

ABOUT NUKSA

Nuksa The Pine Chronicle is the monthly news magazine of IIM Shillong which seeks to provide to the world outside, News, views and Creative Expressions from members of the IIMS family. Nuksa is a Khasi word meaning example or sample and as the Pine Tree is almost synonymous to Shillong and our beautiful campus, hence the name Nuksa, The Pine Chronicle.

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Vision

To become an internationally recognized management Institute with a global outlook grounded in Indian values.

Mission

To generate and disseminate knowledge in all aspects of management education for sustainable development and to develop innovative leaders with strong ethical values.

Core Values

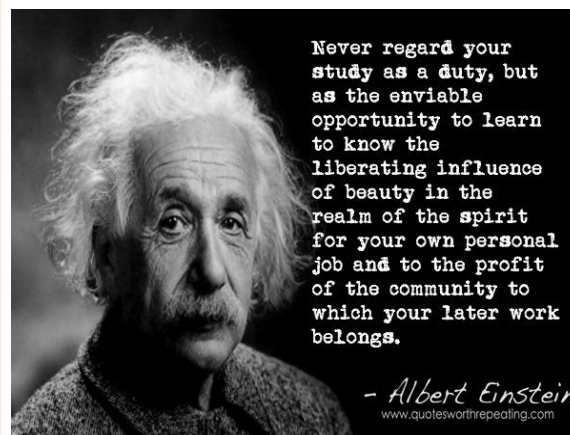
- ❖ Openness to new ideas and experiences
- ❖ Intellectual freedom
- ❖ Self-experimentation and creative pursuit
- ❖ Adherence to fair, just and ethical practices
- ❖ Compassion for others

EDITORIAL

A question often asked is whether the absence of violence signifies the presence of peace. Unfortunately, the answer is no. Similarly, the absence of corrupt practices does not necessarily ensure the prevalence of a just system. A Just system would also require a strong foundation of accountability, impartiality, transparency, as well as the rule of law. In other words, an effective system to ensure good governance would require both well thought out processes and practices. These processes and practices should ensure both meritocracy and equality before the law. Unfortunately, it is noticed that those in power often tend to misuse their power for narrow partisan reasons and thereby inflict immense and irreparable, damage to the system. It goes without saying that probity in governance is a vital requirement to ensure an efficient and effective system of governance. Ensuring probity and a corruption free environment can be achieved through effective laws, rules and regulations and their effective and fair implementation. Unfortunately, power is often understood as an

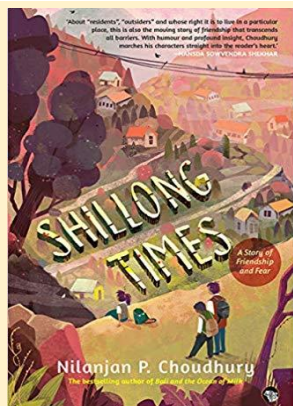
ability to break or bend rules without being held accountable for it. It has to be appreciated that any abuse of public resources or position in public life for private gain is considered as corruption. Organizations certainly stand to gain by following certain established Principles of Public Life such as the principle of selflessness whereby public functionaries are encouraged to take decisions solely in terms of the public interest and not personal gain or material benefits for themselves, their family, their friends, or their community. Decisions have to be based on integrity. In addition the principle of objectivity in decision making as well as ensuring complete accountability for all action. It has to be emphasized that the holders of public office are accountable for their decisions and actions to the public. Decisions that affect the public or are implemented out of public funds carry a responsibility for both accountability and transparency.

For a country whose stated national motto is *Satyam Eva Jayate* or Truth Always Triumphs the need to ensure a transparent and accountable system at all levels cannot be over emphasized. If each individual and each organization and each individual were to commit themselves to it, there is no reason why India should occupy the bottom levels of international indices that measure Transparency and Corruption. The change has to begin with each one of us. Today!



FROM THE BOOKSHELF

A Book Review and its opening by Prof Sanjeeb Kakoty



Published by Speaking Tiger, 2018, New Delhi

In a way the year 1979 marks a chasm in the history of Shillong that drew the fault lines that is visible even today. For those whose memories go far back beyond that period in time, they would recall memories of Shillong not just as any other living space but as a virtual paradise that existed in some sort of a time warp amidst misty hills and soulful music. But for those whose growing up years coincided with the Shillong's loss of innocence in the

1980s, the picture of the paradise of yore assumes the colour of a yarn that may be in the realm of a fairy tale that never existed!

One such boy was Nilanjan P Choudhury, who grew up in Shillong during that tumultuous times. What he saw and experienced remained etched in his young mind and he seems to have carried with him through his life journey that took him from the portals St. Edmunds to IIT Kanpur and then to IIM Ahmedabad and then the corporate world. The baggage of memory can be heavy and angst can be heavier. Individuals often seek release from them through art, writing or music. For most, regaining equanimity remains a difficult proposition and cynicism and bitterness often disfiguring the present.

When I was invited to the opening of his book : Shillong Times, I had no idea what Nilanjan's personality had acquired. I had not yet read his book though I had heard about it being a somewhat critical book on the city's dark chapter, albeit through the medium of fiction. In the portico of the Dylan's Cafe the plump middle aged gent, with an easy smile and a cup of coffee in his hands seemed affable and without rancour. Attired in a coat without a tie, something that has become almost synonymous with Shillongites who want to look formal but at the same time remain informal, it was obvious that though Nilanjan had departed from Shillong but Shillong had not left him! As he read out snippets from the book, it was obvious that Nilanjan through his skilful weave of fact and fantasy had succeeded in putting across a picture of happenings in Shillong that was amazingly non judgemental. It is not always easy for someone to paint a past that one may have been a part of, without taking a strong value position. The author has largely succeeded in doing it by weaving a tapestry of fiction replete with hope and aspiration, fear, foreboding and violence and the senselessness of it all. The beautiful contrast of violence and a romance that never bloomed or a young boy separated by community but united by football leaves the reader with the feeling of seeing the fog that used to descend on the hills of Shillong so often. You can see it but you can't touch it. It brings darkness at noon that hides the scars of life until a writer like Nilanjan brings it to life!

TIMELINE

IIM Shillong organizes 3-Day Yoga Workshop

The 5th International Yoga Day was celebrated with a 3-day workshop titled "Yoga for All" from 21st – 23rd June, 2019. The knowledge of Yoga was imparted by Sagarika Dutta Roy, an alumnus of the Patanjali Yogagram, under Patanjali Yog Samiti, Haridwar.

The Director Prof. D. P. Goyal, inaugurated the function and expressed his gratitude to Smti Roy and to faculty colleagues Sanjita Jaipuria and Atul Mehta, for coordinating the workshop.



Inauguration of the Ph.D and MBA Batch of 2019

The campus with agog with activity for the inauguration of 7th Batch of Ph.D.12th batch of Post Graduate class. Smartly attired in their customary dark suits, the students started their journey to the hallowed portals of IIM Shillong with the lighting of the lamp of knowledge followed by an invocation to God Almighty by Prof Rohit Joshi. The invited dignitaries for the occasion included Mr. DD Purkayastha, CEO and MD, ABP Group as Chief Guest and Mr. Ajeya Bandyopadhyay, Partner, KPMG Advisory Services as the Guest of Honour.

Exhorting the new students to work hard and contribute to the social good, Director Prof D.P.Goyal compared them to diamonds that will get polished in the institute!



Tree plantation in the new campus

It is said that for any occasion and in every occasion, people at IIM Shillong loves to plant trees! Taking advantage of the June rains, the Ecobiz Club of the institute led from the front and organized a plantation drive in the new campus that saw the enthusiastic participation of faculty, staff and students.



IIM Shillong conducts Professional Development Training Programme

The Government in an effort to improve the quality of technical education has implemented the Technical Education Quality Improvement Programme, whereby training is provided to faculty and administrators of technical institutions. Under this , a three days Professional Development Training Programme under TEQIP III for Sr Academic cum Administrative Executives was conducted at our campus. This is part of a series of trainings being done by IIMS.



Metier

Prof Sanjoy Mukherjee's Paper titled 'Creative Spirit in Management Education: Insights from Rabindranath Tagore' was published in the book titled 'Caring Entrepreneurship in the New Economy: Socially Responsible Behaviour through Spirituality' from Palgrave Macmillan in June 2019. This Book is part of Palgrave

studies in Sustainable Business in Association with Future Earth.

Mandal, P.C. (2019). Ethical Issues and Concerns in Collection of Marketing Information and Marketing Intelligence, International Journal of Business Intelligence Research, 10(2), 16-28. (Ranked 'C' in ABDC Journal Quality List).

ODE

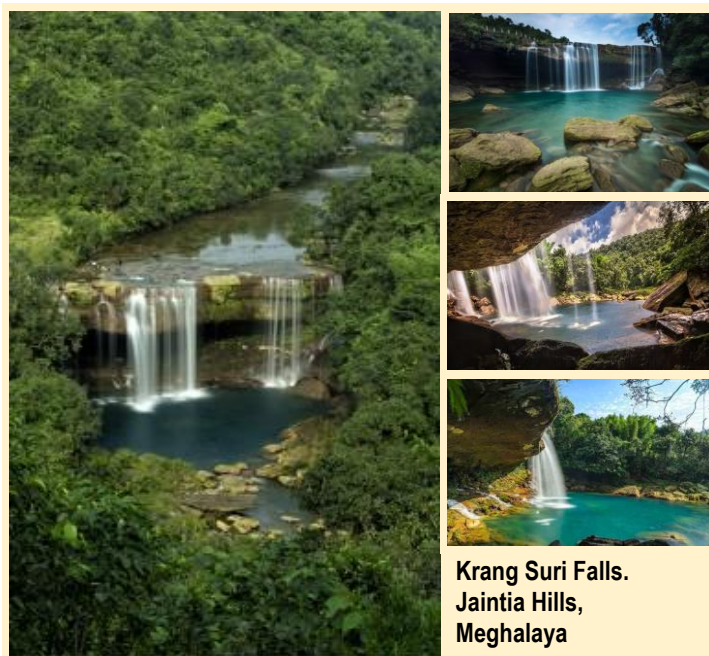
Hope - My wish in life

“Wish I can learn as much the sea can hold,
be vulnerable and share with others while being bold.
Embrace the positive emotions to discover,
spend time with self to unveil that cover.
The journey has just begun to impact the lives,
to create a better world and spread the light.

Wish I can learn as much a tree can give,
be interconnected, strong with a humble motive,
Enshrine the elixir of power and compassion,
in the pursuit of hidden treasure through confession,
The journey has just begun to impact the lives,
to create a better world and spread the light.

Wish I can learn as much the sun can glow,
be zestful yet self-aware, and curious to know.
Embark in the beautiful infinity of space,
sail through the voyage unlike a race.
The journey has just begun to impact the lives,
to create a better world and spread the light.”

Vineet Arora
Head-Centre of Excellence, QDegrees
Class of PGPEX 2016



Krang Suri Falls.
Jaintia Hills,
Meghalaya

ALUM SPEAK

Creative (and Other) Pursuits in the Digital Times

The cycle of writing, for me, has changed over time to hardly include any actual writing at all. It mostly starts with an inexplicable, and also unreasonable, guilt for not having written for a long time. I then proceed to read old journal entries where I find that I have been ruing the inability to write anything meaningful for a while now. This intensifies the guilt which is frankly just absurd given the fact that I am like a runner who does not run, but very well intends to. I then proceed to imagine a journal entry—I write it down in my mind. I start with the usual misgivings—attributing the lack of effort to distractions, lack of time even and then somewhere along the lines, seal a promise to be more regular without having begun again at all. And that is where the cycle ends until it repeats itself another time soon after, this time the phases are less fleshed out and distinct, but are accompanied with a strong rebuke to myself—Enough! You'll write next time. You'll write now. Get up. What are you doing even? Why don't you put the phone down and write instead?

But I do not put the phone down. I wait for stimulation through some means or the other—a Whatsapp chat, an Instagram post, a Facebook update by someone who I haven't spoken to in many months—I like and comment and wait for a response, I tweet thoughts and upload 'stories' of what I am doing right now—chopping onions to add to my homemade dal. This is what it means to be alone in today's time—away from people yet harbouring a strong digital connection that prevents the alone time to reap any benefits. Alone now does not mean in one's own company. It means physical isolation and digital socialization. It means silence but not necessarily solitude. It means thoughts but not necessarily thinking. And it means the death of my writing ability. Well, I hope not.

For I remember, more than anything else, writing was a means for me to connect with myself. An hour or two of writing could cure me of any mood. I would channel thoughts into words to make them cease being thoughts in my head alone. They then became a physical thing which I could chose to file away in a hidden folder if I wanted to ignore them or share with the world if I wanted reminding of it.

Good writing, I remember believing, stemmed from good thinking. However, now, in the absence of thinking, writing must cease too. Yet the thoughts abound and when I ask myself what they are—because the flurry of their steps gives me a throbbing headache ever so often, I find that they're reactions, insecurities, anger, regret. They're the thuds from life's blows and the sighs from calculating what it will cost to repair them.

And yet, how long must this go on? And when did it start? Was it always present? And will it not end only with life itself? And what about this added anxiety from not wanting to keep any notification waiting for longer than a minute? What will all of the promptly

responded emails, texts and perennially ignored impulses to write amount to? Sure, there's the thought that whatever I wish to write has most probably been written about and in a far more superior quality than I can ever hope to achieve.

The important thing, I suppose, is to continue in spite of it. To continue to not only write, or paint, or create in whatever form we choose, but also to regain control of our minds and our attention.

How might we do this?

To address the matter quite directly, there are a number of apps—that make managing digital wellbeing easy—take Digital Wellbeing for Android and Screentime for iOS for starters. These will help you set time limits on screentime and usage of certain apps.

But from a wider perspective—the answer lies in reconnecting with our childhood selves, I suppose. Go out and be with nature, run or dance or do yoga daily. Meditate. Read, from an actual book. Talk, without digital distractions. Put your phone in another room and sleep like you were meant to. These are some things that help me beat the pervasiveness of screens in my life.

Yours might be entirely different. Or you might not struggle with this at all. But so far, most people in my social circle seem to either complain about this or suffer without realising its impacts at all. It cuts across age-groups in its spread and has 55 year olds and 5 year olds hooked alike.

As generations go, we're perhaps the last ones to remember what it is like to grow up without these screens in our lives, and yet we struggle to accept the reality of our futures with their presence, and are practically unnerved to imagine an alternate reality where these are done away with.

I suppose with no robust laws, and governments across the world still grappling to understand digital privacy and security, the onus, once again is upon us to begin the change at home and perhaps time will come when once again, *the personal will be political again*, this time not to bring about waves of feminism, but to save economies from losing out from mass crippling of productivity in their workforces.



Varsha Poddar,
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