

First Indo-China Conclave Started at IIM Shillong



Godsellers 5.0



'WE CARE' program



The **'WE CARE' program** was organized by the PGPEX-2015-16 Cultural Committee where contributions were made by the IIM S Fraternity. The Students of IIM Shillong visited the mercy home resident at the "Sister of Charity of Saints, Shillong" on 20th February 2016.

Godsellers 5.0

The Marketing Club of IIM Shillong organised **"GodSellers - Season Five"** at the Institute's premises on 13th December 2015



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The much awaited **Indo-Sino Conclave** in partnership with Institute of Chinese Studies flagged off at IIM Shillong on December 10. **Prof. Amitabha De, Director, Indian Institute of Management, Shillong** gave the welcome address of the first of its kind Indo-Sino Conclave and mentioned that China has made huge change in last three decades and it's clearly evident by looking at Chinese model that power comes from economy. He mentioned this conclave as an important step in the journey of PGPEX- Managing business in India and China program.

The key note presentation was kicked off by the most experienced of all the speakers **Ex Ambassador and former diplomat Kishan S. Rana** who shared his real life experiences about his cultural conventions in different countries. He mentioned his visit as delightful and shared the experiences of his visits to China almost 4 decades back. He highlighted how China has changed from tightly restricted country in 1960s to an open country post-independence. He also advised about how it is important to understand the cultures and socio-economic aspects of a country and especially one like China. The trauma which China faced due to different wars during 1950s-70s is the reason for Chinese being disciplined and organized as perceived by Indians. Ex Ambassador Rana also mentioned various markers ranging from power distance, gratification, contexts to principles of negotiations in China. He mentioned that it's very important to understand language and cultural interpretation as factors for any country. He stressed that language carries the cultural context within itself and simply translating one language to another will not work and if done so, can have huge negative impact. As per him, "Guanxi" which means relationships in Chinese is the most important part of any businesses done in China. The same is true in Indian context where people utilize the networking capabilities available to them. He also mentioned that offering concessions and courtesies is important in Chinese culture. Another important cultural factor which came out of the discussion was the importance of "face" in China. It's the social status of the person which matters while doing the business deals.

Professor Alka Acharya, Director of Institute of Chinese Studies, New Delhi started her dialogue with a very important aspect of how industries and businesses are affected in China because of being state owned in nature. She also mentioned about the commonalities between Indians and Chinese in terms of family values and upbringing. She addressed the problem of mass labor migration in China due to which another problem of children who gets left behind is emerging in China. Continuing with what she had to say about state owned businesses, she also informed the participants on how Chinese have been enabled in such a way that now 60% of their GDP is constituted by the services sector majorly owned by private players. She also focused on two factors which transformed the lives of people in China, first, by opening up to the outside world and second, the revolution in IT and telecom – penetration of internet.

Prof. Sanjeeb Kakoty and Prof. Rohit Dwivedi who are faculty at IIM Shillong and also were discussants raised questions on the impact of changing ecology of China on other countries, how is India trying to connect culturally with China and how do we design reporting relationships with them. It was well deduced from the discussion that it's very important to know oneself first before knowing the other country like China.

The dialogue among the dignitaries was informative and intense which led to question our own notions about Chinese culture and the nature of businesses in China.