



Faculty's corner

Prof.S.Shajahan (Dean.

Planning and Research) IIM Shillong has chaired four tracks namely **Visual Imagery and brand semiotics, Sustainable brands, Green brands and Destination branding** in the recently held international conference on Brand Management in New Delhi (January 2010)along with Prof. Abraham Koshy(Professor, IIM Ahmedabad), Tim Gore (Director, The centre for Indian Business, the university of Greenwich, London. He was also a jury to the conference and screened 420 conference papers and member in the award committee since 2009.

Prof. S.Shajahan has authored a new title **Introduction to Business Research Methods** and was published by Jaico books, Mumbai recently (in January 2010). Jaico books also released the fourth edition of his another title **Research Methods for Management (CD Edition)** in February 2010.This title has been listed by 425 institutions/university including IIM Ahmedabad as their reference /text book for their course in Research Methodology since 1999.

Prof. S.Shajahan had detailed discussion on the project with ministry of HRD for developing **PPP for higher education in India** and presented RFP to the key officials and Chairman of Sakshat project at the Shastri Bhavan in January 2010.



Director's Engagement

16 February 2010

Prof A.K. Dutta, Director RGIIMS had a Meeting with Dr. Sukumar Nandi, Dean (Academic) and Mr. SK Barua Deputy Registrar of IIT Guwahati on Convocation practices.

17 February 2010

Prof A.K. Dutta, Director RGIIMS visited Kamakhya Store for Diploma Cover, Boitram Atmaram for Convocation gowns, Genesis Printing for printing and art work.

18 February 2010

Prof A.K. Dutta, Director RGIIMS attended the AICTE meeting as Member of Appellate Committee as per directive of the Hon'ble High Court. Other members consist of Prof KV Jayakumar ED CWRDM, Kerala and Prof SP Gupta VC Jaypee Institute of IT, Noida.

Prof A .K Dutta visited the Hon'ble Union Finance Minister's residence and interacted with Shri Mrinal Mukherjee.

Prof A.K. Dutta also visited Planning Commission and had a meeting with Shri Ranjan Chatterjee, Consultant Environment and Forest.

19 February 2010

Prof A .K Dutta had an Interaction with Shri M. Mohan Rao VP – JV, Delhi International (P) Ltd., regarding placement of our students.

Prof A .K Dutta visited Sualkuchi Institute of Fashion Technology and interacted with Partha Sarathi Barbora, Principal.

Leading the Way : Achievements Under A Leader

Function and accountability of NGOs -

an article by Mr. Naba Bhattacharjee on the Shillong Times dated 20 February 2010 wherein the writer acknowledges IIM Shillong's effort in holding the one day Leadership Development Programme for NGO leaders as "an innovative foray beyond the realm of regular curriculum." In his words "Prof A.K. Dutta and his team deserve accolade for initiating such path breaking interventions and providing a platform to NGOs for self introspection on wide ranging issues. Overwhelming response of NGOs confirm the growing credibility of the institute."

The program was conducted on 9th February, 2010 under the Institute's Centre for Development of North Eastern Region(CEDNER) initiative.

Visit to RGIIMS

Prof S Jagdish, Retd Prof IIM Bangalore held a session with the faculty and discussed on the advantage of using **Learning Management System**. He also demonstrated the use of **Moodle**, the open source Learning Management System.

Prof S Jagdish, Retd Prof IIM Bangalore held a session with the admission committee to share his experiences with the admission process.

Lecture on ITC's Marketing & Distribution Channel

Mr. Sameep Barua, regional head east zone, of ITC visited IIM Shillong on 17th February. He was invited to deliver a guest lecture on Marketing and Distribution Channels of ITC.

His vivid explanation of various concepts related to marketing and distribution presented with a great sense of humor engrossed the students. Supply chain management was an important topic he took up. There was a lively discussion in class on the same. ITC's unique and flexible supply chain has been a great asset to the company which plays a major role in the FMCG sector. "We have to make sure that our customers get what they want and when they want it. There should never be a stock out situation" said Mr. Barua.

The entire distribution network of ITC was taken up for discussion. ITC uses a unique combination of traditionally used distribution channels as well as the modern means to reach out to its vast customer base spread across the country right up to the far flung rural areas. It gave the students an insight into how to exploit the existing systems and improvise on them by adopting advanced techniques. The other aspects of FMCG sector like Marketing of products, advertising and intense competition in the sector were taken up.

IIMS Students thanked Mr Barua for taking time out and visiting the campus to hold the insightful lecture session with the students.



OFF (ICE) Spinner

Nongthymmai locality which is home to our current campus made itself proud by bringing home the **Champion's Trophy of the First Division Shillong Cricket League 2009 – 10** under the captaincy of **Merlvin Mukhim** an employee of the Institute in its debut season as a Club at this level.



With this achievement, Nongthymmai Sports Club has created for itself a space in the history of cricketing arena here in Meghalaya. Debuting in the 2008-09 2nd Division Cricket League and emerging Runner Up, the team has quickly risen to the highest level of the game in consecutive years and is positioned to play the Super Division next season.



The Winning Team

North East Members of Parliament summit



Prof. Sanjeeb Kakoty attended the North East Members of Parliament summit Forum held in Gangtok on the 12th and 13th of February 2010. Apart from IIM Shillong, the other two institutions that attended the forum were the Gauhati University and IIM Ahmedabad. While I was asked to address the MP's on issues relating to the media, Prof Nani gopal mahanata of the GU, spoke about Geo Political issues, and Prof Anil Gupta of IIM, Ahmedabad spoke of innovations in rural India. Discussions were also held on a host of other issues.



Prof. Sanjeeb Kakoty also met the **Chief Minister Shri Pawan Chamling** in the presence of the **Governor HE Shri B.P.Singh**, and the **Lok Sabha MP from Sikkim Shri P.D.Rai**. In the discussion that followed, Shri Chamling evinced keen interest in utilizing the services of IIM Shillong for the development of Sikkim.



On the 13th, the delegates were taken to the **Chinese Border at Nathula Pass**. A meeting was held at the border outpost at the line of control, at which various facets of border management and trade prospects were discussed. The **Commanding Officer of the Mountain Division ,Brigadier Meston** made a visual presentation on various issues.



Prof. Sanjeeb Kakoty also attended an **Indo Bangladesh Round Table** on the 17.2.2010 held at the **Jamia Milia University, New Delhi**. Attended by a host of officials of the ministries of external affairs of both India and Bangladesh, it also included scholars, researchers and media persons of both countries. He was asked to make an expert presentation on Indo-Bangladesh ties vis a vis the north east.

Prof. Sanjeeb Kakoty also met **Prof Imtiaz Ahmad of the Dhaka University**, and conveyed to him the desire of our Director about the possibility of an institutional tie up between IIM Shillong and the Dhaka University. This was met with positive response and needs to be carried forward.