



ConQuest Inter B-school case study competition – a roaring success!



ConQuest – the Consulting Club of IIM Shillong successfully completed a pan-India B-school Case Study competition. It was the biggest inter b-school competition conducted by IIM Shillong with prizes worth Rs. 25,000/-. The marketing strategy case study competition attracted **185+ entries** from the top B-schools of the country including IIMs, ISB, MDI, NITIE, FMS, IIFT etc.

The winners of the competition are as follows:

First Prize: **ISB Hyderabad - cash prize of Rs. 15,000/-**
Second Prize: **IIFT - cash prize of Rs. 10,000/-**

The club received a lot of appreciation from various premier institutes for the entire conduct of the event. This is definitely a major step for **ConQuest as well as IIM Shillong**. In the coming years, ConQuest hopes to take many such initiatives to bridge the gap between industry and academia.



Director's Engagement

01 March 2010

The Director was present as Chairman of the interview panel during the Faculty Interview for IIMS at the Army Institute of Management, Kolkata.

02 March 2010

The Director had a discussion and finalized the Design of Medals and Mementos with Mr. AC Majumdar

The Director also Visited All India Technologies for discussion on Admission offer digitization.

05 March 2010

The Director, was amongst the few special delegates that received **Smti Sonia Gandhi** on her arrival at the temporary helipad at the IIM Shillong permanent campus Umsawli during her visit to inaugurate NEGRHIMS. Others included **Mr. Falleiro**, Congress party incharge for Northeast, **Shri Vincent Pala**, Union Minister of State, and **Shri DD Lapang**, Chief Minister of Meghalaya.

06 & 07 March 2010

The Director was Chief Program Advisor for the 2 day workshop on Enhancing Managerial Effectiveness for Directors of Postal Services and took four sessions on both the days.

“Enhanced Managerial Effectiveness for Directors of Postal Services”



A workshop for Directors of Postal Services on “**Enhancing Managerial Effectiveness**” was organized during March 6-7 2010 at RGIIM, Shillong. Altogether 20 participants belonging to the Indian Postal Service cadre participated in the programme. It was a national level programme and the spread included participants from Jammu, Mumbai, Bangalore, Kochi, Portblair etc. Dr. Uday Balakrishnan, Member, Postal Services Board along with **Prof Ashoke K Dutta**, Director, RGIIM Shillong set the pace of the workshop in the inaugural session on March 6, 2010. Other senior officials from India Post included **Shri S. K. Sinha**, CGM(PLI), PLI Directorate, New Delhi, **Mr. A. N. D. Kachari**, CPMG (NE Circle), **Mr. Manojit Kumar**, CPMG (Assam) who interacted with the participants during the workshop.

The workshop aimed at fine-tuning the participants' mind for the changed scenario and to prepare themselves for facing the future. The programme being at the behest of the PLI Directorate, New Delhi, the workshop had a special focus on postal life insurance. Prof. Ashoke K Dutta had 2-day long interaction with the learned participants on various issues of effective management. The participants shared their fond experience and learning outcomes of the workshop in the valedictory session.

Holi @ IIMS



'Fun' was synonymous with 'Holi Celebrations' at IIM Shillong. While the proactive ones began celebrations as early as 9 in the morning, thanks to the arrangements by Cultural Committee, most of the rest were pulled out of their beds, smeared colours on, and thrown into tubs of water. No one was spared from the amazing "fun". The Badminton Court at IIMS Campus witnessed these excited souls dancing to the tunes of Amitabh's Rang Barse and the likes.

The festival of colours showed on all faces- the friendly gulaal or the best friendly hard colours! (They stay with you longer)

Applying colours and throwing water was a real time phenomenon, by everyone, on everyone, during those 4-5 hours. On one hand, snacks and beverages kept the energy going on, while music, on the other hand, kept the heads swaying and feet.

Both the batches were joined by faculty around 11 am leading to more colours, more food, and greater amount of enjoyment. The coloured faces and great spirits were common to all, and it was a challenge to differentiate the students from the faculty.

A crowd of participants then visited the faculty quarters to wish the rest of the IIMS family. Every door was knocked at with Holi songs; and wishes came pouring in beautifully from the other end. One of the professors even arranged for wholesome breakfast, thandai and cashews; and we finally left with heartfelt wishes and filled appetites. Even after coming back to campus, the excited feet hardly rested. Music and Dance never stopped. The celebrations finally concluded with our Hostel Committee arranging for tea followed by lunch after a while. The great spirits, fun and frolic



Farewell...Au Revoir'10

Well..“Great is the art of beginning but greater is the art of ending” goes the saying. Over the past 2 years PGP08, the first ever batch of IIM Shillong have endured many things. There have been moments of celebrations, of tension, of competition, moments that literally froze in time and moments that would stay etched in memory for a long time to come. It was only appropriate that they deserved a fitting farewell. And an exciting farewell it was. The PGP 09 batch pooled in all their energies and enthusiasm leading upto the event. Preparations for the same started a week before and the practice sessions for dance and drama were filled with josh but at the same time there was no paucity for fun.

The night before the event, the students stayed up all night decorating the auditorium. Ribbons, balloons, posters, drapes and other decoratives adorned the walls. The theme for the farewell was chosen to be BOLLYWOOD. And fun it was.. Typical Bollywood style!!

The events kick started with a couple of seniors pitching in with their singing talents and followed by an awesome musical performance by Rukma, Sourjyo n Sirjee. The stage was set on fire by the dance performance that followed. Right from the classic Corrs tune to the thumping beats of Mauja hi Mauja to the evergreen Mukabla, the audience was totally enthralled. The amazing skit performance that followed added to the spice. Joshi's wonderful couplet recitation totally summed up what was it to be @ IIMS.

Every Member of the PGP08 batch was given individual titles and a gift as a token of love and appreciation. A Mimicry performance by Ashu had everyone in splits. Finally the entire PGP09 batch took to the stage, dedicated and sang the immortal lyrics of PAL by KK, to a set backdrop of the PGP08 waving candles. The candles were then asked to be placed on every Individual's favorite place on the campus.

It was an emotional moment. As memories race back in time, there might be many definitive moments. And this farewell would certainly rank amongst the top. We do part.... But only to meet again..!!

Visit To RGIIMS

Mr. Arun Kumar, the head of Human Resources at Godfrey Phillips India Limited, visited IIM Shillong on 5th March 2010 to take a guest lecture. The lecture dealt with various facets of HR in an organization with a focus on performance management.

The session which began with understanding the need for performance management in organizations went on to cover the issues in developing an effective performance management system and how to tackle them. Mr. Kumar elaborated on issues like compensation, goal setting etc. which are needed to design an effective system to manage employee performance. He also spoke on how should an employee be motivated and the role of the organization in employee development process. Managers should try to bring about more objectivity and transparency in the appraisal process which would serve as a feedback for the employees.

He further spoke about how it becomes difficult for the HR department to normalize ratings across various other departments of an organization; when one department is too lenient in rating while the other too strict. Different aspects of effective goal setting were also discussed which would help evaluate employee performance.

Another important point was how at times it becomes difficult to implement even a world class performance management system. Even though the system and processes maybe well crafted, there might be difficulty in implementing the same. Since all these processes ultimately boil down to how individuals implement it, there are chances for biases in the system.

The lecture gave students an insight into how challenging yet interesting the field of HR can be. Finally, Mr. Kumar answered various questions which the students had in mind about performance management in organizations. The students thanked Mr. Kumar for the visit and for sharing his experiences and knowledge on the subject.

Mr. Kailash Kulkarni, the Senior VP, Sales and marketing, Kotak mahindra asset management, visited IIM Shillong Campus on 26th February, 2010 for a guest lecture. The lecture was based on the financial services industry and its opportunities in India.

“It is extremely difficult to predict what will happen next. That is what makes this field so exciting.”, he said expressing his interest in the financial services market. He explained vividly about the major domains of the industry including Investment banking, Private equity, Commercial banking and Actuarial services.

Sharing his ideas about the key to success in this market he said that it is of paramount importance that one is update with the most recent occurrences and have accurate market and product knowledge. Innovation, building relationships, Speed to market and respecting regulations are also aspects he emphasized upon. A query was raised by a student on the presence and viability of Financial services in Rural India. Mr. Kulkarni agreed that the current penetration in India is low and there is opportunity if the products are framed as per the needs of rural market. Answering another question on the complexity of products, he said that the best way of serving customers is to keep the provisions simple and easy to gauge, and that “wrong selling” using complex financial products can only lead to weaning away of market share.

Talking about the Indian market he said that Rising Domestic consumption, Infrastructure requirements, Outsourcing and a need for social security would be the drivers of Financial services market. He said there is a lot of opportunity in many segments including mutual funds, insurance, Consumer funds, equity broking and Retail Loan.

He also stressed upon the Human aspect of Business as the any organizations' success is dependent on its employees. “Love your Job. Work with people.” is the mantra he advised the students to follow.

The students thanked him for the visit and the erudite lecture which they found very useful and enriching.

Thanks Giving Party

While the junior batch was busy planning the farewell party for the seniors, they had no idea that the senior batch had planned a party of their own. The first PGDM batch to pass out from IIM Shillong threw a grand party for their juniors and boy was it fun! Emotions ran high as the time for the seniors to depart from the institute came closer. The party had all the essentials - good food, rocking music and some great people.

Students here truly believe in working hard and partying harder. A mixed set of emotions ran through almost everyone present. Though everyone enjoyed the fun and frolic but at the same time there was some sadness as we realized how much we would miss our beloved seniors, and this is a testimony to the fact that IIM Shillong has become an extended family for all the participants. Between all the music and dance what actually made the party special was the bonding the participants share amongst each other. In a world of cut throat competition it is refreshing to see that competition can exist with compassion and even after all the hard work we still remember how to have some fun!