

autumn..
...is in the air.

THE PINE CHRONICLE

News, Views and Creative Expressions

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EDITORIAL

In the social lexicon of most cultures, the concept of greed has mostly been frowned upon. Though some writers and analysts have tried to portray the greed as the very catalyst for economic growth and human progress, others have convincingly argued that uncontrolled greed is the bane of modern civilization and the cause of human misery. But at the same time it is also evident that modern man invariably places a high value on materialism which by extension promotes greed. Apologist for this scenario argue that it is not greed which is the issue but uncontrolled greed that is the problem. It is also argued that it is important to make a distinction between the two. While this exercise may be nothing but academic hair splitting that does not take anyone nearer the truth, yet it may be both interesting and necessary to examine the greed syndrome in some detail. Hopefully this exercise would help in establishing the dividing line or the *laxman rekha* between greed and uncontrolled greed? Psychologists would like to argue that any behaviour that is fixated on the self to the exclusion of others is the first warning sign that would lead to uncontrolled greed. It could also be argued that there is very little difference between psychopathological behaviour and uncontrolled greed and this factor has serious societal implications. Interestingly the progression of simple greed to psychopathic greed is often fueled by feelings of envy and jealousy. While greed may be understood an intense desire to gain material possessions and power, the element of envy would further bolster that desire with the added element of acquiring what the other through means both fair and foul. The absence of empathy makes the question of the means adopted absolutely irrelevant. In other words, the proposition that the end justifies the means results in the total lack of concern about the feelings and wellbeing of the other. Though this is the very anathema of the very basis of human society and the age old social norms, greed has been gifted the veneer of acceptability by calling it the driver of human progress. In this equation, the particular human tendency of never being satisfied is eulogized as the trigger to both innovation and change. Though this might be true at some level, yet its total application in the social sphere has caused enormous problems. An insatiable desire for more of material goods often leads to an assumption that the world is a

a zero-sum game. From an early age children are taught to become winners and this is given social respectability by calling it *competition*. Instead of promoting the concept that it is possible for everyone to benefit through a culture of cooperation and collaboration, what is promoted is the concept that the a constant and one should try for the biggest part. Thus one believes that they deserve more, even if it comes at someone else's expense. It is a natural trait in the greedy to being adept at manipulation. In the work space, it is also seen that they are highly talented in taking credit for work done by others. They also seem to believe that people are dispensable and hence once their job is done they can be dispensed with without any qualms. Such people are often compared to a person with the sprinter mindset who are mostly focused on satiating their immediate needs and do not take responsibility for long term consequences. For instance, such personality traits are always more interested in getting immediate profits. In their single minded pursuit of their material goals, no other considerations are found worthy of consideration. In other words, in terms of psychological makeup there will be very little difference between a dictator or a business leader aspiring for domination of countries or populations and of consumers or markets. As greed always transcends boundaries artificial barriers of moral values and ethics are seen as dispensable irritants on their road to achieve set goals. They look for loopholes or clever ways to outsmart the rules and regulations that have been put into place to moderate this kind of behaviour. We have to stop clothing greed in such terms that bestow on it an aura of respectability. Stoking competition in the young may result in actually plantings the seed of greed and ultimately psychopathology. A strong culture of empathy and ethical behaviour should and can be the driver and incentive for humans Let there be no doubt that greed is neither acceptable nor desirable for civilized living.

NuksaThe Pine Chronicle is the monthly news magazine of IIM Shillong.

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TIMELINE

SYNERGY Series



On 2nd September, we hosted Ms. Ipsita Nayak, Chief Executive officer at Kalzoom Advisors as our guest speaker for the online synergy series. Kalzoom is a leading consulting firm helping small and mid-sized IT products and services companies in India and US achieve transformational growth. Picking from her rich experience, she discussed in detail, the current challenges faced by the IT Industry and how future managers should tackle those.



On 4th September, we hosted business leaders from MARS, an American multinational Manufacturer of pet food - Pedigree, confectionaries likes Mars and other food products. Mr. Vikram Mishra, Director Strategic Sourcing & Operations and Mr. Lijosh Jose, Strategic Operations Manager were present as our guest speaker for the online synergy series. The discussion centered around interesting consumer behavior insights and how crisis affects the supply chain and business and how to handle it.



On 8th September, we hosted Mr. Sathyanarayana Ramani, Senior Manager, Personal Systems Customer Support Quality for Asia

Pacific from HP Inc., as our guest speaker for the online synergy series. He discussed about the procurement aspect of businesses and how careful planning and meticulous execution goes into forming a great supply chain that meets all the expectations and rules set. He also spoke about the growing importance of responsible sourcing and its different facets.



On 11th September, we hosted Mr. Krunal Desai, Head of Marketing, Social, Creative and Brand Solutions at ZEE5 Global as our guest speaker for the online synergy series. In the times of boom of OTT platforms, he explained how ZEE5 was the first OTT in India, and how it is widely spread and then the comparison with other OTTs. He also explained the rationale behind increased focus on regional content keeping the Indian target audience in mind. He also discussed about various business models pertaining to OTTs and their implications and fit for different focuses.



On 21st September, we hosted Mr. Subrat Panda, Director – Investment Banking at Motilal Oswal as our guest speaker for the online synergy series. He delivered an insightful session on the impact of COVID-19 on business ecosystems and how various sectors were affected, adapted, and thrived.

CeDNER INITIATES DISCUSSION ON NEP 2020 Special focus on School Education

In a quickly changing employment landscape and global ecosystem, it is becoming increasingly critical that children not only learn, but more importantly *learn how to learn*. Education, as apparently felt by many of the attendees, must move towards less theory, and more towards learning about how to think critically and solve problems, how to be creative and multidisciplinary, and how to innovate, adapt, and absorb new material in novel and

changing fields. Pedagogy must evolve to make education more experiential, holistic, integrated, inquiry-driven, discovery-oriented, learner-centred, discussion-based, flexible, and, ofcourse, enjoyable.

Taking cognizance of this very important development in the education scenario of our country in light of the new National Education Policy 2020, the Centre for Development of North Eastern Region (CeDNER) on 19th Sept, 2020 organised a one-day web discussion on **National Education Policy with special focus on School Education**. *The National Education Policy 2020 is the first education policy of the 21st century and aims to address the many growing developmental imperatives of our country.*

Noted speakers in the web discussion include Prof. B.R. Dkhar, Dean (Research) NERIE, NCERT, Prof. Subhas Chandra Roy, HoD (Fabrication) and Shri. Atul Kulkarni, Member BoG of IIM Shillong in presence of the Institute Director Prof. D.P. Goyal, and discussion moderator Prof. Sanjeeb Kakoty, Chairperson of CeDNER.

Commenting through experience of long discussions and deliberations in the backdrop prior to announcement of the NEP 2020, Shri. Atul Kulkarni remarked, "Personally to me, this is probably the biggest policy reform that independent India has seen. This is probably a first in terms of an integrated, holistic and synergetic policy of its kind and is expected to touch every household in India." He further spoke on the process whereby the education policy was formulated over a period of six years and the kind of engagement it required from all sections of the society.

Speaking during the discussion, Prof. Subhas Chandra Roy strongly opined, "A major role of education is to transform a person, who through this transformation the person may change society. The vision is to create a person who is scientific, productive, creative, and generally engaged in nature. It is no longer sufficient to create a knowledgeable person but what is now more required is a productive individual."



Prof. B.R. Dkhar while speaking on NEP 2020 felt that it has come out as a very comprehensive and holistic policy which can truly prepare children to meet with the challenges and opportunities of the 21st century. She reiterated the need to equip children with skill sets such as learning skill, life skill, and literary skill required in the present times, while also speaking on universalisation of early childhood care and education which she felt is a very good initiative. Commenting on digital literacy, ProfDkhar expressed her

contentment on the way it has been emphasised under NEP 2020.

In conclusion, while gathering the perception of attendees, it may be said that while the NEP 2020 is seen as a welcome move, it is important to provide feedback, with every opportunity, to further strengthen its applicability. An even more essential requirement for key stakeholders is to unlearn and relearn in order to meet the overarching aspirations of the policy, and to witness a desired palpable impact.

What is visible, however, is the vision of the NEP 2020 to lay less stress on competition and emphasise rather on collaboration as a tool to enhance one's search of knowledge.

"Yogic Tools for Well-being" – an Online Yoga Session in IIM Shillong

Increasing stress, anxiety, restlessness is becoming a major challenge for students during lockdown. Having so, what does management practices teach, when everything is uncertain? While management learning is not limited to books and businesses, rather it is all about practicing to manage self first, then to explore the world. What could be better than a virtual Yoga session to motivate the students?

Cultural Committee of the PGPEX-MBEE program of IIM Shillong organized a virtual Yoga session with the support of "Isha Foundation" of Sadhguru Jaggi Vasudev, to help students in managing self during the crisis. The virtual yoga session was named as "Yogic Tools for Well-being", that included 3 main practices of well-being, namely, Yoga for Success – Neck Practice, Yoga for Immunity – Simha Kriya, and Shambhavi Mudra. The session was moderated by Adyasha, a volunteer of Isha Foundation and also a current student of IIM Shillong's PGPEX batch.

While talking about individual experiences, Prateek Nayan from PGPEX-2020 batch said, *"During this Covidian time, every morning I wake to look forward to some energy to beat the negativity that prevails. Also sitting in front of a computer for the whole day is challenging. The yoga session by CultComm was wonderful in that regard. It not only increased muscle flexibility and cardio health but also provided calmness and energy for the whole day. Will include it in my daily routine. Thanks for the session."*

Aligning with Prateek Nayan, Usha Nochur (Student of IIM Shillong) also commented as, *"The yoga for wellbeing session arranged by cultural committee today morning was very good. It was a very positive way to start the day. The neck exercised especially were very useful as we spend most of our time glued to the laptop screen nowadays due to Covid. Too much onscreen time puts a tremendous strain on the neck muscles and this exercise was a good way to relax and rejuvenate the sore neck muscles. My personal favourite was the Simha Kriya. It is a very powerful kriya which energized me and also acts as a pointer for your respiratory health. In all a very informative and productive session."*

Whereas **Shreya Pradhan (Student)** said, *"Yoga makes me feel better - it calms me down, and releases my stress. So, a big applause to my fellow participant, Adyasha, for organizing such a wonderful session– "Yoga Tools for well-being". In times where*

immunity is our strength against COVID 19, I am thankful to them, for sharing the insights and helping us learn the Neck Practices, Simha Kriya, and Shambhavi Mudra.”

Talking about maintaining a healthy routine & good habits, **Bhavika Chhabria** from PGPEX-2020 batch said, “COVID-19 has made us realize that health and well-being need to be refocussed on. With the increasing stress and anxiety, it's extremely important that we remove time for ourselves to serve our mind and body. This session exactly served the purpose. The yoga session made us relaxed, calm and helped us rejuvenate when we needed it the most.”

Arindam Das from PGPEX-MBEE program highlighted the stress being felt by many students and commented as, “With ongoing Covid situation and with career hanging at large, every day I wake up with the feeling that my life is not moving forward. Morning restlessness didn't help to do anything. This session really helped me to the importance of breathing. It calmed me down. helped to regain focus and think clearly.”

While thanking the Cultural Committee towards the end of the virtual yoga session, **Umesh Singh (Student of IIM Shillong)** commented, “It was a wonderful experience to attend this Yoga session, which was jointly arranged with Isha Foundation. Doing Neck practice, Simha kriya, and Shambhavi mudra helped me release my anxiety, relax the body, and increased my productivity in Covidian times.”

Students were attending the session from across the country, digitally connected to their institute. The rejuvenating experience of the sessions would certainly help keep students motivated in good spirits!

Former Meghalaya DGP Inducted into IIM Board

IIM Shillong fraternity welcomed **Shri B K Dey Sawian**, an IPS officer from the Assam-Meghalaya cadre, 1984 batch on being appointed as Member Board of Governors (BOG), IIM Shillong. **Shri Sawian**, served as Secretary (Security) in the Union Cabinet Secretariat for 2 years and also served as DGP, Meghalaya Police. He earlier held the post of Inspector-General, BSF, for Assam-Meghalaya-Manipur and Nagaland frontier and Director of the BSF Academy at Tekanpur, MP. **Shri Sawian** is known for his policing acumen and is a highly regarded police officer of the state of Meghalaya.

Born in Shillong on 17th March, 1951 **Shri B K Dey Sawian** is the eldest son of **Lala BK Dey** and **Lisimon Sawian**. He went to School in **St. Edmunds College** and graduated from **St. Stephen's College**, Delhi University with History Honours in 1971. He joined the Indian Police Service in July 1973 and after his Basic Training at The NPA

He was initially posted to the West Bengal Cadre. In 1984 his services were transferred to the Assam/Meghalaya Cadre where he served in different capacities both in the police force and in the civil administration of Meghalaya. **Mr. Sawian** retired as Secretary to the Govt. of India in the Cabinet Secretariat in March 2011.

“IIM Shillong engages with ASTU Affiliated Institutions on Academic Leadership in the backdrop of NEP2020”

A customized MDP on “Academic Leadership in Indian Higher Education” was organized by IIM Shillong from 21st-25th, Sept, 2020 via Virtual Mode. The participants include Faculty, Senior Officials and Administrative Officers from Assam Technical University and its Affiliated Institutes namely **Girijananda Chowdhury Institute of Management and Technology**, **Scholars Institute of Technology & Management**, **Bineswar Brahma Engineering College**, **Girijananda Chowdhury Institute of Pharmaceutical Science**, **Jorhat Institute of Science & Technology**, **Assam Engineering College**, **Guwahati**.

The program which was coordinated by **Prof. Rohit Dwivedi** and **Prof. Sanjeeb Kakoty** was inaugurated in the presence of **Prof (Dr) Dhiraj Bora**- Vice Chancellor, ASTU, **Prof D.P. Goyal** -Director IIM Shillong, **Prof (Dr) A.K. Baruwa** -Academic Consultant-ASTU, **Prof Ashutosh.B. Murti** -Chairman MDP & Consultancy along with Faculty and Officers from IIM Shillong.

The National Education Policy 2020 (NEP20) presents an immense opportunity To ensure transformation and desirable social change. The Policy lays down very elegantly that, “A quality higher education must enable personal accomplishment and enlightenment, constructive public engagement, and productive contribution to the society. It must prepare students for more meaningful and satisfying lives and work roles and enable economic independence.” **GOI, NEP 2020 (pg. 34, 9.1.1.)**

The focus of the program was to provide a frame wherein Academic Leadership could be visualized to facilitate the desired change, both at the Institutional and Individual levels. The program specifically designed to encourage participatory learning would have enriched and empowered the participants to understand the nuances of the National Education Policy and envision what needs to be done for gearing up Institutions in Assam. As the affiliating University for technical education in Assam, the ATSU carries on itself the hopes, aspiration and the onerous responsibility of steering the science and technology education of the state to higher levels.

over time, the practice has taken a toll on the bees' self-confidence. The trainers (seniors) who are themselves novice in the subject matter often go over the board to replicate the experience that they might have received last year. In my opinion, this is a classic case of mimetic behaviour to fit the age-old solutions to address the secular issues. In contrast, the new issues and concerns remain wrapped under the sheets. The incoming bees already facing imposter syndrome are made wary of such draconian requirements to fit in the culture that may not even be required. With no empathy for the remarkable achievements, humble origins, and unique personalities, all the bees are boxed in pre-existing buckets under the name of the norm. But why does it happen? Who is responsible for it? The answer is 'us'. During the entire duration of the curriculum, we hone this culture to become one with it. Rather than appreciating our peers, we pull each other down, rather than being empathetic, we mock their humbleness. While we end up blaming and complaining around multiple issues in closed corners, we replicate the same experience for all the other stakeholders that we meet over time. This very fact, for me, defines the culture – which we nurture and perpetrate. The next year, history repeats itself, and the entire process gets repeated for a new set of bees. While a set of bees get subsumed in this culture and continue to establish the basis of toxic corporate culture, a new younger set of bees come motivated to experience this culture. What comes back to the next time and again, is the female bee – the culture that remains nested undeterred. Way Forward As humans, we end up looking for people and situations to blame for the errors that we commit. But, I believe the cause and effect relationship is what defines our present and the future. Nothing will happen if we do not complement our ideas by action. Success may not always be guaranteed in the short run, but efforts need to be made. After all, this toxic culture is a result of years of practise and will take some time to fade, but if we believe in it, we can win it. A vision of this kind, where the Bschool culture creates ripples of positive corporate culture, is what I look forward to. We need to respect each and every individual and realize that no one's individuality is a game at the disposal of others. I request all the young bees entering the B-school to be more empathetic towards fellow beings – be it batchmates, professors or any other human, so that the bonds of human trust and respect can be fostered, a culture of dialogue can be manifested and a pipeline of young talented individuals can be raised to lead the world.

Vinayak Garg
2019PGP133

With Kafka and the Little Girl—the Magic Touch of Love

[It was the summer of 2006. I was visiting parts of Southern and Eastern Europe mostly for Conferences and academic dialogues. It began with a grand musical sojourn through Munich, Frankfurt, Salzburg and Vienna amidst virtual yet inspiring presence of my icons of western classical music like Mozart (it was his 250th Birth Anniversary), Beethoven and Schubert, not forgetting the idyllic landscape 'still alive' with fond memories of The Sound of Music and the castle of the Von Trapp family in Salzburg (also the

birthplace of Mozart). Then I went on to visit three of the most fascinating and enigmatic cities of East Europe – Krakow (Poland), Budapest and Prague. Of these perhaps the most enchanting and gorgeous was Prague, once the capital of the Kingdom of Bohemia and part of the Austro-Hungarian Empire, and presently the capital of the Czech Republic. Prague remained untouched and intact in its pristine original form and shape without suffering any ravage of the Second World War as the Czechs were the first to surrender to Hitler.

After a tour of the majestic castle and the awe-inspiring architectural masterpiece, the Prague cathedral, I was finding my way down a lane from the castle to the City Centre, when I stopped in amazement midway as I found myself standing in front of the house of Franz Kafka and the Kafka café. The house was painted in blue while the café was pink in colour. Ever accustomed to the Coffee House culture of intellectual conversations and cultural exchanges and debates in Kolkata, I felt compelled to walk into the Kafka Café where I spent a couple of hours with some local people who knew English chatting about Kafka and his literary genius over coffee and all. My appreciation for Kafka dates back to my days of Engineering when, in the summer of 1983, our theater group dared to perform the first Bengali adaptation of Kafka's surrealistic masterpiece, 'The Metamorphosis' that received raving reviews from drama critics in leading newspapers and magazines in Kolkata.

Born of German-Jewish parents Franz Kafka, within a short life span (1883-1924), achieved global acclaim as an important literary figure in the 20th century Europe, apart from his powerful creations (novels) like 'The Metamorphosis', 'The Castle' and 'The Trial', he also left behind an impressive collection of thought provoking short stories as well as insightful and inspiring letters and the precious 'Diaries of Franz Kafka'.

This is a story I heard for the first time in a rudimentary form in the Kafka Café in Prague that summer afternoon. Later I had come across the same with more details in a literary collection.

Kafka remained a bachelor without any children. The story dates back to the last year of his life when he was forty.]

Kafka was having a stroll in a park in Berlin when he met this little girl. She was crying profusely as she had lost her doll. Both Kafka and the little girl looked around searching for it for long. But could not find the doll.

Kafka asked the girl to come again in the park the next day. So that the two of them could spend some more time looking around for the doll.

Failing to find the doll even in the next day Kafka handed a letter to the little girl. "This is a letter for you from the doll that you have lost." It read, "Please do not cry for me. I am going out to see the world. I shall keep writing to you the travelogue of my adventure."

Thus began a story that went on till the death of Kafka.

Kafka would meet the girl quite regularly and whenever they met he gave her a letter. "This is from the doll that you have lost." He would tell her every time. Then, with a lot of care, he would read out to her the enchanting adventures of world travel of her favourite doll. This would give immense joy to the little girl.

Then one day Kafka bought a doll and presented it to her. "Here is the doll that you had lost", he said. "But this is not my doll, She looks so different!" the girl exclaimed.

Kafka handed another letter to the girl. Her beloved doll has written, "You know I have changed a lot while travelling afar for long."

The little girl was so delighted that she hugged and embraced the doll in her bosom.

Within a year Kafka passed away.

Many years have passed by. The little girl has now grown up into a young lady. One day she finds a letter inside the doll. It was written and signed by Kafka.

It read, "Everything you love will probably be lost, but in the end, love will return in another way."



Prof. Sanjoy Mukherjee

ODE

Helle-Bore-Bouquet

To aid, or to annihilate
Why's a fancy flower vase fashion?
A musing treads.
Why cut capricious carnation?
Tend a garden(ia), Impatiens!
Petunia pled
summer simmers, the Sunflower sways
filled flowerbeds it digs; jammed jugs, dreads.
'bandon bouquets,
build bluebell beds.



Soumya Malhotra
PGP2018

"My footsteps into IIM Shillong"

Amidst the cloud of seven sisters
The sun fails to peek,
Never did I know I could lose
Count of the days of a week.

Between the class and the hostel
The hustling footsteps shuttle,
Never was it this new
As focus fades and sleep does settle.

Within the walls that are hallowed
There are people I could miss;
Friends and family that are new
The feeling that remains is bliss.

Beneath the serenity of nature
It feels peaceful to stay,
2 weeks gone and 2 years to go
Make it worthy I pray!

-written in [August 2013](#)
#class_notes_scribbling



Balakrishnan Muthukrishnan
PGP2013-15



*RANGLET-TRISTIA Triveni, confluence of the two rivers
(On the way to DIBRU-GUJING)*

Photograph contribution by:
Prof. Achinta Kr. Sarmah

IIM Shillong Hindi Day/Fortnight

In promotion and accelerating the progressive use of Hindi, the Institute inaugurated a Hindi day/ fortnight starting 14th September 2020. Various competitions were held for Faculty members/Students and Staffs. Competitions like; Singing, Hand writing, Word meaning, Mono acting and Antakshari were organized. For the student's, singing, poem recitation and creative/ essay writing were organized online. This year's highlight was the online competitions for the children of members of the Institute. Winners were awarded cash prizes by the Director.



Prashant Baradia
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