

Winter..
..is here.

THE PINE CHRONICLE

News, Views and Creative Expressions

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FACULTY DESK

Being Digital is the need of the Hour

Over the past two years, we have seen what a micro virus could do to the global, national, regional, local economy, and social life, therein. COVID and its associated lockdowns have halted an essential aspect of "Being alive", and "Being Human" called "movement". Because of COVID, goods were not moving, people were not moving, vehicles were not moving, and many things in life were not moving. But the "movement" never halted, it continued, even though it was curtailed to large extent in the physical world, but over the virtual space powered by the internet, hi-speed broadband connectivity, and through the medium of ever invasive smartphones, "movement" was alive and kicking. One thing that was moving and too very fast, except the "Virus", was the digital data. When one watched movies in Netflix or Amazon Prime, or did payments and settled bills in Google Pay, or posted the new Italian dish that one made in the kitchen in Facebook, or one posted a matching mask with their new Anarkali suit in Instagram, or asked for a cylinder of oxygen or a bed in the hospital for one's friends or relatives in Twitter, or one ordered his/her favorite Hyderabad chicken biriyani in Zomato or Swiggy, or did work-from-home meetings in Zoom, the only things that moved was the "Digital data", and presence one had was in their "Digital Avatars". So, if you needed to catch your customers, employees, friends, relatives, and social life, one had to do that in their "Digital Avatars". So apart from COVID, the one thing that moved very fast with high volume, velocity, veracity was the digital data and the only presence one had was their "Digital Avatars". COVID has pushed digital transformation like never before. In the digital transformation space, what could not have been realized for 10 years has been achieved over the past two years. Even though today, the number of cases is few (though, scare of "Omicron" is looming large) and regulations have been restricted, yet the world that we live in will not go back to "as usual". Businesses and societies have tasted the benefits of "Being Digital", both in monetary and comfort terms, and would like to continue it to derive benefits from it. Society and the economy today are moving to a more "Hybrid Version" that is very well backed by digital technologies.

ABOUT NUKSA

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

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However, is digital having only the positive aspect, maybe not. There has been the creation of a new class divide in society called "digital haves" and "digital have-nots". The digital divide is the reality of today's societies in most developing and emerging economies. We frequently hear stories of teachers of government schools in India climbing at the top of trees to get mobile signals and taking classes for students from that said position. Also, we hear painful stories of "have nots" where a father sold his domestic animals to get a smartphone for his daughter's school education. It is not that the government (both at the central and the states) has not paid adequate attention to building digital infrastructure. There are a large number of government projects for digital enablement and empowerment such as Digital India, DigiLocker, the establishment of Common Service Centres, and many more. However, still, a large population in the country is digitally excluded. As per Telecom Authority of India data, even though 66% of the country's population lives in its villages, rural internet density is just 25.3%. There are large variations in digital infrastructure availability and per capita income across states and union territories which subsequently leads to digital exclusion for a large percentage of a marginalized population. In the North Eastern Region, where we operate, digital exclusion is omnipresent among a large percentage of the population living in dense forests, mountains, and other remote locations. Though we see such painful stories of the digital divide in rural areas and among the marginalized communities, there are still many green shoots. In the agriculture, food processing, and horticulture sector, digital technologies such as Blockchain have unleashed a much-needed tech-driven revolution, and have in many places significantly improved the farmers' income. In Karnataka, the farmer producer organization of coffee growers with the collaboration of Coffee Board of India and technology partner has very well implemented blockchain solution which has significantly improved the income of the coffee growers. We can also see the COVID vaccine delivery system backed by the CoWIN app/portal delivering more than 100 crore vaccines to a large diverse multi-cultural, multi-religious, country like India in a record time, which was unprecedented in human history. All these indicate that digital is very powerful even at the bottom of the pyramid, where the majority of our countrymen lies. What the country needs today is to bridge this "digital exclusion" by targeted interventions (with measurable outcomes) in collaboration with technology providers, startups, social and religious organizations, educational institutes, and other stakeholders, so as to give its citizens the true benefits of "Being Digital", so that the nation can proudly claim itself to be "Digital India".

Prof. Biplob Bhattacharjee



TIMELINE

UTSAV'21- Diwali Celebrations



Diwali is the festival of lights and happiness. This year the PGP'21 batch of IIM Shillong utilized the online platform to the fullest to spread joy and celebrate their Diwali together.

The Cultural Committee conducted UTSAV'21 for all the students away from campus. The event was inaugurated with an Aarti, a live flute performance by one of the participants, followed by a Ganesh Vandana. Competitions such as Rangoli, Quizzes on Mythology, Pop Culture Trivia, Title Music of famous TV shows, and Tambola were organized, which made for an engaging night. In addition to this, there was a live singing performance by one of the participants, and the event was concluded with a DJ night. Utsav'21 made the batch's first Diwali together very special despite the inevitable distances.

A few thousand kilometers away, at the IIM Shillong campus at Umsawli, the batch of PGP'20 finally got an opportunity to celebrate offline Diwali together. It was no less than a gala event celebrated across three days, starting on the auspicious day of Dhanteras.

The participants of the batch performed a flash mob to launch the Utsav'21, which was succeeded by a movie night. Adding to the merriment, the Cultural Committee organized a game night the following day. The last day of UTSAV'21 brought out the participants' creative side through the live Rangoli competition, followed by a great EDM night played by DJ Adrian C. The 3-day festivities ended with a beautiful and warm bonfire night organized for the batch.

'The Shillong Saga': IIM Shillong's first Podcast

The Alumni Committee, in November 2021, launched IIM Shillong's first-ever podcast, The Shillong Saga - discussing life, stories, and realities of people who have spent a significant part of their lives aligning themselves with the vision of IIM Shillong. A new episode is being aired every Friday and is available on platforms like Spotify, Google Podcast, and Apple Podcast.

Post a teaser and a trailer launch, the pilot episode went on air on November 12, 2021. Titled 'How it All Started' featuring Mr. Tripurari Prasad (an alumnus from the PGP08 batch), it includes the esteemed alum discussing his journey, experiences, and memories from the institute of more than a decade old.



ALUMNI COMMITTEE
presents

The Shillong Saga



EPISODE 01
How it all started

Tripurari Prasad

PGP 08-10



[LISTEN NOW](#)

 Spotify

 Listen on Google Podcasts

Two episodes have been released on dates 12th and 19th November, 2021 based on the discussion with Mr. Tripurari Prasad. In the second episode, he discusses his career choices and advises the current participants who are all set to embark upon their corporate journey.

The Corporate Alumni Workshop Series:

A Corporate Alumni Workshop was hosted on November 13, 2021 by the Alumni Committee. It aimed to help the current participants of the PGP batch in understanding how to deal with generic and interesting HR Round Interviews and to be able to sell themselves better for the job role and company that they are interviewing for. The session was presided over by a panel consisting of Ms. Jahnavi Jethanandani of the PGP15 batch and Ms. Swarnima Mor of the PGP18 batch.

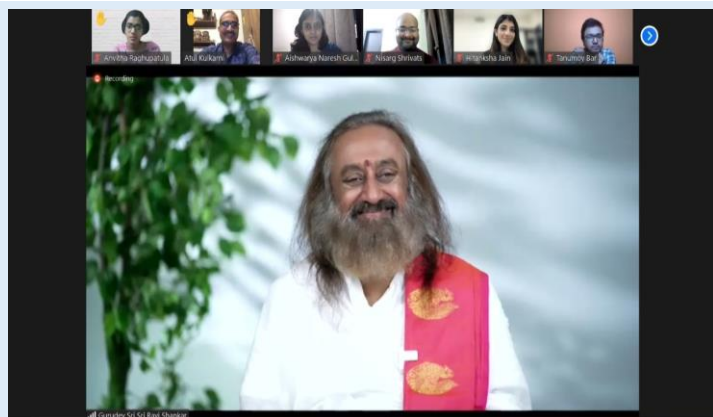


The session was divided into two halves- One that addressed concerns regarding the performance of students for interviews during their time on campus which was instrumental in boosting the

morale of the students. In the second half, the panel addressed concerns regarding the career growth of a participant. i.e., beyond one's times and interviews within their campus life. The panelists also took up doubts regarding promotions, negotiations, and the pros and cons of making domain-wise career shifts. Key takeaways from the session were the following:

1. Techniques to narrate oneself better - Selling yourself interestingly and confidently is the key.
2. Always come up with justifications rather than excuses.

Sri Sri Ravi Shankar Ji's Live Address at IIM Shillong



On November 10, 2021, IIM Shillong hosted globally revered spiritual leader, His Holiness Sri Sri Ravi Shankar Ji, in a virtual capacity to deliver an insightful session on the topic *"Self-Management: The Key to Leadership Effectiveness."* The session was presided over by Dr. D.P. Goyal, Director - IIM Shillong, and was attended by the entire IIM Shillong fraternity comprising of students, faculty, staff, and other corporate invitees as well.

"To manage yourself, you need to know what the self is. What is the self?" asked Gurudev, as he took the participants on a journey to deduce the meaning. An individual's attitude, likes, dislikes, tendencies, and behavior constitute the 'self', explained Gurudev. Gurudev also shed light on the two most important facets for running a successful business: Intelligence and Intuition. A healthy mix of the above qualities is a necessity to attain business excellence, insisted Gurudev.

His Holiness's mantra for successful self-management encompassed three crucial points:

- Manage your emotions and constantly make an effort to put yourself out of preoccupation
- Always listen well, and choose your words carefully
- Be sensitive and do not impose your thoughts and feelings on others unless asked for

Gurudev concluded his talk by sharing a friendly piece of advice with the gathering on dealing with negativity by quoting the example of a rose. He explained that the thorns in a rose are the challenges that today's budding managers must overcome to enjoy the flower's beauty. An interactive question and answer session followed his enlightening talk where Gurudev stated his belief that certain questions are essential in life and are catalysts for leading a life devoted to the community and not just oneself. IIM Shillong fraternity shares the vision of Gurudev Sri Sri Ravi Shankar Ji and wishes for a world filled with peace, happiness, and prosperity.

KURUKSHETRA 2.0

KURUKSHETRA 2.0 FINAL STANDINGS

RANK	TEAMS	GOLD	SILVER	BRONZE	POINTS
1	THAT'S WHAT C SAID	3	3	2	30
2	THE TYRANTS	2	2	1	19
3	SLYTHERIN	1	2	3	18
4	SAVYASACHI	1	2	1	16
5	THE BIG SHOT	2	1	0	15
6	BOT ARMY	1	0	1	8
7	BAJRANG DAL	0	0	1	1
7	BATTALION	0	0	1	1

The Sports Committee hosted *Kurukshetra 2.0*, an e-Sports section war involving the eight sections from both batches (PGP20 & PGP21). Kurukshetra was launched last year by the Sports Committee to provide some entertainment and relaxation to the PGP participants through e-games. It was highly appreciated and very well received by students as it proved to be a much-needed break amidst the rigorous academic routine. The event occurred between the 18th and the 23rd of November, 2021 wherein the sections chose their strongest contingents to compete against their opponents in ten eSports events, namely: *Clash Royale, 8 Ball Pool, Chess, FIFA 21, CS: GO, COD Mobile, BGMI Solo, BGMI Squad, Poker and Cricket 07*. The champions of numerous events shared a total prize pool of INR 51,000. Section C of the PGP 21 batch emerged as the clear champions of Kurukshetra 2.0, winning three gold, three silver, and two bronze medals.

PODIUM Session 7 Season 10

On November 18, 2021, IIM Shillong conducted the 6th session in its ongoing 10th season of the flagship corporate connect series, PODIUM. The Public Relations Cell hosted Mr. Abhishek Gupta, Chief Marketing Officer at Edelweiss Tokio Life Insurance, for an insightful session.

Mr. Gupta is a marketing maverick with more than two decades of experience in this domain, spanning across several organizations in the BFSI and retail domain, including Shoppers Stop Ltd, ICICI Bank, Bharti Retail, and Edelweiss Financial Services. He has also been recognized as one of India's 25 most outstanding marketing professionals by the World Brand Congress and the CMO Council

IIM SHILLONG
PODIUM
SEASON 10

Mr Abhishek Gupta
Chief Marketing Officer,
Edelweiss Tokio Life Insurance

Edelweiss Tokio Life

Topic:
Brand building during crisis

18-November-2021
Time: 5:00 PM

of Asia. While leading the Marketing, Corporate Communications, and Public Relations vertical at Edelweiss Tokio Life Insurance, he garnered various marketing mantras and shared his views on the topic, **"Brand Building during Crisis."**

He stressed the importance of establishing an empathetic and honest communication channel between the company and the customers to maintain trust during times of crisis. After sharing a detailed analysis of the various types of crises, he also enlightened the audience with critical aspects of the modern customer. Certain essential techniques of building a timeline-based road map to tackle the challenges in times of crisis were also discussed by him, along with demonstrating the real-life examples and cases of various established brands. The session was concluded with a holistic interaction between the audience and Mr. Gupta, wherein the speaker comprehensively resolved each query.

IIM Shillong bustles with student activities

November 2021 has been a busy month at IIM Shillong. The month kick-started with the launch of *The Market Scan Series* by Niveshak, the finance and investment club of IIM Shillong. This series captures various industries' monthly trends and performance and presents information about what's up and coming.

This month also witnessed the launch of an analytics case study competition: *Sim-bITe*, under the umbrella of bITeSys- the Systems and Analytics club. This inter B-school competition presented opportunities to students to bag cash prizes worth INR 40,000.

Markathon, the Marketing Club, announced its flagship inter B-school innovation and marketing competition: *X-Marketer*, which entailed opportunities to bag cash prizes worth INR 20,000.

Conquest, the Consulting and Strategy Club of IIM Shillong, conducted an exciting case writing competition, *Infusion*. The challenge was to develop high-quality case material relevant to the dynamic and emerging economies around us.

Along with these, EcoBiz, the Sustainability and Business club of the institution, added a different element to the platter. It presented its real-life business simulation competition centered on social entrepreneurship and the MSME sector. Participants were tested on their decision-making skills and also their ability to maintain a sustainable mindset.

Students at IIM Shillong witnessed a busy month to keep them on their toes with many mind-wrenching activities.

Pratyay' 2021 - Workshop on "Journey of an Entrepreneur" by IIM Shillong Alumnus, Roshan Farhan

Topic:
Journey of an Entrepreneur

Roshan Farhan
Founder & CEO, Gobillion

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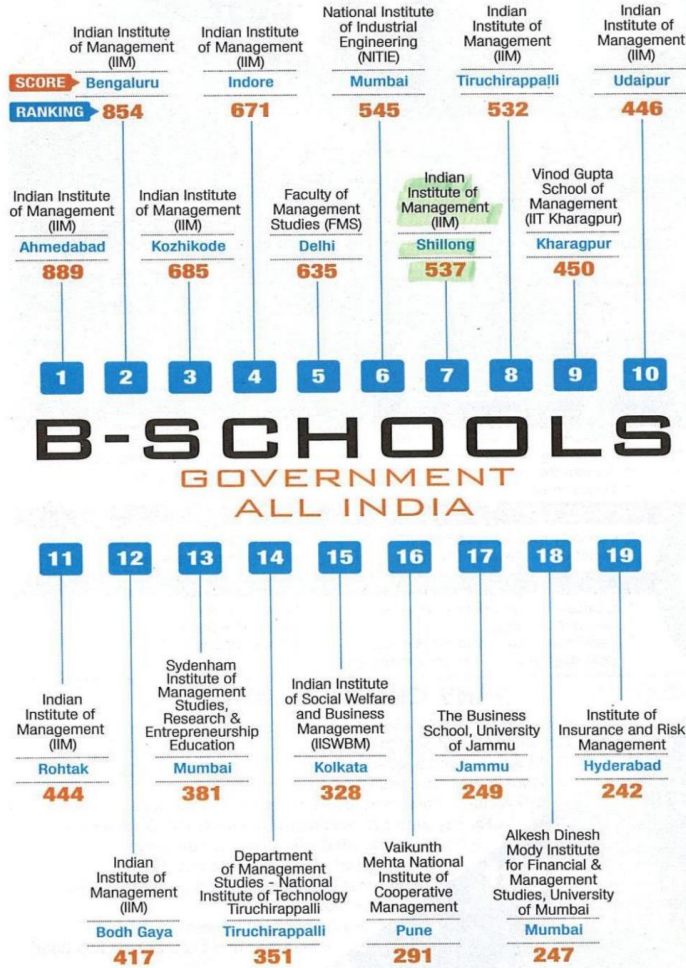
The 5th season of the annual business plan competition, *"Pratyay'21 – Ideas that Inspire"*, was launched by the Entrepreneurship Cell of IIM Shillong on November 13, 2021. As a part of this competition, E-Cell organized a workshop on the theme "Journey of an Entrepreneur." **Mr. Roshan Farhan**, the CEO and founder of Gobillion and an IIM Shillong alumnus, addressed the audience in the capacity of chief speaker.

Mr. Roshan opened the session by introducing himself and then proceeded to share his entrepreneurship journey with the audience. He spoke about how he realized his dream of launching a unique product with the objective of socializing the online shopping experience. He emphasized on the importance of relationships while trying to convert your aspirations into the ground reality.

The session witnessed enthusiastic participation from the PGP students. It was followed by an interactive question and answer round where the students put across their doubts regarding the many facets of entrepreneurship.

The workshop was concluded with a vote of thanks from the faculty head of E-Cell, Prof. Sanjeeb Kakoty, wherein he reminisced about the times when Roshan himself was a participant of the PGP program.

2021 COVER STORY BEST B-SCHOOLS



B-SCHOOLS GOVERNMENT ALL INDIA

B-SCHOOLS EAST ZONE

RANK 2021	GOVT (G)/PVT (P)	COLLEGE	CITY	SCORE
1	P	XLRI - Xavier School of Management	Jamshedpur	689
2	G	Indian Institute of Management (IIM)	Shillong	537
3	P	Xavier Institute of Management, Bhubaneswar	Bhubaneswar	490
4	G	Vinod Gupta School of Management (IIT Kharagpur)	Kharagpur	450
5	G	Indian Institute of Social Welfare and Business Management (IISWBM)	Kolkata	328
6	P	Xavier Institute of Social Service	Ranchi	294
7	P	International Management Institute (IMI)	Bhubaneswar	293
8	P	Regional College of Management	Bhubaneswar	255
9	P	Rungta College of Engineering & Technology	Bhilai	247
10	P	Institute of Management & Information Science	Bhubaneswar	245
11	P	Institute of Engineering and Management (IEM)	Kolkata	232
12	P	JIS College of Engineering	Kalyani	228
13	P	Amity Business School	Raipur	208
14	P	JIS University	Kolkata	199
15	P	Srusti Academy of Management	Bhubaneswar	196

ODE

पथिक - प्रथम मोड़

कितने ही दिन, कितनी ही टुकड़ों में हो प्यार, कितने लोग चाहे कितने बोल बोले रोज़। पथिक का दिल तो फिर भी रहता है एक, हमेशा ये रहता है एक॥

मोहमद - अगर फल की चाहत बागवान को ना हो, तो फिर वो जड़ को बोए ही क्यों? हमारी रूहानी आंखों को दिखे फल से पेड़ को उगते हुए। पर ये जिस्मानी आंखों ने सिर्फ़ देखे पेड़ से ही फल उगते हुए; इसलिये, ऐ मेरे हमसफ़र पथिक, मोहमद को सुनो ज़रा, जो कहते हैं - जिस्मानी तौर से हम तो आखिरी हैं, पर रूहानी तौर पर हम अब्बल ही रहे हैं॥

To be continued in the next episode of NUKSA.....

Achinta Kumar Sarmah
Assistant Professor, IIM Shillong
प्रमाणिक सुधार-पार्वती, शंकर, अनुराग

ALUM SPEAK

Nuksa meets with Alumnus Karanvir Gupta to congratulate him on the successful release of his first book titled The

1. When did you first realize you wanted to be a writer?

I started writing at a very early age, when I was 12. It started with writing poems and me maintaining a collection of them. This interest was further piqued when I started writing for my college magazines, online newspapers and editorials for a print. But if you ask me to pinpoint when and where the seed was sown - it was during my school days, when I was aggressively pursuing theatre and participating in inter-school, regional debate competitions that I had found my mojo of being a writer.

2. Is THE END your first work? How long did it take you to write the book?

As an author of a full-fledged book, Yes The End happens to be my first work. It took me fifteen months to ideate, think and pen down my thoughts on a paper in the form of a book. It has been a journey of its own kind.

However, before this I have contributed a story towards People Called Kolkata and actively participated in People Called Shillong - both of which happen to be works of the same team, The People Place project. Besides this I have a huge collection of poems (around 150+) which I wish to publish one day.

3. What is your work schedule like when you are writing?

Aah! I have been living a dual life of a corporate marketer and an author. My entire day is spent over calls, brainstorming ideas and finding the right Go-To-Market mix for the tech SaaS products I am working on. As the day moves closer to dusk, I take a break from that corporate avatar of mine, and don the hat of an author while I take my magic tonic called *Chai*. If I have to sum up for you, I am a corporate professional during the day and an author by night. Probably, that should help you have a fair understanding of my schedule.

4. Where do you get your inspiration or ideas for your books?

From all around. There is so much happening around us all the time. People, Relationships, Social Milieu, Professional Lives, Success Stories, Disappointments, The Good, Bad and Ugly, Learning Curves - life is a myriad of emotions if we look minutely around us. Life keeps happening all the time in its own beautiful ways. My inspiration for my writing comes from all these people, these stories and everything that transpires in our day-to-day lives.

5. What do you like to do when you're not writing?

Observe and Think (read Overthink). Other than that, I love catching up on a web series or reading a book. At times I literally do nothing while I play my favorite songs in the background. I ensure that I do not miss my *family time* while I hustle between multiple things.

6. What does your family think of your writing?

I think there was quite much of a resistance in the initial days because of my keen interest in theatre and writing. My family looked at it as a perfect recipe for distorting my career. Hence it resulted in a long detour of 17 years. But I took that as a challenge, pursued my interest in writing while pursuing my education and corporate life. This persistence changed perspectives at home and everyone made peace with the fact that I genuinely wanted to be a writer. And today I think, all of them are beaming with happiness (more than me).

7. What was one of the most surprising things you learned in creating your own book?

You cannot stick to a schedule. I am very disciplined in my personal life and I love sticking to my routine. But the last fifteen months have been a roller coaster ride and thrown me out of my comfort zone. I would think about an idea, or a storyline, try to latch to it till morning but then the idea fizzled out. I would plan to write during the night and there were days when I had no energy left after a long day at work. So I realised taking notes (short and brief) about the idea immediately is the best I could do. And when thoughts and the pen find a synchronous energy, go fill those pages. Don't stop. Don't wait for the schedule to fall in place.

8. What does literary success look like to you?

I think it is too early to comment on that. But if my story has moved, helped or transformed even a single soul - I would consider that a literary success. Because I strongly believe in the power of words because they can calm a soul and at the same time cause a rebellion.

9. Do you have any suggestions for aspiring writers? If so, what are they?

Keep writing. I tried my hands at various formats of writing - storytelling, editorials, fact based, fictional writing, character sketches. And while writing these various styles, I kept figuring out the sweet spot. So try your hand at various formats and styles and never let the pen fall.

10. Have you heard from your readers much? What kind of things do they say?

Oh yes! Always. I think that has been one of the key motivations for me. Since the time I started writing and kept sharing my work publicly - I kept hearing from my readers - family, friends and even folks I didn't know. Their appreciation, at times critical feedback but most importantly the fact there were people reading my work have always been a great deal for me. That keeps me going today as well.

11. What do you think makes a good story?

I think there are various angles to look at a story. And different readers can have an absolutely contrasting take on the same story. But for me, relatable characters, a powerful backdrop in which the characters are placed, how they merge with each other, and the resulting intimacy is what makes any story a great story.

12. Do you think someone could be a writer if they don't feel emotions strongly?

I would say No. You really need to be observing, contemplating things minutely and the buck doesn't stop there. Once you have a perspective you need to feel that personally. While you try to be a protagonist or an antagonist. You could think of yourself as the lead character or consider yourself as a sonder but the essence lies in being empathetic and being able to feel those things strongly. That's a non-negotiable for being a writer.

Thanks.



Karanvir Gupta
PGP2013

LENS CAPTION

Countryside Sunset

Anjan Patra
MBAWE 2021



Anil Kumar Sharma
PhdWP 2021



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