

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

The recently published report by OXFAM on the wealth distribution in India and the world reveals a curious picture. The report said that last year, the Indian billionaires saw their wealth increase by Rs.2,200 crore a day. This resulted in a situation where the top 1 per cent of the richest got wealthier by 39 per cent as against a 3 per cent increase for the lower section of Indians. It was also interesting to see that the top 10 per cent of the population owned 77.4 per cent of the total national wealth. The wealth pyramid gets even narrower at the top where the top 1 per cent owning 51.53 per cent of the national wealth. The bottom 60 per cent, accounted for 4.8 per cent of it. Wealth of top 9 billionaires is equivalent to the wealth of the bottom 50 per cent of the population! Amazing statistics that needs to be seriously reflected and acted upon.

When these statistics are read along with certain figures of the 2011 census the picture becomes even more stark. It reveals that some 61% of the Indian population is dependent on agriculture but the income from this sector has remained static or even fallen. It is interesting to note that in 2017 the agriculture sector contributed 15.45% to the GDP, while the share of the Industry sector was 26.16 %

and Services sector accounted for 48.93% of the national income.

In other words, the large mass of people who are dependent on agriculture are not getting remunerated adequately and hence there is urgent need for intervention. The question is what form would this intervention take place? Probably this would have to take place in terms of building up the individual in terms of knowledge, attitude and skills followed by support systems and introduction of appropriate technology. The lacunae so far has been piecemeal interventions that have focussed on certain select aspects. In order to provide thought and action leadership that would help India overcome this problem, the Indian Institutes of Management were conceived. These institutes were supposed to inculcate the values and the vision along with capability to provide leadership. Curiously, in the recent past, the IIM's began to run a race along with B Schools, though for all practical purpose they were a notch higher by being at the level of Management Institutes and not Business Management Institutes. The confusion as to whether the tile MBA would be appropriate to IIM's is another question that is yet to be resolved.

There is no justifiable reason why the largest employer of the country, the agriculture sector should continue to languish. Probably that is why IIM A had initially concentrated on Agri Business Management as its core focus. There is more to life than Business and there is more to business than profits! For instance if we could seek from India's richest 1 per cent a mere 0.5 per cent extra tax on their wealth, it could potentially raise enough money to increase the government spending on health by 50 per cent! Shall we start the dialogue?

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TIMELINE

ICICI Bank – Beat the Curve

IIMShillong is proud to congratulate PGP17 students Raghav Agarwal and Amit Kumar Das for being the national finalists of ICICI Bank's campus competition - Beat the Curve. We wish them success in all their endeavors ahead.



Reliance Industries Limited - The Ultimate Pitch 4.0

IIMShillong congratulates the Zonal Face-Off winners and National Finalists of 'The Ultimate Pitch 4.0' conducted by Reliance Industries Limited.



Study Abroad Programme 2018-19 – IÉSEG School of Management, Paris

The students of PGP program underwent a short course titled "Doing Business in Europe" at IÉSEG School of Management, Paris. The course that commenced on 27th December 2018 comprised of various subjects such as Intercultural Management, European Financial Markets, Strategy and Innovation, Luxury Management and Fashion Communication.

The group of 16 students from PGP18 also had the opportunity of visiting

- **La Caverne** - The first organic underground farm in Paris which is located under a building of 300 social housing units in an under-privileged area
- **Cécile et Jeanne** – A fashion jewellery store that was founded in 1990 by Jeanne and her brother Elie where the students were able to watch the craftsmen work live

- **Galleries Lafayette** – An upmarket French department store chain that had the outlets of all high-end brands

-as a part of the business visits.

Situated at La Défense, a major business district, the students attended the lectures in both the campuses one of which is the modern campus situated in the 27th floor of Grande Arche. The professors had engaging discussions with the students imparting their management expertise and guided outside the classroom as well to make their stay comfortable. All arrangements with respect to the students' lodging and local transportation for the business visits were taken care by the institute.

Prof. Jacob Vakkayil, Academic Director - International MBA, IÉSEG School of Management expressed his happiness in hosting the students of IIM Shillong and he also promised to tailor the course structure every year to benefit the future batches that would strengthen the relationship between both the institutions.

The pedagogy involved case-based discussions more relating to French companies that had their presence in India. The major takeaways include

- Understanding the European culture and intricacies of doing business
- Learning more about the fashion industry and luxury brand market
- Comprehending European trade market and history of trading with Asia
- Gaining an idea about the strategies adopted by companies pre and post Brexit

Aarushi Bohra from PGP18 while talking about the Study Abroad Program said that, "I had a few apprehensions about going to Paris for the program. But the courses that were offered, learning I had and the expertise of the faculties proved to be insightful and eye-



and the expertise of the faculties proved to be insightful and eye-opening". Shobhit Chandak quoted that, "This course was very exciting and getting to learn 5 subjects within a span of 10 days was fascinating".

During the weekends, the students also got to visit neighboring countries such as Belgium, Netherlands, Spain, Germany and Italy. Learning to adapt to new languages, new culture and extreme weather conditions made the whole trip more challenging and exciting. The students returned back to India once the course ended successfully on 11th January 2019.

Republic Day celebrations at IIM Shillong

Celebrating the country's 70th Republic Day, IIM Shillong witnessed exuberant participation of its fraternity at its current Mayurbhanj Palace campus. Prof Keya Sengupta, Director in charge of the Institute hoisted the National Flag at 08:30 am in presence of Students, Faculties, Officers, Staffs and the security personnel. Prof Sengupta while addressing the gathering said, "This is an occasion for celebrating but at the same time it is an occasion for contemplation. As we say in management, working on the action plan for the future." Prof Sengupta went on to highlight the achievements of faculties and students, saying, "Through each passing year we strive towards making the Institute even better than before." The event, which commenced with hoisting of the National Flag, came to a beautiful end with two students rendering self-composed poems named, "An ode to the Constitution" and "Padchinh", which talked about the last moments of a martyr. The event ended on a high note leaving the students with a renewed sense of responsibility towards the Institute and the country. The celebration of the day continued with students taking advantage of a bright day and participating in kite flying amongst other activities.



Sarvottam Jeevan Raksha Padak to Late Kaustubh Bhagwan Tarmale (PGP 17-19 Batch)



Late Kaustubh Bhagwan Tarmale, a PGP Student of 2017-19 batch has been posthumously honoured with the Sarvottam Jeevan Raksha Padak by Shri Ram Nath Kovind, President of India on 26th January 2019. The Sarvottam Jeevan Raksha Padak

is a civilian lifesaving award presented by the Government of India. It was established on 30 September 1961 and it was originally called the Jeevan Raksha Padak, Class I. Kaustubh had earlier on 12th May 2018 sacrificed his life courageously trying to save three

of his cousins from drowning in the Bhatsa river.

The Jeevan Raksha Padak series of awards are conferred for the meritorious act of human nature in saving the life of a person. It is awarded for "courage and promptitude in saving life under circumstances of grave bodily injury to the rescuer". They are given under three categories: Sarvottam Jeevan Raksha Padak, Uttam Jeevan Raksha Padak and Jeevan Raksha Padak. People of all walks of life are eligible for these awards. Kaustubh was one among the 8 who were awarded this Sarvottam Jeevan Raksha Padak. The students of IIM Shillong had actively supported in filing the nominations for the award. IIM Shillong fraternity is touched by this brave act of Kaustubh and takes pride and honour for the award conferred to him.

E-Cell has launched 'Entrepreneurs Unplugged'

The E-Cell of IIM Shillong, i-CUBE has launched 'Entrepreneurs Unplugged' - a video interaction series featuring experts sharing their insights about entrepreneurship, startup ecosystem and much more. The idea is to come up with a video once a month. The first episode featured Amit Kumar Agrawal, Co-founder and CEO of NoBroker.

Summer Placements successfully completed at IIM Shillong

IIM Shillong has successfully concluded summer placements for the 2018-20 batch, with the highest stipend of Rs. 3 lakhs and an average stipend of Rs. 1.12 lakhs. The top 20% and top 50% of the batch secured an average stipend of Rs. 2.44 lakhs and Rs. 1.7 lakhs respectively. The summer placement season at IIM Shillong witnessed participation from a total of 54 recruiters.

Prominent regular recruiters include Aditya Birla Group, Amazon, BPCL, Deloitte USI, Fidelity Investments, Google, HSBC Bank, ICICI Bank, ITC, JSW Group, Nomura Investment Bank, TATA Motors, TATA Steel, Titan, ValueLabs and Yes Bank.

First-time recruiters this year include AB InBev, Bajaj Finserv, Cipla, DE Shaw, Emami, GMM Pfaudler, Goldman Sachs, Henkel, Maruti, Pidilite, TATA Capital, TIW Private Equity, Ultratech, United Breweries and Xiaomi.

While IIMShillong continued to strengthen its hold on Consulting, Finance, General Management, and Sales & Marketing, the offers in Human Resources and Operations observed a huge jump this year, with 60% increase in the number of offers made in operations and 125% increase in the highest stipend offered in Human Resources.

Amazon, Deloitte USI, HDFC Bank, Pidilite, and TATA Steel made the maximum number of offers this year.

OFF BEAT

God's Day Out



"Chitragupt ji, It's been a couple of centuries since I visited my dear ones on Earth. They must be missing me!" said God while enjoying a serving of waldorf salad. The blue planet is filled

reduced significantly in the past few decades, but on the other the number of requests by visitors has increased manifolds. One data point with a significant growth rate is the number of people who believe that humans came from monkeys! I still remember the day you were carving humans out of clay... O' the great old days". Both God and his trusted CEO looked at each other with a faint smile on their faces. In a deep, loud and powerful voice, God declared. "Let the people of planet Earth know that I, God, will be coming to their planet on the 1st of next month. I will first visit my old pals in Vatican, followed by my visit to the Big Apple and will end my trip in Varanasi."

The following morning, news agencies across the globe received an email from the email id 'declaration@god.com". The entire world came on a standstill. Before the news agencies could report this event, they decided to consult the governments across the world. The United Nations scheduled an urgent meeting and all the member nations except China attended it. In the meeting it was concluded that the mail was a proclamation of terrorism and not an actual declaration from God. The Indian diplomats swiftly pointed fingers towards Pakistan for propagating such Nuisance and requested the governments across the globe to take strict action. Pakistanis in turn blamed India for plotting the whole thing in an attempt to deface their country. Italians soon left the meeting to hold another one with the EU nations and ask for help in this possibility of a terrorist attack. The Americans were the most proactive ones. They immediately declared a state of war in their country and shipped hundreds of their soldiers to the Chinese border. Their President believed that the absence of China from that meeting was more than enough evidence of its involvement in this future attack.

Soon, news agencies broadcasted the situation everywhere. The Chinese decided to intercept the American warships in the Indian Ocean. Nations like Japan, Russia, UK, France and Germany too joined the Americans for they were afraid they might be the next ones on target. The Italian prime minister was still going door to door asking for help but because of the country's huge debt still

lying around, no one thought them as worthy of saving. Indians decided to block the telecast of the Pakistani serials in India and in reciprocation, all Indian shows were banned in Pakistan. Politicians in both the countries were busy making bold speeches on Nationalism and doing nothing else. No one suspected that this mail could actually be from God himself. Although suddenly the amount of milk being poured over God's idols increased to a whopping three hundred percent! The Catholics were praying day and night while the people of New York got busy making even more money. Slowly the days went by and the fear of the inevitable grew to its maximum limit.

While the world was busy fighting and worrying, up above the clouds God was getting ready for his visit to Earth. He got so busy in the preparation of his visit that he completely forgot to even check on the earthlings for once. At 9 o'clock the morning of 1st February, when he landed on his motorboat in Vatican, he was surprised to see the aftermath of riots everywhere. Upon some inquiry he got to know that because no country came forward to help Vatican, people here assumed the worst was going to happen. As a result they leaped onto anything they could get their hands on and left the city. Those who could survived, rest perished. God could not believe his eyes. Angrily, he asked Chitragupt, "What message did you send them?". Chitragupt went through the mail and assured God that he had very carefully given the entire itenary of the visit to every possible broadcaster. Sad at the sight in front of him, God got into his motorboat and left for the next destination, New York city.

A mile from the boundary of the city, God started noticing a faint pungent smell in the air. He saw a lot of people on the streets but only a few were moving. Scared by the thought of another riot, he immediately landed at Times Square. Everywhere people were lying on the ground. Some had funny hats, while others were wearing dresses painted with their own vomit. The place was a mess. God saw a man crossing the traffic signal and rushed towards him. "What happened here?", he asked. The man looked at God as if he was from a different planet and said, "How the hell can you be so sober? Did you not take part in the end of world party? Sad man, so sad". God left him and started thinking. Meanwhile, Chitragupt went around and got some information. "My Lord, these people you see lying around are not dead. They are rather sleeping after partying whole night. These people got the news that the world was going crazy about this terrorist attack and they decided to rip out each and every penny from them. Now, because in our mail New York was also a destination, these guys

assumed that the Chinese would blow up this city. So all the people decided to have one last 'greatest party of their life'. Though I still don't understand why the Chinese would blow this city up?" he explained.

Hoping to have a better experience in india, they left for Varanasi. As they reached India, they were shocked. The entire Ganga was filled with lamps, oil, flowers and plants. Water was nowhere to be seen. It was as if the mighty river had come to a stand still. The same plight was of every other river in the country. When God decided to visit one of his temples, he was amazed to see how the priests were collecting all the milk that was being offered to the idols and selling them to the local shopkeepers. No human was visible in any of the cities of this huge nation. Because of the the threat of an attack, the government had declared 1st February as a national holiday. Craving for a human interaction, God decided to move towards the rural part of the India. As he reached one of the villages, he was again surprised. "Chitragupt Ji, Life here seems so normal.

How is that they are not afraid of the terrorist attack?" Wondering what was going on, God walked towards a group of men sitting underneath a banyan tree. He asks an elderly standing nearby, "What are you all doing?" "We are living our life. I am sorry are you new to this village?" the old man asks. "Oh yes I am sir. Aren't you all afraid of the terrorist attack?" "What should we be afraid to loose. The most precious thing for us are our kids who are way too notorious for anyone to take along with them. Rest is worthless to all." God goes on further to ask, "But what if that message was actually from God? Won't you want to meet him once?". After thinking for a few seconds, the old man says, "Dear, I am glad it wasn't from god else these people would have even put him up for sale or start another war to decide who owns him. As for whether I would like to meet him or not, I will anyway meet him once I die. Afterall everyone has to check their account of deeds with him. So why hurry meeting him?".

The old man smiled and walked away. God gets on his motorboat and looking towards Chitragupt says, "May god bless humans".

Shubham Singh



Fire In The Storm Story from an Indian Household

Personal story on Balanced Leadership shared at the International Conference on 'Developing Balanced Leaders: the Role of Executive Education' Organized by ASPEN Institute, New York, and held at Rockefeller Conference Center, Pocantico, New York, November 15-17, 2000

It was a cold winter evening, and a violent storm was raging. The kids were jumping all over the household, wild and playful. Spanking and scolding by the elders simply didn't work when SHE came. Quiet and strong was she, carrying a book by Rabindranath Tagore, the Nobel Laureate poet from India. Amidst the storm rose her sonorous voice. And slowly the kids gathered around her, listening to 'The Poem Finale' as she recited.

'The footsteps of time are marching ahead,
Can you hear, my dear?'

I happen to know her from my childhood – consciously. Not a corporate prima donna, but an archetypal Indian woman from a middle class joint family background, always struggling to strike a balance between the home and the world. A demanding mother-in-law, a working husband, his unemployed brothers, and budding son – that was her family. Her 'world' was a kindergarten school with 500 children and 25 lady teachers, and there she was a leader and an entrepreneur. Conflicting demands from multiple directions at home and at work were part of her daily existence, and there were moments of crisis too. More so, because the running of the school was an economic compulsion for the family. Today the institution has emerged to become a household name in the city. She has touched seventy now.

Often I would spend my time sharing her experiences and insights. Here are some of the learning points:

What are your 'critical success factors'?

"Attention to work, its details, and affection for the people with a deep sense of purpose and direction."



ALUM SPEAK

An eye opener

Of fresh perspectives and moral dilemmas



Stuck in a rut, many of us crave for something new and different. Sometimes it's a new job, a new friend or just a fresh perspective on the same mundane problems of everyday existence. I had been

stuck in one such rut for a while now. In yet another attempt to break out of it, I resorted to my usual respite – a good conversation with an old friend.

Parvathi and I were meeting after 3 months and the 'coffee pe charcha' was stimulating as always. After the usual catch up, she asked me if I knew anyone who would be willing to scribe for a blind candidate for his bank exam. I gave the matter a moment's thought and figured that I didn't have much planned for that day. It would be another fresh perspective, right? A selfless act which only makes you feel better about yourself – volunteering. Cynicism notwithstanding, I felt that I had no reason not to volunteer.

On the next day, the New India Assurance Company was running its online exam for candidates. A one hour aptitude test, with an extra 20 minutes allotted to all handicapped candidates, including the visually impaired.

On the way to the exam venue, we got 3 frantic calls. The exam started at 4:30 PM and reporting was at 3:30 PM. We reached at 3:10 and yet we received 3 calls enroute. I found this a tad irritating. When I asked Parvathi, she said, "But, they are used to people ditching them at the eleventh hour, Sria. I think paranoia is justified with that kind of history." Fair enough. My first feeling of 'You know nothing, Jon Snow' for the day.

We met the candidates at the gate. Hussein, the man I was scribing for was 100% blind. I learnt that blindness varied for the candidates. Parvathi was scribing for a candidate who was 60% blind, and he could even sign his own name. He wasn't the typical blind stereotype I had in mind. No black glasses, no walking stick. Just an ordinary man who walked slowly, reminding me of my grandfather's gait. He laughed as he met his friends and was nervous about the approaching exam. If you didn't look into his white eyes, you wouldn't think there was anything the least bit extraordinary about him. Those white eyes, however, made a world of difference.

After the formalities and the paperwork, we were in front of the computer by 4 PM. With thirty minutes to go, Hussein and I started to get to know each other. He lived in Mazgaon, wanted to be an assistant doing a clerical job at a bank and this was his fourth attempt. After a while, he wanted to visit the washroom and asked me to find him a male scribe who could help. Yet again, a problem I had not foreseen. Resolving that issue, we were finally all set to start the exam. I was to read out the questions and their multiple-choice answer options, and he would tell me the answer. I would just have to mark them out on the computer screen. He told me his strategy – Maths was his weakness (like candidate, like scribe) so we would start with that and give it 30 minutes. Then 30 minutes for logical reasoning and the last 20 minutes for English. With 5 minutes for the exam to start, he told me, "If you know any of the answers, please tell me or mark them yourself".

I froze. I am a staunch believer in no cheating. I feel guilty for days if I do something I consider morally incorrect. Here was a blind man, on his fourth attempt at an exam which could give him stable income, asking me to cheat and help him. I could easily. It was simpler than some of the aptitude exams I had appeared for years back. Question was - Was that the right thing to do? Where was 'phone a friend' when you needed one in life? (The mobile was in the car and we were not allowed to bring it into the exam centre, in case you were wondering). I had two themes of thoughts running through my head in those five minutes. Maybe one of the biggest ethical dilemmas I faced till date. On one side, I knew that life was unfair to the blind. You can't see and the Govt or society don't make it easier. 70% of blind people are cheated during monetary transactions. In order to claim a visually impaired discount for booking train tickets, one has to go all the way to the station, show the certificate of blindness as proof and then get the discounted ticket. The list goes on. On the other hand, cheating is wrong. Even if this was an exception, what happens to the other blind people who are writing the exam honestly? Is anyone really writing it honestly? What if all scribes are cheating? I am an overthinker. The five minutes before the exam started were really long.

Once the exam started, there was no time to think. It was over before I knew it. I walked out holding Hussein's hand and guiding him, surprised at how he recognized his friends just by their voice, even when someone was meeting him after years. At the back of my head, the questions from the exam were buzzing. How does a blind man visualize a square table and 8 people sitting around it in a certain sequence, facing a certain direction etc etc (the typical

logical reasoning questions) or how does he get geometry? In a reading comprehension, I would typically read the para again after reading the question. How can I do that with him? Where is the time? Visually impaired have lower cut offs, but is that sufficient? Is this method of evaluating them appropriate? What kind of system doesn't differentiate between a fish and a bird? It's like saying, I give a grace time of 20 minutes for the fish to fly and reach the same destination as the bird, considering their lack of wings.

Such experiences do leave one feeling privileged about one's own life. We feel grateful for what we have. That happened for sure, but more than that, I walked away with a fresh perspective and a muddled ethical standpoint. Who won the day? The scribe who wanted to cheat or the principled girl who cared about the 'right' thing?

Sria Majumdar

Batch 2010-12

Current Job: Assistant Brand Manager, P&G

ODE

Rhyming the spirit of Republic Day

*To invigorate the spirit of the Republic Day among the IIM Shillong fraternity, the students of PGPEX 2018-19- **Ashutosh Jha** and **Nayer Khan**, presented self composed poems during the Republic Day Event. The poem in English was: **An Ode of The Constitution** and the Hindi poem was **PadChinh**, which means Footprints, it narrated the last moments of a martyr and the first sight his soul catches after leaving his body - his mother receiving Param Veer Chakra on his behalf.*

An Ode Of The Constitution

I have no religion, no cast, no creed
I was made to have only one belief
Belief to be united, belief to believe

I am the soul, I am the path
I am what Ambedkar has thought
I am the life line, I am the root
Follow the ACT's, Follow the rule

I try to uplift the masses
I am destined to pragmatic decisions
I try to simplify your dilemmas
To strop the charismatic edifice

Let me not fell prey of your agony
Let me not gasp in strangled freedom
I was made to clasp your hand
Abide with me to lead the world

See my stillness in my tears-
I live always in fear
Refrain brawls over my name
I am the constitution, together let's carry the flame.

पदचिन्ह

-नय्यर खान

नेत्र मूंदे आये थे हम
नेत्र मूंदे उस और चले
युद्ध छेत्र में धराशायी
माँ का आँचल छोड़ चले

रक्त सिंचित इस वसुधा से
मेरे आंगन की सुगंध आती है
रुकते हुए इस हृदय गीत में
आपबीती दोहराती है

नील वर्ण के प्रसस्त व्योम में
वृद्ध द्रंग नज़र आते हैं
सस्त्र सुसस्जित कन्धों को
देख जो भर जाते हैं

मेरी छाती पे हस्त पड़ा है

मेरे उस साथी का

मधुर गीतों से जो गुंजित करता

अब वह प्राण त्याग चुका

क्षण क्षण आँखों के आगे

मृत्यु अंधकार छाता जाता है

लो पुनः परम पिता का

विनम्र न्योता आता है

याद आती है वह अदम्य एकता

युद्ध में जो बुन जाती थी

कन्धों से कन्धों मिलने पर

एक सुर में हुंकार लगाती थी

सहसा कितना सुखद हो गया है

राइभूमि पर मर जाना

वीर सपूतों के इतिहास में

अपना नाम अमर कर जाना

यह प्रातः काल की बेला

आरुष की किरणे छायी हैं

वह देखो मेरी माँ

स्वेत वर्ण में आयी हैं

शहीद पुत्र का परम वीर चक्र

नीरांजलि में समायी हैं

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