



Winter..
..is here.

THE PINE CHRONICLE

News, Views and Creative Expressions

Volume IV, Issue no. 34, February 2021

EDITORIAL

Maybe every society needs a hero they can look up to and possibly emulate. At the same time almost every individual also nurtures dreams of becoming that hero. These are natural tendencies and need not be viewed negatively. However, the problem begins when society's need to either create heroes or the individual's desire to emerge as one, leads to narcissist behaviour patterns that can be extremely dangerous and damaging. But this behavior remains largely unnoticed and is compounded by the fact that narcissism masked in the hero syndrome is packaged as a benign desire to help the other. Such personality types position themselves as charitable souls with an inherent ability for problem solving. In addition, they try to appear extremely concerned, compassionate and helpful to the need of the other, be it the individual or the collective. In other words, the projected image of their innate ability to solve problems and a concern for the other makes them the right candidate to assume the mantle of the hero. Their ability to perform as heroes would be greatly determined with the existence of actual problems and issues that they can go out and resolve. In the absence of real time problems, they often become manipulative and use guilt, fear and even stoke insecurity to emerge as the saviour. These personality types can be seen in all walks of life and they actually succeed in occupying leadership positions. Adept at assigning a strong value proposition to any situation they assume a superior moral position. In the process draw attention to themselves and manipulate the situation for drawing power and fame instead of solving the problem with their supposed moral position. Interestingly it is the forte of the narcissistic to turn the most noble of causes into a personal gain situation be it during a pandemic or a natural or manmade calamity. One often sees well-meaning causes being co-opted by narcissists and psychopaths for personal gain every day. Interestingly, these personality traits also try to assiduously cultivate a sophisticated and superior demeanour which justifies their leadership position.

ABOUT NUKSA

Nuksa The Pine Chronicle is the monthly news magazine of IIM Shillong.

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However, since their position is seen to be linked to their ability to sort out problems, they may often covertly create problems just so they can resolve them and reaffirm their indispensability! A majority of the hero narcissists positively thrive in the attention and glory of being the savior, while also often cultivating an image of being a martyr to the cause. There exists a huge difference between them and people who truly want to help because of their sincere motivation, irrespective of the attention or accolades they receive. For instance, one can clearly observe this narcissistic streak in parents or teachers who disallow children to solve or even understand their own problems and thereby come up with a solution that would best suit them. Throwing the rule book at delinquents instead of creating an enabling atmosphere that would prevent such behavior is the hallmark of poor leadership. The real life experience of leaders providing subtle instigation to foment discord and then rushing to set things right thereby emerging as the hero is all too common. Often people do not realize that the motivation to help stemmed from self-aggrandizement rather than for helping. This is reflective of a severe moral bankruptcy. By contrast, true leadership would involve high social and emotional intelligence. The ability to empathize, embrace change, and accept mistakes are considered the hall mark of good leadership. All of this would require inner resources such as self-awareness and humility and above all, the capacity to focus on the things that truly merit their personal attention. These are traits that are worthy of emulation by all. Leader and follower alike!

TIMELINE

The Annual Literary Fest of IIM Shillong

Zeitgeist, the Literary, Quizzing and Activities Club of IIM Shillong, conducted Zenith, The Annual Literary Fest of IIM Shillong from 26th to 28th February 2021. As a part of this fest, Zeitgeist conducted a panel discussion on Indian Literature. The panellists were Dr V Raghunathan, Adjunct Professor, Schulich School of Business, Mr Kaustubh Sonalkar, Group Director, HCM, Welspun Group and Mr Arunava Sinha, Associate Professor, Creative Writing, Ashoka University. The topic of the panel discussion was 'How is the world as a market for Indian Literature?' The panel was moderated by professor Sanjeeb Kakoty of IIM Shillong. The event was attended by an enthusiastic audience of over 100, who all tuned in to listen to the insightful words of the panellists.

ZEITGEIST
IN ASSOCIATION WITH
BOOKLUSTIC
presents

ONLINE PANEL DISCUSSION ON
INDIAN LITERATURE



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28TH FEBRUARY, 2021
11 AM

IIM Shillong's IESC trains on "How to Start a Business"

IIM, Shillong, Incubation and Enterprise Support Centre (IESC) in association with the Federation of Indian Chambers of Commerce and Industry, Ladies Organization (FLO) and Sleepwell Foundation organized a 4 -Days Training Programme on "How to Start a Business" from 11th to 14th February, 2021 on the virtual mode.

Ms. Aastha Grover, Head Start Up India Hub at Invest India inaugurated the training program as Chief Guest and gave an inspiring talk.

Meghalaya Cabinet Minister James Sangma, while speaking as the Chief Guest of the Valedictory ceremony, lauded the organisers for successfully conducting the programme. "Meghalaya, being a matrilineal society, the training of women to lead the entrepreneurship movement in the state was very significant," Sangma said, and emphasised the need to develop the ecosystem to bring about all-round development. "The state government is working towards creating a positive environment by bringing about an entrepreneurial mindset through targeted interventions at the school level itself," he said.



Meanwhile, Prof. DP Goyal, Director of IIM Shillong, spoke about the need to become job creators and how such type of training programmes would lay the base for Atmnirbhar Bharat.

Chief executive officer (CEO) of McLead Certifications, Chandra Sekhar Mateti, summarised the training and included topics like introduction to business, SWOT analysis, entrepreneurship, steps to choose right business, market research, business plan, formation of a business entity, registration and legal requirements, how to get funds for the business, information technology and digital marketing, etc.

Jahnabi Phukan, National President of FLO, stated that her organisation had started several initiatives in Meghalaya, with a few projects kicking off in East Khasi Hills district.

Namita Gautam, the Managing Trustee of Sleepwell Foundation, said that they had several specialised programmes for development and aiding start-ups and are keen to work in the northeast.

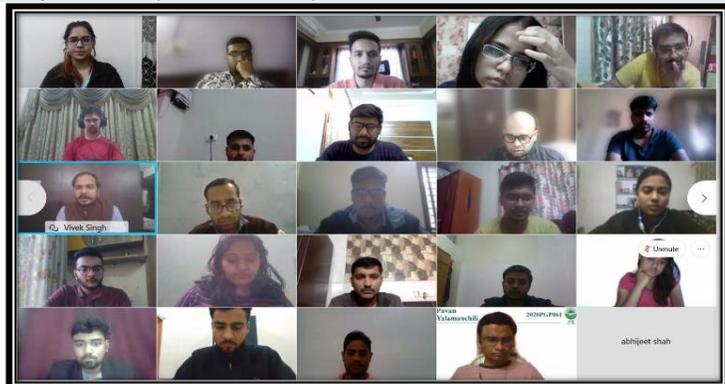
Prof. Sanjeeb Kakoty, Chairman of the IESC expressed his optimism that the synergy between policymakers, academia, industry and budding entrepreneurs would help the northeast reclaim the position of being among the top performers - a position that undivided Assam enjoyed during the time of India's independence.

IIM Shillong receives the Reliance TUP Idea Generator Award and becomes National Finalist

Reliance- The Ultimate Pitch 6.0 witnessed several great ideas competing during various rounds starting with the Campus Rounds held in an online capacity. With these inspiring and innovative ideas, Reliance TUP chose IIM Shillong for The Idea Generator Award amongst several participating b-schools.

The campus round winning team, Mavericks, comprising of Nilesh Agarwalla, Sankalp Sinha, Shivam Kumar Rathi and Siddharth Ganvir made it to the National Finals and pitched their idea against other competing teams.

a B-School participant. Post this, the floor was opened for questions by the participants and another round of insightful discussion got concluded. This session's primary agenda was to share an insider's view on the kind of planning that goes into formulating a document and what is its ultimate importance both for the economy and its citizens. The event was concluded with the concluding comments by Prof. Sanjeeb Kakoty and a thank you note from the Alumni Committee.



ALUM SPEAK

Alma Mater Calls

I go back all the way to 2009 when the institute was a year old and was just trying to stand up on its feet. We were screaming our presence to say we exist, to register the newest IIM in the mindshare of the academia and the industry. One would say a start-up with focussed marketing efforts in brand building. The oft repeated promise – the students are the biggest brand ambassadors for the institute and 10 years from now we would be in a different orbit thanks to its alumni base.

2020 July, 12 years of IIM Shillong: Alum groups buzzed asking alumni to post on social media with hashtag #CampusInClouds #12YearsofIIMShillong. Sure enough our virtual walls were painted green for the day. Now a reputed brand with alumni chapters in most major cities, a board comprising alumni, a strong presence on social media – and yet something of the promise feels incomplete.

The thing is there is a lot of emotional connect between the alumni and the alma mater. Not many brands come close to the identity of the

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individual as the institute does and this brand loyalty is life-long. The willingness to give back to the institute is generally high and the fact of the matter is we need to engineer meaningful avenues for the alumni to contribute. This psychological contract goes beyond nostalgia factor.

The concept of 'meaningful avenues' is debatable. Very early on the institute was pushed to be 'self-reliant' and hence we never saw the need for taking inputs. These are just some thoughts tapping into the start-up days when we would have considered an alum base a boon.

More from an institution building standpoint – alums can play an active role in assisting the selection panels for the institute (many do while selecting the employees for their organizations). PDP programs, Placement preparation boot camps, Industry preparation – areas where alums can support in brand building. I have not even mentioned the empanelment of the institute in the placement plan which unfortunately today is sporadic.

I am sure the brand building activities happen aplenty in a planned manner all through the year with conferences, meets and publications. Imagine the efficacy of these activities when there are industry expert alums guiding the team as advisors. Same applies to the various interest clubs - HR, Consulting, Operations, IT – can benefit from alum advisors who can help on what activities will add value to the students. Live projects are not just a nice to have additions to competitions.

At an institute level, programs from centres such as the CEDNER and IESC can benefit from industry inputs and who would be more willing than the alum of the institute. Course contents will be enriched with the most recent case studies from the industry and maybe the learning can be both ways. The same applies for working papers and research projects – which some of the established IIMs are very good at.

This is not a list of gaps – just an exploration of possibilities. In the COVID times – distances are thwarted with technology and intent is not the limiting factor. IIM Shillong family extends much beyond the participants and faculty at Shillong and family cares. Hope we scale greater heights together.



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