

Winter..  
..is here.

# THE PINE CHRONICLE

News, Views and Creative Expressions

Volume IV, Issue no. 42, Dec 2021

## MESSAGE FROM DIRECTOR

As the holiday season approaches and 2021 draws to a close, many of us take time to reflect on the past year and think about our aspirations for the future.

The entire fraternity at IIM Shillong have both benefitted from and been challenged by local, national and global events of the recent past. As individuals and as an institution we were called upon to be increasingly adaptable and responsive, while remaining true to our vision, mission, values and beliefs.

A look around our campus proves that our institution is becoming more and more diverse within a professional and knowledge garnering environment.

Students from a decade ago may hardly recognize the place. Students, faculty and staff from different backgrounds, different cultures and different life experiences and choices make IIM Shillong a richer and better place to learn, live and work.

More so, an increasingly diverse community means we are often challenged to adjust how we think, how we speak and how we act. Diversity may not readily create inclusivity, but it is something we need to consciously choose to foster through words and actions each and every day.

As 2021 comes to an end, and many of you embark on a break as per customs, beliefs and traditions I urge you to think about how you will continue to contribute to the Institute in 2022.

It has been quite an experience to meet so many inspiring and dedicated people during the past year. I continue to be honoured to be part of this great Institution that is dedicated to building a more responsive community and humanity, through education, research and service to society.

Prof. D. P Goyal



## FACULTY DESK

### Being Digital is the need of the Hour

Crisis in the Covid19 period taught firms to be more resilient and open for adaptations. Reaching out to the customers is important. Firms now are adopting more customer centric approaches in order to reach their customers. Transformations to meet the customer requirements are crucial for survival of firms. Firms need to note that customers are happy with experiential purchases. It gives them happiness as well as satisfaction. Customers are also seen to be more prone towards sustainability. They reward the firms who are environmentally friendly in terms of more purchase and long-term loyalty. Consumerism has also risen and there is low tolerance level for any unfriendly activity by the firms. Business activities shifted from physical transactions to app-based transactions. Firms like HUL, Marico, Dabur have reformed channel transactions by offering products through direct to consumer (D2C) channel. There is also a focus towards mental wellbeing and keeping healthy. There has been a rise in use of wellness apps in the pandemic. There has been rise in spend in the digital media. It is seen that more than 90% of the first-time triers during lockdowns became converts.

The pandemic has seen unparallel channel switching and brand switching. Though after easing of the business operations post lockdowns business has leaped back 1.5 times in sales, firms' need to be more vigilant and adapt to the changing consumer requirements to stay afloat in the stiff competition and changing environment.

Prof Bidyut Gogoi



## ABOUT NUKSA

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

**Advisor** Prof. D.P. Goyal  
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 Dr. Sudhir Kumar Jena,  
 Shri. Merlvin Jude Mukhim,  
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## TIMELINE

2021 – A year of continuous and steady growth for IIM



### BEST B-SCHOOLS 2021

**8<sup>th</sup>**

India Today  
(Govt Ranking)

**12<sup>th</sup>**

The Week  
India Ranking

**13<sup>th</sup>**

Business  
Today




India Today ranks the Institute as the 8th Best B-School, while it also climbed a few notches in other prestigious rankings, finding a place for itself at 12th and 13th in The Week and Business Today rankings respectively.

## Nation's Constitution Day Celebrated



IIM Shillong celebrated the 72nd Constitution Day along with the rest of the Nation and organised reading of the Preamble to the Constitution to reaffirm the fraternity's commitment to uphold and adhere to its ideology.


## Podium Session 8 Season 10 Series



### IIM SHILLONG PODIUM SEASON 10

**Mr. Rajesh Sahay**  
Sr. VP HR  
Wipro Consumer Care & Lighting





**Topic:**  
Sustainability - A New Game Changer

**18-December-2021**  
Time: 5:00 PM

On 18th December 2021, IIM Shillong conducted the 8th session of the 10th Season of its flagship Corporate Connect Series, PODIUM. The Public Relations Cell hosted Mr. Rajesh Sahay, Vice President HR - Wipro Consumer Care, for an illuminating session.

Post an illustrious association with NTPC, Wipro, and UBS, Mr. Rajesh Sahay is currently the Sr. VP and Head HR for Wipro consumer care and Lighting. His current responsibilities include global HR operations spanning 19 countries and 8500 employees. A certified Six Sigma Black Belt and Master Coach, he loves to teach and regularly participates in house Leadership development programs. He has also been a visiting faculty at leading B-Schools at Ahmedabad, Bangalore, Pune, and Hyderabad.

The session was conducted in a virtual capacity to discuss the topic "Sustainability - A New Game Changer." Mr. Sahay began by highlighting the importance that organizations are placing on the concept of ESG (Environmental, Social, and Governance). He stressed how ESG choices are the key to building reputational capital as corporate character was now vital to employees, consumers, buyers, and regulators.

The discussion focused on several pressing issues that our planet was currently facing and the widespread impact caused by these issues. The session was concluded by Mr. Rajesh, emphasizing how necessary it was for all employees across the globe to constantly keep innovating and coming up with new ideas to reduce environmental impact and transform their workplaces into more sustainable organizations.



## Synergy Session

IIM SHILLONG

# SYNERGY



**Agnelo Dias**  
National Head  
Business Standard

**Business Standard**

Topic:  
Customer Service  
Excellence - The Human  
Dimension

**15 December 2021**  
Wednesday



On 15th December 2021, IIM Shillong hosted Mr. Agnelo Dias, General Manager, Market Development - Business Standard, for an intriguing Synergy session on the topic "Customer Service Excellence - The Human Dimension."

Mr. Dias is a highly skilled professional with expertise in advertising, market research, digital media marketing, amongst many others. He has completed his MBA from Chhatrapati Shahu Institute of Business Education and Research. He has an illustrious career of 25+ years as a marketing professional with multi-dimensional experience stretched over four companies, with media sales being his forte.

The session, conducted in a virtual capacity, discussed how customer satisfaction was the crux of successfully delivering any product or service. It highlighted the various facets of customer service and spoke about the importance of building trust in the minds of target customers.

Quoting Mr. Dias, "It is not just about solving problems for your customers, it is also about creating opportunities for them and providing them with a seamless customer experience. 'How can we improve customer satisfaction today?' should be a question you ask yourself every day."

### Visit of Smt. Shefali Srivastava Andaleeb, Accountant General (Audit), Meghalaya

Smt. Shefali Srivastava Andaleeb, Accountant General (Audit), Meghalaya graced IIM Shillong with her presence and addressed the fraternity on the topic 'Good Practices in Accounting and File Management.' The session was practical, easy to understand and well appreciated.



Officials of IIM Shillong had a detailed meeting with Shri Kishan Reddy, Hon'ble Minister of Development of North Eastern Region, Govt. of India. The team apprised the Minister on the initiatives taken under Dr. APJ Abdul Kalam Centre for Policy Research & Analysis and sought his suggestion for future course of action.



In further progression towards setting up of IIM Shillong's satellite centre at Tawang, Arunachal Pradesh with the aim of strengthening capacity building of State Government officials, Prof D P Goyal Director IIM Shillong met the Hon'ble Chief Minister of Arunachal Pradesh -Shri Pema Khandu ji and deliberated on the way forward.

## An Eventful Month for Niveshak



Team Niveshak, in association with Zerodha, organized a path-breaking session on "The Psyche of Retail Investors in Equity Markets" by Mr. Karthik Rangappa - VP, Education Services at Zerodha. The session revolved around scrip (stock) analysis, both financial and technical parameters. In addition to it, a detailed discussion on how to analyze a company's financial statements was held between the student and the speaker. Furthermore, the session was concluded by a Q&A session where students clarified many of their doubts on multiple concepts related to company analysis.

Team Niveshak also conducted the first offline event of this season for PGP-21 on 12 December 2021 in the Mayurbhanj campus. The event was a stock auction in which participants got a chance to showcase their stock market knowledge and skills most creatively! The event had two rounds, an eliminator quiz testing basic understanding of the stock market conducted online, followed by the final round of actual stock auction.

Both the events saw massive participation from PGP-21. It was an exciting week for all the participants, tracking ups and downs in the market and striking deals to trade their stocks. It would not be boastful to say that the session was eye-opening for all the participants.

Team Niveshak was thrilled to conduct these events, and we look forward to many such insightful events!

## OFF BEAT

### Fun Events Galore at IIM Shillong

**Freshers'21:** The much-awaited welcome for the batch of PGP21 was no less than a grand gala. It was conducted at the basketball court of the Umsawli campus. In an evening filled with lights, music, dance, and smiles, the seniors welcomed the juniors with a warm heart and spectacular performances. The junior batch also enthusiastically participated in various talent rounds. Rahul Raja and Chhavi Sharma from the PGP21 batch bagged the title of Mr. and Ms. Fresher, respectively. The night was concluded with a grand performance by DJ Adrian C.



**Christmas Bonfire:** A Christmas bonfire was held on Sunday, the 19th of December, for the PGP21 batch at the Mayurbhanj Palace. The quad area was lit up with fairy lights all around, and the event was embellished with live singing and dancing by the participants of Insignia. It was the first offline event organized by the cultural committee after the onboarding of the junior batch. It was an evening that was much needed to provide warmth in the chilly weather of Shillong.

### Cricket Exhibition Match conducted



The Sports Committee of IIM Shillong conducted an exhibition match on the 18th of December 2021 at the Umsawli campus. The game was played between 2 teams: IIM Shillong faculty & staff vs IIM Shillong students. The match symbolized the campus's vibrant sportsmanship and was brought alive by the players' zeal. Faculty and students both demonstrated exceptional talent and enthusiasm.

The game began with the IIM Shillong Warriors winning the toss. Professor Rohit Joshi, the captain of the IIM Shillong Warriors, elected to bat first. Professor Kailash started the match by taking the strike. Shillong Warriors team started the match steadily and on a firm foot. They kept rotating the strike continuously and consistently maintained the strike rate above 7. Their fast stride was interrupted in the 7th over when they lost the wicket of Prof. Subhadip, Mr. Merlvin, and Prof. Murti in quick succession. By the end of the innings, Shillong Warriors had amassed a solid score of 55 runs. It did not seem an easy target, given the scorching heat of noon with the biting cold wind of December. The match was physically demanding, but it was well matched by the high spirits of both teams. Surprisingly, the opposing team took up the challenge and emerged the winners with a few overs remaining.

The match was delightful and witnessed a good number of audience members from the administration, faculty, and students who turned up to catch the heat despite their busy schedules. This match was much more than just cricket as it brought together the faculty and students outside the classroom and bound them in a stronger bond which was to be cherished for a long time. This thunder, excitement, and spirit of excellence are what drive us forward at IIM Shillong and witnessing it firsthand was an awe-inspiring experience.

### Eco-Immerse – An immersion trip to remember



EcoBiz Club, the sustainability and business club of IIM Shillong held and organised one of its kind event, Eco-Immerse on 19<sup>th</sup> of December. Eco-Immerse is an event which includes a trek through Sacred Forest of Mawphlang. It aims towards immersing the PGP batch into the culture of the local people and understand the culture they have been following through many centuries.

Eco-Immerse'21 was special because this was the first event and only event where the PGP'20 batch went as one to visit a place outside the campus. As Covid19 hit hard to the batch, The foundation week trek wasn't possible. The batch also missed out on the opportunity to have community immersion course in its timeline. Thus, an event where the batch would understand the culture of tribes of Meghalaya was very important. Eco-Immerse was thus curated.

The PGP'20 batch along with Prof. Neelam Rani and Prof. Biplap Bhattacharjee had a fun and learning experience walking through the Sacred Forest of Mawphlang. EcoBiz Club feels grateful to the administration for its constant support throughout. Special Mentions to the faculty mentor, Prof. Sanjeeb Kakoty for his guidance and insights on the organisation of the event.



### “Sacred Forest” - Shillong

Welcome to "Scotland of East" - Shillong in "The Abode of clouds"- Meghalaya. You may be surprised to hear its name-" Sacred Forest"! Yeah you hear it right. Located in East Khasi hills district and about 25 Km ( 1 hour Journey by car) from Shillong. It's a virgin forest. This forest area is preserved by local khasi people due to their cultural and religious belief. ( "khasi" is local tribe of Meghalaya ). Its spread is about 78 hectares. It is believed that it is protected by local khasi people' deity-Labasa. Nobody can take any plant, leaves either green or dried from there. It is believed that you may die if you take anything along with you outside of this forest. So you wanna try it .....obviously not! After one hour of good drive from Shillong, you will reach here. In fact journey from Shillong to this place is also very beautiful, so don't forget to stop your car en route and click pics, specially just before HQ Eastern Air Command at Shillong, Enjoy selfie in small tea garden, engrossed yourself in lush green tea garden along with a sip of Meghalaya Tea-"Meg Tea". ([www.dofpmeghalaya.org/meg-tea/](http://www.dofpmeghalaya.org/meg-tea/)) ([www.flipkart.com/meg-tea-black-usf-unflavoured-pouch/p/itm7260f77d24186](http://www.flipkart.com/meg-tea-black-usf-unflavoured-pouch/p/itm7260f77d24186)) Best time to visit is any sunny day. It's like a one day picnic. Don't go in rainy season, as you have to walk on grass and slopes. It's too slippery and you may return with broken leg and spoil your whole trip. Don't forget to take one jacket with you, as clouds may come any time and decrease temperature. Wear sports shoes; avoid slippers, since you have to walk too much. Tea, coffee and eatables are available in the Shops inside but these are closed as on date due to Covid-19, so better to get your own stuffs and enjoy picnic.





And good long walk in hilly green terrain. Want to know about three stone monuments, it's an entirely different but interesting topic, especially for this place- Meghalaya-"The Abode of clouds". Don't forget to cross a small hanging bridge suspended by wire ropes. Local kids can be found usually jumping over it to test its stability. So you can also try it. Don't forget to take selfie at center of it. It gives a breathtaking view of background hills from there. There is no proper parking facility available. So just park on roadside at the entrance to this place. Officially there is no parking fee but one guy with parking slip of Rs.10 /- may be found, if you are Lucky. You will find following places en route to your journey from Shillong to Sacred forest, but it's better to plan these in your next day trip, else you will not reach to sacred forest. Rhododendron Trek Shillong ML-05 Cafe HQ Eastern Air Command (EAC), Shillong Elephant Falls -Just after HQ EAC. Route of Cherrapunji, Dawki and Mawlynnong-cleanest village of Asia. ([www.bbc.com/travel/story/20160606-the-cleanest-village-in-asia](http://www.bbc.com/travel/story/20160606-the-cleanest-village-in-asia)) Enjoy above clicks and plan your trip.



**Anil Kumar Sharma**  
*PhdWP 2021*

## METIER

### PUBLICATION (Journal)

- Kakati, B. K. (2021). Sustainability in the study of Gandhian economic philosophy. *Area Development and Policy*, Routledge, 1-15. <https://doi.org/10.1080/23792949.2021.1999170> (Indexed in SCOPUS & Clarivate Analytics' Emerging Sources Citation Index)

### BOOK CHAPTERS

- Kakati, B. K. (2021). Role of Ankia Naat Bhaona in the formation of Greater Oxomiya Society. In B. Baruah, A. Konwar, & B. Rabha(Eds), *Performing Arts of Assam* (pp. 58-75). Guwahati: Assam College Teachers' Association (ACTA).

## ODE

### पथिक

#### दूसरा मोड़

रुमि मालिक के बारे में -  
मालिक कौन हैं ऐ मेरे हमसफ़र?  
मालिक वही हैं जो आप को आज़ाद करें,  
आपके पैरों के बेड़ियों से।  
ये सुनके राह चलते पथिक ने सोचा-  
ये तो आसान हैं, तो क्या सभी मालिक बन सकते हैं?  
नहीं, मालिक वही बन सकता हैं जो बिन बेड़ियों के चला जाता है!  
पथिक ने फिर सोचा -  
ये तो जिस्मानी हुआ। क्या मालिक सिर्फ एक जिस्मानी अंदाज़े बयां है?  
ये सुनके वो रहानी आवाज़ गूँज उठी -  
तुम हमें भूल रहे हो ऐ पथिक, बेड़ियां भी हम हैं, पैर भी हम हैं,  
रास्ते भी हम हैं, और वो पल भी हम ही हैं जिसमें तुम आज़ाद हुए।

**Achinta Kumar Sarmah**  
*Assistant Professor, IIM Shillong*

## CONGRATULATORY NOTE

We would like to extend our heartiest congratulations to our PGPEX participant Ms. Shikha for securing Second Position in the National Level Dance competition -"NRITYOTSAV" event under AROHAN 2021 organized by NITIE, Mumbai during Oct'2021.



We are very happy to announce the achievement of our sports contingent at IRIS- Ranbhoomi 8.0, the Cultural, Management, and Sports fest of IIM Indore.

### Event:

- Fitness Mania - Abhishek Khurana (1st place)**
- Fitness Mania- Paridhi Jain (4th place)**

NUKSA congratulates the entire contingent on their outstanding performance throughout the tournament.

BusinessLine

## IIM Shillong wins BLoC Boardroom Challenge 2021

SIBM Pune is runner up; SPJIMR Mumbai comes third

OUR BUREAU  
Chennai, December 22

A team from IIM Shillong, comprising twins Aritro and Arko Datta, and Hardik Goyal, won the grand finale of BusinessLine on Campus (BLoC) Boardroom Challenge 2021. SIBM Pune was the first runner-up while SPJIMR Mumbai finished third. For the finals case, participants had to present strategies for a wealth management company to attract retail investors to invest in non-traditional asset classes and improve awareness.

The two-month-long contest saw around 600 teams from top B-schools participate in the online preliminary psychometric test. In the second round, 33 teams were shortlisted to take part in the virtual semi-finals rounds across nine cities. The trio from IIM Shillong bagged the coveted title of CXOs of the year and ₹1 lakh in prize money while the team comprising Vijay Balaji KS and Arun Prasad of SIBM Pune won ₹75,000 and the SPJIMR Mumbai team of Sai Sankalp Venarapu, Lahari Nuchi, and Sambhara Batra, took home ₹50,000.

The announcement of the winning teams was made by A Balasubramanian, Managing Director and CEO, Aditya Birla Sun Life AMC Ltd, the present-

ing sponsor for the case study challenge. Balasubramanian said that the idea was to make use of the inputs and insights spotlighted by students and facilitate dialogue about the wealth management industry which is often not discussed in high frequency.

IIM Shillong had to slug it out with eight other top B-schools in a nine-city final. The other teams competing for the CXO title were: IIM Bangalore, IIMT Ghaziabad (Delhi), Great Lakes (Chennai), SIBM (Pune), IIM Kozhikode (Kochi), SPJIMR (Mumbai), and XIRI Jamshedpur (Kolkata) and JNTU (Hyderabad).

The jury comprised-KS Rao, Senior Vice President & Head, Investor Education & Distribution Development, Aditya Birla Sun Life AMC Ltd; Vishwadeep

An Investor Education and Awareness Initiative of Aditya Birla Sun Life Mutual Fund



The winners Aritro Datta, Arko Datta, and Hardik Goyal of IIM Shillong; (below) A Balasubramanian, Managing Director and CEO, Aditya Birla Sun Life AMC Ltd, the presenting sponsor for the case study challenge

Kuila, Founder-Director, Brand Vectors; Kamlesh Sharma, Chief Public Affairs and Communications Officer, Hindustan Coca-Cola Beverages; and Lokeshwarri SK, Senior Associate Editor, and Head of Data Vertical, BusinessLine.

Kuila said most teams did a brilliant job assimilating the information and coming up with solutions. "It's a complicated case and it's not easy to analyse large amounts of data. What's impressive is that the winning team went beyond the brief and had done a lot of primary and secondary research for their presentation." Lokeshwarri pointed out that it was an open-ended case with multiple layers. "The winners went one step ahead with their additional reading and research. They presented original ideas on how to crack the market which really set them apart."

**Unanimous decision**  
Sharma said that the decision to pick IIM Shillong as winners was unanimous. "The winning team was able to structure their thoughts and present



solutions backed with facts and data. They had done their due diligence before the presentation and that came through." Rao said that all the presentations had some extremely useful insights while assessing the wealth management industry. "As someone in the field, I can make use of these ideas for my future business plans. Outstanding presentations, great teamwork, and the way each team approached the case was highly creative," he said.

The BLoC Boardroom Challenge, a unique business strategy contest for B-schoolers, is in its fifth year. In 2017, the first year of the challenge, a team from IIBA, Chennai, was the winner, followed by ISB Hyderabad in 2018, IIM Ranchi in 2019, and SIBM Pune in 2020. In the first three years, the

contest was held as an on-ground event, where B-schools in different cities hosted the semi-finals of the contest, and the grand finale was held in Chennai.

**Held entirely online**  
However, last year due to the pandemic, it was conducted entirely online. This year too, was a virtual experience, given the circumstances.

"The Boardroom challenge is a part of The Hindu group's larger focus on students and education. It underlines BusinessLine's focus on a new generation. BusinessLine on Campus, a BusinessLine product, was launched eight years ago, and it has proved to be a tremendous success with students across B-schools. Last year, we expanded the scope of the website to cover disciplines such as engineering and accounting as well. On the agenda is further expansion into arts, literature, and other disciplines such as civil services, which are in need of help and support. We also took BusinessLine on Campus to print with a page every fortnight, which has been received well," said Raghuvir Srinivasan, Editor, BusinessLine.

This edition of the BLoC Boardroom Challenge 2021 is sponsored by Aditya Birla Sun Life Mutual Fund and powered by Hindustan Coca-Cola Beverages Pvt Ltd while Punjab National Bank is an associate sponsor. The knowledge partners are Brand Vectors and PotentialGenesis.

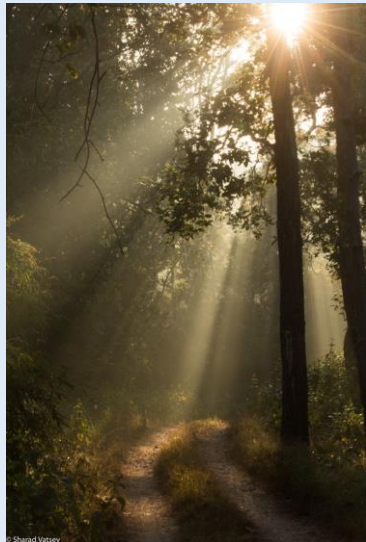
## IIM Shillong won the hard-fought grand finale of the fifth edition of the BLoC Boardroom Challenge.

NUKSA congratulates the three-member team comprising Aritro and Arko Datta, and Hardik Goyal, from IIM Shillong who won the hard-fought grand finale of the fifth edition of the BLoC Boardroom Challenge. They took home the BusinessLine CXO of the Year title and ₹1 lakh in prize money.

The jury comprised-KS Rao, Senior Vice President & Head, Investor Education & Distribution Development, Aditya Birla Sun Life AMC Ltd; Vishwadeep Kuila, Founder-Director, Brand Vectors; Kamlesh Sharma, Chief Public Affairs and Communications Officer, Hindustan Coca-Cola Beverages; and Lokeshwarri SK, Senior Associate Editor, and Head of Data Vertical, BusinessLine.

Visit <https://theoutreach.in/iim-shillong-wins-bloc-boardroom-challenge-2021/> for more detailed information on the overall culmination of the competition.

## LENS CAPTION



"Let There be light"  
Sharad Vatsey  
PhDWP 2021



"Twilight sky above our campus"  
Anjan Patra  
MBAWE



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