

autumn..
...is in the air.

FACULTY DESK

In the journey of life, society and individuals are bound to one another in different ways. From time immemorial, different notions and forms of co-existence has evolved which has shaped human society in an egalitarian manner. Different cultures around the world holds different views of this egalitarian binding between society and individuals. However, across cultures, the prime force that keeps a society formatively intact is the notion of DUTY.

The Roman statesman Cicero once said "No phase of life, whether public or private, can be free from duty." However, the question that arises here is how to decide upon what comprises of duty of an individual towards the society and the state. The state usually brings in a sense of regimentation while defining duty of an individual. Differences of opinion about this regimentation of course exists. Voices for and against regimentation is not uncommon. This perhaps has stemmed from the fact that preservation of the truest essence of independence is considered to be the prime duty of the state, but independence and regimentation are two opposite notions. The society, on the other hand, views preservation of relationships as the prime duty of an individual.

It is not uncommon that an individual often finds oneself at crossroads of duty towards the state and the society. How to decide ahead and resolve this dilemma? The easiest way out could be to ask oneself whether there is a conflict within about submission to the state regimentation for upholding the cause of independence. If one finds that the conflict exists, then the choice of a future path facing either the society or the state needs to be taken and dispensing of the duties need to be done accordingly. However, if the conflict doesn't exist, then the dutybound need to work ahead in dispensing his duty with utmost diligence.

Looking within the society, one finds dilemma existing for the duty bound. It is in the form of choice of duties that leads to a balance between economic growth, welfare of society and environment. There are two approaches to come out of this dilemma -One is that of a believer, other is that of a doer. From a believer's perspective, one

ABOUT NUKSA

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

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one would consider duty as the voice of "God", albeit in a stern manner. A believer would listen to the voice within, and respond to the call of duty. From a doer's perspective, it is pertinent to realize that economic growth, welfare of society and environment are interlinked to one another. A doer would therefore not discern between the duties leading to these three facets of society and move ahead with the immediate work at hand, considering that to be duty.

The path of duty is not an easy one. Often it calls for sacrifice of the self, and sacrifice is not an easy thing to achieve.

Duty is often a selfless responsibility. One has to be absolutely in denial of reward when duty is performed. However, happiness at heart will always be there when one performs duty with integrity. That's why it is said, "To thy own self be true".

Glory is attached to duty. The society at large glorifies those individuals who adheres to their duty.

There is a greater consideration. The world has to progress with growth and development. The performance of duty by each one of us is the power that drives the world in its progress. If by doing our duties at home we bring to it peace and happiness, by discharging our duties to the state, we ensure the same blessings to a larger world.

So let us do our duty with all our heart. This should be the ultimate fulfilment of our destiny. We will surely have the supreme satisfaction in the approval of our conscience. Nothing else could make us more satisfied and happier than being in peace with our conscience.

Achinta Kr. Sarmah



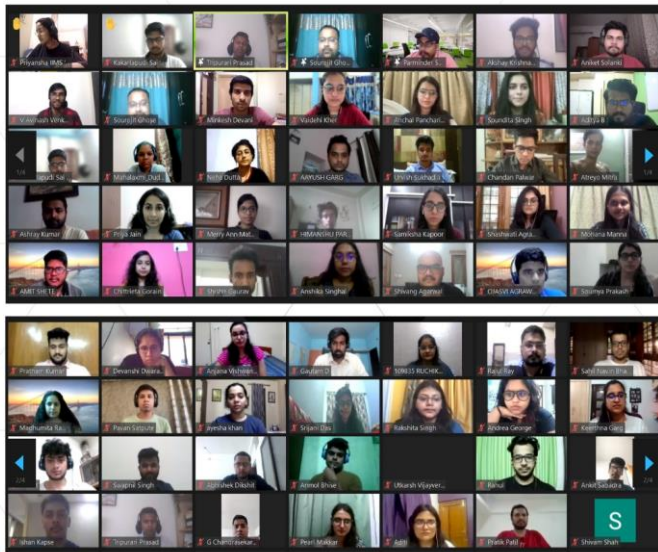
TIMELINE

Nexus 2021

Nexus – the Annual Alumni Connect series, is organized by the Alumni Committee in collaboration with the PR Cell for the incoming batch, providing them a platform to get a better idea about their life at IIM Shillong and after. The incoming batch gets an opportunity to interact with the Alumni from various areas of expertise.

This year, Nexus was organized as a 4-session series, 3 of which were conducted in June. We had alumni from several domains such as marketing, finance, consulting, operations, and human resources. The Alumni interacted with the incoming participants and guided them with various do(s) and don't(s) to make the best out of their MBA experience. The sessions also focused on several academic & extra-curricular opportunities that the institute provides the participants with and the essence of these events towards making the two years at Shillong a holistic experience.

IIM SHILLONG NEXUS '21



IIM Shillong Celebrates International Yoga Day

As International Yoga Day was celebrated on June 21 across the world, IIM Shillong also set out to celebrate it with all rigor and pride. The campus in clouds finds it indispensable to have a healthy body to embrace a healthy mind. Therefore, even in the absence of the Institute's fresh environs and serene aura, the fraternity's health was prioritized through a 2-day online program of yoga

The program organized on 21st and 22nd June, 2021 was carried out early in the morning on both days. Instructed by Mr. Rakesh Kumar Aggarwal, Yog Teacher, Motivational

Motivational Speaker and advocate, who is also the author of the book- "Kankar se Shankar", the program saw enthusiastic participation from the faculty and the participants of IIM Shillong. Immersed in the revitalizing session, Ms. Neelam Rani, Chair Finance & Control, IIM Shillong quoted Bhagwad Gita-

तं विद्याद् दुःखसंयोगवियोगं योगसंज्ञितम् |

स निश्चयेन योक्तव्यो योगोऽनिर्विण्णचेतसा ||

The quote means that Yoga embodies unity of mind and body; thought and action; restraint and fulfillment; harmony between man and nature and a holistic approach to health and well-being. Yoga is not about exercise but discovering the sense of oneness with ourselves and with the universe.

The Institute has always remained committed to its goal of providing stellar management education along with emphasizing the ever-growing significance of sustainable development. The spirit of the Institute comes right across at every occasion around the year, academic and non-academic. The International Yoga Day surely brought the fraternity together in this happiness of oneness, as Aadil Palkhivala quotes in 'Fire of Love', "Yoga is designed for a vast and profound purpose, and for it to be truly called yoga, its essence must be embodied".

IIM SHILLONG INTERNATIONAL YOGA DAY CELEBRATION DAY 1



Commencement Ceremony

IIM Shillong welcomed 251 Participants for its flagship MBA program and 24 Scholars for its Doctoral program on 24th July 2021. While gracing the Ceremony as Chief Guest, Shri Sunil Kant Munjal, Chairman, Hero Corporate Service Pvt. Ltd, delivered the Commencement Address. Mr. Munjal complimented the Institute for being able to build the prestigious reputation of a leading IIM in such a short time. He praised the Institute's quality management education and the deployment of exceptional professors and a variety of programs. He highlighted the advantage that IIM Shillong had over older IIMs of creating change as per the evolving business dynamics. Addressing the students, Mr. Munjal iterated on the importance of MBA, as a program and how the combination of theory with real life application opportunities can make a difference. He advised the students to keep an open eye for learnings around them and have high and meaningful aspirations as they are the privileged few in a country of abject poverty. "I urge you to not just look for jobs. Become someone who will create and offer more jobs. India and the world need many more job creators. Entrepreneurship should be a part of your natural education. IIM Shillong will encourage you to be innovative, to look at things differently." He reiterated the need to plan for contingencies by learning from the pandemic crises, find efficient solutions that are accessible and available to a larger section of the society. He inspired the listeners to love their profession, which would then result in tapping on the reservoir that is within everybody already. "Success does not lie at the beginning, it lies at the end, but that depends on how you approach the problem and the solution. If it does not work, try again, because you only fail when you stop trying. We overestimate what we did in 1 year, and underestimate what we can do in 10 years." Munjal took up questions from the inquisitive batch on work culture, changing expectations and the evolving significance of MBA.

Chairman- Board of Governors, IIM Shillong Shri Shishir Bajoria graced the occasion through a Audio message where he welcomed the new batches.

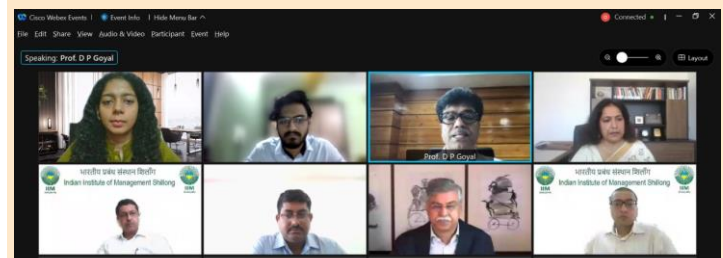
Prof. D.P. Goyal, Director-IIM Shillong, while welcoming the participants, congratulated for making it to the Institute of national importance, despite the challenging times. He mentioned Dr. A.P.J Abdul Kalam while quoting the significance of the 7th IIM and shed light on the relevant and rigorous pedagogy of the institute. He primed the students for their upcoming journeys by saying, "Since the program at IIM Shillong aims at a higher level of learning and application that requires integrated organizational setup at a global level, it is imperative to have the right mix of relevant and rigour and the pedagogy as learner centric and discussion oriented. The courses are delivered through lectures, case discussions, role plays, exercises, problem solving discussions, assignments, group projects, simulations, sessions from industry leaders, live projects and competitions. While community projects teach lessons of humanity and joy of giving back to society, it is through various student driven activities via clubs and committees that students get an opportunity to learn real management lessons."

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humanity and joy of giving back to society, it is through various student driven activities via clubs and committees that students get an opportunity to learn real management lessons."

Having been highly competitive selection process, 251 participants could make it to this prestigious institution, out of close to or more than 2 lakh applications. With the diversity of the batch, the students enrolled held from 24 states, including 5 from the North Eastern States. The 2021 PGP batch consists of 44% of female students, and 60%+ students with more than 12 months of work experience. 60% of the batch comes from Engineering and tech backgrounds, while 8 students hold professional degrees. The rest of the batch has a healthy mix of General Science, Dentistry, Agriculture, Commerce, Law, etc.

The ceremony concluded with the Director- Prof. D.P. Goyal presenting a memento to honour the Chief Guest, and Prof. Subhadip Mukherjee offering a vote of thanks.



IIM Shillong becomes Arunachal Pradesh's Official Think Tank

Government of Arunachal Pradesh signed an MoU with Dr APJ Abdul Kalam Centre for Policy Research and Analysis-IIM Shillong for collaborating as a knowledge partner for capacity building of State Government officers and to set up a satellite centre of IIM-S in the State and for necessary policy interventions.

The MoU was signed between Chief Secretary Naresh Kumar and Prof D. P Goyal, Director IIM Shillong in presence of Chief Minister Pema Khandu.

Shri Khandu termed the day historic and said 'Capacity building is the most important aspect of governance and IIM Shillong is the best in the region in the context'. He was optimistic that the collaboration would pave way for creating a rich human resource which will augment the state's development. He invited the IIM Shillong team to visit Arunachal Pradesh in the month of August to explore and research on potential areas for policy intervention.



Thoughts of Dr. Kalam Evoked

IIM Shillong observed the 6th death anniversary of late former President of India and Bharat Ratna Dr. APJ Abdul Kalam.

Dr. G Sateesh Reddy Secretary DDR&D and Chairman DRDO, delivered a talk on “Building Future Defence Capabilities - Strategic Strides” as Chief Guest of the commemoration, where he recalled his association with Dr. Kalam and the contribution and legacy left by him.

The event conducted virtually by Dr APJ Abdul Kalam Centre for Policy Research and Analysis witnessed keen participation of faculty members, students and staff of IIM Shillong.

The Guest of Honour, Shri Moses K Chalai, IAS, Secretary of North Eastern Council praised the effort and initiatives taken by the Dr. APJ Abdul Kalam Centre for Policy Research and Analysis, IIM Shillong. He urged the Kalam Centre to play a very important role in policy analysis and suggest government with critical recommendation that would help in laying a strong foundation of north east. He also urged the Centre to focus in developing the ‘Knowledge Economy’ of the NER keeping in mind the developments and changes requirements in industry like IT, ITES, Industry 4.0.

SusCon 2021

The 8th edition of the Annual International Conference on Sustainability (SUSCON) was held from 26th to the 30th of July, 2021. The conference was built on discussions around the theme: Holism, Harmony & Happiness.

The Centre for Bhutan & Gross National Happiness Studies (CBS & GNH) partnered for the conference both academically and intellectually. The eminent and revered thinker and pioneer Dasho Karma Ura, the President of the Centre was the Chief Guest of the Conference.

Amongst a few of the keynote speakers to feature were, Dr. Laszlo Zsolnai, Dr. Mary C. Gentile, Dr. Mike Thompson, Shri. R Gopalakrishnan, Shri. Swami Sarvapriyananda

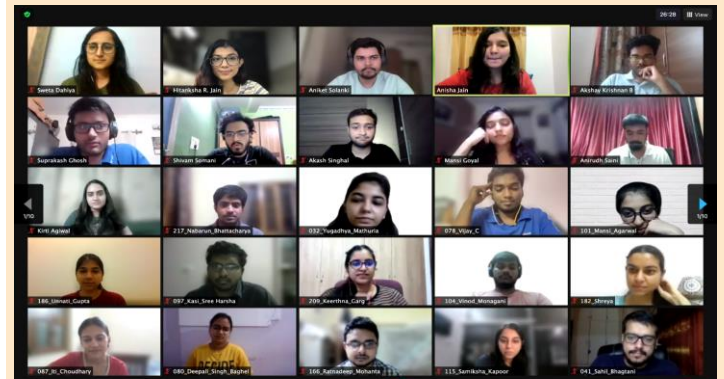
The theme of this year’s conference is thought provoking and is built on the concept that natural systems reflect the perfect amalgam of innumerable constituents, which represents the concept of Holism. As much as the human body consists of different organs that operate as a cohesive unit, so does nature, which comprises diverse components from the smallest bacteria to the enormous blue whale. The innate need for these components to co-exist in symmetry and balance leads to Harmony. Unless there is Harmony, it may not be possible to achieve Happiness. The principle of Holism, Harmony, and Happiness has been the very basis of natural systems that have thrived for billions of years. It is time for humanity to imbibe this to ensure the continued existence of the human race, i.e. its sustainability.

The Footsteps Module (TFM) 2021

The team of The Footsteps Module (TFM) comprising of participants of PGP20 organized TFM 2021 for participants of PGP21. TFM is a student-driven activity designed to be a handholding by the senior batch to the incoming batch to inculcate the necessary skills and accustom them to the requirements of a PGP course.

The objective is to create a level playing field for all the students by introducing them to various topics required for the two-year PGP course; to give a direction concerning academics, corporate competitions, interview skills, productivity tools, and soft skills; to promote Intra and inter batch interaction to encourage peer learning and collaborative work, and to inculcate the work ethos of a premier B school.

TFM team achieved this by conducting ice-breaking sessions, Knowledge Transfer (KT) sessions, club/committee introductions, soft skill training, workshops, etc.



Team Oasis 20

Oasis is the Socio-Mental Wellbeing Cell of IIM Shillong, founded to ensure a safe and healthy mental/social space for members of the IIM Shillong fraternity. The team’s mission is to encourage dialogues about mental health and remove the stigma associated with it, normalize the notion of reaching out, as well as to promote healthier interpersonal relationships and healthier minds.

Oasis is a listening ear, an arm around the shoulder for any of you who’s going through a difficult time. The team aims to be a platform for the IIM Shillong Community for expressing any emotional distress and try to help each other out.



An Enthralling Virtual Convocation Experience

In the first of its kind virtual convocation (11th & 12th) IIM Shillong deployed state of the art technology to bring together an experiential event that may surely have touched the hearts of the attendees. The rigorous content production involving shoots at multiple locations at different times. The Chief Guest Shri Ashishkumar Chauhan, Managing Director & Chief Executive Officer - BSE, being at Mumbai, Shri Shishir Kumar Bajoria, Chairman, Board of Governors, at Kolkata, the Director and entire faculty being in Shillong, and enthusiastic students in their respective hometowns, the content and speeches were shot and synchronised, and finally placed within one common auditorium setting during post production, to bring out the sentiment of being together despite the distances. The entire video production of the 11th & 12th Convocation conducted is readily available at www.iimshillong.ac.in

In total 440 students across all programs made the country and the Institute proud. The list of all medal winners across various programs is presented below:

PGP (2018-20)

- Chairman's Gold Medal for securing the highest CGPA: Tanishka Gupta (Regd. No. 2018PGP181)
- Institute Silver Medal for securing the second highest CGPA Garima Singh Nahar (Regd. No. 2018PGP147)
- Director's Gold Medal for best all-rounder: Maharshi Jignesh Chhaya (Regd. No. 2018PGP140)
- Institute Medal for positive contribution to campus life: S Prudhvi (Regd. No. 2018PGP099)
- MathFinance AG Gold Medal for securing the highest marks in quantitative finance courses: Sushant Sant (Regd. No. 2018PGP115)

PGP (2019-21)

- Chairman's Gold Medal for securing the highest CGPA Darshan Gosalia (Regd. No. 2019PGP014)
- Institute Silver Medal for securing the second highest CGPA Ishan Pandey (Regd. No. 2019PGP022)
- Director's Gold Medal for best all-rounder Vinayak Garg, (Regd. No. 2019PGP133)
- Institute Gold Medal for Positive Contribution to Campus Life Lakshmi Shravya, (Regd. No. 2019PGP017)
- MathFinance AG Gold Medal for securing the highest marks in quantitative finance courses Darshan Gosalia, (Regd. No. 2019PGP014)

PGPEX (2018-19)

- Chairman's Gold Medal for securing the highest CGPA: Priti Khosla (Regd. No. 2018PGX124)
- Director's Gold Medal for best all- Round Performance: Paras Utkarsh (Regd. No. 2018PGX121)
- PGPEX (2020-21)
- Chairman's Gold Medal for securing the highest CGPA: Sriramoju Saikiran (Regd. No. 2020PGX124)
- Director's Gold Medal for best all- Round Performance: Arjun Singh Sirohi(Regd. No. (2020PGX106)

PGP (2018-20)

- Shri Rathindra Nath Datta Gold Medal for securing the highest CGPA: Tanishka Gupta (Regd. No. 2018PGP181)
- Prof Ashoke K Dutta Gold Medal for best all-rounder Maharshi Jignesh Chhaya (Regd. No. 2018PGP140)
- PGP (2019-21)
- Shri Rathindra Nath Datta Gold Medal for securing the highest CGPA Darshan Gosalia, (Regd. No. 2019PGP014)
- Shri Ashoke K Dutta Gold Medal for best all-rounder Vinayak Garg, (Regd. No. 2019PGP133)



IIM Shillong's 11th & 12th Convocation held virtually on 21 Aug 2021



Chairman of the BoG Shri Shishir Kumar Bajoria motivating the new batches of graduates and scholars



Chief Guest Shri Ashishkumar Chauhan, Managing Director & Chief Executive Officer - BSE addressing the passing out batches of IIM Shillong



Remembering the Country's 75th Independence Day

Independence – celebrated every day, felt every moment, with every breath we take, with every laughter heard out loud remains closely felt. Bringing the patriotism and the essence of independence closer to home, IIM Shillong witnessed the flying colors of the tricolor in the celebration of the 75th Independence Day.

The celebration began with the Inspection of Guard by the Director of the Institute, Dr. D P Goyal, followed by the hoisting of the Indian National Flag in all its glory. The surroundings of the Institute then echoed with the pride of the National Anthem. The spirit of patriotism came through when the Director of the Institute, Dr. D P Goyal, addressed the entire IIM Shillong fraternity. His message filled everyone with hope in these trying times and drove the essence and need for remaining united while stressing on the spirit of an Independent India.

This was followed by an ode to the nation by the participants of the Institute in the form of a virtual cultural event that witnessed all the traditions and cultures of the country in its diverse creative patterns and patriotic reminiscence. The participants reminded us of the sacrifices made while paying their reverences and gratitude to the nation with a promise to make the country proud and bring freedom to their minds and hearts in the form of dance, music, and poetry.

The Director of the Institute concluded the celebration while reminiscing on all the sacrifices made as a nation, our soldiers, and citizens to make everyone feel more connected to the rich history of the country, which in itself should be a motivating factor.



METIER

Mandal, P.C. (2021). Online Marketing Research – Roles in Generating Customer Insights, *Studies in Business and Economics*, 16(1), 147-161. (Ranked 'C' in ABDC Journal Quality List, Indexed in SCOPUS Elsevier, Web of Science - Emerging Sources Citation Index)

OFF BEAT

The Current Geopolitical Trends and what promises It holds for India

The present geopolitical scenario is the offspring of the chaos created in none other than the graveyard of empires, Afghanistan. The withdrawal of the last Soviet troops under the command of Colonel-General Boris Gromov marked the end of the Soviet invasion of Afghanistan. In less than two years, the mighty USSR collapsed. The disintegration of the USSR changed the political map of Eastern Europe, and the scramble of the Balkans distracted the world from Afghanistan to Europe. Meanwhile, a far more sinister cocktail was brewing in Afghanistan. The lack of any central authority in Kabul paved the way for the Taliban to siege power and rest we all know what horrors Afghans went through.

Fast forward to 2001. The U.S. had barely come out of its Euphoria of being the only superpower on the globe when Al-Qaeda terrorists shocked the world with 9/11 events, and this is precisely the moment post which geopolitical balance began to move, slowly but steadily. Along with its NATO allies, they wanted to issue sanctions against the Taliban and gather support for the invasion of Afghanistan. In D.C.'s desperation, Beijing saw its opportunities. For its cooperation in the Security Council, China was not only able to get relaxations in WTO but also via Congress. Thus, while the U.S. kept itself occupied with costly wars in Afghanistan and Iraq, in just one decade, China subtly not only firmly established itself as the factory of the world, but in this process also led to the deindustrialization of the U.S.

Post-2008, China went on aggressive with its claim on territories in the Pacific where they felt they had historically been the victim of injustice of the European powers. Post March 2013, after Mr. Jinping became the President of China, the assertiveness of China surfaced on the global stage. The dragon had not only awakened, but it also had no intentions of being tamed by the West anymore. In President Xi's vision, China aims to become a fully developed industrialized superpower by 2047; the least, they aim for a G2 with the USA.

Where does India fit in this equation? India is one of the few counterbalances which the democratic world has against China. Though we have seen firms moving to countries like Vietnam post their exit from China, this migration cannot stand sustainable in the longer run.



Till a few years, we had seen China as an offshore marketing hub of giant western corporations. However, lately, China has invested a lot in R&D and has built few of the finest corporations and brands globally. Smaller nations have their limitations in terms of human resources and logistics, and it also must be kept in hindsight that, unlike Europe, Southeast Asia is a broken market. Nations in this part of the world have not integrated their markets, and with China on the rise, it is unlikely this will happen so in the future. Therefore, it becomes evident why shifting operations to Southeast Asia or Latin America is a temporary solution.

However, it does mean that the world will wait for India forever. If things do not get on track swiftly, the world will have alternate arrangements take care of. It is also essential to keep in mind that the world needs a certain kind of India and not just a mere photocopy of China – a secular liberal democracy with open markets, the rule of law, respect, and protection of human rights. Thus, simply rushing with legislation will not also do the trick, but dedicated and focused liberal reforms are the need of the hour. West is the market where billions are already made, India is the market where billions are yet to be made. However, to unleash this potential, it is quintessential to withdraw our attention from trivial matters and focus solely on rebuilding our economy once the pandemic subsides.

Harsh Dubey | 2020PGP015



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