



**FORE School of Management, New Delhi**  
**Special Interest Group - संकल्प**  
**AY 2021-22**

Special Interest Group- संकल्प has organized four activities and events in the **AY 2021-22**. The activities have been cited below:

1. **UNMUKT उन्मुक्त**, a Hindi poet gathering which also included a poetry competition, was conducted on **17<sup>th</sup> September 2021**.

The event had **14 participants** from FORE.

The **judges** of the event were:

- a. Dr. Vinaytosh Mishra (Associate Professor, FORE School Of Management, New Delhi)
- b. Dr. Anita Tripathy Lal (Professor, FORE School of Management, New Delhi)

The **winners** of the event were:

- I. Ujjwal Sharma IMG-14
- II. Anupama FMG-29
- III. Sanchit Joshi FM-03
- IV. Mohit FMG-30 (Consolation)

2. **ALANKAAR: अलंकार**, a brand tagline-making competition was conducted from **22<sup>nd</sup> September to 25<sup>th</sup> September 2021**.

The event had **30 participants** from FORE.

The **judges** of the event were:

- a. Dr. Vinaytosh Mishra (Associate Professor, FORE School Of Management, New Delhi)
- b. Dr. Ashutosh Pandey (Assistant Professor, FORE School of Management, New Delhi)

The **winners** of the event were:

- I. Team Nalayak's

- II. Team Dil Maange More
- III. Team Rachnakaar

3. **SANGRAM:** A case study competition was conducted during Genesis'21 on **25<sup>th</sup> March 2022**. Participating teams had to act as political consultants who are hired by a political party and are tasked with creating a political campaign for the party for a state election that would be happening. The event had **400+ participants** from prestigious B-schools across the country.

The **judges** of the event were:

- a. Dr. Ajay Kumar Pandey (Associate Professor, FORE School of Management, New Delhi)
- b. Mr. Devan Bhalla (Senior Manager-Brand Strategy & Social, Moglix)

The **winners** of the event were:

- I. Team Semusa, Department of Business Economics, DU
- II. Team Lone Wolf, BIMTECH Noida

4. **SAMAGAM:** A webinar on the topic, 'Importance of Hindi language in business world & book read of "Imli ka Chatkara", conducted on **30<sup>th</sup> September 2021**.

The webinar was attended by **114 students**.

**Speaker:** Dr. Yojna Sah Jain (CEO at HealthPrax)