



# 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

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### 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

Man is said to distinguish itself from other animals by its ability for abstract thought. Such abstract thought needed to be exchanged with the other and thus language emerged and developed. With language emerging as the vehicle for communication it was only natural that visual representation of thought and thinking also progressed and thus emerged the written word. Interestingly, in addition to the written word, there were also existed other mediums for visual and concrete representation of abstract thought. These found manifestation in painting, tools, crafts, architecture and even human organisational designs. The innate human ability for complex and abstract thinking that were concretised by creating physical manifestations and structures that would serve its needs and aspirations, not just in present times but in the future too. This was the very corner stone of civilization.

Architecture is held up as a prime example of how the human mind operates. It is both a science as well as an art. Though architecture is primarily concerned with the optimization of the use of space, but it must do so with a strong sense of aesthetics and utility. So, buildings that fulfils the practical day to day need of the client should also be aesthetically pleasing and making it nature friendly by maximising use of natural light

and air. These have become standard practices. Gone are the days, when buildings were made to resemble a stacked up pile of match boxes that were an affront not only to the eyes but to practical common sense. Most public buildings today follow the basic principles of green building technology that make use of building material that are eco-friendly as well as make use of technology and design that reduces energy consumption and waste production when the building is being used. The building is designed to blend in with the environment and make the best use of the lay of the land and available climatic conditions. For instance high ceilings and air ducts makes buildings naturally air conditioned while also ensuring adequate ingress of natural light. This not only promotes the health and well being of the users but also drastically reduces energy consumption. Researchers have conclusively proven the detrimental effects of excessive artificial light and air conditioning on human health. World over, the move is to maximise the use of both natural light and natural air flows. The use of building materials and the method of using air gaps in between walls have been used for centuries to make buildings naturally insulated. It does not become too cold in winter, nor too hot in summer. Laurie Baker, the famous architect made it his lifelong mission to learn about ancient building techniques, such as the extensive use of mud blocks, to create buildings that are both economical and ecological. Most of his professional life has been spent in India. His basic principle is "Consider each and every component of your building and ask yourself, "is it necessary?" if the answer is "no" then you don't need to do it. If the answer is "yes" then ask whether the current way of doing it is still the best and most economical." This simple ideology of Mr. Baker made him the person who successfully evolved new ways of construction which were cost-effective and energy-efficient. One is left wondering if the campus of our future would pass Laurie Baker's simple test!

## TIMELINE

### A peep into the PGPEX Alumni Meet

The India Habitat Centre, New Delhi played host to a number of PGPEX Alumni for a get together on the 3rd of August 2019. Alumni from all the batches attended the meet and relived their golden memories while also sharing their practical insights and suggestions for the betterment of the program.



### Vidarbha Management Association comes to Campus

Members of the Vidarbha Management Association, Nagpur, were in the campus from 7th-09th August, 2019 for a programme on General Management and Leadership. The 21 members who attended the training program, were promoters with diverse background ranging from hard core manufacturing to the service sector.

An interesting part of the training program was that the day to day problems and challenges being faced by these industries were brought to the table and various domain specialists from the institute helped in suggesting prescriptive solutions to these.

The Program was coordinated by Prof. Rohit Joshi along with Prof. Sanjita Jaipuria



### India's 73<sup>rd</sup> Independence Day celebration

As the tri colour fluttered in the gentle August breeze and Prof. D. P. Goyal, Director saluted the flag in celebration of the country's 73<sup>rd</sup> Independence Day, the spirit of freedom seemed to pervade the air. It was only apt that he reminded the assembled gathering that it is not enough to express our gratitude to the great freedom fighters who made the dream

of free India possible. One must also be aware of ones own responsibility to the motherland and work heart and should work heart and soul make India great.



### MDP for IOCL Executives

August saw a number of Senior Executives of Indian Oil Corporation Ltd on campus for a training programme on the theme of augmenting General Management skills and Leadership Competencies. Some 37 executives from different sector specializations attended the training program which was coordinated by Prof. Keya Sengupta and Prof Sharad Nath Bhattacharya.



### MDP on "General Management with focus on Project Management and Skill Development" for Officers of A.H & Veterinary, Government of Meghalaya.

A MDP entitled "General Management with focus on Project Management and Skill Development" was organized for Officers of A.H & Veterinary, Govt. of Meghalaya from 20<sup>th</sup>-23<sup>rd</sup> August, 2019 in the Campus. Altogether 20 participants attended the training program. Coordinated by Prof Rohit Joshi and Prof Arindum Mukhopadhyay the training program saw some lively participation sharing of field experience.

The Director of the institute Prof D.P.Goyal reiterated IIM Shillong's commitment to the development of the region and sought greater collaboration with the stake holders.

The Valedictory function had Dr K.B.Sahkhar, Deputy Director of the Veterinary Department as the Guest of Honour.



### Senior Officials BPCL and NRL Visits Campus

Shri D Rajkumar CMD Bharat Petroleum, Shri S K Barua Managing Director Numaligarh Refinery, Prof S Lamare Board Member NRL and officials of NRL visited the campus and held interactions with the with the Director Prof D P Goyal and other officials.



### FREE SOLO premier screening by NATGEO

The premier screening in India of the Oscar-winning documentary Free Solo produced by National Geographic was done in a packed auditorium of IIM Shillong on August 23<sup>rd</sup>. Hailing the prestigious first screening in India, Prof Sanjeeb Kakoty, himself a documentary maker, spoke of the exciting possibility of the IIMS forging a relationship with NATGEO, to document and project the north east to the outside world. Ms. Saachi Dhillon, PR head of National Geographic India agreed to take it forward. The film Free Solo is showcases the journey of professional rock climber Alex Honnold in his attempt to climb the famed El Capitan rock of Yosemite National Park . The film is an inspiration to people who want to defeat hurdles in their path to achieve perfection. Directed by Elizabeth Chai Vasarhelyi and Jimmy Chin, it premiered at the Telluride Film Festival and was also screened at the 2018 Toronto International Film Festival, where it won the People's Choice Award in the Documentaries category.



It was released in the United States on September 28, 2018, where it received positive reviews from critics and grossed over \$21 million. The film received numerous accolades, including winning Best Documentary Feature at the 91st Academy Awards.

The event culminated with a case discussion between the participants of the Institute and mountaineer Mr. Maninder Kohli, who compared the journey of a rock climber with that of a manager and how both can get over impediments through sheer force of perseverance and tenacity.

### AUJASYA the Sino-India Business and HR Conclave held at New Delhi

IIM Shillong hosted its annual flagship Sino-India Business Conclave and HR Summit AUJASYA at India Habitat Centre, New Delhi on the 3<sup>rd</sup> of August, 2019. The Business Conclave, organized under the aegis of the Post Graduate Program for Executives (PGPeX), focused on the themes of 'Sino-India Business Relations - Growth and Challenges', and 'HR Transformation in Contemporary Business Environment'.

The Conclave witnessed insightful discussions with the Sino-Indian business stalwarts, HR Leaders and industry experts. It was organized in the backdrop of the recent return of the participants from China and marked the culmination of the experience the participants acquired during their Immersion. facilitating

The first keynote address was delivered by Mr. Santosh Pai, Visiting Faculty, IIM Shillong and Partner, Link Legal Law Services of India. He spoke about "Sino-Indian Business Relations - Drivers and Roadmap". He examined Sino-India Business Relations in a 100 year time frame, and remarked that "China is Complex, China is Crucial".

The next keynote address on "Digital Revolution- Emerging leadership and path ahead", was delivered by Mr. Ambarish Dasgupta, Senior Partner, Intueri Consulting LLP, and Principal Adviser, West Bengal Government, Former Senior Partner, KPMG and PwC.



Mr. Alen Wang, Managing Director of China Telecom (India) Pvt Ltd, Chief Representative of SAARC & Head of Chinese Chamber of Commerce in India enlightened spoke on the theme "The demand for talent during the localization of Chinese Enterprise", highlighting the perfect sutra to assimilate the contextual realities.

A panel discussions, moderated by Prof Sanjeeb Kakoty on the theme of "The need for the cross-industrial ecosystem for India and China," and "HR transformation in Contemporary Business Environment." was also conducted.

## FIT INDIA MOVEMENT Campaign Launch live screening at IIM Shillong

The birth anniversary of the wizard of Indian hockey, Major Dhyan Chand, is celebrated as the National Sports Day. This year, the day became the start of a new era. A healthier and fitter India! Hon'ble Prime Minister Shri. Narendra Modi launched the nation-wide 'Fit India Movement', through a function in Delhi, that was telecast live. Members of the IIMS family, led by its Director, Prof D.P.Goyal, gathered in large numbers at the auditorium to watch the live screening.

Earlier in the day, Sports Committee organized warm up exercises and stretch ups followed by fitness walks and runs. In fact, IIMS has always focused on sports and physical activities as a part of holistic development of the student life. The 'Fit India Movement' and the events organized in line have further bolstered the initiative towards a fit and vibrant life for the students.

## METIER

- Prof Sanjoy Mukherjee and Anindo Bhattacharjee's paper titled 'Spirituality, Mindfulness and Ethical Leadership: Indian Insights' was published in the Book titled 'Consciousness in Management (Volume 1)' edited by Elizabeth Denley and Tejinder Kaur from Heartfulness Education Trust, Telengana, in August 2019.
- Nikhil Dhakate and Prof Rohit Joshi 's paper *Applying Value Stream Mapping for efficiency improvement of Organ Donation Process in Hospitals: Evidence from India* received the best paper award in the 3<sup>rd</sup> Conference of Aston India Centre for applied research,

## OFF BEAT

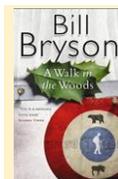
### Rhymes of Freedom

On the 73rd Independence Anniversary of India, Nayyer Khan and Uma Kumari, students of IIM Shillong, enthused the gathering with their passionate recitals of their self-composed poems *Swatantrata Ke Baandh* and *Azadi Ka Parv*, respectively.

*Swatantrata Ke Baandh*, which means Confines of Freedom, reminded everyone that independence meant just not being free from someone's shackles, rather an invitation to change decadent conventions. The Indian Independence Movement also saw Gandhi Ji lead a movement for Women Emancipation while Satyagraha also meant freedom from self-constructed walls of fear. In the present age of innovation, we need to break free from self created confines of minds and awaken the sense of Freedom and rise above narrow differences. *AzadikaParv*, or The Freedom Celebration, was an attempt to ignite the sense of belonging and commitment towards our nation. Though we all celebrate independence, the ritual is simply not enough. We have to commit

ourselves and work towards the dreams of our martyrs and freedom fighters and respect their sacrifices. The poem was an appeal to the countrymen to come forward and take sincere initiatives.

## From the Bookshelf



### Book Review

***A Walk in the Woods* by Bill Bryson**

**Black Swan Publication 1998**

*A Walk in the Woods: Rediscovering America on the Appalachian Trail* authored by Bill Bryson is an amazing book. Though belonging to the genre of non-fiction it actually reads like a fiction! Largely autobiographical, the book takes readers for a walk the famous Appalachian Trail accompanied by his friend Stephen Katz. Interestingly, the books dedication reads "to Katz, of course" Though written in an easy, humorous and languid style there is no denying that a love for the wild and a respect for nature is in ample evidence. Bryson goes into interesting details trying to present to the readers not only the history of the Appalachian Trail but also delves into culture and ecology, wildlife, plants, habitats and of course people.

Though not in the best of physical condition and largely unaware of the difficulties that they will have to endure, Bryson and his old friend Katz embark on a difficult trek from Georgia. They find the requisite equipment both costly and cumbersome which pales in comparison to their own physical condition especially Katz who is not only overweight and a recovering alcoholic, but with a strong temperament! A few days into their trek they decide to travel light which means getting rid of extra food and equipment which presents their own set of problems on the way!

In sum, the book is an interesting insight into the working of the human mind in the face of physical pain and adversity. Though the trouble that the trekkers subject themselves are of their own will it none the less does not diminish in any way the trial and tribulation of the trip, not the process of self-discovery that is set in motion in the journey.

**Prof Sanjeeb Kakoty**

## ALUM SPEAK

### Off Plan but on Course!

When I quit my first job back in September 2015, I had a very clear agenda in mind. I was very focused in prepping for the CAT, I was on the lookout to work a management role to get a feel of what exactly I am getting into and I was targeting to get into an IIM. I had planned out my 5 year plan (I still have that drawn up in my 2015 diary) and I was determined to achieve everything on time and ensure that I enter 2020 with all my hopes and dreams fulfilled.

Before I continue this story, let me give you a brief background of myself. I graduated in 2014 with a computer science engineering degree and I was one of the nerdy coders in my college. I then joined Accenture where I started my coding career and I was super excited that I will get to do what I love for the rest of my life. Exactly

one year later, I realised that I am not really someone who can do a 9-5 job which borders on redundancy and that I need something that continuously pushes me into bettering myself every day. So I took out my diary one night, and devised my 5 year plan and then put in my resignation the next day. And this is what my plan looked like:

2015: CAT

2016: Getting into an IIM

2017: Getting the best marketing internship

2018: Landing best possible marketing job there is

2019: Be the best in my job and establish a name for myself

2020: Ride into my happily ever after

I still remember when one of my interviewers in my IIM Shillong panel asked me, after I had very confidently explained to them my aforementioned plan, that this seems very generalized, do you have anything special in mind? And I was prompt enough to answer, "Well yes sir. I want to be the best marketer the fashion industry has seen!"

I have always had a very high interest in fashion and that had always been my dream industry. I used to dream of me dressed up in fancy corporate attire, working my way up in this industry of glamour and get out of my shell and become someone everyone knows.

2018, I was all set to make my debut but the universe had something planned for me. In a surprising turn of events and my determination to not saying no to try anything, I landed my first marketing job with Bharat Petroleum Corporation Limited. When I went for the interview, I was not even expecting a PSU would hire me as even I felt like I won't really be a good fit for them. But then I did, and few months later I was posted in Delhi in their Industrial Lubricants division.

Now if I had a dime for every time someone has made fun of me for marketing lubricants (yes, it's exactly how it sounds), I would be so rich, I wouldn't even be needing a job right now. But I think this job has given me something much more than just money.

I always thought working in a PSU would mean an easy going job with not much to do then some paper work and even I kept feeling like this will exactly end up like Accenture for me and that I have fallen in the same trap again. But my experience here has been completely contrary. I don't know how other PSUs work, but BPCL has kept me on my toes ever since I have joined them.

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My dad once told me, to become a marketer, you first need to be a sales person. You need to be on field day and night, summer or winter and sell a product you believe in. Only then you will earn the right to be a part of a team which makes the decision to market it.

I have gone door to door, be it factories or other establishments. At times gate crashing my way to have discussion with customers about their lubricant requirements! There have been times where I don't get an entry, times when I get one but then keep waiting for the elusive customers and at other times have my offers rejected. Those times felt humiliating. To be very honest, it used to kill me at first. But often, after a week or two, a simple phone call would reverse my earlier disappointment with the words "We would like to place an order to try out your product". This, my friends is the highlight of my day. Every one time an order is placed trumps those 20 times I have been rejected, and after completing one year in BPCL, I have realised that this is exactly the thrill I had been chasing all my life.

I am busy all the time, either chasing after customers or getting them discounts or value added services or getting the end to end process of the order getting placed to getting it delivered to them on time. But at the end of the day I realise, that a system has been put in place where those customers need me as much as I need them. And as they say, "To love and to be loved, is the greatest feeling out of all."

I jumped from wanting to be a fashion marketer at some hot shot clothing company to loving my job of selling lubricants for a PSU, and I don't regret a single day of it. It doesn't mean I have forgotten my dream, I will still work towards it, but before I get there I have promised myself that I will take all the learning that I can from what I have and use it to be where I want to be.

I would like to just like to end by giving a small piece of advice to my readers. Don't be scared of pursuing your dreams. Nobody says it's going to be easy and it's definitely not going to come to you exactly the way you want. But embrace whatever opportunity you get with open arms and most importantly an open mind. No job is beneath you, it is all an experience to make you grow as a person. Always try to be the best in what you do, and the best of it will most definitely come to you.

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