

Faculty Corner



Prof Sanjeeb Kakoty attended the Annual inspirED Conference in Pune recently. Hosted by Teach for India, inspirED is an annual world-class education conference that engages the nation in a discussion around the challenges of education inequity and its solutions. The conference provides an interactive platform to educators, planners and thinkers to generate synergy, ideas and higher visibility for the cause of high quality education. In addition it also seeks to generate national urgency around the issue of education by showcasing inspirational leaders from around the world who have begun to strive towards excellence in education.

The Conference saw the participation of a number of experts from the country and abroad and included Wendy Kopp Teach for America, Aditya Natraj, Brent Maddin, Dr Karthik Muralidharan, Lakshmi Praruty form INK talk, Maureen Ferry, Arvind Gupta, Vibha Krishnamurthy, Ravi Khote, Rajshree Doshi, Ankur Sarin, IIMA, and Vishal Talreja among others.

Prof Kakoty presented a paper on State of Education in India. Prof Kakoty also had the privilege of delivering the keynote address at the valedictory session.

Prof. Sanjoy Mukherjee delivered the Keynote Address on 'Enlightened Leadership in the 21st Century' at the 55th Annual Conference of Association of Schools for Indian School Certificate (ASISC) at Science City Auditorium Kolkata held during November 21-23, 2012. The Conference titled 'Lead the way, Be the Light' was inaugurated by His Excellency Governor of West Bengal, Sri K R Narayanan.

Prof. Sanjoy Mukherjee delivered the First Lina Ray Memorial Lecture at Sri Shikshayatan College, Kolkata on November 22, 2012.

IIM Shillong was awarded Best Business School With Best Academic Input (Syllabus) in Finance at the 20th Business School Affaire & Dewang Mehta Business School Award held on 24th November, 2012 at Taj Lands End, Mumbai.

IIM Shillong pays homage to Shri .S Manjunath



The faculty and the students of IIM Shillong paid their respects to Mr Shanmugam Manjunath on his seventh death anniversary by conducting a candle light march. Mr Manjunath, an alumnus of IIM Lucknow, was working to curb oil malpractices. During his fight against corruption and dishonesty, he was murdered on 19th November 2005 by a petrol pump owner and seven accomplices. Every year, on this very day, students across all IIMs and other B-schools participate in this endeavour of awakening nation-wide consciousness, through a candle light march. This memorial is conducted in collaboration with the Manjunath Shanmugam Trust (MST), an international corporate community initiative; which works to improve governance in Indian public life.

A Sufi Evening in IIM Shillong



On a chilly evening of November 27th, IIM Shillong in collaboration with SPIC-MACAY witnessed the first ever performance of the famous Bharti Bandhu in North-East India. The famous and renowned Bharti Bandhu mesmerized one and all with their soulful music and ferried everyone into the intriguing world of Sufism and shayari.



The event that observed enchanting performances was attended by dignitaries like the Director, IIM Shillong Professor Keya Sengupta, the Campus Administrative Officer Mr. R C Saxena, faculty and students of IIM Shillong. The Bharti Bandhu gave all their songs and shayaris a managerial twist to engage the management students and compelled everyone to ask for more and more. The evening ended with the singers chanting famous Sufi masterpieces like dama dam mast kalandar and mera piya ghar aaya oo lalani that left everyone spell-bound.

IIM Shillong conducts Media & Entertainment Industry

IIM Shillong conducted a workshop on 'Digitisation of the Media & Entertainment Industry,' on 25th November, 2012. Ms. Sujata Dev, Jt.MD, Third Generation Mobile Pvt Ltd, Co-Chairperson, ASSOCHAM (M & E), VP, IPTV Forum India and Mr. Raman Kalra, Director & Partner, M&E, Industry Leader, IBM graced the occasion as the speakers of the workshop.

The speakers spoke on the relevance of media and entertainment in the present business world. Any business establishment of today has a component of media associated with it. The importance of social media and the digital media in the current business world and the impact of viral marketing on the consumers mind. The success of the "Gangnam" video across the world stands as the living example for gauging the impact of social media and the viral marketing. Although the roots of internet have spread wide across the world, the print media i.e. the newspaper is still an important medium of information transfer across some of the countries in the world. On the other hand, online transactions have become the norm of the present day, internet is the platform which offers plethora of solutions for consumer convenience. With the advent of smartphones and the 3G technologies' the consumer has been given the boon of convenience for exploring various dimensions of internet.

The workshop talked of the changing trends in the digital media and the means by which management students can be a part of it. The digitization in all spheres of life is having an impact on the overall lifestyle of the people across the world. Digitisation of data could offer a feasible solution to the problem of information scarcity in the rural areas and the success of such a solution could turn around the growth story of countries like India.

Mahindra War Room: From the other side

Mahindra War Room, 2012 was launched with much fanfare by a group which personifies unity in diversity. Since it was launched at IIM Shillong for the first time in its history of 5 glorious years, the enthusiasm was contagious. Being one of the most prestigious B-school competitions in the country Mahindra War Room was one more opportunity for the institute to prove it as one of the best educational institutes in India. As the deadline for submission approached, there was a frenzy all participants put up their best show. The campus presentations invited practical questions from the esteemed panel from Mahindra Group. By discussing aspects of implementation and feasibility on the ground level the questions aimed to improve the solutions presented by the students. The campus winner was the team "The Innovators", with their sector being Mahindra Logistics.

The pass to the big event arrived with detailed instructions. The Mahindra group was hospitable, but the competition was heating up. 21 top B-School campuses were competing for the top 7 spots. The stakes were high, presenting your suggestions to the Group Executive Board of Mahindra chaired by Mr. Anand Mahindra himself. The glory of a War Room winner is unmatched and so are the efforts which go in to being one. The competition was intense, 4 teams fought out in the sector of our choice. For the team representing the institute, as IIM Shillong participants their moment had arrived. They made a good impression with their presentation, viewpoints. The confidence gained from answering the questions of industry experts who had implemented similar ideas and invested their hard-earned money further fuelled their confidence about the results. In a closely fought round, they made it straight to the final rounds, in their debut appearance stunning many fancied Institutes.

The adrenaline rush on the day of the final was immense. Mr. Mahindra, a leader who cuts across generations helped the participants calm down by interacting with all the participants. A knowledge session has never been so insightful and fun at the same time. In the presence of the esteemed Director of IIM Shillong as a guest, the team went on to the stage with a desire to be the champions of the War Room-2012.

At the end of the day we saw FMS, Delhi winning the trophy but we became richer. Richer in knowledge, learning and in believing in the conviction of being a warrior for life. As correctly put by Mr. Mahindra himself 'Defeating defeat' is the biggest take-away from this experience of a life time at the Mahindra War Room of 2012.