



### IIM Shillong inaugurated the 8th batch of PGDM

The Indian Institute of Management, Shillong welcomed its eight batch of students on Saturday, 4<sup>th</sup> July, 2015. Holding on to an incremental consistency in admissions, the inducted batch has an intake of 164 students. The induction program for the new batch was adorned by the presence of eminent dignitaries.

The **Chief Guest** for the event was **Mr. Shantanu Das, VP – HR, Emami Limited**. Mr. Das, busted a few myths about doing an MBA, stressing on the essence of success over and above survival. The event was also marked by the presence of **Mr. Barun Prasad Lala, HP India Director (Storage), Guest of Honour** for the event, **Mr. Falguni Rajkumar**, Chairman - Board of Governors, IIM Shillong, and **Dr. Amitabha De**, the Director of IIM Shillong.

Mr. Lala, an industry doyen, enlightened the new batch about the potential for management graduates in the technology space and also provided some pointers on personal growth. Mr. Rajkumar, who retired from the Indian Administrative Services in 2009, was enthusiastic about the mutual benefits that both the institute and participants could offer, highlighting the need to go the extra mile in a fast urbanising world.

**Dr. Amitabha De** talked about the IIM Shillong's unique pedagogy, further pointing out the positive behavioural change that the Institute inculcates in its students through the power of education. He said **"Students fuel the growth of an inclusive society and IIM Shillong nurtures them at the roots."**

IIM Shillong has been constantly proving its mettle in the field of management education and has seen a tremendous rise in its performance among all the B-Schools. This year, the increase in batch size stands as testimony of the growth pattern of IIM Shillong as an eminent Indian B-School.

The induction program proved a memorable occasion for the new participants who took the pledge, becoming a part of the IIM Shillong fraternity.

### Management Development Programme on Project Management for Assam Electronics Development Corporation Ltd



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The Programme was a customized **MDP on Project Management for Executives of AEDC Ltd** conducted in the campus of IIM Shillong. The MDP Program, spanning over the months of April-May 2015, was divided into 3 programs with 10 no of participants in each batch with a session plan of 5 days' duration.

The program was inaugurated by **Prof. Amitabha De, Director IIM Shillong**, the **MDP Chairman- Prof. Tapas K. Giri** has given a brief account on the background of the Programme followed by introduction to course content by the three Programme Co-coordinators **Prof. Shankar Purbey, Prof. Rohit Joshi and Prof. Neelam Rani**.

### IIM Shillong marks International Day of Yoga



The Indian Institute of Management, Shillong celebrated the **International Day of Yoga held on June 21<sup>st</sup>**, with a yoga program organized at the institute.

The event, which was attended by students, faculty, and members of the staff, was conducted under the guidance of renowned yoga practitioner, **Dr R. N. Sharma**. Dr Sharma, an ex-BSF officer, has been actively involved with the field of yoga and health for more than 25 years. The participants were engaged in various yoga postures and pranayamas for an hour, with Dr Sharma highlighting the essence of each pose.

**Director Amitabha De**, who inaugurated the event, and has a background in life sciences, encouraged the participants to take up yoga as a daily pursuit with the objective of bringing wholesomeness to life. Dr Sharma also provided individual counsel at the institute for the length of the day.

Indian Institute of Management, Shillong established in 2008, yeams to make progress in various fields in addition to academics in the Northeast. The institute has already forayed into environmental concern and social cause, and now, also looks toward spreading the values of yoga.

### Faculty Corner



**Dr. Natalie West Kharkongor, Associate Professor, IIM Shillong** was invited to be a Keynote Speaker at the US-based NRMCA (National Ready Mixed Concrete Association) **International Concrete Sustainability Conference** held at Miami, Florida on May 11- 13, 2015.

The subject of Dr. Natalie's speech was **Green Economics: Sustainability Funding**, which she delivered during the lunch session on the third day of the Conference. Dr. Natalie has a firm background in the concept of Green Economics, and had convened the first International Conference on it in India, on August 7 & 8, 2014 in Shillong. She was also an editor of the first book on Green Economics in India, published by the Green Economics Institute, United Kingdom.

In her Keynote Speech, Dr. Kharkongor mentioned the necessity of the Government paying incentives to those who add value to the ecology. This is supported by one of the findings of her research on Ecology Pricing and Ecology Cess, which shows that 95% of the respondents agree that the Government should pay remuneration or incentives to those who add value to the ecology. **She proposed an Ecology Cess with a focus on paying incentives to value added to environment or ecology, and not primarily to raise revenue for the government.** Ecology Pricing has practical problems when it comes to implementation because a specific monetary unit cannot be accurately assigned to ecological utility and disutility. Dr. Natalie said that an Ecology Cess will prove a better and much more useful tool in this regard, and specific legislation is needed for its implementation.

Dr. Natalie threw light on the multiplier effect of ecological investments. What countries have been concentrating so far are capital and human capital investments. She said it is time that governments and private sectors start turning their attention to investment in the ecology. Investing in the ecology will not only save the environment but will also lead to ecological investment returns. In her speech, Dr. Kharkongor also mentioned the Swachh Bharat Cess and Swachh Bharat Kosh, introduced in India recently which are positive, green initiatives by the Government of India. She concluded her talk by saying that any money raised in the form of environmental or ecological taxes should be ploughed back into the environment as ecological investments for future ecological returns.