

KHLURTHMA 2022 LAUNCHED

IIM Shillong kicked off Khlurthma 2022 on the 29th of January 2022 with the inauguration ceremony. Khlurthma is the annual management festival of IIM Shillong that invites participants from all premier B-schools across India to solve business challenges across various management domains. The word Khlurthma, derived from the local Khasi language of Meghalaya, translates to 'Battle of Stars', which is what the event signifies.

The Guest Speaker for the inauguration ceremony, Ms. Aastha Grover is the founding member and current head of Startup India. The ceremony began with members of the student council introducing Khlurthma and what the festival is about. The introductions were followed by a welcome address by PGP Chairperson of IIM Shillong, Prof. Subhadip Mukherjee. The Student Council then introduced Ms. Aastha Grover to the students, following which the stage was handed to her.

Ms. Grover, deriving from her extensive experience of working with businesses and entrepreneurs, spoke about different aspects of starting and running successful business ventures. These aspects ranged from the ideation stage of businesses to their growth and success. She spoke about the different challenges faced by start-ups and how Startup India helps budding entrepreneurs overcome these challenges. Her words of advice to the students were to always remember the three *Ds* – *never fail to Dream (D), Discover (D) the problem, and finally, to continue Delivering (D)*. Through a brief Q&A session with the students, Ms. Grover addressed key questions such as how Startup India helps businesses at the ideation stage, the key challenges that start-ups face, how to tell if a product being created is the right product etc.

Following Ms. Grover's interaction with the students, Chairperson, Student Affairs, Prof. Rohit Joshi, extended a vote of thanks to Ms. Grover and presented the virtual memento.