



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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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

It may be argued that of all the revolutions witnessed by the modern world perhaps the credit of exerting the most abiding socio-economic impact, was the French Revolution. The importance of the French Revolution lay not only in the cardinal principles that it espoused, that of LIBERTY, EQUALITY AND FRATERNITY, but the fact that these ideals succeeded in laying the foundation of a new world order. There has been no looking back from these principles ever since. For a generation that has come to accept democracy as its birth right, it may seem incredible that these three simple watchwords of the French Revolution could act as a catalyst for tremendous socio-political upheaval and change. But it has to be remembered that were revolutionary concepts at a time when Kings were supposed to be of divine descent and the concept of merit did not exist. Society was divided into distinct classes with specific and fixed privileges for each. The highly stratified socio economic system was both inequitable, discriminatory and worse rigid and inviolable. The inequitable nature of the Social

system coupled by the fact that there was no social mobility created a situation that was highly conducive for the outbreak of the revolution. As one writer put it: *as the doors were closed everywhere, the only option was to break them!* A new era of democracy that was ushered in succeeded in creating a system of problem resolution through dialogue and discussion and these new concepts exerted tremendous influence in many parts of the world. In addition to the ideals of liberty, equality and fraternity also gave rise to the concept of constitutional democracies and the rule of law. Many countries moved towards abolishing monarchies altogether while others led by Great Britain introduced the concept of constitutional Monarchy, which is an anachronism, as it reduced the monarch to the position of a titular or ceremonial head without any real power. However, aspiring democracies from around the world, including France, discovered that achieving the stated goal of Liberty, Equality and Fraternity was an extremely difficult task. While old class structures were demolished new interest groups emerged, numerous legislative acts and constitutional provisions that were designed to set right historical wrongs through positive discrimination ended up becoming highly discriminatory and contradictory for the other side. Perhaps it is time to remember the principle that two wrongs cannot make a right and the experiment of positive discrimination may have outlived its utility. It is incumbent on the state to ensure that laws and practices that have outlived their purpose are debated and discussed and modified or done away with. The basic principles of democracy that India stands committed to emulate has to be based on meritocracy and the democratic state owes it to itself to ensure that it will create the necessary conditions to ensure prevalence of liberty, equality and fraternity in its true form and in all aspects of life.

TIMELINE

IIM-Shillong remembers Dr. Kalam on his 4th Death Anniversary

Bharat Ratna Dr APJ Abdul Kalam was fondly remembered at IIM Shillong on his fourth death anniversary. Also known as the Missile Man of India, President Kalam breathed his last while delivering a lecture at the institute. Remembering him and extolling the students to emulate his virtues, a public function was held at the campus where homage was paid through a floral tribute and a candle lighting ceremony.

Cross sections of people including children of all age groups kept trickling in to pay tribute to Dr. Kalam in remembrance of his teachings and legacy. The light evening drizzle provided an endearing and solemn ambiance to the memorial.



MDP on “General Management with special emphasis on Leadership Competencies” for Executives of IOCL.

A MDP on “General Management with emphasis on Leadership Competencies” was organized on campus for Senior Executives of Indian Oil Corporation Ltd from 22nd-27th July, 2019. Altogether 30 participants attended the training program.

The program was inaugurated by Prof Harsh Vardhan Samalia (Chairman-MDP and Consultancy) who set the tone with his welcome address. The Program Director(s) for the programme consisted of Prof Keya Sengupta along with Prof Basav Roychoudhury.

The 6 days training program was facilitated by in house faculty. The methodology included Case studies, Classroom Lectures and Management Games. The participants from different regions of the country and from varied back ground and functions added diversity as well as encouraged peer learning thereby enriching the training program.



STUDENTS OF IIM SHILLONG LEARN FIRST HAND FROM FATHER OF THE SMART VILLAGE MOVEMENT

The application of knowledge and technology to transform rural lives led to the development of the smart village concept. One of the pioneers of this thinking has been the American professor of business and the Executive Director of the Garwood Center for Corporate Innovation at the Haas School of Business at the University of California, Berkeley, Prof. Solomon Darwin. Credited with conceiving the Smart Village Movement and for developing "smart village frameworks" for rural villages, Prof Solomon has worked with numerous state governments in India including Andhra Pradesh, Gujarat, and Arunachal.



Prof Solomon along with a group of students were on a visit to Shillong to explore the possibility of initiating the Smart Village Movement in Meghalaya. In this regard, he along with Mr Sampath Kumar, IAS and Commissioner & Secretary to the Chief Minister, Govt. of Meghalaya visited the institute and held discussions. Prof. Darwin also addressed the students of IIM Shillong through an explicit and engaging presentation on *Innovation & The Smart Village Movement* and succinctly observed that global problems called for a human response. These problems demand solutions to stimulate human creativity, to create opportunities thereby expanding markets, for which collaboration is required. He highlighted the current global problems as being Poverty, Inequality, Urbanization and disparities in opportunities of rural communities or villages as the key concerns.

The audience were also treated to a beautiful video on Mori Village of Andhra Pradesh which is acknowledged as India's first ever smart village brought to shape through Berkeley's direct intervention under his leadership.



Congratulating Prof Darwin on his valuable initiative and thanking UC, Berkeley and the Govt. of Meghalaya for showing keen interest in collaborating with IIM Shillong, Director of IIM Shillong Prof D.P. Goyal expressed his desire to further the engagement through a comprehensive memorandum of understanding. He also expressed his appreciation of the offer made by the Principal Secretary Mr Sampath Kumar regarding internship opportunities for IIM students with the Govt. of Meghalaya.

FROM THE BOOK SHELF



**Harper Collins
Publication**
2009

With design thinking gaining wide currency as an area of interest, the book *Change by Design* by Tim Brown has become a must read. Professionally an industrial designer, the author has over the years not only been a practitioner but a prolific writer and one of the foremost advocates of the concept of design thinking. He heads the hugely successful design and innovation firm IDEO.

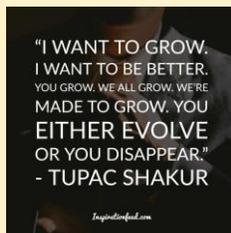
The book, *Change by Design* introduces the uninitiated to the fascinating world design thinking and how it can be used to create mechanisms to achieve desired results. With his lucid language and engaging style Brown succeeds in driving home the point that the methods can be used by almost everyone to design both a structure as well as a game plan to enable goal conversion and success. He emphasizes the fact that business and industry requires the convergence of both analytic thinking along with creative thinking which would result in design thinking. If done right, the method has the potential to open the window of opportunity to amazing explorations and discoveries. He underscores the need to cultivate the ability to work in interdisciplinary team and capitalize on the strength of multiple perspectives. By extension, he emphasizes that to be a good design thinker one should also be knowledgeable about other fields along with a deep understanding of their specializations.

With examples and cases drawn up from IDEO, the reader is taken through a fascinating journey of the practical aspects of applied design thinking. Probably the most powerful example used in the book is that of the Great Western Railway, a shining example of Victorian engineer Isambard Kingdom Brunel's invention of the railway which was a world changing innovation. In contrast much of popular design today is confined to the narrow ambit of aesthetics and image. Brown emphasizes that design thinking is human centered and integrates technology, society and economics, but starts with the human. A fascinating book indeed!

Prof. Sanjeeb Kakoty

METIER

Mandal, P.C. (2019). Public Policy Issues in Pricing: Strategies and Initiatives, *International Journal of Applied Management Theory and Research*, 1(2), 17-30.



OFF BEAT

When time demands too much from you, the best thing you can do is to relax

Everyone experiences moments of happiness, joy and sorrow during their lifetime. But the question that one keeps pondering over is to what extent we should be concerned about others. Is every time the right answer? Sometimes? Or as per our requirement? If done as per our requirement, it may portray us as selfish individuals. However, such situations often appear in front of us and more often than not we are clueless and confusion just takes over our mental space. What if I say that there is a simple hack to this problem? Such situations are hard to avoid every time and so we should learn to deal with it and that too in the right way! Firstly, we should avoid inconsistencies in our behavior and keep our life principles intact. Keeping a positive attitude is important without giving a thought what would others think about you. We all must have created either a priority list sometime or other during our course of life. Especially when we have a big to-do list and we are confused how to start that work without procrastination! Creating a priority list for your life events as to what is in your control and what is not certainly helps. What people say is not in your control nor you can do, something about it; then why worry? And on the other side if something is in your control and you can do something about it; then why worry? Sounds weird but that's the reality of life. Getting worried doesn't give you a solution to any problem so the second principle is don't worry. Using the second principle, you can form the third principle which is forming a circle of concern and circle of influence. Circle of concern refers to the tasks and activities, which are our priority and requires immediate attention from our side. If these activities or events bother us too much, you may go back to the second principle and trust me you will see a clear pathways as to how to go about it. Circle of Influence refers to the tasks and activities, which affect us but those are not our priority or maybe we may have to focus on those events. And now the important task that these tasks and events will keep moving in and out of each circles but the best part would be that the individual will be able to focus on the important tasks lying at their hand and may let their mind space be occupied with any irrelevant thought and the ultimate goal of being positive will be achieved unconsciously. There is a good thing about writing that when you pen down your random thoughts running inside your mind, the mind relaxes and automatically gets time and space to fill it with new thoughts. You will soon realize that the events which are not in control may lie in your circle of influence but with time get either automatically resolved or just vanish from your to do list.

This is one of the best way to grab opportunities available in the external environment churning out the negative thoughts and keep your life simple. Even if you do not trust me it costs nothing to give it a try and see the magic happening!



Apoorva Bansal
PGP 2018-20

ALUM SPEAK

The city where dreams come true

What is freedom of the mind? Every morning when I set my foot out into the biggest metropolitan of the country – Mumbai, this question hits me in the face. Even though the constitution of India tries hard to ensure the physical freedom of each citizen of the republic, it is the un-freedom of the mind that bothers me. In the race of survival, it seems like people of the city of dreams have forgotten to sleep in the first place.

Indians are not of the racist kind. I mean we can pass a religious decree banning women from entering temples, we continue to follow the caste system while deciding who should apply for the job of a gutter cleaner, but we never discriminate someone on the basis of their skin color. The reason might be that almost all of us lie in the brown complexion category so every other person looks like our brother. But whatever be the reason, we know that Indians are not racist. True embodiment of this inclusivity is the Mumbai Local. The train service works almost 24 hours a day and it has not even once asked any passenger to not board because it is full. With open arms and sweat scented coaches, it welcomes more and more people onboard. Only one rule is followed by the train service; the inflow of passengers has to always be greater than the outflow. I can go on complaining about the sheer number of people who use the local trains, let me tell you one thing – I am extremely grateful to the service. Someday I wish to walk up to the pilot of the train and give him a hug because had he not been on time, my ass and of millions other's would have been on fire every single day. Mumbai Local truly lives up to the title of being the lifeline of the city.

For three months, love and rains engulf the air of the city. Once in a while, sitting in the cubicle, I dare to sneak a peek through the glass window of the CEO's cabin. The city and the sea beyond look majestic behind the sparkling droplets of rain. Reality only begins to set in when at around seven in the evening, we intentionally place our foot in a puddle of water right outside the office. Rains stay in the things I like for only as long as I reach home from office without getting wet. But God always has bigger plans when it rains like no autos willing to go to my place, splashing of water by a speeding car, breaking of the umbrella while walking to the station, all ensuring that rain goes in the 'things on the verge of hating' list. Though, I should not forget that it is only this rain that ensures clean water to billions of people. I just wish that administration and people were well prepared across the country to save as much rainwater

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as possible and also protect the people in Assam and Bihar from unexpected floods.

On a fine night, if it is not raining, the reflection of the moon in the sea is one of the most beautiful sight the city beholds. The next minute if you close your eyes, you can hear the water hitting the shores of marine drive. One should visit the beach after midnight. While right in front lies the vast expanse of once unknown world, if we drop our line of sight by forty five degrees we can see people with unknown future. Entire families can be found sleeping on the footpath right next to the sea. This is when the city shows you reality one more time. We can watch multiple videos on the YouTube that motivate us to make a life of our own. To drop our current jobs and go out in search of work we truly love. I might fall in the category of people who can take this plunge and not shake up the economics of his family, those sleeping on the floor definitely cannot. Moments like these teach us to be grateful for what we have because there are many who can't even afford a pair of shoes, let alone a matching one.

Many believe that India's biggest asset is its vast population. At the same point of time, this vast population becomes the biggest liability as well. While the city has the highest tax-payers, it also has the highest number of people to support. The difference of asset and liability gets created by the level of education. But somehow this city defies it all. It feeds millions of people and in return asks for toil and sweat. If a person is willing to put in his effort and time, he will survive in this city. I think the dreams in the title of the city refers to the Great Indian Dream of earning enough to have dinner each night. I know not all dreams come true, but at least the city gives a chance to try making them a reality.

From Chandigarh to Shillong, Udaipur to Bangalore, each city has its own charm. Mumbai gets its charm from the chaos of colors that take place on its palette and result in a masterpiece on the canvas.



Shubham Singh
PGP 2017-19
Manager, Essar Group



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