



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

One distinguishing feature of colonialism, not often discussed, is the extreme derision and contempt the colonial powers held towards the cultures it ruled. India was no exception and experienced a determined assault on its intellectual and spiritual traditions. After some initial resistance to this, the majority soon begin to internalize and then went on to uncritically accept the criticism of their culture, as being true. Often the educated elite were the first to accept it and interestingly also went on to occupy prominent positions in government and society.

What followed was a concerted attempt to completely replace the indigenous system with a system and world view reflective of the colonial mind. This whole scale replacement of the intellectual outlook of the colonized population rendered the task of rule by the foreign power that much easier. This methodology of cultural assault on the colonized people was explained and elaborated in a very lucid manner way back in 1612 by Sir John Davies, British Attorney for Ireland. He observed that “a barbarous country

must first be broken by a war before it will be capable of good government; and when it is fully subdued and conquered, if it be not well planted and governed after the conquest it will soon return to the former barbarism.” There has never been any significant change in this basic equation of imperialism and its manifestation ever! For instance, in the case of India, one can trace back the beginnings of the policy of *destroy before building* in the speech of William Wilberforce in 1813 to the English Parliament in which he argued that the English must ensure the religious conversion of the country as the most effective way of bringing it to 'civilisation'. Within two decades a larger policy was put in place in the form of the famous 'Minute' by Governor General Lord Babington Macaulay in 1835. This scripted the entire structure of modern education in India that persists to this day! Macaulay insisted on installing a new system of education with a very specific set of goals which stated that it was that *it is impossible for us, with our limited means, to attempt to educate the body of the people. We must at present do our best to form a class who may be interpreters between us and the millions whom we govern - a class of persons Indian in blood and colour, but English in tastes, in opinions, in morals and in intellect.*

This policy of cultural and intellectual subordination was followed by economic and political subjugation and exploitation. People were taught to identify themselves with realities removed from themselves; be it in language, culture, education and economic system. The process was accelerated by a curriculum that necessitated the aspiring clerks to learn texts by rote all given content with an unquestioning mind. Is it time to take a critical look at this contrived reality and bring about radical change starting with our classrooms?

TIMELINE

MDP on "Change Management"

A MDP on "Change Management" was organized by the institute for Officers of POWERGRID from 06th to 08th May 2019. Altogether 32 participants attended the training program. The program was coordinated by Prof. Rohit Dwivedi and Prof. Sanjeeb Kakoty.

The MDP was inaugurated in the presence of Prof. D .P. Goyal, Director IIM Shillong, Shri B. Anantha Sarma -Executive Director NERTS Shillong, Ms Geetanjali Hijam HR POWERGRID along with Faculty and Officers from IIM Shillong.

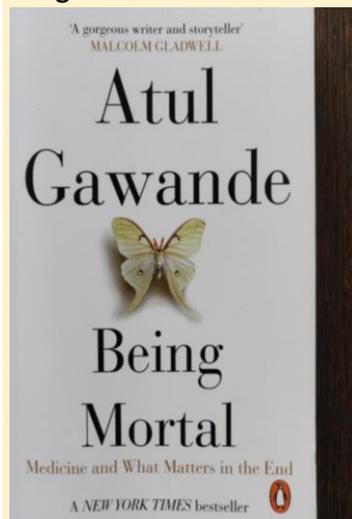


The 3 days programme was facilitated by in house faculty where by the participants were immersed in an intensive change clinic setting with topics of discussion such as Understanding the need for Change ,Mental Models and Organizational Change ,Change Leaders in Indian History, Indian Philosophy and Change , Attentive Learning for Creative Change Management etc . The sessions were highly interactive with participants engaging in group exercise and activities to anticipate change, embrace it and motivation to be positive change agents themselves for the benefit of their team, departments and their organization.

FROM THE BOOK SHELF

Being Mortal

By Atul Gawande
Penguin Books 2014



If there is one great truth of life, it is death. This inescapable reality that stares down each living being. But either by design or default the human mind seems largely incapable and starkly unwilling to accept mortality and the temporary nature of existence as a part of life. As a result, there is the futile quest to attain permanence in almost all human endeavours including the use of science to prolong life.

Atul Gawande's book *Being Mortal* provides an amazingly insightful picture of a very mundane subject: the process of ageing and death. Gawande being a doctor himself has succeeded in taking the readers through the lives of individuals he encounters, including his father, who was doctor too, with a depth and empathy that not many health professionals seem to possess.

Though a good amount of detail about the health condition of people who encounter different kinds of physical and mental problems as they age is provided, at no time is one overloaded with information that is overwhelming. Probably the use of case history of the individual complete with the larger family and social picture creates a connect between the subject and the reader that is quite amazing. Through the skilful use of these individual stories, the author succeeds in putting across the important question of what is more important, the length of life or the quality of living? What could be the logic of prolonging life at all costs even if it means the patient is made to survive in a comatose condition or divested of all human dignity, is a question that comes across very strongly.

Perhaps the most important take away from the book is that one has to not only accept mortality as a part of life but to live one's life based on this realisation. Greed, hatred, avarice and jealousy are negative emotions that gnaw away on the very foundation of human happiness. Interestingly, the best spiritual traditions of both the East and West have been built upon the realisation regarding the ephemeral nature of life and the need to attain higher levels of consciousness to ensure a better quality of life on earth. This is the quest for enlightenment that stands in contrast to the greed for material possession. The book forces you to think about these nuances of life without discussing it in an explicitly manner. This is what makes Atul Gawande's book such an amazing read.

Prof Sanjeeb Kakoty

METIER

- **Prof. Nitin** has been "Elevated to Senior Member ACM by Association for Computing Machinery, USA."
- **Mandal, P.C.** (2019). Social Criticisms of Marketing: Concerns and Initiatives, *International Journal of Society Systems Science*, 11(2), 157-170. (Inderscience Publications)

OFF BEAT

"Your body can do, just convince your brain"

This has to be one of the most relatable quotes that I have come across and something that needs to be applied more frequently in our day to day lives.

Ever wondered how we get that strength to board those 5 am trains/flights, go along with just 4 to 5 hours of sleep during exams, able to walk around the whole day when travelling, go without food when fasting and bring our best when we know that the only way out is through...?

On a regular day, these things would seem impossible & something we feel that our body won't be able to cope up with, however on some critical days we get that strength in our body to achieve these.

This is simply because, our brain is convinced that if not today, it would never be.

Mind says, just do it and our body accepts the order it to do it!

Hitesh Gupta
(PGPEX 18-19)

OBOR -Vantage from Chinese Perspective

While I regurgitate the discussions held in Fudan University, (mainland China), the experience, observation and insights forces one to ponder whether the OBOR is a boon or bane for the participating nations, Will India be ever a part of it, is it initiated only for debt trap or there is something bigger and substantial?

To understand OBOR one has to go back to Silk Road Economic Belt (S.R.E.B) and Maritime Silk Road (M.S.R). A combination of these two initiatives led to the One Belt One Road (OBOR) initiative. It covers the land route from China to Central Asia to Europe and the sea route from South China Sea to Strait of Malacca covering Indian ocean, Red Sea and Europe.

In September 2013, President Xi Jinping announced the OBOR initiative and his dreams to make China the next super power. The Dream was to connect Peoples Republic of China to Eurasia, and start cooperation with Middle East, Africa and Europe, via the landlocked Central Asia and littoral South East Asian nations.

As per the statements from China the OBOR was born out of:

Historical heritage: The 5th century B.C silk route will prosper again (China to Europe connecting major landmass of the world).

Cultural rejuvenation: Bringing all the nations together and binding them in one thread.

Trade and economic cooperation: Cooperation and upliftment of developing and under-developed nation.

Standardization and linking of trade facility: Like SI unit everything will have one set standard so that every country can utilize the resources. For example, implementing the broad gauge throughout the rail network in silk route.

Financial Integration: It has the same motto – “Everyone together and Prosper together”.

No doubt, above points looks vague and ostentatious if we consider arguments made by many nations regarding the debt trap and India's concern regarding the road passing through POK. But, from the perspective of China, a country whose economic prospects relies heavily on export and manufacturing, if the route to extensive globalization is not strengthened within a definite time, then its economy may not be able to sustain the geopolitical shocks and rapid changes of the business arena, eventually either collapsing or stagnating amidst massive mid income trap caused by hackneyed internal consumption.

As per Hofstede's cultural dimensions theory, Individualism vs collectivism index explores the degree to which people in a society are integrated into groups. Individualistic societies have loose ties whereas collectivism shows that society is tightly integrated. China scores a high of 80 points in collectivism, which shows that they work with 'We' and not 'I'. This is already engrained in their internal machinery, and now they are paving the way for the outside world.

Besides, during the BRI 2019 summit, where leaders from 37 nations came together, President Xi said “Everything should be done in a transparent way and we should have zero tolerance for corruption, we will create a sustainable framework to prevent the debt risk.”

However, there have been instances when the actions and reactions of China did not walk the talk, and were perceived as breach of trust by the outside world.

Though prima facie the OBOR, seems promising but the world continues to wait and watch to see whether China will remain true to its pledge and commitment on it.

Ashutosh Jha
PGPEX. 2018-19

An Evening in Shanghai

An invitation for dinner is considered as an honor in Chinese Culture. And for a foreign student to be invited by a senior Chinese professor, it's much more than that.

We, at times, may consider that the host has some vested interest or transactional intents for giving an invitation. But in China, it is considered a symbol of acceptance. It is also considered an invitation to enhance relationships without specific motives.

We got the honor of being invited for the dinner by Professor James K. Yuann, as a warm acceptance of our request to see him before leaving from Shanghai.

The dinner was hosted at Vegetarian Lifestyle -one of the best vegetarian specialty restaurant in Shanghai.

An interaction with an 'Author', 'Leader', 'Thinker' and 'Professor' fetched us not only wisdom but also gave us insights into the art of living.

On the dinner table, while we discussed AI, Innovation, OBOR and the history of how China evolved after the Cultural Revolution, our host introduced us to the richness and delicacy of Chinese vegetarian cuisine.

This memorable evening with Professor James K. Yuann the IMBA faculty of Fudan University was certainly a high point in our China sojourn He is also the Director of International Advisor Council, Washington University, Author of 'Super Trends of Future China' and Recipient of Shanghai Mayor's Magnolia Award for Leading best Foreign Enterprises -Year 2000.

Nayer Khan
PGPEX 2018-19

ALUM SPEAK

IIM Shillong and its responsibility towards North-East

It is common knowledge that IITs & IIMs are the greatest educational institutes in the country and when their reach was increased through opening of new such institutes such as IIM Shillong, it was expected that their presence shall create a long lasting impact in the region where they were located. While the institutes have made efforts, the impact does not appear to be very significant. IIM Shillong is no exception. It was created for the development of the North-east region and it may not have been very successful at doing so. While the reasons for that could be many, however, now the time may be right for working towards that. And why do I say it? Well because North East deserves to rise up the rank – for its own sake and for the overall growth of the country – and a strong institute helps all of us. From being just another IIM and we can truly become “The IIM” and What’s more, our institute is perfectly capable of doing so. It will have to undergo many changes to really make that difference. Most important of all shall be rethinking of its role and responsibilities. It has to move beyond its role of providing quality education to brilliant students and transform itself into an institution that truly represents and cares for the region. It has to add multiple dimensions to itself, from being a knowledge hub to a cultural centre to becoming a catalyst for economic activities in the region. IIM Shillong has the responsibility to act as the gateway for North-east – for rest of the country and for the world.

None of this will be possible unless the entire ecosystem comes together i.e. board for its vision, faculty as the mentors and students/Alumni as the force on the ground.

To get these thoughts into the action, two pronged approach should be taken that shall cover both strategic as well as specific aspects.

Strategic aspects shall include,

- a) setting-up a “for-profit arm” of the institute that shall take care of the resource generation as well as resource utilization, and
- b) Mobilizing the student/alumni base of carrying out the activities

And for the specifics, following are few activities that can be considered:

- Including study on north-eastern states as part of the curriculum as well as on-the-ground projects / summer trainings
- Establishing a consulting arm for state governments in the region as they are looking for competent partners to not only advice them but for execution. The national level projects such as skill India, Swachh Bharat and expansion of digital payments are few examples where we can contribute.

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- Focusing on key areas of differentiation such as enhancing the travel and tourism potential of the region, setting up an efficient logistics centre and enhancing export potential of the region.
- Creating a trademark for the region – on similar lines such as incredible India or ISI (e.g. certified by IIM Shillong) – that shall not act as the identification but also shall stand for the quality.
- Promoting the North-east and its culture, through holding annual events in the large metros of the country.

While the above exercise helps in fulfilling the core objective for which the institute was set-up, it also helps in achieving something beyond, which is creating a “distinct identity” for the institute.

I am confident that any effort that strengthens the institute shall find complete support from the students – both present as well as former- as no institute can move forward without them. For us the association with the institute goes beyond the years that we spent at the campus, in fact it is a lifelong bond. However, like any other relationship this also has to be worked upon. While institute should take the lead, the alumni should come forward to support in all possible ways. As the digital revolution has truly flattened the world, students should be strongly encouraged to work for the region - while pursuing the course but also beyond that. Now working from Mumbai/Delhi is no different than operating from Shillong, Guwahati or Aizwal, in fact from the perspective of quality of life, it may even be better. To summarize, if we are able to create a structure where the potential of the region is converted into opportunities, alumnus such as us shall have a reason or rather will not have a reason, not to come back and contribute.



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