



THE PINE CHRONICLE

News, Views and Creative Expressions

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ABOUT NUKSA

Nuksa The Pine Chronicle is the monthly news magazine of IIM Shillong which seeks to provide to the world outside, News, views and Creative Expressions from members of the IIMS family. Nuksa is a Khasi word meaning example or sample and as the Pine Tree is almost synonymous to Shillong and our beautiful campus, hence the name Nuksa, The Pine Chronicle.

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The Views expressed here are not necessarily reflective of the views of the Editorial team or of the Institute

Vision

To become an internationally recognized management Institute with a global outlook grounded in Indian values.

Mission

To generate and disseminate knowledge in all aspects of management education for sustainable development and to develop innovative leaders with strong ethical values.

Core Values

- ❖ Openness to new ideas and experiences
- ❖ Intellectual freedom
- ❖ Self-experimentation and creative pursuit
- ❖ Adherence to fair, just and ethical practices
- ❖ Compassion for others

EDITORIAL

Maybe one can term it the law of inverse reality. The more we want of something, the less we get of it and the vice versa is also equally true about how the less of what we want is the more of what we get! Though the world craves for peace it seems to be getting more of violence and unrest. By the same breath the more of knowledge, education and wisdom mankind seems to seek, it seems to be getting the exact opposite! Though in terms of sheer numbers and percentages, the number of people who are getting educated are increasing but at the same time bigotry and narrow mindedness also seems to be increasing in the same measure. So where is the catch? What is causing the law of reverse reality to happen?

Probably, one of the reasons why this occurs is because of the emergence of monologue as the dominant paradigm that has all but destroyed the practice of healthy dialogue. This has become apparent in all human activities and institutions. It has become an accepted principle that space exists for only one dominant thought and system and the probability of a differing or discordant view is entirely discounted. As a result of this, what has emerged is the culture of monologue. Leaders and political systems accept

the monologue of their leaders as being the unquestioned truth that needs to be accepted as such and enforced through use of force if need be. The preferred pedagogy of choice in the education system too mimics the monologue dictum that reinforces the one way flow of knowledge that does not allow space to contrary views. In families too, the monologue culture is often apparent when conversations degenerate into monologues where the parents or the elders embark on missions of imparting knowledge and values to their offspring's without caring to understand the views of the other side. So, also in relationships between individuals which may have shared intimacy in the body and mind space but soon degenerates to a monologue where the will of the dominant becomes the language which both are expected either speak or follow.

The conversations and interaction between two of the greatest sons of India, Mahatma Gandhi and Gurudev Rabindranath Tagore, as beautifully showcased by Vijay Padaki and the Bangalore Little Theatre, in a play at our institute, displays a dialogue of the highest order. Though both were strong willed individuals with their own opinion which were at times diametrically opposed to one another, yet at no time did their interactions become monologues. They had dialogues with one another, opposed each other's views, respected the view of the other and had the conviction to carry on with their individual views. It was dialogue at its best and the very foundation on which our Nation was built upon. Is it time for us to bring back Dialogue back into our lives and that of our institutions?

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In the end, it's not the years in your life that count. It's the life in your years -Abraham Lincoln

TIMELINE

Vigilance Awareness Week

IIM Shillong hosted a talk entitled “Corruption – A Growing Concern: Dimensions & Way forward” as part of its observation of the Vigilance Awareness Week 2018. Shri R. S. Bhatti IPS, currently the CVO, AAI accompanied by Shri D. K. Kamra, Regional Executive Director, North East Region, AAI delivered a lecture highlighting the different dimensions of corruption, black money and money laundering and why it was important to understand the laws and regulations associated with them. He emphasized the fact that there are ways for citizens of the country to lodge complaints without having to disclose their identity in order to voice their opinion against such occurrences. Participatory notes and foreign investments were discussed which were essentially topics covered as a part of management education. Shri R. S. Bhatti also responded to queries of the audience towards the end. The session turned out to be informative and beneficial to the students, staff, officers and faculty of IIM Shillong.



CVO of AAI Shri. R.S. Bhatti at IIM Shillong-vigilance awareness

MDP on “Building Leadership Capabilities” for Officers of Meghalaya State Rural Livelihoods Society



A MDP on “Building Leadership Capabilities” was conducted for the Officers of Meghalaya State Rural Livelihoods Society “during 14th-16th November 2018, in the Campus.

The program was inaugurated by Prof Harsh Vardhan Samalia, Chairman-MDP and Consultancy, who welcomed the participants and other dignitaries followed by a brief of the training program and ice breaking session by the Program Coordinators ,Prof. Natalie W. Kharkongor and Prof Sonia Nongmaithem.

During the training, the participants from different districts of the State of Meghalaya put across their unique field experiences. These were explained in terms of management perspective followed by lively discussions and lectures. Participants were encouraged to look inward to self and self-development thus providing innovative

insights and solutions. To overcome the challenges faced by them as individuals and managers as well as the many problems and opportunities confronting their organization and create a workforce to work coherently efficiently and effectively.

MDP on “Finance for Non Finance Professionals”

A MDP on “Finance for Non Finance Professionals” was conducted from 14th to 16th November 2018 in the Campus. The participants attending the training program were drawn from organizations like Chilli Breeze Solutions Pvt Ltd and Airtel . The Program was coordinated by Prof .Nalini Prava Tripathy Professor of Finance and Dean Research

The 3 days training program is being facilitated by in house faculty. The methodology included Case studies, Classroom Lectures and Management Games facilitated by resource faculty. The participants from varied back ground and functions added diversity as well as encouraged inter peer learning and interaction during the training program.



The group in Finance for Non Finance Professionals

Entrepreneurship Summit at IIM Shillong concludes

Emerge’18, the 7th Entrepreneurship summit of IIM Shillong held on 17th & 18th of November hosted entrepreneurs from across the country. Director I/C of the Institute Prof. Keya Sengupta inaugurated the 2 day event. The idea of EmergE “emanated from a strong desire to foster entrepreneurial acumen not only the students of the Institute but across the region. EmergE seeks to celebrate the true spirit of entrepreneurship and provide a platform for sharing ideas among Industry, Academia and Entrepreneurs. The theme for EmergE 2018 is “Embracing Northeast” that resonates with the modern-day startup ideas and intends to mine the opportunities that lie untapped within the serenading lands of Northeast India. “Don’t try to be employed; try to be the employer” was Prof. Keya Sengupta’s message and she also informed that the institutes APJ Abdul Kalam Research Centre for Policy Research & Analysis is constantly working in figuring out ways that would ensure more businesses emanating through facilitation of the Institute.

A number of distinguished speakers also spoke during the event. Mr. Farrhad Acidwalla, Founder of Rockstah Media took the audience through his life journey from an aero modelling enthusiast to a technology aficionado. He advised the young audience to be focused in their thoughts and action and pointedly told them in a simply yet lucid manner “Don’t invest on too many

variables. Keep it simple. Don't talk; just do". Mr Acidwalla told the gathered to-be entrepreneurs to be brave, assuring them that passion is all it takes to be successful.

A workshop was conducted by Ms. Piyul Mukherjee and Ms. Pia Mollback- Verbic from Quipper Research Private Limited. This workshop enlightened the participants about the importance of knowing our end customers in any business and also highlighted the role of "Qualitative Research" in attaining the necessary insights. This session garnered great interaction from the students in reviewing the various business aspects of a brand that they had chosen.

The panel discussion on the emerging trends on Handicrafts brought to the table multiple facets of the handicraft industry and its evolution over the past few decades. Mr. Sandeep Sangaru, Founder of Sangaru Design Objects Pvt. Ltd, Ms. Sona Puri, Co-founder and CEO of The India Craft House, Mr. Dhiraj Thakuria, Managing Director of NEHDC, Mr. Dilip Barooah, Director of Fabric plus Pvt. Ltd and Ms. Sakshi Talwar, Co-Founder of Rugs and Beyond discussed topics such as digitalization, commoditization and branding of handicrafts steering the conversation towards the promotion of the industry in North east India.



Inaugural address by Director I/C , Prof. Keya Sengupta at IIM Shillong's Entrepreneurial Summit 2018

The second day of the summit, which was sponsored by Lakme, VIVO, RedBull, Bank of India, *et al*, began with a panel discussion on Fintech, essentially the connection between fintech and how it is an enabler to do something bigger in financial inclusion. Mr Durlov Baruah, Founder at Kuhipaath (Payment Solution_NorthEast), Mr. Nitin Mathur, Director at TAVAGA, Mr. Anubhav Jain, Co-founder and Head of Risk at Qbera and Mr. Visweshwaran Narasimhan, Assistant VP at FSS touched on a prevalent problem of reluctance of people to adopt apps and services based on financial assistance and then went on to discuss effectiveness of various banking transaction technologies.

The latter half of day 2 saw an expert talk by Mr. Amit Kumar Agarwal, Founder and CEO at NoBroker.com, wherein he shared snippets from his entrepreneurial journey.



Panel Discussion on Emerging Trends on Handicrafts underway during EmergE 2018

Business Plan Competition and Workshop for Start - Ups

The Incubation Center of IIM Shillong organized Business Plan Competition and Workshop for Start - Ups on the 18th November 2018. The session saw lively participation and a lot of business ideas were generated. It is hoped that the youth of the region would put to fruition some of these ideas and create viable business propositions in the near future.



Annual International Sustainability Conference

The 7th edition of SUSCON, the annual conference on sustainability was held at IIM Shillong. SUSCON 7, supported by North Eastern Council (NEC) was woven around the important theme of : 'Community, Conservation and Cooperation'.

The conference is designed to provide a global platform for dialogues and deliberations on various aspects of sustainability from all stakeholders including academicians, business leaders, NGOs, social activists and policymakers.

The Chief Guest of SUSCON 7, Shri. R. Bandyopadhyay, IAS (Retd.), Former Secretary, Ministry of Corporate Affairs, Government of India delivered the inaugural address. He was greatly impressed with the efforts taken by the institute and elaborated on the theme as he recounted his involvement in the formation of law relating to Corporate Social Responsibility (CSR). "Competitiveness, Sustainability and Inclusiveness are the key

components of the Triple Bottom Line approach”, said Mr. Bandyopadhyay as he emphasized the necessity of management education that encompasses components to improve economic profit, save the planet and provide sustainable growth opportunities to the people.



Chief Guest Shri. R. Bandyopadhyay, at the inaugural

Prof. Keya Sengupta, the Director I/C of the Institute, spoke about the sustainability initiatives taken by IIM Shillong. She said that the effort was ensure that students became good managers but importantly better human beings! She highlighted the constitution of Centre for Development of North Eastern Region (CEDNER) which is mandated to deliver programmes relevant to the local community and society of the state and the region.



Mr. Vijay Padaki presenting a watch that was made by HMT for Late President APJ Abdul Kalam to IIM Shillong on behalf of MS Zahed

The Conference Chairman, Prof. Sanjoy Mukherjee introduced the conference and talked about the success of the previous 6 editions. “SUSCON is not just an annual conference but also a continuation of a journey”, and emphasised the need for such a conference citing examples of the literary masterpieces of Martin Heidegger and Bob Dylan towards a sustainable planet.

Mr. Vijay Padaki, of Bangalore Little Theatre and a pioneer faculty of IIM Bangalore presented a custom designed gold pocket watch made for Late Dr. APJ Abdul Kalam The watch was made by HMT when Shri MS Zahed, was working as the Chairman and Managing Director of HMT Limited. Interestingly, Mr Zahed



The custom made watch presented to IIM Shillong by Mr. Vijay Padaki

happened to be a student of Mr. Padaki in the 1974-1976 batch at IIM Bangalore. Unfortunately, before the watch could be presented to Dr Kalam, he passed away in IIM Shillong, and hence the watch was presented for display at IIM Shillong.

The plenary and technical sessions over the next two days focused attention on environmental issues and discussed solutions for concerns related to biodiversity, soil and water.

Podium Sessions



Mr. Rajan Sethuraman, an alumnus of BITS Pilani and IIM Calcutta with over 20 years of experience in multiple sectors such as Oil & Gas, Health & Public Service Industry and Forensic services, was the speaker in the Podium session. Having worn many hats from that of management consultant to client service lead and talent acquisition head, he shared his knowledge and experience with the audience. It may be added that prior to joining Latent View, Mr. Sethuraman has worked in Department of Social Security at Accenture and Forensic practice at KPMG.



Mr. Jyotirmoy Mukherjee, an alumnus of SPJIMR and a payments card industry professional was the other invited speaker at Podium. Mr Mukherjee has held leadership positions in the fields of portfolio management, merchant alliances and partnerships, merchant acquisition, and sales & distribution among others.

OFF BEAT

The Influence of Culture in the New World Order



Present day China is an amalgamation of old world traditions and the new world charm. The two co-exist like the traditional Yin-Yang formula of balance, where we have skyscrapers on one side and heritage buildings on

the other, people's paradoxical affinity for *dimsums* as well as McDonald's.

China today houses a plethora of choices in terms of fashion, food, music, trends, sports, automobiles, engineered and reverse engineered, choices so overwhelming, sometimes it baffles you to understand. 'Is there anything the Chinese can't do?'

The opening up of the Chinese Economy to foreign investment and influence began in earnest from the 1900's, this century onwards the economy really took off, moving at a rapid pace towards holistic development of the economy. The Chinese place a high value on Collectivism, everything they do, much like the Indians, is done in groups. They believe that more can be done and achieved when done together.

While 'Miracle' and 'Communism' bear a certain level of incongruence, China has surprisingly enabled the amalgamation of both these words. Quick, Effective and Efficient are a few words to describe the pace with which the economy has grown in the last few years. It is amazing to see how communism affects even the most personal human interactions, and influences the collectivism in the lives of everyday Chinese citizens since they are born.

As business leaders, it is imperative to understand that your Chinese partners and customers may not define values the same way you do, as for many people, individual accomplishments or desires are still secondary to societal, familial or organizational obligations.

It is a must to understand China's culture before you can strike a conversation with them. By culture I mean having a steady knowledge base on Speaking/Reading/Writing Mandarin, Art, History and Culinary History. Now we have a good base to understand *Guanxi*- Relationship Building, one of the most integral parts of Chinese Culture. It is never 'transactional' with the Chinese, there is an innate predisposition for the Human Touch. Unlike the rest of the world, the Chinese economy as a whole is driven by the "Chinese Dream" The Chinese dream is about realizing the great rejuvenation of the Chinese nation by pursuing the path of peaceful development.

Looking back at the rise of the world's industrialized powers in the past, war had almost always been an indispensable element, but China alone has pursued a development path of peaceful rise in the past 40 years, moving from poverty to affluence and from backwardness to prosperity. This is the most cost-effective development model for a country. This belief system was validated by President Xi, in his internal party meetings when he emphasized on Chinese diplomacy saying, "China's diplomacy must firmly follow the main thread of serving peaceful development and national rejuvenation", in order to support the Chinese dream of great rejuvenation of the Chinese nation. Many people believe this

to be a 'Chinese Miracle', the funny thing is that this was not Manna from heaven but the result of relentless efforts of over 1.3 billion people led by the Communist Party of China. After four extraordinary decades of reform and opening up, China has grown from the tenth largest economy in the world to the second largest economy. Nearly 800 million people have been lifted out of poverty. Chinese people harbor within them a sense of Nationalism and Love for their country, they revere their leader who shall help make the country a Global power-where the world will look to China for everything.

China's political mode will never supplant Democracy, because unlike the latter it does not pretend to be universal, it cannot be exported, however, that is precisely the point. The significance of China's example is not to provide an alternative but a demonstration that alternatives do exist. Being governed under this One-Party Politburo, China has spearheaded into becoming a superpower, starting with the basics. The average Chinese's disposable income is much higher than that of an average Indian. A survey conducted by McKinsey Principals - Fang Gong and Daniel Zipser indicate Chinese consumers are spending on luxury items as well as services, and often do so when traveling abroad, where they sometimes find better prices. The one thing that is different today is that, there is no broad growth across all of the categories or across all of the cities. Parts of China have seen a decline in growth, sometimes even negative growth in some of the categories. Much of the development is in the Eastern Belt of China which is over populated with an ever increasing demand for goods and services. Consumers have a high spending capacity, they are more of Value Seekers rather than Impulsive Buyers. Owing to busier schedules of the urbanites', preference for 'Convenience' has taken top priority among them. This has given rise to 'Convenience stores' which have become the fastest growing retail channels in China.

Global brands are omnipresent, having a higher brand penetration in almost all cities there by gaining a recurring demand to capitalize on, however today Brands realize that they cannot do it alone in a market that is fragmented and would have a need to partner with companies like Alibaba, Tencent and We chat. These deals won't just be about tapping into their powerful marketing and sales channels, but gaining knowledge from their enormous deposits of consumer data.

Moving on towards Artificial Intelligence, China is better equipped and better placed to lead the AI revolution. There is support from the very top in Beijing. Lax attitudes to privacy, incredible amounts of data necessary to feed the AI machine, motivated and cashed-up tech behemoths and millions of patriotic engineers keen to see China lead the world in the field. AI evidenced by the phenomenal usage of Smartphones, has seen consumer's digital footprints widen and deepen. Technologists (for a lack of a better word) infest the markets, each one challenging the intellect of the other making competition severe for local and global brands to establish themselves. This country seems to grow at an unprecedented rate, with things moving so fast, one is caught in a paradox between balancing this need for things to change yet stay the same – a tricky task in any circumstance, fearing when one can possibly slip into oblivion!

China has shown flexibility and an unyielding resolve in its continued pursuit for wealth and power. Today these goals are within reach and China stands on the verge of greatness. It's an incredible investment in the future because people are optimistic, because people are working hard and because they have invested in their future and that of others. The future of businesses grow when it is supported by a dedicated government and a dedicated set of people. One for all, all for one - a maxim aptly fitting! That is what happens when you have a dynamic economy which is confident about its future, all that has been achieved these past remarkable years, have been done so with peace and prosperity .

Tanya Baboo
PGPEX 2017

ALUM SPEAK

Meandered musings of money, alma mater, life & few in-between thoughts



Well it's been a little more than a month since I visited Shillong after 8.5 years. Sounds like a lot of time, but when I had a chance to greet all my sweet old friends & teachers from IIM-Shillong, the theory of relativity in its rudimentary format lent a stillness of time to these 8.5 years!

April 8th 2010, was the day I ventured out from being a student in Shillong to the world outside. Follow your dreams and passion, the elitists & educationalists said. Payback your student loan, said the insecure rational mind.

Since then unto the end of 2015, I had been in 4 jobs, owned a debt-free house built without financial help from my parents, co-owned a start-up, owned a car, had just finished my dive master course for scuba diving and travelled to 12 countries in one calendar year. 'What next': was the question back then, the question now, and perhaps is the perpetual question in our lives. Looking back, I thought I should point out to randomly located personal experiences and see if I could string together some bit of realization.

50km from Jo'berg is nested a 2.3mn year old human fossil (named Ples) in a site called as 'Cradle of mankind'. Next to it was a display room, with a banner placed in it which read "poverty is a by-product of economy". I learnt only undeniable fact. Long back before religion was created (the oldest documented religion is lesser than 6000 years old), the concept of money was born (it's lesser than 4000 years old), humans switched their time luxuriously between hunting, farming and having fun for more than 4.5mn years. After a few weeks later in South Africa, I happened to be in the Nairobi national park nested in the heart of one of Africa's busiest cities. Acres of pristine green pastures, occupied by wildlife and surrounded by a maddening traffic of the Mombasa road. A pride of lions had just completed its hunt & consumed its meal for the day. A herd of deer walked past the pride, without being intimidated. In the year end, I was diving in the pristine islands of Borneo (Sipidan islands), where I could spot a shark or turtle in every 10 minutes. The island by itself

was into abject poverty by the standards of present day society with no reliable access to electricity, internet or ATMs. But there was a smile on the young faces that I met that day. A week back in this year, I happened to dive in another place in the coast of India, Malvan. The coastal town is more popular for the shooting of the movie 'Rangeela' than scuba diving, but what irritated me there was to find an Amazon-delivered package dumped into the sea, besides which were inquisitive fish that were investigating the package with the same efforts that we encircle our placecomm members in the fag end of our PGP programme.

What's the invisible common thread binding these randomly located geographies & people? In a forest like the one located in Nairobi, a group of lions feed on a larger group of deer and the deer in turn feed on a larger population of vegetation. The lions can't eat more than what their stomach allows, and hence a group of deer steadily grows, reproduces and lives upto a later date when the lion hunts it down. Every single week that a lion must live, a deer must die. But if all the deer die in a week, all the lions die the next week! Hence, a natural system of barter exists in the eco-system in the forest of Nairobi, where the existence of deer as well as its timely death is critical to the existence of the lion. Now let's imagine the lions invent the concept of money using a fictionally created currency named "bucks". Each time a lion hunts a deer, it gets awarded a buck even if the lion can't consume the deer at that point of time. The lion assumes that by owning as many bucks as possible, it protects itself from the probability of dying in the medium or long term. It sets out to hunt as many deer as possible in the greed of earning bucks, and securing its own future & the future of its offspring. One fine day, all the deer in the forest would be hunted and the lions would be rich with a bounty of bucks, and no food for its next meal in the forests of Nairobi! Right through the time of Plesupto the time of the Amazon-package dropped in the sea coast of Malvan, we have hedged the risk of the unknown against the concept of money, the formulation & division based on religion, the subservience of classical economy concepts to those based on consumption rather than resource optimization, armed hegemony over natural resources & at times instigating insecurity in the minds of the opposite group of humans. No wonder the investments & savings we make today, is referred in common parlance as a "security". But what does it really secure, when the resources are exhausted (like the deer for the bucks in the forests of Nairobi)?

Coming back to the lions of Nairobi & the sharks in Borneo, what if a small pack of lions learnt to protect a small group of deer to sustain its own race? The intelligent pack of lions would have then stopped being reliant on bucks as a proxy to the actual resources they need to sustain life. Nobody was hungry in Borneo, the external dependence for resources was minimal & the trade balance rested well on the tourism income that the sharks generated for the local community. One advice if I should give my younger self would be to never engage in an inconsequential political debate. Arvind Adiga in the book "White Tiger" states that Indians engaging in political debates in a tea shop is as productive as a group of eunuchs

discussing Kamasutra. Whichever political party comes to power, the constraint of finitely available resources against an infinite ability to produce/mint money would pose massive structural constraints for sustainable & inclusive growth. The best way of defeating wrong policies is to become immune to it. Consume less & grow your own resources, and we then our own policy makers. It's above the apex of Maslow's pyramid, one discovers that the purpose of life is to lead a life of purpose!

The challenge of limited & diminishing resources is a global phenomenon and no organization (neither political nor business) are immune to it. Global corporations are increasingly pressurized by international organizations, regulatory bodies & local communities to not just do business as a business, but also be responsible citizens in containing global warming, avoiding landfills, banning child labor and promoting gender inclusive growth. The SDGs and CoP events are living testimonials to the accelerated focus on shifting back focus on responsible way of doing business. Nonetheless, every bit of bottom line is what justifies the existence of business & invokes the skills we learn at an IIM. Every single cent of cost reduction achieved by the philosophy of circular economy, market penetration achieved by engaging local habitants & inclusive workforce are brownie points to win large government projects and building a respectable corporate brand. It's here that the theme of sustainability resonates well between the corporate & IIM-Shillong. Being in Shillong is a huge strategic advantage for the institute to consult companies that are struggling to make inroads into the North East market. MFIs, FMCG, consumer durables & many other sectors look for advice on entering North East. In the streets of Borneo, a war veteran told me "An unsteady mind fights to establish its legibility, a steady focused mind marches towards building a legacy. The legacy anyhow creates a legibility." We, at IIM-Shillong should perhaps march towards building a legacy for us & for the North-East and not consume our limited resources in establishing our legitimacy as being another good IIM. Together we have and from here on, we must!

DOMINIC A FERNANDO

PGP 2008

Currently working as

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REFLECTIONS

IIM Shillong pays tribute to Late Manjunath Shanmugam on his 13th Death Anniversary

9th November has become synonymous with the fight against corruption and malpractice in business. On this day, the Institute organized a solemn function to pay homage to Mr. Manjunath Shanmugam on his 13th death anniversary, on by conducting a candlelight march. The Institute joined hands with the Manjunath Shanmugam Trust (MST) to undertake the pledge of integrity to fight corruption. The march was preceded by a speech which described the efforts taken by Mr. Manjunath Shanmugam to curb

oil malpractices and inspired us to follow his path of righteousness. The students took a pledge of commitment to uphold integrity at any cost and not succumb to corruption. The candle light march began from IIM Shillong campus to Nongthymmai Presbyterian Church where candles were placed followed by a minute of silence.



Mr. Manjunath, an alumnus of IIM Lucknow, was working to curb oil malpractices. Due to his stand against corruption and dishonesty, he was murdered on 19th November, 2005. Every year, on this very day, students across all IIMs and other B- schools renew their resolve and seek to awaken 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. Mr. Manjunath is a symbol of courage and conviction and an inspiration to the students of the country.. Through this endeavour, students of IIM Shillong, took a vow to honour integrity and fight corruption.

GODSELLERS 8.0

Markathon – Marketing Club of IIM Shillong organized GODSELLERS 8.0 on 28th November 2018. The cold weather, flames off the barbecue, fun games and football fever at Godsellers 8.0 set the campus abuzz as students and guests from all around Shillong witnessed hands-on sales and marketing action at the campus.



RANBHOOMI 2018

Ranbhoomi is an intra college sports competition where students representing their hostel wings compete against each other. Volleyball, Throwball, Basketball, Chess, Carrom Board, Table Tennis, Badminton and Golf were the games played and the wing that won most of the games were declared the winners.



METIER

Papers Published:

Mukherjee, Sanjoy (2018). 'Creativity and Human Excellence in Management Education: A Personal Odyssey' has been published recently in Personnel Today, Half -Yearly Journal of NIPM (National Institute of Personnel Management) Vol. XXXIX, No.1. pp.11-19.



Only I can change my life. No one can do it for me.

Carol Burnett

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ODE

The Cherry Blossoms



*Of things that fell upon me
 situations that caught me from behind
 of lacunae that gripped me
 of demons that scared me*

*for every time - life put me on spot
 The Cherry Blossoms - about 'em I thought*

*'coz they know not only how to blush alone
 but they wither and take pride in that zone
 for each time they fall on floor
 leaving bare the sturdy trunks
 they leave a promise behind
 of coming back with more spunk*

*for every time - you are in doubt
 The Cherry Blossoms - remember they sprout!*

KARANVIR GUPTA
 PGP 2013,



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