



INTRODUCTION-

Backflush × UniAd, a prominent event held by FOSTRA in collaboration with SIGMA, within Genesis 2023-24, the Annual Cultural and Management Fest at FORE School of Management, New Delhi, has successfully concluded. Comprising three compelling rounds, the event commenced with an Online Quiz, challenging teams with diverse questions. In the subsequent round, shortlisted teams demonstrated their creative prowess by presenting their favorite advertisement campaign from the past decade. The climax unfolded in the 'Final Presentation Round,' where teams showcased their innovative solutions to a discerning panel of judges. Backflush × UniAd seamlessly blended knowledge, creativity, and strategic thinking, adding a distinctive flair to FOSTRA's dynamic event lineup.

1. **Quiz Challenge:** Teams commenced their journey by demonstrating their knowledge in a competitive Online Quiz on Unstop, setting the stage for a spirited and intellectually engaging start.
2. **Ad Campaign Presentation:** In the subsequent phase, shortlisted teams showcased their creative prowess by presenting their favourite advertisement campaign from the past decade. This stage was a celebration of innovative marketing strategies and critical analysis.
3. **Final Presentation Round:** The event reached its zenith in the 'Final Presentation Round,' where teams unveiled their innovative solutions before a discerning panel of judges. This stage was a showcase of strategic thinking, problem-solving skills, and effective presentation abilities.

The winning team received a grand prize of Rs 11000/-, The First Runner Up was awarded with cash prize of Rs 6000/- followed by Second Runner up which was awarded with Rs 4000/- .

JUDGES OF THE EVENT-

- 1) Mr. Amreshwar Sati- Chief Operating officer iE3 Innovations, Pvt. Ltd.
- 2) Mr. Rajesh Sikka- Professor FORE School Of Management, New Delhi
- 3) Mr. Prashant Kumar- Senior Manager, Industrial and Logistics Services, Knight Frank India

WINNERS-

- 1) winners: Infrared Viewers

2)1st runner up: Breakthrough Battalion

3)2nd runner up: The Kool Gals

CONCLUSION-

Backflush × UniAd emerged as a resounding success within Genesis 2023-24, captivating participants and showcasing their prowess in diverse domains. The event's triumph was not only marked by the enthusiastic participation of teams but also underscored by the exemplary contributions of our esteemed judges. As a token of gratitude, small appreciative gestures were extended to each of the three judges, symbolizing our deep respect for their invaluable insights. With this harmonious blend of talent, appreciation, and respect, Backflush × UniAd stood as a testament to the overall success and collaborative spirit of Annual Cultural and Management Fest.

PHOTOGRAPHIC HIGHLIGHTS-







CRICBID



CRICBID - The event, inspired by IPL auctions, featured optimal bidding strategies, effective management of virtual funds, and a high level of enthusiasm. Similar to the IPL, bidding involved unexpected twists and turns, adding excitement for participants. The winners of this year's event were: 1) Spartans 2) NCR Wale 3) Team Dark Knights. These teams showcased their skills in bidding and management, emerging victorious in the competition.

FORE School of Management, New Delhi

FORE Operations and Strategy Group

AY 2023-24

Modus Operandi - The event featured guest speakers Mr. Chirag Pachouri and Mr. Gaurav Verma from KPMG. They delivered a comprehensive presentation on implementing KPMG Lean Six Sigma programs across various sectors including BPO, Finance, and Marketing. The session was highly interactive, with both speakers engaging students and providing insightful responses to their queries, enriching the experience for all attendees.



Modus Operandi 2.0 - Modus Operandi event series continued with a seminar titled "The Role of Supply Chain Management in Today's Markets" featuring Dr. Ashish Negi, Senior Director of Service Logistics at DHL Supply Chain. The session delved into crucial topics such as the supply chain's influence on humanitarian efforts, climate resilience, big data analytics, global implications, and lessons learned from the COVID-19 pandemic. Attendees had the opportunity to deepen their understanding of the dynamic field of supply chain management, benefiting from Dr. Negi's expertise and insights.



Lean Six Sigma Certification - In collaboration with KPMG, organized the KPMG Lean Six Sigma Green Belt Certification from November 2nd to 5th. Led by experienced trainers Mr. Gaurav Verma and Mr. Abhishek Saraswat, the sessions showcased precision and mastery in Lean Six Sigma methodologies. Participants benefited from expert guidance, enhancing their skills and knowledge in this crucial area of business management.

Backflush - FOSTRA and SigMa collaborated to present "Backflush x UniAd," a thrilling event featuring quizzes, presentations, and an epic final round held on campus. Participants showcased their marketing and operations skills, vying for cash prizes and the coveted titles. The winners were "The Infrared Viewers" from Fore School of Management, New Delhi, who claimed the first prize, followed by "Breakthrough Battalion" as the first runner-up, and "The Kool Gals" from Great Lakes Institute of Management, Gurgaon, as the second runner-up. The event was a resounding success, thanks to the enthusiastic participation of all teams. Our judges were :

Mr. Amreshwar Sati, COO 1E3 Innovations
Mr. Prashant Kumar, Senior Manager, 1&L



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PRANNITI - Insightful discussions unfolded at 'Pranniti' panel discussion, featuring esteemed speakers Deepti Dhawan (DGM- CBRE), Savleen Kaur (VP Operations- Nirvasa Healthcare), and Arpit Sharma (COO- Skill council for green jobs). From AI's transformative role in

employment to the dynamic supply chain's impact on economic growth, the event emphasized augmenting traditional landscapes and embracing new opportunities.





Modus Operandi 2.0

Mark-Ops week

**Modus
OPERANDI 2.0**

Role of Supply Chain Management In Today's Markets

TUESDAY
4:00 PM Onwards
31 October 2023
Venue - CR 4

 **Dr. Ashish Negi**
Senior Director- Service Logistics
DHL Supply Chain

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Modus Operandi

Chirag Pachouri
Consultant – KPMG : Business Excellence & Learning Services

Gaurav Verma
Quality Enthusiast : KPMG

MODUS OPERANDI

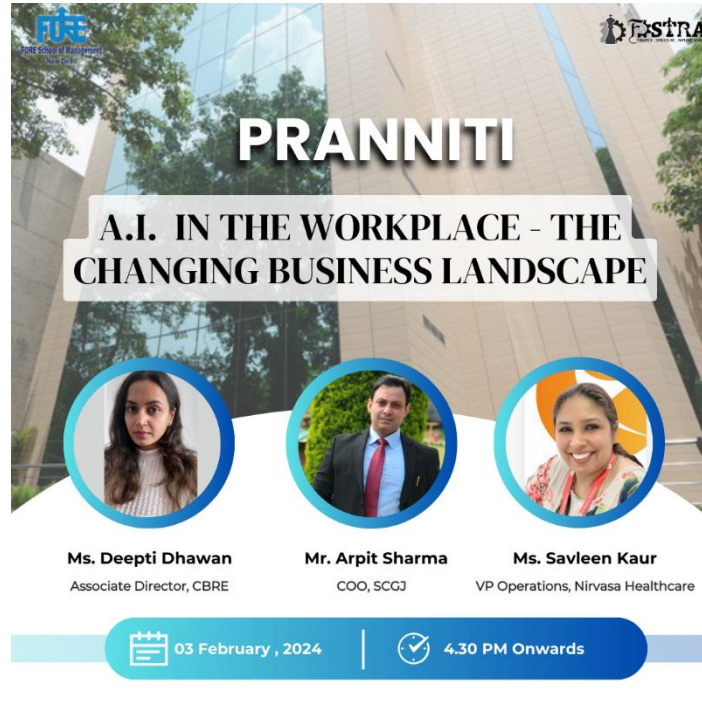
Lean Six Sigma: Efficiency Plus Excellence

Date: Monday, 23rd October, 2023
Time: 4:00 pm - 5:30 pm
Venue: Pragya Hall

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Pranniti



Speakers for the event:

<u>Deepti Dhawan</u>	<u>Savleen Kaur</u>	<u>Arpit Sharma</u>
Deputy General Manager- CBRE	Vice President Operations- Nirvasa Healthcare	Chief Operating Officer- Skill council for green jobs
LinkedIn Profile	LinkedIn Profile	LinkedIn Profile

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