

Message from the Director

My best wishes to the team of Dr. Kalam Centre for their sincere effort in organizing series of events and engagements. I'm confident that Dr. Kalam Centre will definitely make a positive and significant contribution in the development of the region.

Prof. D.P Goyal

Director, IIM Shillong

News & Events

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- Virtual Training on Digital Transformation of Small Businesses
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NEWS & EVENTS

NORTH EAST SUMMIT ON FOOD PROCESSING OPPORTUNITIES

The Dr. APJ Abdul Kalam Centre for Policy Research & Analysis of IIM Shillong had organised a North East Summit on Food Processing - Building Partnership for Inclusive Growth in Food Processing Sector. The summit was supported by the Ministry of Food Processing Industries, Government of India. The two days of intense deliberations was aimed to explore the scope of Food Processing and business opportunities in NER. The focus areas of the summit were trade promotions, improving logistic and infrastructure support, market linkages and supply chain, awareness of schemes, emerging technologies, in food processing sector.

The summit was inaugurated by Shri Prahlad Singh Patelji, Hon'ble Minister of State for Food Processing Industries & Jal Shakti, Government of India. Speaking to the delegates of the summit Shri Patelji stated that for overall development of food processing sector in NER three important factors are required viz - information, connectivity and communication. The Food processing sector are totally dependent on these factors. He cited the example of how producing a product at a place where it can also find its purpose can lead to a successful venture and added that the industry itself has the power to generate employment and also aid in profit generation for the organisation, the State and the entire nation.



Discussion paves way for success. We all have the power of thinking and the strength to face any challenge that comes up,” said Shri Patel while addressing the gathering at IIM Shillong.

While speaking at the inauguration ceremony, the Union Minister paid tribute to former President of India Late Dr APJ Abdul Kalam, who delivered his last speech at IIM Shillong.

Presenting his welcome address, Prof. D.P Goyal, Director IIM Shillong said, “Being the only IIM in Northeast region of India, the Institute has from day one acknowledged the huge responsibility of serving as a leader and also a catalyst to assist in the overall development of this vast and complex region. The Institute is committed to continuously build engagements, particularly through our Centres.”

Prof. Goyal also expressed satisfaction over the Institute’s overall performance in ensuring transfer of knowledge, learning and action during the pandemic while also informing regarding the seven symposia organized earlier by the APJ Abdul Kalam Centre for Policy Research & Analysis for laying the base for developmental planning and emphasis on 6 sectors in particular (BPO, Horticulture, Handloom, Handicraft, Logistics and Tourism) which was attended by 2000 odd participants from across NER and the country as a whole. “IIM Shillong aims to assist the state governments of the NER to improve on performance through innovative policies and recommendations. The Centre works as a bridge between the policy makers, stakeholders and beneficiaries.”

This is the right time to talk about Food Processing Industry, the challenges, the emerging opportunities especially on the background of Hon’ble Prime Minister’s thrust on Atmanirbhar Bharat, being vocal for local so that Indian entrepreneurs can emerge to become players in the global market. He further added, “Sustainable eco system and environment suitable for most types of vegetation is our strength. Organic produce, especially from the northeast is currently the hot topic across the world.”

He stated that in the Northeast, there are only 60,000 units registered under MSME, which accounts for only 0.7 percent of the country’s total registered units. He highlighted the lack of awareness of Government schemes among the public.



“Government of India has come up with schemes to aid the distribution of products,” he informed adding that the only concern is being able to clearly articulate the issues or challenges faced during processing. “We should discuss the issues properly and only then we can succeed.

The summit witnessed participations of 94 delegates which includes entrepreneurs, food park promoters, head of important agencies of NER, students and youths who are keen to work in food processing domain. 20 resource persons were invited to deliver session. The thematic plan of the summit was designed as follows:

- a. **Success story of FPI in NER**
- b. **Presentation on Best Practices & Case Studies of NER**
- c. **Indigenous Innovations in Food Processing of NER**
- d. **Opportunities for Food Processing Industries at NER**
- e. **Government Initiatives on Facilitating FPIs.**
- f. **Emerging Sectors, Concepts & Technology in Promoting FPI**
- g. **Market linkages – Export Opportunities**
- h. **Critical Interventions & Institutional Support in Promoting FPIs**

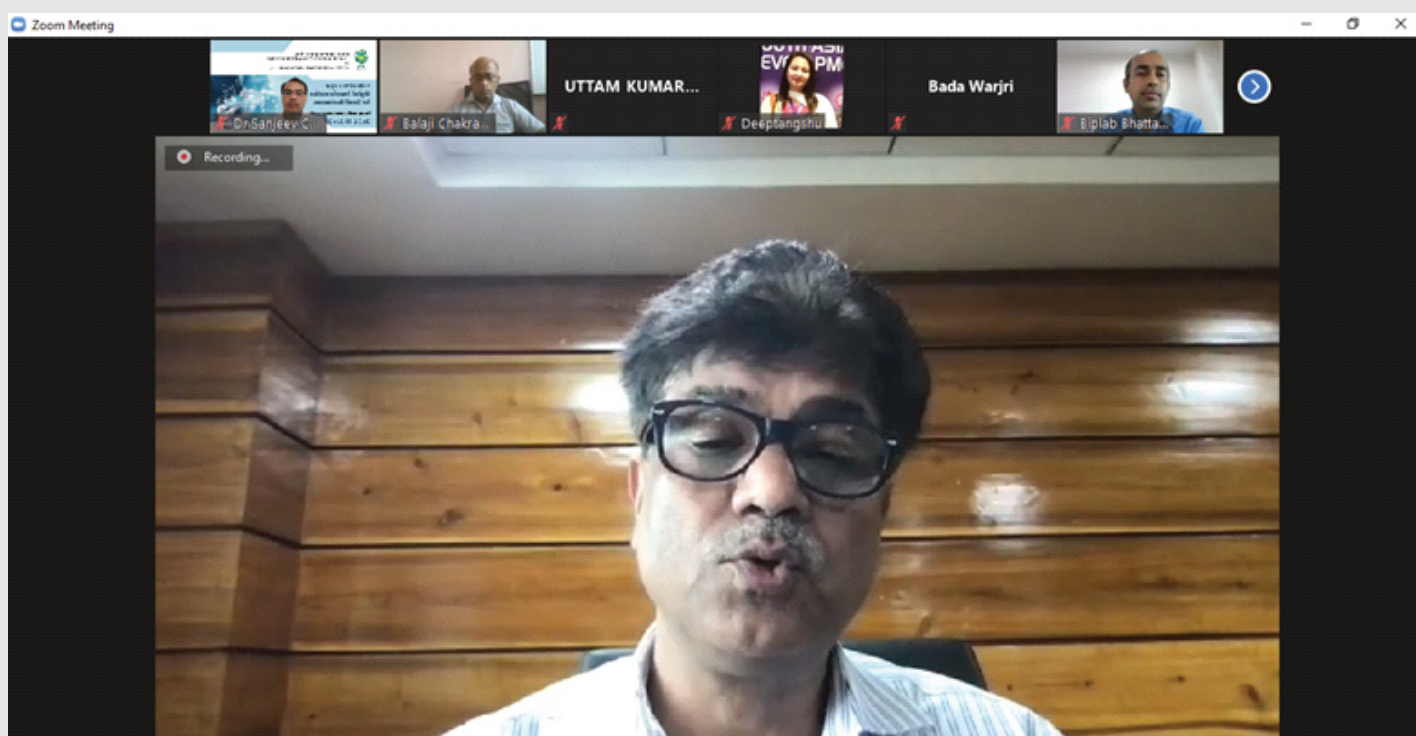


"They say that a good beginning does half of the work. PM Modi's vision was 'Not Look East, But Act East.' Today I acted on this motto starting from Meghalaya, and I realised that this State has immense possibilities that are yet to get into the path of development,"- Shri Prahlad Singh Patel, Union Minister of State for Ministry of Food Processing Industries and Ministry of Jal Shakti

VIRTUAL TRAINING ON DIGITAL TRANSFORMATION FOR SMALL BUSINESS

Dr APJ Abdul Kalam Centre for Policy Research and Analysis and Centre for Development of North Eastern Region, IIM Shillong organized 2 days (9th & 10th July 2021) Virtual Training on Digital Transformation of Small Businesses. The virtual training was attended by various stakeholders from all over the North Eastern Region of India which. Prof. D.P Goyal, Director, IIM Shillong graced the event by emphasizing the importance of digital transformation in NER especially for small-time businesses, which can bring economic growth and improve the livelihood of the people. He further mentioned that IIM Shillong will take lead in the digitization of small businesses of the northeast and he urged all the business concerns to take maximum advantage of such training programs. The inaugural address was given by Ms R. Lalrodingi Adviser, Banking & Industries, North Eastern Council, Govt. of India. She appreciated the initiative taken up by the IIM Shillong and enlightening the participants on the challenges faced by MSMEs in the time of this pandemic situation, where most of the small businesses have come to halt due to lockdown. She also mentioned that in this technological era Digital Marketing awareness will help in establishing and sustaining the businesses for the entrepreneurs.

The two days' technical sessions were taken up by highly skilled subject experts having wide expertise in digital intervention and promotion of business. The speakers for the virtual training were Prof. Biplab Bhattacharjee from IIM Shillong and also the convener of the training, who highlighted the overview on Digital Technologies and Digital Transformation in today's world. The second speaker Mr Balaji Chakravarti, Founder, ScoVelo Consulting, Chennai, focused on Designing Websites for small businesses & Promoting websites using different marketing platforms online. The third speaker Mr Jayanta Chakraborti, Digital Consultant and Faculty, Symbiosis Skills and Professional University, Pune explained the technical aspects of registering on online marketing places as well as highlighting the use of mobile apps, (like; Whatsapp Business App, Vyapar App) to promote the small-time business. The fourth speaker Ms Bhavika Chhabaria, Digital Head - Movement Advertising and Marketing provided information on the use of Social media and how it can be fully utilized to promote businesses for beginners. The fifth speaker Ms Shreya Pradhan, Consultant-Digital, Cognizant gave the information on Order Processing in Digital Platforms to understand how one can ship the product to its consumers.



VIRTUAL WORKSHOP AND ROUNDTABLE DISCUSSION FOR BUSINESS INCUBATORS OF NORTH EAST REGION OF INDIA

The 'Dr. APJ Abdul Kalam Centre for Policy Research & Analysis and Incubation and Enterprise Support Centre' at IIM Shillong hosted a two-day virtual workshop cum roundtable discussion for 'Business Incubators of North East India' on July 16th and 17th, 2021.

The virtual workshop cum roundtable discussion were attended by representatives of various incubators from the North Eastern (NE) States. Several topics were covered during the sessions such as, status of business incubators in NE, managing incubators in Indian context, technology commercialization through incubation, offering specialized services, implementing a mentoring program, raising finance for incubated startups, and marketing and stakeholder management. Shri Gaigongdin Panmei, IRS, Financial Adviser, NEC, MDoNER, GoI graced the event as the Guest of Honor and emphasized on the significance of value addition on various regional products. He also underlined and highlighted on the importance of 3Rs- Reuse, Reduce and Recycle of waste management.

Mr. R. Ramanan, Former (First) Mission Director, Atal Innovation Mission, NITI Aayog, delivered the keynote address, focusing on how lot of government schemes are brought in and how a lot of incubators have been established pan-India to support the startup movement in the country.

In the technical session, Dr Biplab Bhattacharjee, Faculty, IIM Shillong and Dr. Sanjeev K. Ningombam, Coordinator, Dr APJ Centre brought forward the key challenges that the incubators in North Eastern Region are facing to achieve their stated goals. Mr Viiveck Verma, Senior Adviser, Telangana State Innovation Cell in his technical session emphasized that the Co COVID world has brought in lot of opportunities for incubatees and incubators.

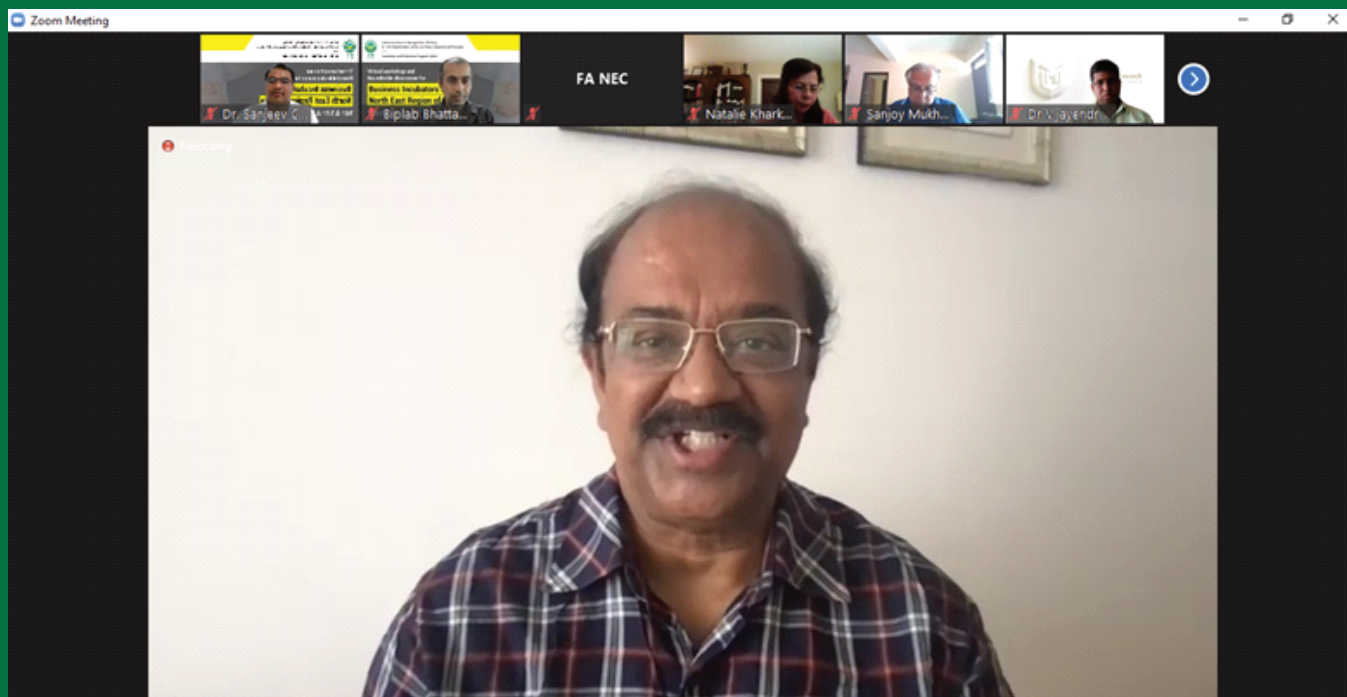


Photo: Shri R. Ramanan, Former (First) Mission Director, Atal Innovation Mission, NITI Aayog, delivers the keynote address

He also stressed upon the opportunity for virtual mentorship for incubatees. Mr. Atul Kulkarni, Management Consultant and Member, Board of Governors, IIM Shillong in his session stressed upon the fact that along the years North East has moved from a land of opportunity to a land of deliverables. He also mentioned few barriers for scaling-up for NER-Startups such as, lack of skilled manpower, lack of technology up-gradation, lack of interventions, lack of backward and forward linkages, and lack of value addition for the products. The other speakers for the technical session of the two days program were Ms. Preethi M., Manager-Technology Business Incubator, National Institute of Technology, Calicut, Prof. G. Krishnamoorthy, Vice-Chairman-Governing Body, IIT Guwahati-Technology Incubation Centre, Mr. Sreerag Rajan, Incubation

Manager, Amrita TBI, Kerala, Mr. Lijo P Jose, General Manager, LIVE Incubator, IIM Kozhikode, and Prof. Tejbanta Singh Chingtham, CEO, TBI, Atal Incubation Centre, Sikkim Manipal University, Sikkim. There were also follow-up roundtable panel discussions with representatives of different incubators from Sikkim, Meghalaya, Assam, Tripura, and Mizoram. Also, Angel Investors, Venture Capitalists, and Legal Expert took part in the panel discussions.

The incubators agreed on working in close coordination to build a robust incubation ecosystem in NER. It is also agreed that in coming days we will share best practices to support emerging incubators in managing and sustaining. Similar kind of handholding, mentoring and supporting initiatives will be taken up by IIM Shillong.

Virtual Workshop on Emerging Digital Technologies for Agriculture, Food Processing, and Horticulture Businesses

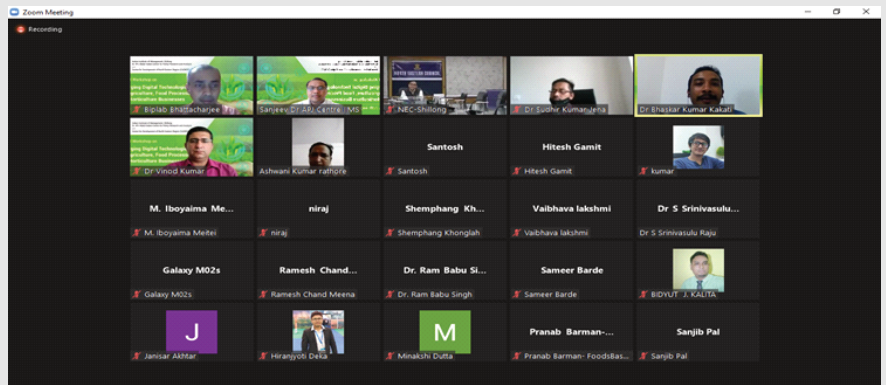
Dr. APJ Abdul Kalam Centre for Policy Research and Analysis and Centre for Development of North Eastern Region of Indian Institute of Management Shillong has organized a two-day virtual workshop on Emerging Digital Technologies for Agriculture, Food Processing, and Horticulture Businesses on August 26th and 27th, 2021. The virtual workshop was aimed to address the opportunities to promote agri business using latest technologies and concepts.

The workshop was inaugurated by Shri Mangsatabam Iboyaima Meitei the Adviser (Horticulture) to North Eastern Council (NEC), Government of India. In his inaugural address he highlighted the abundant opportunities of agriculture sector of north east and also the various schemes and policies initiated by the central government. He urged both the farmers and government to work on the same page and ascertain the development of agricultural produce and market.

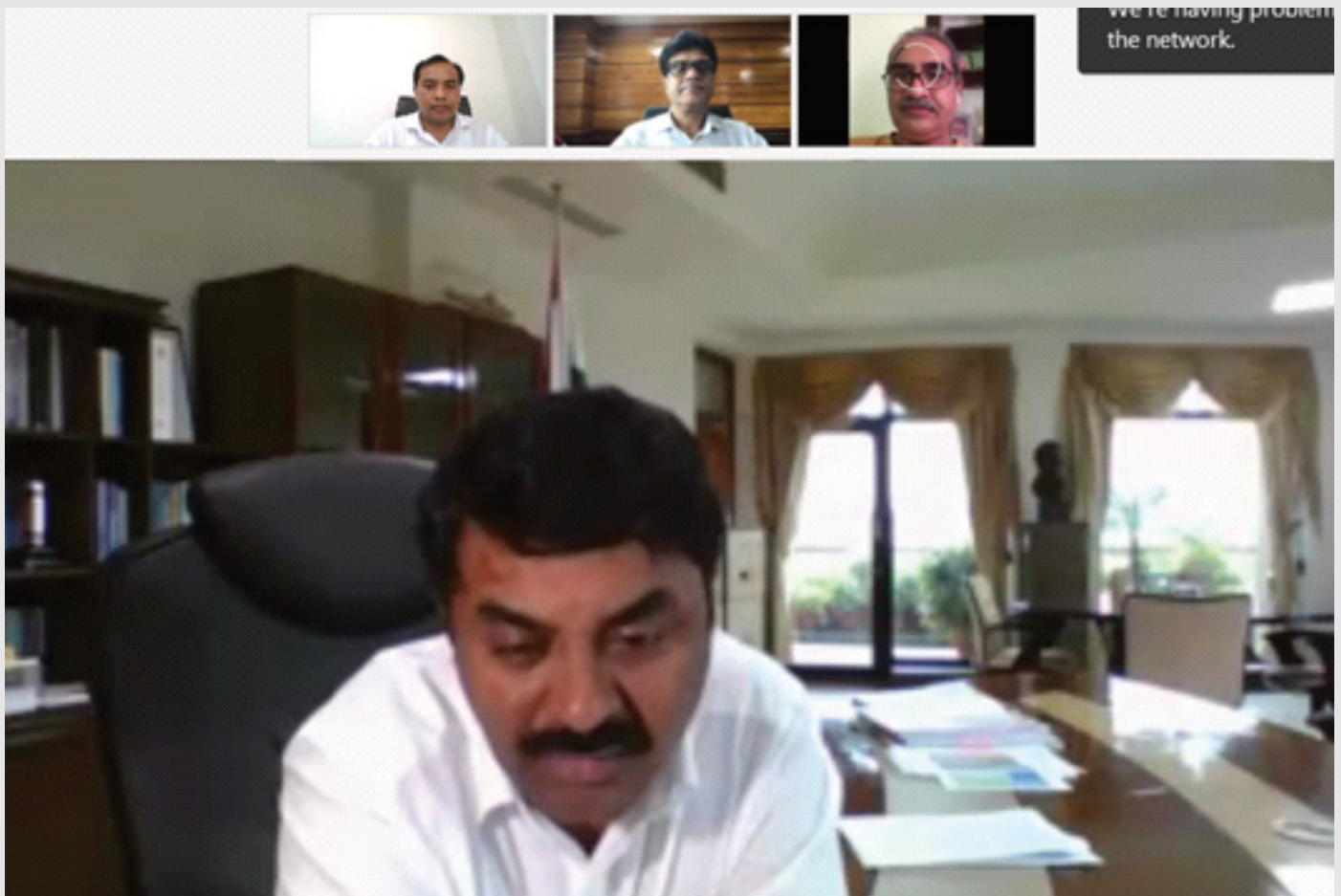
The technical sessions were delivered by subject experts from reputed academic institutes and the industry. Sessions like “Digital Transformation for Agri-based, Horticulture, and Food processing businesses”, “E-commerce and Digital Marketing”, “Social Media Marketing”, “Financial inclusion in agriculture using satellite technology and data science”, “E-commerce”, “AI and IOT application in agri-businesses” and “Blockchain application in agri-businesses”.

Dr C Ganesh Kumar, faculty of IIPM Bengaluru on his session stated that the emerging technologies like drones, satellites, blockchain, automation, soil and weather analysis, big data and mobile technology has helped significantly in the farming and agri business. He also highlighted that the partnership with Microsoft in development of sowing app has resulted in increase of yield by 30%.

Mr Bharat Aggarwal, Vice President-Product, SatSure stated that the application of Satellite in capturing the imagery, GIS maps, DEM, rainfall data, emergency and disaster response, weather forecasting and monitoring of cyclones has helped in preventing the damages from natural uncertainties. Also, the satellite data are utilized by various stakeholders like banks to provide loans to the farmers.



Around 60 agripreneurs, aspiring budding business concerns/ individuals, research scholars and individuals working in agricultural sector attended the workshop.



Remembering Dr. Kalam on his 6th Death Anniversary.

A talk on Building Future Defence Capabilities - Strategic Strides by Dr. G Satheesh Reddy Secretary DDR & D and Chairman DRDO

The Dr. Kalam Centre observed the 6th death anniversary of late former President of India, Dr. APJ Abdul Kalam. The event was conducted virtually and witnessed participation of faculty members, students and staffs of IIM Shillong. Prof. D P Goyal welcomed the gathering and highlighted the relation of IIM Shillong with Dr. Kalamji. He mentioned that for IIM Shillong, Dr. Kalam is familiarly known as Kalam sir as he used to be our visiting faculty who used to interact with our students very regularly. He also mentions that, it is an honour for IIM Shillong to have a centre named under Dr. APJ Abdul Kalam that is specifically focusing and working for the development of the north east region.

Dr. G Sateesh Reddy addressed the gathering as the Chief Guest of the event. He delivered a talk on “Building Future Defence Capabilities - Strategic Strides”. He recalled his association with Dr. Kalam and the contribution and legacy left by him. Dr. Reddy praised the significant contribution made by Dr. Kalam in the development of Science and Technology and also in enhancing the defence capabilities of the nation. He correlates

Dr. Kalam as the Missile man of India as we fondly remember under whose leadership the 5 missiles namely Agni, Aakash, Naag, Prithvi and Trishul were developed. Dr Reddy laid emphasis on how Dr. Kalam spearheaded the first and fastest Super Sonic Cruise Missile in the world “BrahMos” which is a joint venture with Russia. On the side-line of his speech Dr Reddy also mentioned on the various initiatives and achievements India is making in the Defence Sector. He stressed on the need of building an indigenous defence system in the country as almost 50% of the defence contents/

technologies were imported from outside the country.

He emphasized in the ‘Make in India’ initiative which greatly depends on knowing the ‘Know-how’ & ‘Know-why’ of technology development for creating self-sustainability in the country. He also stressed on increasing the export potential while reducing the imports of such technologies to become a self-reliant country. Dr. Reddy emphasised on the ‘Quantum Communication between two DRDO laboratories’ which demonstrates a safe and secured communications during the time of need.

He mentioned about the ‘Development cum Production Partner’ (DCPP) programme provided by DRDO which allowed the private sector to co-develop missile system and have the rights to manufacture as well. Under the new DRDO policy, Transfer of Technology and patents including life science, missile technology etc. has been provided to entrepreneurs free of cost to boost the defence manufacturing process in the country. Handholding support is also provided to these enterprises (2000 Tier I, II industries; 10,000 Tier III Industries has been provided assistance so far).’

Technology Development Fund’ which is an initiative under DRDO to create self-reliance in Defence Technology as a part of the ‘Make in India’ initiative. This scheme encourages MSME’s to create an eco-system for enhancing cutting edge technology capability for defence application. Basically, it encourages fresh graduates to consider startups with the help of Incubation Centres to establish enterprises and to develop technologies needed for defence application

Dr. Reddy mentioned that DRDO has also launched an M. Tech. Program in Defence Technology in collaboration with various education institutes which aims to impart necessary theoretical and experimental knowledge, skill and aptitude in various defence technology areas. These students are offered an opportunity of undergoing internship under DRDO. He also mentioned about the 'VAIBHAV' Summit that took place with the collaboration with IIM Shillong where global Indian researchers came together to resolve emergent challenges faced by the country. The aim of this program was to create an ecosystem of Knowledge and Innovation in the country through global outreach. Dr. Reddy has stressed on 3 points that needs serious attention to make our country prosper and great:

- **Creation of unique & new technology**
- **Cost effective/low cost technology**
- **Sustainable technology**

He also revealed that a new scheme which promotes more of R&D via different academic institutes in the country is about to launch very soon. Dr. Reddy concluded his address by quoting Dr. Kalam's saying 'Don't be a 4-5th person in the world, Become the 1st person instead'. And he urged everyone to put an effort to realise the dream of Dr. Kalam a reality.

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.

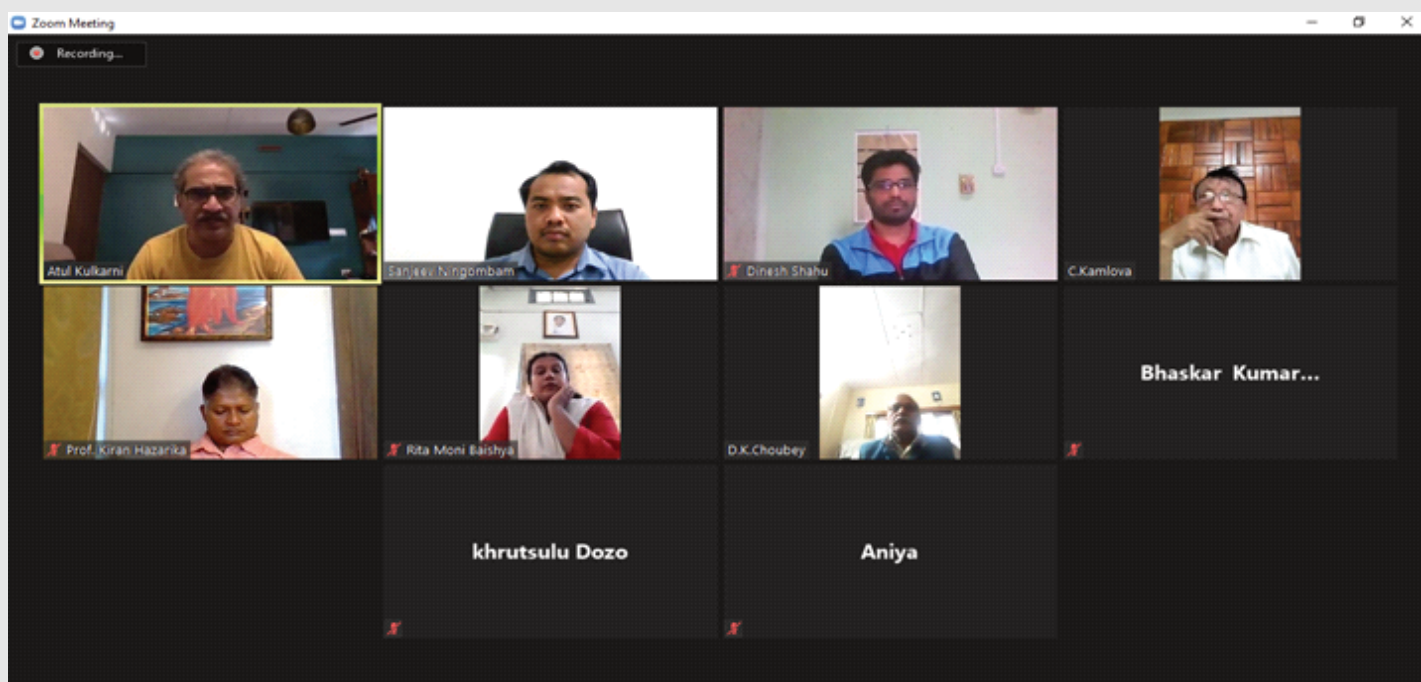


Photo: IIM Shilong fraternity paid homage to Dr APJ Abdul Kalam on his death anniversary.

ROUNDTABLE & DISCUSSIONS

Functional Hindi Implementation at NER

The North Eastern Council have suggested Dr. Kalam Centre to prepare a feasibility report on the implementation of Functional Hindi at the professional colleges of North East. With the objective of generating suggestion and design a strategic plan a virtual round table discussion of the subject expert was initiated by the centre on 12th May 2021. The meeting was attended by senior academicians and subject experts from each state of North East. Based on the discussion a project proposal was submitted later to the NEC.



Presentation to the Secretary NEC

The Centre Coordinator have appraised the Secretary of North Eastern Council on the recent developments, project initiated, target achieved and key intervention areas. The presentation was made on 24th June, 2021. In addition to the update on the past events/engagement a presentation was also made on the future plans of the centre and its strategic initiatives.

Presentation to the Sectoral Advisor of NEC

To appraise the concerned sector advisor of the NEC and also take valuable suggestion/comments on the ongoing projects, presentations were planned. The details of the discussion held were as under:

Date	Sector	Sector Advisor
11-06-2021	Handicraft	Ms. R. Lalrodingi
29-06-2021	Horticulture	Mr. M.Iboyaima Meitei
07-07-2021	Tourism	Ms. R. Lalrodingi
08-07-2021	Logistic	Mr. Navin Kumar

Based on the discussion and the comments/suggestion received from the NEC, the Centre has developed the policy analysis report on the specific sectors. The same has been suggested to the NEC.

COLLABORATION

GOVERNMENT OF ARUNACHAL PRADESH

Indian Institute of Management Shillong (Dr. Kalam Centre) entered an MoU with the Government of Arunachal Pradesh on 23rd July 2021, Friday at Shillong. Hon'ble Chief Minister of Arunachal Pradesh, Shri Pema Khandu ji graced the MoU signing ceremony with his gracious presence. Shri Naresh Kumar, IAS, Chief Secretary, Government of Arunachal Pradesh and Prof. D.P Goyal, Director of IIM Shillong represented Government of Arunachal Pradesh IIM Shillong respectively. The MoU will foster the mutual agreement between the Dr. APJ Abdul Kalam Centre for Policy and Research Analysis of IIM Shillong and the Finance Planning and Investment Department of the Government of Arunachal Pradesh.

According to this MoU the Government of Arunachal Pradesh will recognize Dr. APJ Centre of IIM Shillong as an official Think Tank and Knowledge partner of the state government. IIM Shillong will assist Government of Arunachal Pradesh in developing policies and roadmap for business development on Handloom, Horticulture, Tourism sector etc. IIM Shillong will facilitate the state government in implementing some of its flagship projects by providing critical managerial interventions. It is also agreed that IIM Shillong will organize managerial capacity building programs for the newly recruit officers of Arunachal Pradesh. The MoU has also laid to a major emphasis on establishing a satellite or an extension knowledge centre of IIM Shillong at Arunchal Pradesh.

Shri Pema Khandu ji the Hon'ble Chief Minister appreciated the effort of this MoU and suggested that vision of this MoU should be rolled out as action and to make the best effort in the development of the state. He also stressed on the immediate requirement of training and capacity building programs that could be organized often. He assured all the maximum support to IIM Shillong in engagement with the state government. As part of the agreement between the Government of Arunachal Pradesh and the IIM Shillong (Dr. Kalam Centre), IIM Shillong have conducted a 7 days Management Development Program for the AP State Civil Service Probationary Officers. The training was conducted in the IIM Shillong Campus, Umsawli between 26th August 2021 to 2nd September 2021. 52 APCS probationer officers have attended the training.



WORLD HEALTH ORGANIZATION

The team of World Health Organization led by Dr. Tonmoy Dutta visited IIM Shillong on 27th September 2021. The team met the Director, IIM Shillong and agreed that Dr. Kalam Centre will assist in championing the cause of diagnosing Tuberculosis (TB) in the North Eastern Region. It is agreed that Dr. Kalam Centre will develop a strategic action plan to facilitate the process of eradicating TB. And at the same time the Centre will undertake a study on the factors causing T.B and the hesitancy in diagnosis. Further the Centre will identify critical areas of intervention and also undertake a capacity building training for the officers of TB Health Mission.



HIGHLIGHTS

Meeting with Secretary MDoNER, GoI

The team of IIM Shillong comprising Shri Atul Kulkarni, Member, Board of Governors, Prof. D.P Goyal, Director, IIM Shillong, Dr. Sanjeev K Ningombam, Centre Coordinator, Dr. Kalam Centre met Shri Sanjay Singh, IAS, Secretary (additional charge) of Ministry of Development of North Eastern Region on 16th September 2021 at New Delhi. The team presented the Secretary a copy of the Development Dialogue and briefed him about the various initiatives that are being taken up from the Centre.



Meeting with Joint Secretary, Ministry of Education, Government of India

The team of IIM Shillong comprising Prof. D.P Goyal, Director, IIM Shillong, Shri Pradeep Pyne, Chief Administrative Officer and Dr. Sanjeev K Ningombam, Centre Coordinator, Dr. Kalam Centre met Smt. Neeta Prasad, Joint Secretary of Ministry of Education, Government of India on 16th September 2021 at New Delhi. The team presented the Joint Secretary a copy of the Development Dialogue and briefed him about the various initiatives that are being taken up from the Centre.



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