

autumn..
...is in the air.

THE PINE CHRONICLE

News, Views and Creative Expressions

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EDITORIAL

An amazing aspect of discussions on sustainability shows people trying to maintain some kind of a status quo which originates in the deep seated belief that in the end everything will turn out to be all right! Because of this mindset, it is held that if the social, cultural and environmental situations are left undisturbed then sustainability can be ensured. The argument does not take into account the influences and consequences of forces and factors that may have a direct or indirect effect on these factors. The challenge is to recognise the intricate interplay of numerous factors that have a delicate interplay on each other that ultimately contributes to life and culture. Hence, it would be logical to view any activity that disturbs any one or more of these factors as a potential threat to overall sustainability of the larger system. In addition, it also has to be appreciated that all living organisms and human organisations and systems are both dynamic and ever changing. It is also not clear how much of change can a system absorb before it is changed or destroyed beyond recognition. Interestingly, much of this change is being forced upon the system by the economic needs of a consumerist economy especially with regards to society and culture. While it is relatively easier to assume that with regards to environment, the prevention of large scale destruction and disruption of eco systems would hold to key to ensuring environmental sustainability. However, with regards to social and cultural nuances, the problem becomes extremely complicated. In this regard, it has to be accepted that the social and cultural influences that small societies are subject to can be multiplied manifold. For instance, in many of the smaller societies, it is seen that the mass media, especially television has come to exert extreme and at times adverse influence at both the individual as well as the social level. Thanks to growing connectivity, today even the remotest village house are connected to the outside world and have access to internet as well as satellite dish connectivity. Through the innocuous television set, the penetration of alien cultures and value systems into the remotest hamlets has become a worrisome reality. The impact this is having on the society and culture of small communities is yet to be fully realised. In this scenario the promotion of excessive ecotourism without putting in place adequate safeguards and control mechanisms may soon emerge as a potent threat to the culture and belief systems of the people already besieged by a set of alien values and aspiration levels set in place by a global consumerist culture. The argument that the practice of ecotourism which is supposed to be based on the preservation and display of indigenous culture and traditions can itself, as some

point of time emerge as a threat to the culture and tradition of smaller communities seems contrary to logic. In other words, how can ecotourism which is supposed to incentivise the preservation of culture and tradition also emerge as a threat? The answer lies in the fact that the challenge is not just the preservation of the outward manifestations of culture, such as songs and dances but the intrinsic value system of the people that gives rise to such cultural idiosyncrasies. These are rooted in the value system of the people which is under threat because of the wanton spread of the consumerist culture. The persistent and potent the threat of unregulated tourism is something that has not yet been fully understood. To start with, of the many industries that have demonstrated a sustained growth trajectory, Tourism has been amongst the foremost. Over the years, Tourism as an industry has witnessed a steady growth and current industry patterns indicate that it is poised for further growth in the future. At the same time, it is also seen that the growth of the tourism industry has resulted in deep inroads into hitherto pristine landscapes in flung areas of the world. This has brought with it its own set of challenges, foremost among these being the challenge of preserving eco systems and culture. It has long been argued that tourism as an industry was blessed with the inherent potential of being a high return and low carbon foot print activity. However, with tourism sector witnessing an almost exponential growth curve in the global context, numerous ill effects have also become apparent. Of the many concerns that the rampant growth of the industry brought to the fore were issues of environmental sustainability, negative impact on the culture and traditions of numerically small communities, and the excessive pressure on civic amenities in both rural and urban centers of tourism. In time, it was these negative impacts that can emerge as the most threat potent threat to its growth, and not the lack of demand, as in other industries. As a possible response, the industry came up with the term "ecotourism" which has captivated the imagination of the world. The future growth of the industry has become inextricably tied up with the promotion of ecotourism. However, it is urgent to revisit the negative impacts and put in place regulatory mechanisms before it gets too late.

ABOUT NUKSA

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

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TIMELINE

MDP on “General Management” for Officers of Reserve Bank of India

MDP on “General Management” was organized by IIM Shillong for Officers of Reserve Bank of India from 18th-20th November, 2019 in the Campus. Altogether 20 participants from across the country attended the training program.

The program is coordinated by Program Director, Prof. Neelam Rani (Area Chair –Finance, IIM Shillong)

The 3 days training program was facilitated by faculty from IIM Shillong.



MDP on “Aesthetic of Motivation: The Art of Managing People” for Senior Officers of PowerGrid

MDP on “Aesthetics of Motivation: The Art of Managing People” was organized by IIM Shillong for POWERGRID from 18th-22nd November, 2019 in the Campus. Altogether 26 Senior Officers from across the country attended the training program.

The Program Director(s) of the MDP is Prof. Rohit Dwivedi and Prof Sanjeeb Kakoty from IIM Shillong.

The 5 day training is facilitated by In house Faculty, Guest Resource Person- Ms Kena Shree from NTPC and Artist and Musician Mr Benedict Hynniewta.

It is to be lauded that during the Valedictory, the participants, Faculty, Officers and Staff of IIM Shillong were treated to a wonderful musical piece by participant Mr Sukumar Mishra who with the help of a Violin, not only surprised us but also captured the essence and “Aesthetics” of the program.



Khlorthma 2019

IIM Shillong recently concluded its annual management fest-Khlorthma and its first ever cultural extravaganza “Nirvana” and thus writing one more beautiful chapter in the annals of the Institute’s history.

Khlorthma, a consortium of various domain-wise specific competitions organized by the Institute’s clubs saw participation coming from premier B-schools around the country. After some initial rigorous rounds, the most deserving teams were selected to come to the campus to compete for the top title. Moreover, with competitions coming from almost all domains of management, we saw participation from really talented participants who are doing extremely well at their forte. From finance and operations to marketing and sustainable business plans, nothing was left out and in this one-week IIM Shillong was nothing less than a battleground where teams were vying for the top spot solely on the basis of their acumen and sagacity.



While on one side, the rigor was at its full tide, the Institute was also fortunate to observe the provenance of its cultural extravaganza-Nirvana. It was indeed one of its kind. For one complete week, we were mesmerized by the cultural competitions and performances of students from around the country. In fact, the show was a complete pack of joy and merriment. From singing, dancing and fashion show competitions to stage performance by eminent bands such as Khasi Bloodz, The Megh Express and Colours, every experience was crafted for supreme delight and enjoyment. All in all, the first extravaganza, through the sheer efforts of faculty, students and staff, was made worthy of being the first.

On a broader look, both rigor and fun going side by side is a manifestation of what MBA life is all about and a reflection of the exposure that IIM Shillong is adept at giving.



Be the Change Initiative

IIM Shillong hosted a public lecture on “Psychology of Social Movements” delivered by Prof. U. Vindhya, Jt. Director and Head of Gender Studies at TISS. The lecture was organized as a part of the ‘Be The Change’ initiative which is the brainchild of Professor Sanjeeb Kakoty. The initiative marks the beginning of challenging the status quo and making a change as students and global citizens starting 'here and now'.

Prof. Vindhya conveyed a talk on the psychology and sociology behind social movements. The session had a healthy exchange of views on revolutionary and radical movements in history of our country of religious, resistance and reform genres. The concepts in mass mobilization like frustration and aggression hypothesis, attributional orientation and grievance-identity reasons were discussed. The mob mentality and psychology behind protests since the evolution of mankind with the examples of India's war of Independence, China-Hong Kong protests and the Tibetan suicide methodology of protests were talked about. In addition to that the increase of participation of women as Naxalite insurgents, followed by the arising need to understand the evolving role of women such movements was taken up for discussion. Prof. Vindhya conferred with the students and faculty on various such issues that are seldom discussed or taken up for debates in the normal context.



GodSellers 9.0

The ninth season of the GodSellers was launched with full fervor and excitement on the 8th of November 2019. GodSellers, the annual flagship marketing gala of IIM Shillong, ever since its inception has been one of the most talked about events of the institute. Curated by the Markathon – the marketing club of IIM Shillong, the event witnesses a huge footfall from students and the local community. Aimed to test the creativity and persuasive ability of the contestants, GodSellers challenges how good a salesperson can one be. Members are urged to think of inventive advertising and marketing techniques to draw in the crowd and sell their contributions. The main event is scheduled on the 15th of November at IIM Shillong.

A Visit of Motivation by Actor Ashish Vidyarthi

IIM Shillong was graced with the opportunity to host eminent Bollywood actor and motivation speaker Mr. Ashish Vidyarthi on 14th November, 2019. Mr. Vidyarthi was extremely elated to see some of the brightest minds of the country and enjoyed a candid talk with the participants.

The illustrious actor prefaced his talk with ideas about life. Hitting

on some of the most underrated facts about life, he started by saying how we all are delivery boys and our purpose in life must be deliver the best version of ourselves that we can ever be. But in this quest, he underscored the fact that all of us are far greater than our achievements. It is not our past achievements that will define who we are but what we do every day to achieve our dreams. He focused on the fact that to live an extraordinary life, you need to perspire profusely and work incessantly. Moving ahead, he talked about the two most important aspects of each person's life - "One" and "Other". One stands for your sole goal in life, your reason to strive, and Other could be the reasons not to try, or the naysayers. Till the time you don't achieve your goal, keep looking for the 'one' and never settle with what the "other" has said." Going ahead, he talked about living one's life with passion and dedication. He focused on the desire to achieve par excellence and "to be quoted rather than quoting others." "And in this quest", he warned, "always be willing to fail. Set up a game big enough to fail, set yourself free, explore the world and make the best out of it. Magic is happening all around, dare to accept it and become a part of it because whatever you are seeking is indeed seeking you."

His talk was indeed an enlightening one and gave the participants a perspective to look forward to in order to make the best of these formative years that they are going through.



Nirvana 2019

IIM Shillong hosted its first ever intercollegiate annual cultural fest 'Nirvana 2019' from 22nd to 24th November. The cultural fest saw a culmination of dance, fashion, singing, acting and a plethora of other activities that lifted the spirits of the crowd to another level. With the theme of 'With True Bliss comes Magic', Nirvana created magic in all true senses. In its very first edition, Nirvana has enchanted the crowd and has promised to create a legacy for years to come.

The event kick-started on 22nd November celebrating the spirit, culture, vibes and ethos of the North East all at the Battle of the Bands. The second day at Nirvana saw an enthralling blend of fashion and thought-provoking themes at Glam It Up which witnessed all the glitz and the glam. Nirvana ended on the third day with a ProShow of scintillating performances by popular local bands like Megh Express, Khasi Bloodz and Colours.

Apart from these events, Nirvana also hosted various competitions for the students like Breakfree – The Dance Competition, Ankahi - The Monoact Competition, Antaragini - The Singing Competition, Fire and Ice-The Duet Dance Competition and Tamasha-The Street

Play Competition. These competitions saw the participants bring out the best of their artistic and creative side.

The event was not just a show of the talent but also a testimony to the grit, effort and potential of the organizing team at IIM Shillong that resulted in the huge success of Nirvana in its very first year. The bar has definitely been set high and it can only get bigger and better.



Shanmugam Manjunath – Candle Light March

Shanmugam Manjunath, a brave son of Bharat and an epitome of integrity who martyred during his fight against corruption, is a revered figure looked upon by several students across the country for his robust character and ethical inclination. Students of IIMs and IITs particularly connect with him for he was an alumnus of IIM Lucknow. For his death anniversary, students of the IIM Shillong organized a Candle Light march in his tribute and pledged to be guided by his principals, to inculcate integrity in themselves and to promote integrity in others



The Podium

This month, the institute hosted Mr. Rajeev Singh, COO & Business Head, Karvy Fintech and Mr. Dingtang Tikhak, Senior Director – Last Miles, Delhivery for the 8th season of the flagship corporate interaction series – Podium'19. Mr. Rajeev Singh is a Wharton graduate and a global business leader with strong strategic and analytical; ability and 26 years of extensive experience in building



and leading BPM businesses especially in US and European Markets. In his address to the students, he shared valuable insights on leadership and corporate management.



A management graduate from IIM Bangalore and an Instrumentation Engineer from IIT Kharagpur and a seasoned professional with more than 10 years of management experience in eCommerce, Manufacturing and Power sector, Mr. Dingtang Tikhak is highly skilled in business development, vendor management, inventory management, process re-engineering, lean business systems and people management. He shelled out key knowledge on operational management and held an interactive session to clarify various questions of the students.

ALUM SPEAK

Things nobody told you about MBA's curriculum

I just made myself a cup of tea and in the balcony. It's a typical chilly day, a much-needed respite after the harsh Delhi summers. As I Instagram this chai moment, I sigh. I frequently sigh, and always at that one same thought- Shillong. It's been some 7 months since I left Shillong, but I have never been able to leave it behind. IIM Shillong is not just a college. It's a feeling, I Think about it all the time. The 9 am morning classes, the biryani Sundays, the group projects and the freeloaders, the last-minute exam preparation and the sem-end Shawshank redemption moments. And it's just not me, everyone misses Shillonging. Everyone craves to be back at the college, in the safety of cherry blossoms, and steaming momos.

Its also been 6 months since we all started our corporate life again. 2 years didn't prepare us enough for the hustle ahead. Everything is a breeze when you are in a college. Life just changes after you are pushed into 9-7 schedules. Back at college, assignment deadlines seemed like a gigantic task, staying up at nights meant distress. Now it all seems like the easiest thing we had to do.

It's been rough and it's been tough, but perhaps the best thing about a MBA program is that it kind of does inculcate tremendous skill sets into you. Those case studies kind of are in our system now. Each subject has left its traces in our DNA now. Whether we took our teachers seriously or not, we did imbibe their words into our system.

I have always been a teacher's pet and constantly reach out to my teachers and eat their head off to help me come out of some crisis, but my peers too remember our teachers frequently and many a times send a silent thank you to them which brings me to the point of this article. I got a little distracted with Shillonging, but to be frank, can you blame me? The college is LOVE.

Things nobody told you about MBA's curriculum

In the course of my MBA, I have taken over 50+ subjects including electives and core subjects. Strategy, Finance, HR, Excel, Marketing- You name it. We would have crammed them all in two years. We chewed our way across the Kotlers, and the Porters in 2 years.

If you are a MBA student, at one point in your life you would say- Who uses Maslow's ever, who uses Brand association maps ever? You would have rolled your eyes and uttered- Faff, or GAS or whatever term your college coined for- fancy words to describe sh**.

I have been now part of 3 organizations after my MBA- a big 4, a social organization and currently Henry and Smith. And believe me, I have applied every single thing I learnt during those two years. Even the ones most people roll their eyes at- Organizational Structure and Behavioral Studies. These actually are kind of the most pertinent ones in a growing organization, where you want the company to grow with employees.

Some subjects however didn't have a name but are a part of our system now

- 1. Empathy-** when you are in a residential program, and have two batches cooped up in a small campus- you meet everyone. Everyone you meet is different and you learn to respect them. You learn to listen and to appreciate. When you meet varied colleagues at a workplace, you are subconsciously applying what you learnt and respecting every one's opinions. Just focus on what level of Maslow's is the person at, and let the dialogue begin.
- 2. Handling Bad Managers-** We have read the theory; we have studied the concepts. We know every leadership technique in the test book. And if you have paid enough attention, you will know the way to deal with them.
- 3. Burning the midnight oil-** Unrealistic deadlines? What are unrealistic deadlines? We have been handling multiple projects with multiple groups all in a night's span. To be honest it was more of our fault at keeping things for the last minute, but anyways we did it! Getting those appreciative glances at work for multitasking? Thank the college
- 4. We get along with anybody-** In a span of two years, I went through at least 15 different groups- Clubs, committees, section

groups, subject groups- we just met everyone and worked with all the possible types of people. Now handling anyone from a subordinate to a senior to an intern is easy peasy.

- 1. Ability to recognize Faff-** We can now tell when somebody is all words, and no action. Mainly because we have been through it. We know when a ppt is all about the graphics and less about the content. We can call anyone's bluff. ☺
- 2. Sitting through meetings-** One of the things we absolutely hated was those never ending seminars. And that too- right after an all nighter, classes and skipped meals. So it was pure hell having to put on formals. And be impeccably groomed and sit through these sessions. I remember we used to have tears from suppressing our yawns. Now I see others struggling through these meetings- while I am absolutely chilling
- 3. Lets get ethical-** One of my favorite classes was a leadership class- which was basically the question- You can make a manger out of a man, but can you make a man out of a manager? The higher you climb the stairs to leadership- the tougher it gets to hold down to your values. Just last week I compelled myself to read one of the books from my MBA times. The Prophet. It might not make sense as to why we were reading Little Prince, Geetanjali, Mahabharata or watching Vikram Betal as part of MBA. However now that I realize- it gave my moral compass a direction. Companies have toppled because people fail to realize the importance of an ethical approach.

And these are just some of the things, there is a whole plethora of subjects we have never been taught – but we know. The ability to make 3 slides out of 1, skimming through a whole book in record time(all the practice from trying to read pre reads while having a breakfast), sleeping for less than 4 hours and yet looking sane. Its all part of the MBA curriculum.

So thank your stars for being #brandedforlife. A MBA degree changed my life. Believe me, wherever you go-IIMians stand out. They do, and its not because we studied all these fancy subjects. Its all the things our teachers didn't say explicitly but imbibed into us- a reverence for deadlines, a respect for opinions and the ability to absorb.

So cherish the years as much as you can.

What was your biggest learning in college? Let me know!



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