

autumn..  
...is in the air.

# THE PINE CHRONICLE

News, Views and Creative Expressions

Volume IV, Issue no. 40, Oct 2021

## FACULTY DESK

### A post-pandemic greener world

"We do not inherit the Earth from our ancestors; we borrow it from our children" - Native American proverb

The covid-19 pandemic has brought immense disruptions to the lives and livelihoods of the individuals in the countries across the world. The pandemic-induced income and employment shock not only left the individuals and households more vulnerable, but it has also been a testing time for the governments and corporations globally. The governments across countries resorted to a variety of policy measures to help individuals and corporations absorb the pandemic-induced economic shock in the form of fiscal and monetary stimulus. While the fiscal stimulus packages involve spending trillions for economic revival and restoring the livelihoods of individuals, the absence of sustainability considerations in the stimulus announcements may exacerbate the climate crisis and the problem of environmental sustainability. Such a recovery aimed at returning to the business-as-usual practices and achieved at the cost of environmental considerations may not be sustainable. The remarkable decrease in the carbon emissions as a result of the halt in economic activities worldwide owing to pandemic-induced multiple lockdowns may not be desirable either as it pushed millions into joblessness, poverty, and hunger. Similar pattern of reduction in emission levels due to slowdown in the economic activity was witnessed during the global financial crisis of 2007-08 which could not be sustained as a result of swift recovery induced by the stimulus packages without any attention to the environmental concerns. The world, this time, is again at the same juncture looking forward to a solution that takes care of the people as well as the planet.

## ABOUT NUKSA

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

**Advisor** Prof. D.P. Goyal

### Editorial Team

Dr. Sudhir Kumar Jena,  
Shri. Merlvin Jude Mukhim,  
Shri. W K Shylla

## CONTENTS

Faculty Desk	1
Timeline	1
Métier	7
Off Beat	8
Congratulatory Note	10
Lens Caption	11

The pandemic seems to have again provided us with the opportunity to rebuild our economies and societies in a more sustainable and inclusive manner. This necessitates the post-pandemic world to have adopted an investment strategy that is renewable-energy focused, transportation system that emits less carbon, and production systems that are energy efficient helping in restoration of the nature and the biodiversity and building of a more resilient and prosperous world. The stimulus packages are to be designed in such a way that it not only addresses these concerns but it also provides immediate relief to the individuals and corporations and mitigates environmental degradation at the same time in the long-term.



**Prof. Atul Mehta**

## TIMELINE

**Celebrating the Birth Anniversary of former President of India Bharat Ratna Dr. APJ Abdul Kalam  
15<sup>th</sup> October 2021**

**Interaction with Dr V.K Saraswat  
Member, NITI Aayog and Chancellor, JNU**



Dr. APJ Abdul Kalam Centre for Policy Research and Analysis of IIM Shillong had organized a lecture by Dr. Vijay Kumar Saraswat who is presently a member of NITI Aayog and Chancellor of Jawaharlal Nehru University, New Delhi. Dr. Saraswat is a distinguished scientist who has formerly served as the Director-General of the Defense Research and Development Organisation (DRDO) and the Scientific Advisor to the Indian Minister of Defence. Dr. Saraswat is the key scientist in the development of the Prithvi missile and its induction in the Indian armed forces. He is a recipient of the Padmashree and the Padmabhushan from the Government of India.



Dr Saraswat recalls working with Dr. Kalam and credited him for his vision and teaching which undoubtedly led to a strong foundation of India's scientific achievements and in positioning India in the global stage. He mentions Dr. Kalam's book 'Beyond 2020: A Vision for Tomorrow's India' and emphasized why it is important for India to become a strong and resilient nation as it is only **"Strength that respects the Strength"**. Dr. Kalam was always curious and concerned on **"How to make our nation a number one"**. He also stated that Dr. Kalam, in his talks and speeches, always emphasized how to improve our country's value system, which he feared was deteriorating. He believed that teaching values should begin at home, so whenever Dr. Kalam interacted with students or children, he always asked them to take an oath that stated, **"I will succeed with integrity and honesty in my life and career"**.

While mentioning the celebrations of the 75<sup>th</sup> Year of India's independence (Azaadi Ka Amrit Mahotsav), Dr. Saraswat calls on where we stand today in fulfilling the dreams of Dr Kalam. Underling the achievements and initiatives undertaken by the Government at the helm of affairs he stressed on India @ 75 and key initiatives taken by the Union Government like 5 trillion economies, Make in India, Startup and Standup India, Defence advancement, historic COVID vaccination drive etc. Dr Saraswat in his address touched upon 5 important pillars of making India a self-reliant country and Atma Nirbhar Bharat viz

- a. **Economy:** He suggests that bringing an economy that doesn't bring incremental change but quantum jump. The Hon'ble Prime Minister of India has set a target of 5 Trillion economies despite the pandemic. According to the International Monetary Fund, the Indian economy is growing at the rate of 9.5% to 11.5% this year.
- b. **Infrastructure:** We need an infrastructure that can become the identity of modern India.
- c. **System:** A system that doesn't follow the norms of the previous century. It should be able to fulfil our 21st-century dreams and should be technology-driven.
- d. **Vibrant Democracy:** Democracy is our strength. It is the source of energy for our dream to make India self-reliant.
- e. **Demand:** The demand-supply chain is our power and we should use it to its fullest potential.

He made a special mention of the strategic initiative taken on allowing FDI on the Defence sector that resulted in huge investment in defence production and development. He remarked that after the launch of the Startup India scheme, there are now approximately 50,000 startups with an average of 11 employees per startup in our country having 45% of startups initiated by women. Dr. Saraswat stressed that India's international ranking in **'Ease of Doing Business'** has improved by 14th ranks, from 77<sup>th</sup> to 63<sup>rd</sup> in 2019. There is a major push through Digitalization and Single Window approaches for business processing, which has led to an improvement in India's ranking in Ease of Doing Business.

Praising the effort of the Government and civil society in dealing with the COVID 19 pandemic he said that the inner strength of India was reflected at the time of lockdown, the policies at the time of pandemic were more focused on giving a stabilized economy and healthcare facilities. During this time the contribution and support received from all the sectors to fight the pandemic were remarkable, it reflected the unity and strength we possess as a country. The frontline, healthcare professionals did a remarkable job and the vaccine diplomacy of India had received huge praise from the global community.

Stressing on the welfare schemes initiated by the Government, he mentioned various schemes like **Jan Dhan Yojana, Pradhan Mantri Suraksha Bima Yojana, Pradhan Mantri Jeevan Jyoti Bima Yojana, Atal Pension Yojana etc.** He also mentioned the various initiatives that were brought to bring reforms in the Agriculture sector by doubling farmer income, Swach Bharat Mission for health and hygiene, Digital India and in Education Sector through the National Education Policy 2020.

Dr Saraswat suggested some of the thrust areas for the development of the North Eastern Region, which is as follows:

1. NER has the Potential for Exporting a wide range of products but it needs to focus on improving its **export promotion architecture**.
2. It is important to improve the **Cold storage facilities** in the region and avoid wastage of fruits and vegetables
3. **The logistics support** system needs to be improved, the initiative under the **Bharatmala project** by Central Government in this regard will bridge the logistic gap in NER.
4. Maximum **utilization of Bamboo** from the region in terms of production and export of goods and need to enhance and develop **entrepreneurship skills** among artisan who produced bamboo related crafts.
5. **Reduction in the compliance burden** in all states by individually identifying challenges and taking decisions.
6. Initiative in Medical tourism can be explored.
7. Introduction of Shifting cultivation in the region. The use of technologies and added innovation in agriculture would benefit the farmers. The entrepreneurship development programmes that need to be organized by the institutions like IIM can be added advantage for the agrarian community in the region.
8. Policy intervention by institutions like IIM Shillong in the region could be a helping hand to various State Governments to improve the development of the different sectors in the individual states.

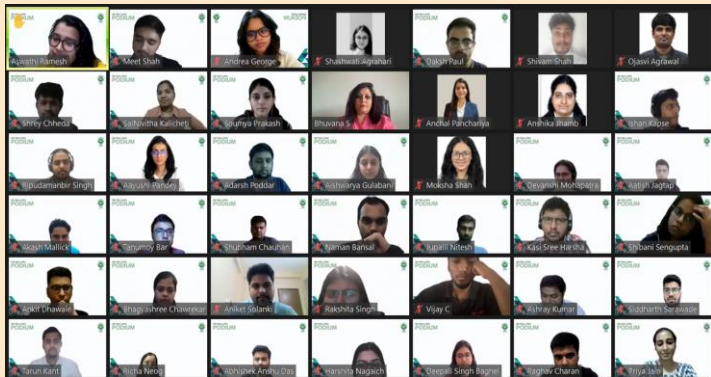
Further, he stated that India @ 75, is doing extremely well and India is reaching the set target of 5 trillion Economy, also the educational sectoral reform, improved agricultural growth, development of Startup system are few examples for growth of our nation. The entry into disruptive technology is a big step for growth but it needs re-skilling for people to get used to new technology. The re-skilling can be provided by institutions like IIM Shillong for the better use of new technologies.





and as a digital and performance marketing lead before moving on to her current role as Chief Marketing Officer at Randstad India.

The session was conducted in a virtual capacity to discuss the topic "Changes in Indian Marketing scenario due to rapid digitalization." Ms. Bhuvana began by highlighting the importance of having a purpose behind marketing, followed by the need to provide each customer with a wholesome experience and not just a product. She shared her insights on the significance of data and technologies such as IoT, AI, and Virtual reality and how they could be utilized to aid customers in making smarter decisions. She spoke about how essential it was to place the customer at the center of marketing by invoking practices such as collecting customer feedback and analyzing customer satisfaction scores. The discussion focused on techniques to find the perfect balance between 'Tech & Touch' as the future of services would be essentially hybrid. The session was concluded by Ms. Bhuvana, emphasizing how necessary it was for all employees across the globe to constantly skill and reskill themselves to ensure readiness in today's rapidly changing world.



## Podium Session Season 10: Mr. Vinay Kushwaha

On 16th October 2021, IIM Shillong conducted the 5th session of its flagship annual Corporate Connect Series, PODIUM (Season 10). The Public Relations Cell hosted Mr. Vinay Kushwaha, Chief Supply Chain Officer at Britannia Industries Ltd, for an insightful session.

A Mechanical Engineer from IIT Delhi, Mr. Vinay Kushwaha started his career with the Hindustan Lever group in 1986. As a part of his 22 year-long stint in Hindustan Lever, he has donned many hats, such as Supply Chain Director in the North African Business, Regional Vice president for Skincare category - Asia, and was also a part of Unilever's Singapore based Supply Chain Leadership team. In his current role as Chief Supply Chain Officer at Britannia Industries Ltd, he is responsible for manufacturing, projects, and technology. He is also actively involved in creating capability and technology for their new products. The session was conducted in a virtual capacity to discuss the topic "Impact of Industry 4.0 on Supply Chain Management". Mr. Vinay began by highlighting how Covid had impacted the supply chain industry in India - a sector that thrived on the importance of communication. He spoke about how the utilization of technology in business had evolved over the years

## IIM SHILLONG PODIUM SEASON 10



### Mr Vinay Kushwaha

Chief Supply Chain Officer  
Britannia Industries Ltd

BRITANNIA



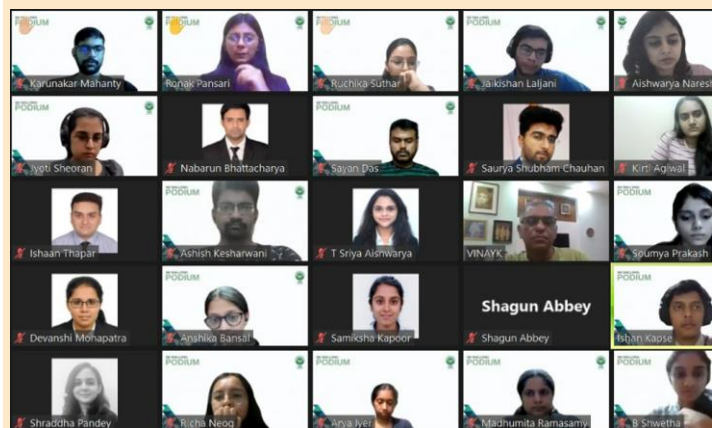
Topic:  
Impact of Industry 4.0 on  
Supply Chain Management

16-October-2021

Time: 5:30 PM

He stressed how vital it was for factories today to not just rely on human decision-making abilities and to start leveraging suitable technologies. He said that the need of the hour was to develop a "predictive nature" in technology and that systems and algorithms should continue to learn, evolve and grow with time.

He concluded with the following quote- "Technology is not taking away any jobs, it is only creating new ones" and motivated the participants to focus on upskilling themselves continuously. The session ended with a Q&A round where Mr. Vinay shared his valuable insights with the participants.



## Navratri Celebrations 2021

The festival of Navratri is known to celebrate the victory of the goddess Durga over the demon king Mahishasura. On 13th October 2021, IIM Shillong celebrated Durga Ashtami and Poojan. Students welcomed Maa Durga to the new campus and embraced the festive spirit with joy, peace, and contentment. Students in groups of 20 visited the puja venue, and Prashad was distributed to everyone.

If there is one thing that everyone waits for with bated breath during Navratri, it is the grand night of Dandiya Raas. On 22nd October 2021, the Cultural Committee organized the Dandiya Night'21.











Master of One” with the esteemed Alumni of our college.

The speakers for the evening were **Mr. Sagar Riaz** and **Mr. Akhil Rathi** from the batch of PGP 2014-2016. Mr. Akhil who was working in the role of Program Manager at Curefit, handled projects related to Therapy business, Yoga business, Online DIY content, 3rd party gym onboarding and telesales in Curefit. Currently he is handling transition related projects in Talent500.

Mr. Sagar has worked In Mahindra in Sales & Strategy and currently he is working in IIFL, handling projects as cross business.

**The discussion during the 1.5 hr workshop revolved around six core topics –**

1. **What are the roles and responsibilities offered to an intern having a General Management profile**
2. **SIP interview prep for a general management role**
3. **Prerequisite for the internship (if selected)**
4. **Importance for an intern to crack PPO (if the company is offering)**
5. **Companies to look forward to**
6. **Should you be looking into the depth or breadth of the experience**

Students of PGP’21 who attended the session were keen on understanding the General Management role that the companies offer. The speakers helped participants understand the roles and responsibilities that General Management role would be entailing. Valuable insights were gained from their experience in the industry, and this was beneficial to students who would like to pursue this as a short term as well as a long-term goal.

General Management is the executive role within a company overseeing most or all of a firm’s function. Prospects in this role were extensively discussed and an analytical mind genuinely interested in problem solving was thoroughly encouraged.

**Five crucial information were provided by the Alumni to the batch, aimed at helping them prepare for General Management role and for the interviews :**

### 1. Shaping the Work Environment

Every company has its own particular work environment, its legacy from the past that dictates to a considerable degree how its managers respond to problems and opportunities. But whatever the environment a general manager inherits from the past, shaping—or reshaping—it is a critically important job.

### 2. Crafting a Strategic Vision

Since the general manager is the only executive who can commit the entire organization to a particular strategy, the best GMs are invariably involved in strategy formulation, spearheading the effort,

not just presiding over it. To begin with, they have a strategic vision for each business, or they develop one quickly when they’re appointed to a new job.

### 3. Marshaling Resources

All general managers say they allocate resources to support competitive strategies, keep the company economically healthy, and produce high returns. Yet if you analyse the way the process works in most companies, you find excessive support for marginal businesses, low pay-out projects, and operating necessities. In short, no strategic focus. The best GMs concentrate more resources on situations that provide the opportunity to gain an important competitive edge, or at least improve on one they already enjoy.

### 4. Organizational Bodybuilding

One of the most innovative GMs know about his plan to reorganize and decentralize his business in order to make faster decisions, improve execution in local markets, and reduce costs. Great objectives if they’re realistic.

### 5. Up and Running

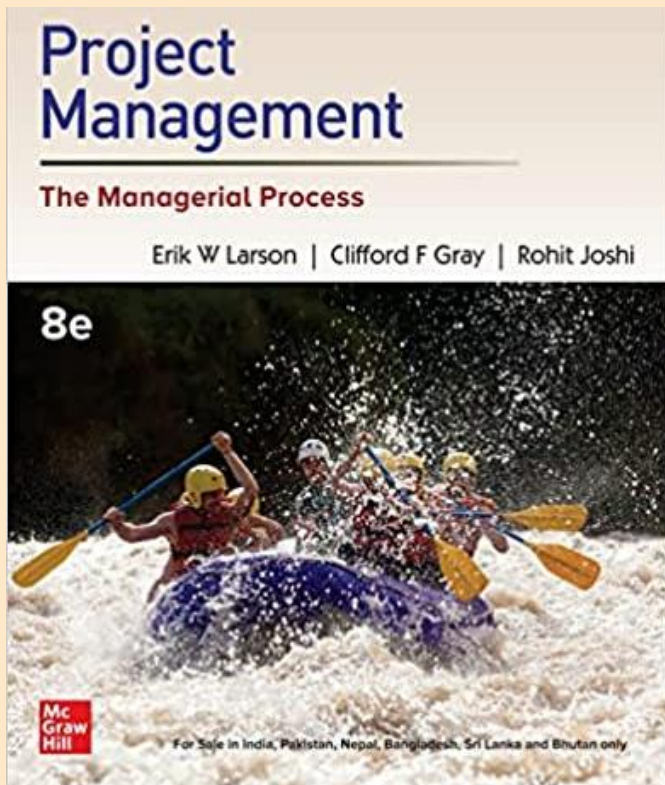
The fifth and last area of responsibility for a GM is supervising operations and implementation. That means running the business day-to-day by producing sound plans, spotting problems and opportunities early, and responding aggressively to them.

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## PANELIST

- Dr. Bhaskar Kr. Kakati was invited as panelist for the session entitled “emerging Trends of Grassroots Development in Northeast India” organised under “North East Samagam” by SeSTA in collaboration with PRADAN, PRIYA and CYSD, held on 8<sup>th</sup> October 2021.

## OFF BEAT

### Do I really love my family?

It was the month of December 2016. For the second time I was on my way to Delhi. The first time, I had gone for three days. This time I wasn't aware about the duration as I was going to find a place to earn my food. It was about seven in the morning and the train reached Ghaziabad. I came out and stood on the gate of the compartment. Usually duty going people of Ghaziabad go to Delhi by early morning trains. A train standing on the other platform was leaving the station. It was in its initial speed. A man having a bag on his back was running to catch the train, and maybe he would have thought if I am not going to catch the train I will be late. He, however, wasn't successful. While holding onto the iron rod at the gate, and as he placed his one foot at the step, he slipped and went underside of the boogie. He was totally crushed by the train.

I stepped outside of train and went to see him. Many people gathered near his body. His face was unrecognisable. As I saw his body I got shocked. People around me were humming with different opinions. One of the man from the crowd said, “I know him. He was very hard working. He loved his family a lot. His family lives in Ranchi. He used to live here with his brother. Last week he was very happy as it was his son's birthday.” He said today is my son's birthday, and I have sent money and asked him to buy anything as per his wish and many more things. But as soon as I heard “He loved his family a lot,” I asked a question to myself. “Did he really love his family?” If he really loved his family he would not have run to catch the train.

I started talking to myself. I asked what is the equation of loving his family and catching the train. He was here to earn his existence. He was here to earn for the existence of his family. He was working here, earning money. He had his family. He was sending money to his family. Definitely he loved his family. He had made the mistake of trying to catch a running train but it doesn't mean he didn't love his family. Again a question struck. If he loved his family then why hadn't he gone home for his son's birthday. It is very ironical to say that he loved his family and he wasn't available during happy moments of his family. A counter thought arrived that maybe he had been stuck up with his work. Numerous thoughts were coming in my mind but I couldn't find the exact answer. After this incident I was in shock for three days.

It was 14<sup>th</sup> November 2019. My 24<sup>th</sup> birthday. It had been a month for me in Oman. Being selected for a job in Oman was a very happy moment of life in terms of income perspective. On that day I arrived at my workplace, and everyone in the department congratulated me. They organised a party too and I thanked everyone personally. Everyone in my department was above 40, and I was the youngest one.

After the party one of the colleagues belonging to Philippines called and asked various questions about me, my family, my past, and my future plans. He was listening very carefully, and gave me various advice. He made me aware about different perspective of life. At last he asked me a question that I had asked myself three years





दुनिया के सबसे पुरानी सभ्यता "भारत" के किसी दूर - सुदूर गांव में छठ पूजा वाले दिन जब कोई बालक या बालिका अपने सर पर फलों की डलिया रख छठ घाट पर जाता है, जब कोई माता या बहन सम्पूर्ण वैभव के साथ सज - धज अपने आंचल में फल को रख पानी में खड़े होकर भगवान आदित्य को अर्घ्य देती है, जब कोई पुरुष अपने धोती को हाथ में पकड़ भगवान आदित्य के सामने हाथ जोड़ता है तब समय भी खुद को रोक कर एकबार भारतवर्ष के इस अप्रतिम सौंदर्य वाले संस्कृति को निहारता है, सोचता है!! मैं अपने इस वैभवशाली क्षण को क्या नाम दूँ, खुद से कहता है काश!! यह क्षण यही रुक जाता, इसे और ढंग से निहार पाता। दुनिया में चल रहे तमाम उथल - पुथल के बीच यह भी दुआ करता है की जबतक यह सृष्टि रहे तब तक इस संस्कृति को कोई आंच न आए।

बचपन में इस पूजा का बेसब्री से इंतजार रह है क्योंकि पूरे 10 दिन की स्कूल की छुट्टी, कॉलेज में भी छुट्टी कर ही लेते थे और पूरे साल कोई नया कपड़ा मिले या ना मिले इस दिन जरूर मिलता था। यह त्योहार ही नहीं एक प्रकार का संस्कार है। पूरे गांव का जमावड़ा एक नदी या तालाब के किनारे एक जगह होता है। सब एक दूसरे से मिलते - जुलते है। इस व्रत के लिए न विशेष धन की आवश्यकता है न पुरोहित या गुरु के अभ्यर्थना की। यह सामान्य और गरीब जनता के अपने दैनिक जीवन की मुश्किलों को भुलाकर सेवा-भाव और भक्ति-भाव से किये गये सामूहिक कर्म का विराट और भव्य प्रदर्शन है।

यह पूजा संयम, संतुलित और सुखमय आधार है। छठ पूजा की हार्दिक शुभकामनाएं!!!

*अनुराग पाण्डेय,*  
**Anurag Pandey**  
वी - एमबीए21 /  
MBA (WE) 2021

## CONGRATULATORY NOTE

### 1. The CFA Ethics Research Challenge:

**CONGRATULATIONS!**

**TEAM IIM SHILLONG**

Gourav      Nikunj Kumar Kikani      Sakshi Malani

**NATIONAL WINNERS**      **THE ETHICS CHALLENGE**

The CFA Society India recently organized The CFA Ethics Research Challenge, in which team IIM Shillong has emerged as the National Winners. The Ethics Challenge is a competition between university-sponsored teams that analyze a case containing various ethical dilemmas. The case incorporates common ethical issues and the application of the CFA Institute Code of Ethics and Standards of Professional Conduct.

**The participants were:**

**Gourav Mittal, Nikunj Kumar Kikani and Sakshi Malani.**

### 2. Global Investment Banking Valuation Olympiad 2021:

**GLOBAL INVESTMENT BANKING VALUATION OLYMPIAD 2021**

**GLOBAL FINALISTS AMONG TOP 10 TEAMS**

Manish Kumar      Nihar Mehta      Siddharth Dalmia      Suraj Agarwal

Aritro Datta      Arko Datta      Hardik Goyal      Yash Juthani

**CONGRATULATIONS!**

Another event organized recently was the Global Investment Banking Valuation Olympiad 2021 by Global Banking Training, London. It is a unique opportunity for business students to participate in a three-stage competition against other teams worldwide. Each stage of the competition puts students' valuation skills to the test in the form of an online assessment, a Mergers & Acquisitions (M&A) case study, and a final presentation (for the Top 10 qualifying teams). This event has attracted thousands of participants over the years, and the students of IIM Shillong were among the Top 10 Global Finalists.

The participants are:

**Manish Kumar, Nihar Mehta, Siddharth Dalmia, Suraj Agarwal, Aritro Datta, Arko Datta, Hardik Goyal, and Yash Juthani.**

### 3. TATA Steel-a-thon:

The TATA Steel-a-thon was organized by TATA Steel which is an Annual Business Challenge for premier B-Schools in India. It offers



