the “Universal Human Values” course part-II completion from June 25-29, 2022, organized by AICTE.

Prof. Lal taught “Communication Skills Cross-Cultural Business Etiquette” to the 13th batch of PGDM students in the orientation program at IIM Rohtak from July 04-06, 2022.

She was invited by IIM Udaipur to conduct sessions on written communication skills for the executives from Hindustan Zinc Ltd in the MDP organized on July 12, 2022.

Prof. Lal was invited as an expert jury in the “Elevator Pitch of WEE Entrepreneurs for DST Funding” at IIT Delhi.

She has also taken sessions on “Presentation Skills and Written Communication Skills” for full-time MBA (IB) students on July 19, 2022, at IIFT Delhi.

Prof. Lal taught the “Business Communication Course” to the PGDM students of IMT Ghaziabad from August -September 2022.

Prof. Arbuda Sharma

Sharma, A., Patro, S., & Chaudhry, H. (2022). Brand identity and culture interaction in the Indian context: A grounded approach. *Journal of Advances in Management Research*, 19(1), 31-54.

Prof. Chitra Khari

Khari, C., & Bali, A. (2022). Leader mindfulness and employee innovative work behaviour: A mediated moderation model. *European Journal of Innovation Management*, Vol. ahead-of-print No. ahead-of-print.

Prof. Khari organized a three days Faculty Development Program (FDP) as a Co-Program Director on the theme: “Psychological Assessment Tools: Development and Applications” from September 7-9, 2022.

Prof. Faisal Ahmed

Pundir, S., & Ahmed, F. (2022). Potential impact and business-related challenges of Covid-19 on pharmaceutical sector using AHP modeling. In J.K. Das, & S. Buddhapriya (Eds.), *Adapting to business during Covid-19 and other issues* (pp. 75-91). Bloomsbury Publishing India Pvt. Ltd.

Prof. Gagan Sharma

Misra Shrestha, & Sharma, G. (2022). Role of profitability and investment in explaining equity returns across Indian markets. In J.K. Das, & S. Buddhapriya (Eds.), *Adapting to business during Covid-19 and other issues* (pp. 213-232). Bloomsbury Publishing India Pvt. Ltd.

Prof. Himanshu Joshi

Joshi, H. (2022). *Dividend Policy and Buyback of Shares at ONGC Limited*. The Case Centre UK, 122-0047-1.

Joshi, H. (2022). Asset correlation and the optimal portfolio size determination - Case of Nifty 50 and NASDAQ 100 indices. *Indian Journal of Research in Capital Markets*, 9(1), 8-17.

Bhatt, P., & Joshi, H. (2022). ‘Stakeholder’ and ‘resource’ labelled employee treatment practices and firm performance- An integrative review and implications for future research. *International Journal of Indian Culture and Business Management*, 25(4), 473-494.

Dr. Jitendra K. Das

Das, J.K. (April 16, 2022). Three top trends that would transform education and learning. *Free Press Journal*, 14.

Das, J.K. (September 09, 2022). Trends that would transform

industry and learning. *The Hans India*, 11.

Das, J.K., & Buddhapriya, S. (Eds.). (2022). *Adapting to business during Covid-19 and other issues*. Bloomsbury Publishing India Pvt. Ltd.

Prof. Mohita G. Sharma

Dua, S., Sharma, M.G., Mishra, V. & Kulkarni, S.D. (2022). Modelling perceived risk in blockchain enabled supply chain utilizing fuzzy-AHP. *Journal of Global Operations and Strategic Sourcing* Vol. ahead-of-print No. ahead-of-print.

Agarwal, S., & Sharma, M.G. (2022). Identify, develop and evaluate marketing strategies for fast moving consumer goods companies: Study in the context of Covid-19 pandemic. In J.K. Das, & S. Buddhapriya (Eds.), *Adapting to business during Covid-19 and other issues* (pp. 92-105). Bloomsbury Publishing India Pvt. Ltd.

Prof. Sharma organized a seminar on “Renewable Energy – Status and Prospects” by Pratha Jhawar on September 12, 2022.

Prof. Nirmalya Bandyopadhyay

Rohira, P., & Bandyopadhyay, N. (2022). Educational learning online vs. offline: experience during Covid-19 pandemic. In J.K. Das, & S. Buddhapriya (Eds.), *Adapting to business during Covid-19 and other issues* (pp. 136-163). Bloomsbury Publishing India Pvt. Ltd.

Ghai, H., & Bandyopadhyay, N. (2022). A study of future of service aggregators in India. In J.K. Das, & S. Buddhapriya (Eds.), *Adapting to business during Covid-19 and other issues* (pp. 213-232). Bloomsbury Publishing India Pvt. Ltd.

Prof. Prachi Bhatt

Bhatt, P., & Joshi, H. (2022). ‘Stakeholder’ and ‘resource’ labelled employee treatment practices and firm performance- An integrative review and implications for future research. *International Journal of Indian Culture and Business Management*, 25(4), 473-494.

Prof. Pratibha Wasan

Wasan, P., Kumar, A., & Luthra, S. (2022). Green finance barriers and solution strategies for emerging economies: The case of India. *IEEE Transactions on Engineering Management*. 10.1109/TEM.2021.3123185.

Wasan, P., Kumar, A., & Luthra, S. (2022). How can banks and finance companies incorporate value chain factors in their risk management strategy? The case of agro-food firms. *Business Strategy and the Environment*. 10.1002/bse.3179

Prof. Rajesh Sikka

Suneja, V. & Sikka, R. (2022). Human capital strategies of IT SMEs in India. *Abbigyan*, 40(2), 42-50.

Prof. Reeta Raina

Prof. Raina organized a seminar on “The Corporate Storytelling through Theatre Technique” for FSM students, on July 28, 2022.

Raina, R. (May 07, 2022). Reading your boss’s mind. *Free Press*

Journal.

Prof. Sanghamitra Buddhapriya

Das, J.K., & Buddhapriya, S. (Eds.). (2022). *Adapting to business during Covid-19 and other issues*. Bloomsbury Publishing India Pvt. Ltd.

Prof. Shiqli Jain

Jain, S., & Deodhar, S.J. (2022). Social mechanisms in crowdsourcing contests: A literature review. *Behaviour & Information Technology*, 41(5), 1080-1114.

Prof. Shubhi Gupta

Singh, N., Pandey, R., Gupta, R., Biswas, B., & Gupta, S. (2022). Reverse knowledge transfer: Making sense of two decades of academic research. *VINE Journal of Information and Knowledge Management Systems* Vol. ahead-of-print No. ahead-of-print.

Prof. Sriparna Basu

Chaplot, A., & Basu, S. (2022). Indian commodity derivatives market and relation with stock market and VIX (volatility index) during crisis periods. In J.K. Das, & S. Buddhapriya (Eds.), *Adapting to business during Covid-19 and other issues* (pp. 185-212). Bloomsbury Publishing India Pvt. Ltd.

Prof. Somayya Madakam

Singhal, S., & Madakam, S. (2022). Influence of search engine optimisation on the e-commerce business. In J.K. Das, & S. Buddhapriya (Eds.), *Adapting to business during Covid-19 and other issues* (pp. 303-329). Bloomsbury Publishing India Pvt. Ltd.

Prof. Sourabh D. Kulkarni

Dua, S., Sharma, M.G., Mishra, V. & Kulkarni, S.D. (2022). Modelling perceived risk in blockchain enabled supply chain utilizing fuzzy-AHP. *Journal of Global Operations and Strategic Sourcing* Vol. ahead-of-print No. ahead-of-print.

Bansal, N., & Kulkarni, S.D. (2022). Impact of Covid-19 on Indian economy. In J.K. Das, & S. Buddhapriya (Eds.), *Adapting to business during Covid-19 and other issues* (pp. 1-32). Bloomsbury Publishing India Pvt. Ltd.

Prof. Subir Verma

Duggal, C., & Verma, S. (2022). Impact of online teaching on student learning: An exploratory study in the times of lockdown caused by Covid-19 pandemic. In J.K. Das, & S. Buddhapriya (Eds.), *Adapting to business during Covid-19 and other issues* (pp. 164-184). Bloomsbury Publishing India Pvt. Ltd.

Prof. Surendar Singh

Singh, S., & Banerjee, S. (2022). Is there any dichotomy between India’s new FTA strategy and its trade policy? *Economic and Political Weekly*, 57(24), 25-28.

Prof. Tarun K. Soni

Rao, A., Kumar, M. V. M., Moonesar, I.A., Atalla, S., Prashanth, B.S., Joshi, G., Soni, T.K., Le, T., Verma, A., & Marashdeh, H.

(2022) Cross country determinants of investors' sentiments prediction in emerging markets using ANN. *Frontiers in Artificial Intelligence*, 5, 1-26.

Arora, A., & Soni, T.K. (2022). Women participation in corporate boards: quantile regression approach. *Afro-Asian Journal of Finance and Accounting*. 10.1504/AAJFA.2021.10042446

Soni, T.K. & Singh, A. (2022). Firm performance and R&D investment linkages: Study of India's top 500 companies. *Journal of Developing Areas*, 56(3), 17-29.

Prof. Vandana Bhama

Bhama, V. (2022). Macroeconomic variables, COVID-19 and the Indian stock market performance. *Investment Management and Financial Innovations*, 19(3), 28-37.

Prof. Bhama organized a three days Faculty Development Program (FDP) as a Program Director on the theme "Derivatives and Risk Management" from August 29-31, 2022.

She has taken two sessions in the Management Development Program (MDP) on "Finance for Non-Finance Executives" held on July 21, 2022. The MDP was conducted jointly with Prof. Gaurav Gupta.

She has taken four sessions in the three days Management Development Program (MDP) on "Finance for Non-Finance Executives" on June 28-30, 2022. This MDP was conducted jointly with Prof. Gaurav Gupta and Prof. Vikas Pandey.

Prof. Varsha Khattri

Khattri, V., & Rayasam, L.S. (2022). Social media influencer endorsement: How attitude towards endorsement affects brand attitude. *International Journal of Online Marketing*, 12(1), 1-14.

Prof. Veepan Kumar

Kumar, V., Vrat, P., & Shankar, R. (2022). Factors influencing the implementation of industry 4.0 for sustainability in manufacturing. *Global Journal of Flexible Systems Management*, 23, 453-478.

Prof. Vinay Dutta

Krishan, M., & Dutta, V. (2022). Valuation and comparative financial performance analysis for select Indian fast moving consumer goods companies. In J.K. Das, & S. Buddhapriya (Eds.), *Adapting to business during Covid-19 and other issues* (pp. 262-302). Bloomsbury Publishing India Pvt. Ltd.

Prof. Vinaytosh Mishra

Dua, S., Sharma, M.G., Mishra, V. & Kulkarni, S.D. (2022). Modelling perceived risk in blockchain enabled supply chain utilizing fuzzy-AHP. *Journal of Global Operations and Strategic Sourcing* Vol. ahead-of-print No. ahead-of-print.

Kaistha, T., & Mishra, V. (2022). Impact of Covid-19 on the elements of the food supply chain: An exploratory study. In J.K. Das, & S. Buddhapriya (Eds.), *Adapting to business during Covid-19 and other issues* (pp. 33-56). Bloomsbury Publishing India Pvt. Ltd.

Placements at FORE

Placement at FORE is perhaps one of the most important activities from the student's perspective. The Institute engages the Industry by inviting them to the campus for guest lectures, seminars, MDPs, live projects, mentoring sessions etc. This provides opportunities for students to get first-hand information from professionals about their expectations and requirements. This also helps the students in showcasing their talents and sharpening their pitches to the Industry during the placement processes, thereby increasing their recruitment possibilities. To drive placements, FORE has a very capable student placement committee called as FORE Career Division (FCD) and a full-time Placement Office. FORE Career Division has representatives from both first and second-year students.

Final Placements for Batch 2021-2023 were both faster and better. Better was manifested in a higher median CTC, better quality of companies and multiple job offers for students. This year Highest CTC Offered is Rs. 23 lakhs per annum. This is the eighth consecutive year, FSM followed a mantra of 'The first offer need not be the best offer'. Students who got an offer of less than Rs. 7 lakhs per annum were allowed to sit for subsequent companies so that the students could improve their placements. Consequentially, both the average and median CTC this year are close to Rs. 14.4 lakhs per annum, and Rs. 14 lakhs per annum respectively. Apart from higher salary packages, there has been an improvement in the diversity of recruiters as well, Automobiles, Banking, Consulting, E-Commerce, FMCG, FSI, IT/ITES, Logistics, MR, Manufacturing, FMCD etc. are the few names who recruited from FORE.

33% of the batch secured placement in the IT/ITES sector. Diverse roles like B1-Associate Consultant, Market Research Specialist, Domain Consultant, Business Analyst, Inside Sales-Account Manager, Business Analyst Consulting, Business Development Analyst, Senior Business Associate, Presales Consultant etc. were offered to the students by organizations such as Accenture, Capgemini, Gartner, HCL Technologies, Cognizant, Kyndryl (IBM), IGT Solutions, Tech Mahindra, Newgen Software etc. Consulting sector offered 23% of roles in Strategy and Operations, Supply Chain, Human Capital Consulting, and Advisory Services, etc. Companies which hired this year are McKinsey & Company, Ken Research, PwC India Acceleration Center, GEP, Arcesium, Kroll etc.

BFSI is one of the most sought-after sectors to be placed. This year 20% of the batch placed in this sector. Diverse roles and profiles ranging from Management Trainee, Deputy Manager, Relationship Manager, Business Analyst, Credit Manager, Operations Analyst, Credit Services, GTC Change Manager, Senior Analyst-Portfolio Management, and Management Trainee- Institutional (Sales) etc.

Leading recruiters from the BFSI sector were ICICI Bank, Oxane Partners Limited, GoDigit General Insurance, Bank of America, HDFC Bank, Barclays, Darashaw, TresVista Financial Services, along with several new corporate associations. We witnessed participation from new recruiters, namely McKinsey & Company, PwC Analytic Insights, Godrej Capital, HSBC India, DBS, Tesco, ACT Fibernet, Adani Group etc. that visited for the first time for hiring students. The hiring traction from traditional recruiters also remains strong. IT/ ITES, FSI, Banking, MR & Consulting, FMCG, Automobiles etc. have returned year after year to recruit from FORE.

KPMG Global Services, ICICI Bank, Deloitte USI, Cognizant, EY, HCL Technologies, ITC Ltd and many others, like every year, visited the campus and hired students.

Companies from the Automobile, Retail and Manufacturing sector hired students this year which included Hero Motor Corp Ltd. Maruti Suzuki, Hyundai Motor India Ltd, Adani Group, Addverb Technologies, Berger Paints India Ltd., etc. Encouraged by the performance in SIP, FORE students received multiple PPO offers from various organizations, to name a few, Deloitte USI, ICICI Bank, HDFC Bank, ITC Capgemini, Gartner, Havells India Ltd, Porter, Kyndryl (IBM) etc.

Summer Internship Program (SIP): SIP at FORE is a great mechanism for students to learn from various companies. This allows students to apply their learning to the real-life corporate world. Summer Internship is a part of the course curriculum for the students. The Internship has a duration of 8 to 10 weeks and usually extends from the 1st week of April to the 1st week of June. After the completion of the Summer Internship, the students are required to submit the Internship report along with the company feedback. Thereafter, the students are evaluated on the quality of the Summer Internship Program undergone by them. Some of the students are able to translate the Summer Internship Program into a Pre Placement Offer (PPO) as well.

The summer placement for the batch witnessed participation from companies from diverse sectors and industries across all domains. Brand leaders like Gartner, Asian Paints, EYGDS, Adani Group, Dell Technologies, Vikram Solar, Nestlé India, Capgemini, United Biscuits, D.E. Shaw Group, ITC Ltd., Tata Motors and many more recruited from the campus.

For the Batch 2022-24, Companies like Vikram Solar, Atomberg Technologies, Tech Mahindra, and Nexdigm Pvt. Ltd. visited for the first time and recruited students for Summer Internship. EYGDS became the top recruiter in the Summer Internship and Gartner, Deloitte USI, Tech Mahindra, CRISIL, and Nestlé India were the next top 5 recruiters.

Welcome to FORE Family



Prof. Antarpreet Singh

B.E. (Electrical Eng.), MBA (University Gold Medalist), Ph.D. (pursuing from IIM-Indore).

Prof. Singh has joined as a Professor of Practice in the Organisational Behaviour and Human Resources (OB&HR) area. He is a techno-business strategist cum academician with 37 years of experience with global technology companies and premier B-Schools. He held top/senior leadership positions with Alcatel Lucent, Lucent AT&T, Fujitsu, Tellabs, Reliance Jio and the Indian School of Business (ISB). He moved to the management education space in 2018 with ISB (Hyderabad) and spearheaded initiatives to set up ISB digital campus. He is currently adjunct/guest faculty with MDI (Gurgaon), Amity University Online, and GIBS (Bangalore).



Prof. Rajarshi Debnath

Ph.D. (Marketing), VGSOM, IIT Kharagpur; MBA (Marketing & Finance), NERIST; B.E. (Electronics & Telecommunication), Solapur University.

Prof. Debnath has joined as an Assistant Professor in the Marketing area. Before joining FSM, he has been an Assistant Professor (Marketing) at Sarala Birla University, Ranchi; Brainware University, Kolkata and a Visiting Faculty at Techno Main Salt Lake, Kolkata. He has published papers in ABDC and Scopus listed journals and has presented his work at International Conferences of well-repute organized by IIM Ahmedabad, IIM Calcutta, IIM Indore and IIM Trichy. He has also received financial assistance from IIT Kharagpur to travel abroad to present a research paper at the International Conference in the USA. He has reviewed papers for the Journal of Relationship Marketing (Taylor & Francis); ANZMAC, AMA Conferences & International Journal of System Assurance Engineering and Management (Springer).



Prof. Rajesh Sikka

Ph.D. (Management) from Faculty of Management Studies, University of Delhi, B.E. from Delhi College of Engineering, Executive Masters in International Business from Indian Institute of Foreign Trade, Delhi.

Prof. Sikka has joined as a Professor of Practice in the Quantitative Techniques and Operations Management (QT&OM) area. He is a practitioner of Operations Management, Supply Chain Management and Strategic operations across ICT, Hi-Tech, Offshoring and Automobile industries. He has helped establish operations of multinational IT services companies in India. After his industry experience, Prof. Sikka has been a visiting faculty with Management Institutes bringing his expertise and wealth of industry experience into academia. He has been teaching Operations Management, Supply Chain Management and Strategy; and has also conducted several MDPs. He also mentors and coaches start-ups & budding entrepreneurs.



Prof. Sneha Dhyani Bhatt

Ph.D. (Operations Research), IIM Ahmedabad; B.Tech. (Production Engg.), GB Pant University of Agriculture and Technology.

Prof. Bhatt has joined as an Assistant Professor in the Quantitative Techniques and Operations Management (QT&OM) area. Her research interests include developing mathematical models for transportation and telecommunication. Her work is published in journals such as Annals of Operations Research and she has presented her work at several national and international conferences organized by various Operations Research societies including EWGLA, ORSI, IFORS and EURO. She also serves as a reviewer for the journal Transportation Research Part-E. Before joining IIMA, she had worked in Ashok Leyland (~4 years) where she was a certified Six-Sigma Black Belt from the American Society of Quality (ASQ) and had supervised multiple six-sigma projects.



Prof. Ghanshyam Sharma

Ph.D. (Economics); M.A. Economics, Gokhale Institute; B.A. (H) Economics, University of Delhi.

Prof. Sharma has joined as an Assistant Professor in the Economics & Business Policy area. He is an empirical economist /data scientist who works in the areas of public economics, health economics and causal inference methods. His area of research interest includes Public Economics, Health Economics, and Applied Econometrics.



Prof. Veepan Kumar

Ph.D. in Operations Management from Department of Management Studies (DMS), IIT Delhi.

Prof. Kumar has joined as an Assistant Professor in the Quantitative Techniques and Operations Management (QT&OM) area. He has over two years of teaching experience and five years of research experience in the areas of Industry 4.0, smart supply chain, digital manufacturing, supply chain collaboration, supply chain resilience, green supply chain, digitalization, digital transformation, and sustainability. He has also published research articles in various reputed international journals and conferences.

Newly Joined Staff Members

Ms. Ankita Bhardwaj, Research Associate.

Mr. Deepanshu Srivastava, Executive (Academics).

Mr. Rahul Verma, Senior Executive (Academics).

Ms. Ritika, Executive (HR & Establishment).

Mr. Sandeep Kumawat, Executive (Administration).

Alumni- Singapore Chapter Meet

July 30, 2022

FORE Alumni Network (FAN) hosted a Chapter Meet for our alumni in Singapore at Fullerton Hotel, Singapore. The event witnessed the alumni from different batches and domains connecting over shared memories of their time spent at FORE. The Director, FORE School of Management, Dr. Jitendra K. Das, along with faculty members of FORE, welcomed the alumni and had a fruitful discussion. The alumni shared their valuable feedback for building a strong network in Singapore. They reminisced and refreshed the memories of the good old day at FORE.

The alumni who attended the meet were, Mr. Chiranjeev Singh (batch WMG-5), Director-Wrapster Foods (S) Pte Ltd; Mr. Prashant Verma (batch FMG-10), Director-ICPG Pte Ltd; Mr. Aditya Ashok Kaul (batch FMG-14), Private Banker-Bank of Singapore; Ms. Ashna Wahi (batch FMG-14), Client Service Manager- Quadrigae Privatus; Mr. Anoop Saxena (batch FMG-14), Commercial Director-Diageo; Mr. Abhishek Choudhary (batch FMG-15), Research Director, Innovation-IPSOS Singapore; Mr. Nabin Gupta (batch FMG-15), Associate Director-Julius Baer; Ms. Tanushree Dave (batch FMG-15), Vice President-Citibank; Mr. Rachit Luthra (batch FMG-17), Regional Sales-IDC Asia/Pacific; Mr. Subhrajit Dutt (batch FMG-18), Senior Manager-Deloitte & Touche LLP; and Mr. Raghav Gupta (batch FMG-20), Solutions Engineer APAC-insightsoftware.

FORE Alumni Network thank all the attendees for joining and reigniting the flame of the bonds that have been created over the years.

Executive Education Programs

From April to September 2022, a total of 30 programs were organized by the Executive Education Office of FORE School of Management, New Delhi, which includes 8 MDPs, 18 FDPs and 4 LDPs. Through these programs, we were able to attract 425 participants from different states and regions across India. The brief details of each program are mentioned below.

Management Development Programs

Effective Communication and Decision-Making at Workplace: The program was organized during June 15-17, 2022. The program objective was to enhance and hone the communication and presentation skills of managers working up in their careers for leadership roles. The program was attended by 9 participants from JK Papers limited, working as senior and mid-level managers.

Finance for Non-Finance Executives: The program was organized during June 28-30, July 21, July 23 and July 27, 2022. The program objective was to give an insight into the fundamentals of accounting and finance, to facilitate the participants in grasping finance jargon & understanding its meaning and relevance and its application in their day-to-day work and to develop the capabilities for using financial prudence in making day-to-day operational decisions. The programs were attended by 9 participants from Rail India Technical, Economic Service Limited, Central Electronics Limited, and 25 participants from SoS Children's Villages, North Zone. 12 participants from SoS Children's Villages, West Zone and 15 participants from SoS Children's Villages, East Zone, respectively.

Effective Communication and Presentation Skills: The program was organized from September 15-16, 2022. The program objective was to enhance and hone the communication and presentation skills of managers working up in their careers for leadership roles. The program was attended by 10 participants from Ummeed Housing Finance, Art Housing Finance, Central Electronics Limited, and Rail India Technical and Economic Service Limited.

Improving Sales Effectiveness in Logistics Sales: The program was organized during September 15-16, 2022. The program objective was to make participants understand logistics and its criticality for success in the current business scenario, the role of aggressive sales in an operation-driven industry, and the steps of the selling process and negotiation in contemporary best practices. The program was attended by 13 participants from JAL Supply Chain, Gati Express Patanjali Parivhahan, Scorpion Express, and Safe Express.

Decision-Making Techniques for Managers: The program was organized during September 26-27, 2022. The MDP offered a broad spectrum of knowledge of the mechanics of Decision Making Techniques and the types of problems to which these techniques can be applied. The program was attended by 5 participants from RITES limited.

Faculty Development Programs

Qualitative Research in Social Sciences: The program was organized during May 2-5, 2022. The purpose of the program was to enable the participants from different disciplines to develop an understanding of the philosophical underpinnings of different research approaches, and to provide them with a comprehensive overview of the qualitative research framework and nuances of designing studies using qualitative methods. The sessions were designed to facilitate the participants to appreciate and critically reflect on a variety of methods employed in qualitative research and to have a hands-on experience using NVivo12. The program was attended by 52 participants, who are working as Professors, Assistant Professors, Research and FPM scholars in their respective organizations.

Theatre Techniques to Teach Business Communication: The program was organized during May 2-5, 2022. This FDP focused on training the Business Communication Faculty in conducting effective classroom activity sessions using theatre techniques and tools. A special emphasis was laid on conducting the 'Theatre Workshops Online' as is now quite a norm in the Post Pandemic World. The program was attended by 6 participants, who are working as Professors, Assistant Professors, Research and FPM scholars in their respective organizations.

Cross Section and Panel Data Analysis for Research: The program was organized during May 11-13, 2022. The program aimed to provide practical training to the researchers for the analysis of observed data using modern econometrics techniques. The program intended to impart an intuitive understanding of the estimation, inference, and model specification for cross-section and panel data analysis. The program was attended by 12 participants, who are working as Professors, Assistant Professors, Research and FPM scholars in their respective organizations.

Entrepreneurship Development: The program was organized during May 19-20, 2022. The program objective was to help the participants to examine the entrepreneurial

attributes and innovation insight of themselves and of the students they teach, to enable them to explore critical components of entrepreneurship and innovative project ideas/opportunities, analyse real-life successful cases and develop implementable business plans. The program was attended by 6 participants, who are working as Professors, Assistant Professors, Research and FPM scholars in their respective organizations.

SPSS and Research Methods: The program was organized during May 25-27, 2022. This program helped participants to get acquainted with one of the widely accepted and used packages IBM SPSS (Statistical Package for the Social Sciences). The workshop was a hands-on session, where participants tried out the different tools and learnt to interpret the result. The program was attended by 9 participants, who are working as Professors, Assistant Professors, Research and FPM scholars in their respective organizations.

Structural Equation Modelling: The program was organized during June 08-10, 2022. The purpose of this FDP was to provide participants with hands-on experience with tools to gain a better understanding of the available techniques for data analysis. This program also aimed to provide training on SPSS and AMOS software for analysing the data and interpreting outcomes of various analyses. The program was attended by 9 participants, who are working as Professors, Assistant Professors, Research and FPM scholars in their respective organizations.

Research Methods in Social Sciences: The program was organized during June 09-10, 2022. The prime motto of the FDP was to equip faculty, researchers, practitioners, and scholars with sufficient tools so that they can conduct their independent research. The program was attended by 13 participants, who are working as Professors, Assistant Professors, Research and FPM scholars in their respective organizations.

Netnographic Research Design: The program was organized during June 15-17, 2022. As a strategic research practice within social sciences, netnography is widely used to understand respondents in digital space. The program was attended by 10 participants, who are working as Professors, Assistant Professors, Research and FPM scholars in their respective organizations.

HR Analytics: Concepts and Applications: The program was organized during June 15-17, 2022. This FDP was designed with the aim to familiarize the participants to

learn the conceptual underpinnings and importance of HR analytics and its practical aspects. This program equipped participants with hands-on experience in the application of analytical tools to analyse business situations with the help of lab assignments. 7 participants joined the course.

Systematic Literature Review and Meta-SEM: The program was organized during June 15-17, 2022. The purpose of this FDP was to familiarize faculty and research scholars with a better understanding of the available techniques for literature review with a focus on meta-analysis. The program was attended by 7 participants, who are working as Professors, Assistant Professors, Research and FPM scholars in their respective organizations.

Mendeley for Reference Management: The program was organized on July 23, 2022. This program's purpose was to teach participants how to manage references using the Mendeley database software. The program was attended by 12 participants, who are working as Professors, Assistant Professors, Research and FPM scholars in their respective organizations.

Case Research and Case Development: The program was organized during August 26-27, 2022. By taking this program, the participants had a clear understanding of how to design the case structure, collect and organize data from different channels, identify the relevant audience & management domains for positioning, and how to transform available secondary data (offline/online) into meaningful information for case readers to analyse & estimate solutions. The program was attended by 6 participants, who are working as Professors, Assistant Professors, Research and FPM scholars in their respective organizations.

System Thinking and Simulation Workshop: The program was organized from August 27-September 18, 2022. This course provided fundamentals of the systems in particular in the focus module on "Management Systems". The program was attended by 8 participants.

Data Collection and Analysis in Qualitative Research: The program was organized during August 29-30, 2022. The program was designed to unearth the intricacies of qualitative data collection and analysis. Apart from discussing techniques used for collecting data through the interview method, participants were also exposed to nuances of qualitative data analysis. The program was attended by 9 participants, who are working as Professors,

Assistant Professors, Research and FPM scholars in their respective organizations.

Derivatives and Risk Management: The program was organized during August 29-31, 2022. Through this program, the participants were able to frame their strategies with refined approaches to protect their losses and build capital. The learning helped to manage risk for their investments regardless of the stock market directions. The program was attended by 9 participants.

Psychological Assessment Tools: Development and Application: The program was organized during September 7-9, 2022. This program was designed with the aim to familiarize the participants with measurement concepts & tools and improve the selection and application of psychometric tests. The program was attended by 9 participants.

Design Thinking for Complex Problem Solving: The program was organized during September 21-22, 2022. By taking this program, the participants learned to analyse a problem from a design thinking approach. They also explored the role of the concept design method, design heuristics, user persona, and experience mapping. The program was attended by 5 participants.

Long Duration Program

Big Data and Data Analytics-Batch-7: The program was started on July 23, 2022, and it will end on February 10, 2023. Organisations of all sizes, irrespective of their industry and sector, leverage Big Data and Analytics for making crucial and profitable decisions. With this objective, FORE School of Management launched a certificate program in Big Data Analytics for Business & Management. It is designed to cover three crucial aspects- Analytics, Hadoop-Eco System, Deep Learning and AI-of Big Data. The program is suited for executives from the public and private sectors, academicians, data scientists and developers, and anyone interested in the field who wants to get an edge in their career. In all, we have received 36 participants from Public Private and NGO sectors.

Big Data and Data Analytics for Executives of Union Bank of India: FORE School of Management, on the request of Union Bank of India, tailored a program according to their needs and organized the same for the senior and mid-level managers of Union Bank of India. 27 participants participated in this long-duration program.

STUDENT FOCUS

SIGNalytics: Workshop Microsoft Power BI (Business Intelligence)

April 05, 2022

A workshop was conducted by team SIGNalytics to help students gain knowledge on working on Power BI. The speaker was Mr. Ashok Harnal, Professor, FORE School of Management. He started the session by explaining Power BI and its uses. He said Power BI can set up granular security, including row-level access filters to ensure that users only see the data they are meant to see. Power BI can be used by small businesses to large enterprise businesses so can handle a wide range of data volumes.



Then, a Dataset from IMDb website was taken about the top 250 IMDb ratings and the analysis. The analysis which was drawn out from the dataset was Gross Revenue and Metascore by Rating, Gross Revenue and Voting, and Gross Revenue and Duration. Further sessions concluded with the analysis, results and takeaways and ended with the Q&A session which helped students clarify their doubts.

Anubhuti: From Kotler's Ps to the P of Marketing Platforms

July 21, 2022

The Corporate Interaction Division hosted Mr. Fela Chawngthu, Group Head and Director, Adobe, for an Anubhuti session. Mr. Chawngthu has over ten years of experience working with companies like Oracle, HCL Technologies, and Sapient. He currently oversees a group of more than 120 people at Adobe, working for Global Customer Success Management and Digital Experience Service Sales. In a highly engaging discussion, Mr. Chawngthu discussed how the concept of marketing has evolved, starting with a stone tablet that depicted an advertisement and concluding with the creation of market research as a concept. He also talked about the psychology

of advertising, emphasising how businesses use their ads to maintain an emotional connection with their target market.



The session was highly insightful for the students who were made aware of how even though the fundamentals of marketing haven't changed, the marketing mix has.

Anubhuti: My Career in an Hour

September 08, 2022

Corporate Interaction Division (CID) conducted a seminar on the topic "My career in an Hour". The speaker for the session was Mr. Ankit Jhamb, Chief Learning Officer, Grant Thornton Bharat LLP.



Mr. Jhamb explained his journey from KPMG to Grant Thornton Bharat LLP, how he started his first job with a salary of Rs. 5000/- only and went on to succeed from there. He explained all the hurdles he faced in life and how he overcame those. Throughout the seminar, he conveyed the message that you should never get too stressed thinking about what is happening around or with you instead, you should always find a way to get your mind off these things. Further, he also told us about his COVID journey and the books he wrote during COVID. His first book was published in 2020 titled "Lost and Found at 35" and his second book in 2021 titled "In chasing Fireflies". His third book is almost complete and is under process with the publication house and will get published in 2022. Mr. Jhamb concluded the interactive session with a question-and-answer round where the audience asked questions like "What kept you motivated in your dark days, how you dealt with those situations, what were your actual thoughts & feelings in those days etc".

Astitva 5.0: Frugal Innovation and Citizen Science

September 14, 2022

In our fast-moving world, where ecological sustainability is a big concern, frugal innovation is much needed. Taking this into account, CRIFT organised their seminar on “Frugal Innovation and Citizen Sciences”. The speaker was Mr. Venkata Gandikota, Founder and President of Innofrugal. He started the session by talking about himself and his background and went on to explain his journey to entrepreneurship. He talked about the importance of more with less and this is where frugal innovation comes in. The need of the hour is affordable yet quality solutions. He gave many examples illustrating frugal innovation. One such example was air purifiers versus smart filters. Towards the end of the session, he talked about Citizen Science. He talked about the FRANCIS project, which aims to develop frugal innovation by citizens for citizens. In the end, he held a Q&A session to address the doubts of students. The seminar came to an end with a vote of thanks.

Sadbhavana Diwas: Diversity and Harmony

September 19, 2022

FOREword conducted a seminar on the topic “Diversity and Harmony”. The speaker for the session was Ms. Ankita Chauhan, Global D&I Partner, Blis. Sadbhavana Diwas is celebrated on the occasion of Rajiv Gandhi’s birth anniversary. Equality, Diversity and Inclusion are important for organisations and institutions. She stressed throughout the seminar “Why EDI is important?” and explained the advantages of EDI. She quoted a sentence, “Smart teams will do amazing things but truly diverse teams will do impossible things”. Further, she cited two theories “Donald Super’s theory of career development” and “Donald Super’s psychological career stage” and explained both theories that “The Super approach recognises the changes that people go through in their life stages and different abilities and interests are essential in the determination of occupational choice and success”. Ms. Chauhan concluded the interactive session with a question-and-answer round post sharing pointers about LGBTQ. These included the display picture, education qualification, etc.

BOX Cricket League

September 21, 2022

Team FSCD organised the first event of the year called “BOX Cricket League”. The event was able to grab the attention of all the students which resulted in the participation of 22 teams of 200 students in total. The event was a week-long battle of exciting matches between the participating teams. The students of both junior and senior batches took part in the event with great enthusiasm.



The tournament was divided into 4 stages. Four groups were made of 5 teams each in the first stage of league matches. The top two teams from each group qualified for the quarter-final stage. The 8 qualified teams played matches against each other and the top 4 teams from the leader board qualified for the semi-finals. The Final was played between DAYA DANDIYA DEVILS and ALL STARS in which DAYA DANDIYA DEVILS managed to clinch the title. The award for player of the tournament (Female) was awarded to Tanya Kamboh, FMG-31 and the player of the tournament (Male) was awarded to Madhav Mehra, IMG-15D. The award for the Impactful player of the tournament was awarded to Priyanshi Mittal from IMG-30B.

Anubhuti: Recent Trends in Product Management

September 21, 2022

The Corporate Interaction Division (CID) of FORE School of Management organised a session of Anubhuti on the topic “Recent trends in Product Management”. We were lucky to have Mr. Bhupesh Sharma, Director, American

Express as the speaker for the event. The event started with Mr. Sharma asking the students about their favourite products that they use in everyday life and the reason for them. He then proceeded to ask the students to think about how they would go about launching a new product and then he introduced the basic workflow of the process: how you go from product designing to product manufacturing to marketing. Mr. Sharma explained how in contemporary times we are gradually progressing from Product Managers to Data Product Managers. He emphasised that in this digital age, data has become the new oil that lubricates the entire machinery and thus it is imperative to assign specialised personnel that manage the huge amounts of data that are generated as a result of product usage. He then went on to explain the challenges faced by data managers and how to save oneself from data exploitation. The session was then opened for questions. Various questions about the future of product management, how to save oneself from data exploitation and what are the various regulations that data companies have to follow while using consumers' data were asked to the students.

The event was then concluded by giving a vote of thanks to Mr. Sharma for taking out the time to share his insights with the students and presenting him with a memento.

RAKHTDAAN

September 23, 2022

The social responsibility committee of FORE School of Management, ANTAAR, conducted a blood donation drive, RAKHTDAAN, in association with Pitampura Blood Bank. The main motto of this blood donation drive was encouraging people to lend their hands to society and spreading awareness of the importance of donating blood. It was an open drive in which everyone in the FORE School



of Management, from students, staff and faculty could participate and donate their blood. Over 100+ registrations were received and more than 90 people donated their blood. It was a smooth event, where a team of 8 people from Pitampura Blood Bank facilitated the whole process and the members of ANTAAR functioned as volunteers. One could register himself, get his haemoglobin, consult with the present doctor and after a blood pressure check-up they could easily donate 300-400ml of blood. Refreshments and a little rest were provided to the donors after the donation and the process was done. RAKHTDAAN was a heart-touching event that filled the college with a feeling of selflessness and ignited empathy in the humans of FORE School.

TED Circle: Focus on What Really Matters

September 26, 2022

Team TEDx, started with a Q&A session that was chit based. They played the game "Passing the ball" and whoever got the ball will have to pick the chit where some questions were written like "What will you draw with the SHAKALAKA BOOM BOOM Pencil, what does success mean to you? etc". Moving forward, team TEDx played a video for the participants. The title of the video was "The unforeseen consequences of a fast-paced world" and the speaker was Ms. Kathryn Bouskill. In the video, the speaker talked about how slowing down to do things that are important to us is not a waste of time and how we can face failures due to quick decisions that are made without critical thinking.



Post the video completion, the stage was opened to all for discussion. The TEDxJMC and the TEDxFORESchool team discussed the video and shared their views.

The session concluded with the takeaways, “One should regularly take time to retrospect and improvise, fast pace life can make us feel anxious and lead to speed sickness and one should live their life at their own pace to gain stability and avoid feeling exhausted”.

Modus Operandi: Understanding Strategy

September 28, 2022

Modus Operandi, an interactive session was conducted by Team FOSTRA to help students gain insights into business strategy. The speaker was Mr. Anil Saxena, Founder and Director, CHS India. He started the session by talking about his background and his struggles before he founded Corporate Housekeeping Services (CHS). He had worked in a lot of fields like merchant navy, salesman, and in the World Bank. This made him realise that exposure is the biggest teacher. He talked about the importance of investing in people and building networks. The strategy of CHS is focused on four core pillars which are: Client and stakeholder retention, employee retention, operational efficiency and word of mouth.

He explained the importance of all four pillars. Towards the end, he took a Q&A session which helped students clarify their doubts.

Arthashastra 1.0: Recent Development in Automation and its Impact on the Financial Sector

September 28, 2022

FORE Economy and Finance Forum (FEFF) conducted a seminar on “Recent Development in Automation and its Impact on the Financial Sector”. The speaker for the session was Mr. Rajiv Lochan, Director-Finance, KPMG India. He explained in depth the impact of finance and the changing role of finance professionals. He started by categorising the impact into three categories i.e., Digital Transformation, Digital Finance and Digital Money. He explained in detail the impact of covid-19 on the market and how the market is moving on the digital platform. He explained how automation is reducing manpower requirements.



Further, he told us that digitising various functions like plan, transact, account, controls, comply, report, analyse and advise is the current function, in the future only plan, analyse and advice will be there rest will get eliminated. According to him, 76% of employees are working in functions other than plan, analysis and advice. Finally, he concluded the seminar by telling us, “How can we be future-ready” and had a question-and-answer session with the audience.

Anubhuti: Navigating a Career in Finance

September 30, 2022

The Corporate Interaction Division (CID) conducted a seminar on the topic “Navigating a Career in Finance”. The speaker for the session was Ms. Rakhi Aswal, Chief Financial Officer, Saxo Group.

Ms. Rakhi started her journey from her school until she completed her Chartered Accountancy course. She explained how she became a CA and what difficulties she faced in her life during her studies. She explained about her current work and gave some tips on how to make yourself competitive in the financial market. She repeatedly emphasised that “It is very much important to keep yourself updated about the changes in policies in finance to build your career in finance”. Moving forward she asked the audience, “Why do you want to make your career in finance? Is it just because others are going in the same direction or you have an interest in finance”. She asked these questions just to get an idea of what is running in the audience’s mind so that she can give them a proper direction.

She then asked the audience’s views on start-ups to know what they think about them. Later she also explained and gave an idea about how to plan for a start-up. In the end, Ms. Aswal concluded this seminar by giving her thoughts, direction and answers to the questions which were asked by the audience. She also provided valuable insights on how to make a career in the finance sector.

Mark The Talk: The Skills and Mindset to leap into the Corporate World

September 30, 2022

Team PEC organised Mark the Talk: An interactive session on the skills and the mindset required to leap into the corporate world. The speaker for the session was one of FORE’s esteemed alumni Mr. Anshuman Mishra, Operations Lead at Google. The seminar was conducted for personality and attitude development to tap into the dimension of soft skills, under the guidance of someone who is a part of the industry for a long period.

The seminar was divided into three parts, the first being a short presentation by the speaker, in which he talked about the key factors that one should keep in mind while selecting the specialisation, how to increase your competency in the area of your interest, and the mindset of the recruiter.

The second part of the seminar consists of mock group

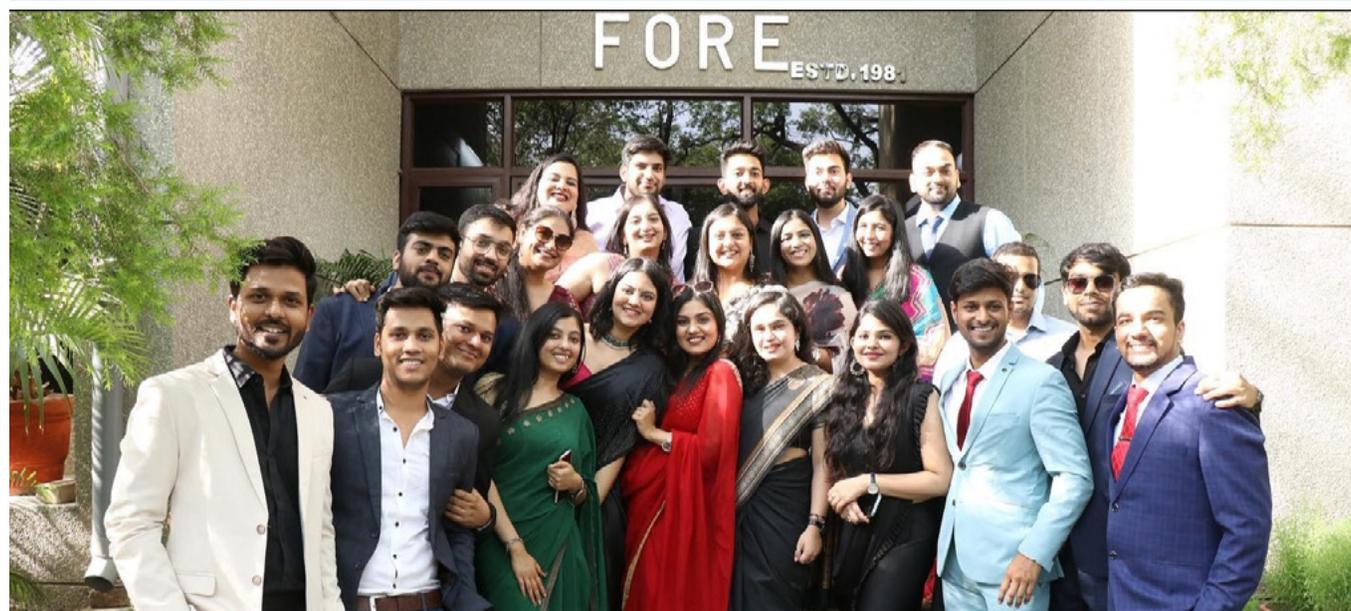
discussions and personal interviews with some students, through which he gave tips to ace both rounds. He asked about the fears that students face regarding GD and PI and tried to give solutions to overcome them in a very lucrative manner.



Finally, he ended the seminar with a riveting session of interactive Q&A, where he cleared all the dilemmas that the students had in the most playful way possible, making all of the participants feel at ease about the future GDs and PIs which they will be facing in the future.

FOREian Wins in Co-Curricular Events Organised by other Institutions

Sn	Name	Roll No.	Event	Institute/Organisation	Date	Position
1	Shail Choksi	311107	Cognoscenti 2022	Asian Paints	August 07, 2022	First
2	Yash Dangi	054012				
3	Esha Gulati	054062	Call for Article Econ 101, 2022	Indian Institute of Management, Rohtak	August 25, 2022	Third
4	Aditya Nair	301125	HRMony: Red Brick Summit, Annual Management Symposium 2022	Indian Institute of Management, Ahmedabad	September 30, 2022	Third
5	Mahita Kesharwani	153024				
6	Arushi Gupta	153015				



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