

FORE School of Management, New Delhi

Center for Research & Innovation in Frugal Technology Management (CRIFT)

AY 2025-26

Following are the key activities carried out by CRIFT for FY 2025-26:

1. Acing Guesstimates & Market Sizing: 24th July 2025

CRIFT hosted an expert-led session conducted by the esteemed **Prof. Anil Kumar Singh**, who guided students through the structured frameworks and strategic thinking required to master corporate interview rounds. Recognizing that guesstimates are a pivotal evaluation tool utilized by top-tier firms like **GEP, Gartner, and EY** to test spontaneous critical thinking, the workshop focused heavily on practical applications and market-sizing techniques, significantly boosting the students' interview readiness and core analytical confidence.

The session was attended by 60 participants

2. GLOBAL FRUGAL: 7th February 2025

Global Frugal 2025 was a premier case study competition organized by the FORE School of Management (FSM). The event focused on identifying innovative, sustainable, and cost-effective business solutions tailored for resource-constrained environments. Targeted at postgraduate students, the competition successfully challenged participants to apply frugal engineering and management principles to real-world crises.

The competition opened registrations through the Unstop platform. To maximize outreach and engagement among the student community, the event was extensively promoted via Instagram, resulting in a competitive pool of teams consisting of 2 or 3 members each.

Phase 1: Case Quest (The Elimination Round)

A time-bound, quiz-based elimination round hosted on Unstop. We prepared a specialized frugal-related questionnaire designed to test conceptual clarity and analytical thinking. Participants were evaluated on their ability to make rapid, effective decisions within simulated "real-world" resource constraints.

Phase 2: Case Solution & PPT Submission

Following the quiz, successful teams moved to the digital solution phase. The core challenge involved a village-based case study focusing on the high cost and logistical hurdles of implementing an LPG cylinder pipeline. Teams were required to submit a comprehensive PowerPoint presentation detailing a sustainable, low-cost (frugal) infrastructure or distribution solution to solve the energy access problem in the village.

Phase 3: The Grand Finale – Pitching Round

The final stage was an offline event held at the Gurugram campus. Out of the initial applicants, 11 elite teams were selected to pitch their solutions in person.

Judging Panel: The presentations were evaluated by esteemed faculty members:

- 1) Dr. Reshmi Manna

2) Dr. Shirshendu Nandi

WINNERS: Team Thinktank – Great Lakes Institute of Management

1st RUNNER-UP: Team Ecozeners - FORE School of Management, New Delhi

2nd RUNNER-UP: Team Pivot Point - FORE School of Management, New Delhi

Global Frugal 2025 successfully bridged the gap between academic theory and practical application. By focusing on a specific rural energy crisis, the event empowered future managers to think beyond traditional high-expenditure models and embrace sustainable, frugal innovation

3. ASTITVA 9.0: 27th February 2026

SEMINAR TOPIC : Can Frugality Drive Circular Economy Initiatives? Challenges and Perspectives
CRIFT organized its flagship seminar, **ASTITVA 9.0**, as a Round Table Conference on the theme "*Can Frugality Drive Circular Economy Initiatives? Challenges and Perspectives.*"

The event explored the intersection of frugal innovation and circular economy practices, highlighting opportunities, challenges, and strategic approaches for sustainable growth. The discussion fostered meaningful engagement between students, industry experts, and academia, offering diverse perspectives on creating value through resource efficiency, sustainability, and innovation.

Moderator: Dr. Mukul Joshi – Assistant Professor of Strategy Management , FORE School of Management

Panelists:

- 1) Jaya Singh – Founder at AdvanEdge360 Consulting and Director SDS Society for Development Studies
- 2) Barkha Chhabra – Venture Partner at Eckle Ventures & Eckle Advisory Services
- 3) Bhavna Pruthi Khurana – Assistant Director at EY

The session was attended by 60 participants

4. RESEARCH PAPER

A book chapter titled “Fostering Diversity, Equity, and Inclusion for Sustainable Workplaces” has been published in the edited volume Smart Management for a Sustainable Future: Tech Driven Innovation in Practices, published by Bloomsbury Publishing. The chapter was authored by Medha Gupta, Tusheema Dutta, Tisha Mittal, Nishita Mathur, and Dr. Anil K. Singh.

The chapter examines the role of Diversity, Equity, and Inclusion (DEI) in creating sustainable and resilient workplaces. It highlights how inclusive organizational cultures foster innovation, employee engagement, productivity, and long-term organizational success. The work emphasizes the importance of equitable opportunities and inclusive practices in building workplaces that support both employee well-being and business growth.

Publication Details

Chapter Title: Fostering Diversity, Equity, and Inclusion for Sustainable Workplaces

Book: Smart Management for a Sustainable Future: Tech Driven Innovation in Practices

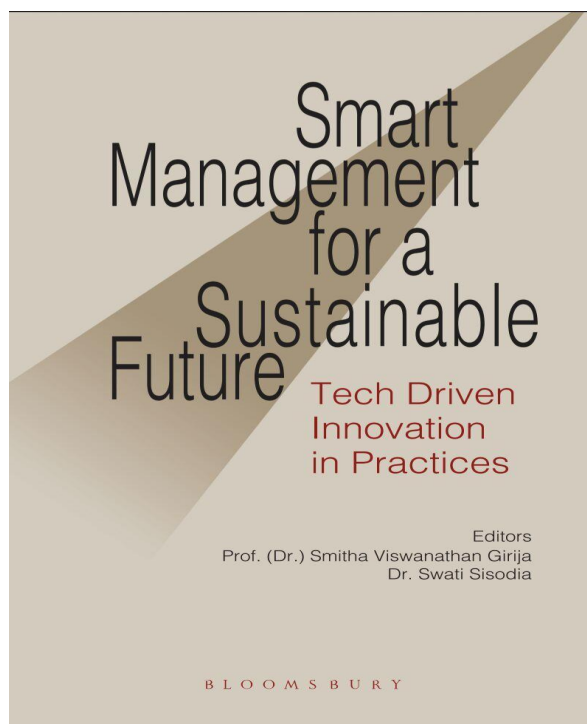
Publisher: Bloomsbury Publishing

Authors: Medha Gupta, Tusheema Dutta, Tisha Mittal, Nishita Mathur, and Dr. Anil K. Singh

This achievement marks a valuable contribution to contemporary management literature and sustainable workplace practices.

Link:

https://www.amazon.in/s?k=9789369521500&crd=3TQN1OWKLI3OH&srefix=9789369521500%2Caps%2C470&ref=nb_sb_noss



A book chapter contribution titled “Resistant, Resilient, Resourceful, Frugal Pathways to Feminist Cyber Identities” has been published in the edited volume *Traversing the Terrain of Femininity*, edited by Dr. M. Ratchagar. The published work spans across three chapters within the volume.

The research examines the intersections of womanhood, resilience, and identity in the digital age. It highlights how women navigate structural limitations with courage and creativity, exploring the everyday power of stories of resistance and innovation. The work emphasizes how resource-constrained, frugal pathways can be leveraged to shape digital narratives and carve out distinct feminist cyber identities.

Publication Details

Chapter Title: Resistant, Resilient, Resourceful, Frugal Pathways to Feminist Cyber Identities (with contributions across three chapters)

Book: Traversing the Terrain of Femininity

Author: Tusheema Dutta

Link:

<https://www.amazon.in/Traversing-Terrain-Femininity-Intersectional-Explorations/dp/B0FV3HB75L?s=bazaar>

