

### Volume V, Issue no. 43, Jan 2022

# **FACULTY DESK**

#### Being Digital is the need of the Hour

We are at the end of another academic year and again it is time to bid farewell to our academic batches of PGP and PGPEX. This is not an unusual occurrence, but the nature of these batches are very different from all other batches passed out from our institute previously. Our students of these batches were forced to attend the classes online from their homes quite far from the institute due to pandemic. We missed interacting with a bunch of talented brain of our country, which is so much essential for growth of both teachers and students.

The COVID-19 pandemic has created the largest disruption of education systems in history affecting all of us. There is a paradigm shift in the way educators deliver quality education-through various online platforms. The online learning, distance and continuing education have become a panacea for this unprecedented global pandemic, despite the challenges posed to both educators and the learners. Transitioning from traditional face-to-face learning to online learning was a big challenge for teachers and educators equally, which had to be adopted with little or no available alternatives. It created lots of in-convenience for our students in remote corner of the country with un-reliable internet connection. Despite the constraints, the students passed out with flying colours and the campus placement was impressive. Our permanent campus looked empty without students most of times, but they made their presence felt through online participation in all the important functions like Republic Day, Independence Day etc.

One of the benefits of the pandemic is widespread use of technology, which makes communication easier than before to make the world a better connected one. Please stay connected after your farewell from the campus, but not from our heart and mind. Our teacher and student relationship cannot be broken with the award of degrees as we share a lifelong relationship. Hope you will make the institute proud with your achievement in the real world, which will make us proud teachers.

Wishing you all the best for your entire life.

Dr. Debasisha Mishra Assistant Professor





# TIMELINE

Shillono's Monthly Newsletter

IIM Shillong signed MOU with Lyon International Business School (LIBS)

In accordance with a mutual desire to enhance the intellectual and experiential resources of two great and reputed institutions, Indian Institute of Management Shillong and Lyon International Business School (LIBS) signed MoU on 19th January, 2022. The Libs House is the graphic representation of the continuous improvement approach in which the Lyon Business School is part. Inspired by Toyotism, the continuous improvement approach is at the heart of their concerns. The Lyon Business School has in fact set the quality of service to the student as its main priority. Both the institutions voluntarily join this agreement on cultural and educational cooperation by establishing a cooperative relationship. The area of cooperation are as follows.

- Exchange of faculty members
- Exchange of students
- Joint research programs and exchange of academic information
- Joint cultural programs
- Joint conferences and workshops



# **ABOUT NUKSA**

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

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On 30th January 2022, IIM Shillong conducted the 9th session of the 10th season of its flagship Corporate Connect series, PODIUM. The Public Relations Cell hosted Mr. Harjeet Khanduja, Senior Vice President HR – Reliance Jio, for an enriching session.

With a career spanning 25+ years, Mr. Harjeet Khanduja has extensive experience in HR management working for different organizations including Tata Motors, Nicholas Piramal India Limited, Reliance Retail, Anthelio Healthcare Solutions and Reliance Jio. He is an engineering graduate from the prestigious Indian Institute of Technology Roorkee, and an MBA graduate from NMIMS Mumbai and INSEAD France. Along with several certifications and 3 published patents in HR technology, Mr. Khanduja has also authored a book, interestingly titled 'Nothing about Business' and has been a TEDx speaker.

At the PODIUM session, Mr. Khanduja spoke on the topic of 'The Gig Economy: An impact on employer-employee relationship'. He spoke about the history of the gig economy and the behavioural changes in society that impacted the rise and growth of the gig economy. He covered how the gig economy alters the dynamics of the relationship between an employer and the employees as well as the gig workers. He also touched upon the current trends in businesses for incorporating gig workers in tandem with existing employees of the businesses, and the future predictions for the same. With a brief Q&A session, Mr. Khanduja answered many pertinent questions such as whether automation within the gig culture.

The session remained thoroughly engaging due to the speaker's insights, his humour, and his periodic references to popular media content. The session closed with a vote of thanks to the speaker and the participants in the session.

Corporate Alumni Workshop



Corporate Alumni Workshop was conducted on 16th January 2022 based on the theme "Building an Iconic Brand" with an esteemed alumnus of our college.

The speaker for the evening was Mr. Arnab Chakraborty who is working in the role of Senior Brand Manager at Amazon, from PGP 2009-11 batch.

The discussion during the 1.5 hr workshop revolved around the following pointers:

- Influential Marketing
- Brand advocates
- Brand Management process
- Brand Manager responsibilities
- Success metrics for a brand manager
- How mandate changes through levels

There were 125 participants who attended the session, keen on understanding the depth of Brand Marketing and what the role is all about. The speaker helped participants understand the roles and responsibilities that Brand Marketing role would be entailing. Valuable insights were gained from their experience in the industry, and this was beneficial to students who would like to pursue this as a short term as well as a long-term goal. Apart from the roles and responsibilities, the success metrics of a brand manager and the process of managing a brand were discussed.



Few important topics that were covered by our alumni that will help the batch for the Brand Management role in their internship:

#### 1. Role of a brand manager

Every brand manager must be good at taking decisions, have strategic thinking ability to position the brand or the product. They are responsible for planning the brand, creating marketing plans and also analysing the performance on some metrics.

### 2. Process of managing a brand

There are two aspects to it – Brand Growth Planner and Measurement

Brand Growth Planner:

- What are the Specific Business Goals?
- Where will the business come from?
- Whose Behaviour do we need to change?
- What do they think/feel/do today? Why?
- What do we want them to think/feel/do tomorrow?
- What is the idea that will incite behaviour change?

#### Measurement:

- Communications Channel Planning
- Experiences and Solutions that people love

### 3. Success Metrics to ace the role

Few metrics on which a brand manager can assess his success are – if he is able to take ownership of the brand, Provide Strategic Direction, Works the system, Pressure handling, Adept in using data and analytics and customer insights, understands marketing technology.

### 4. Reasons a Brand Manager fails

- Struggle to make decisions
- Not analytical enough
- Can't get along with others
- Not good with ambiguity
- Bad people manager
- · Poor communication with management or partners
- Never follow your instincts
- Can't think or write strategically
- You don't run the brand; you let the brand run you
- Sloppy with budgets and timelines

### Art Retreat Workshop Conducted

The Alumni Committee successfully conducted an Art Retreat workshop on 24th January 2022. The session was conducted by our esteemed alumna Ms. Sanchari Das from the PGP 2017-19 batch. Ms. Sanchari Das is an Art mentor and the co-founder of Soulflowart, an online community of Art enthusiasts.

The alumna talked about her interesting journey of Arteprenuership, starting from a therapy to recover from COVID brain fogginess, to empowering over 1000+ students across numerous batches. Mr. Nilanjan, who is also the co-founder of

Soulflowart, taught the participants to create a beautiful sketch of 'The Starry Night', a famous painting by the Dutch Post-Impressionist painter Vincent van Gogh.

The Art Retreat workshop was a mind refreshing break from the busy schedule of an MBA programme. The participants at the workshop had the opportunity to explore their artistic side and truly enjoyed the session. It was a life-affirming experience that taught students a novel way to destress.



### Republic Day Celebration at IIM Shillong

The 73<sup>rd</sup> Republic Day was celebrated at IIM Shillong, Umsawli on January 26, 2022 with great zeal and fervor. The event witnessed the warm presence of the Director, Prof. D. P. Goyal, and all the Faculty and Staff Members. Students of the institution attended the event in virtual capacity.



To mark the national commemoration, an inspection of guards was followed by unfurling of the National Flag by the Director. On this occasion, the Prof. Goyal addressed the attendees in which he exhorted to follow the preamble of the constitution in letter and spirit in our lives.



The spirit of the constitution was celebrated in the form of various cultural performances. While PGP participants Jaikishan Laljani and Shubham Chauhan presented their poetry and filled the room with patriotism, Unnati Gupta and Keerthna Garg cheered the atmosphere with their melodious singing performances. Srijani Das and PGPEx participant Shikha Shyam complemented the event with their mesmerizing dance performances. The faculty and staff members also graced the event with their musical performances. Anshika Bansal and Shagun Abbey from the PGP21 batch were the hosts for the event.





The cultural celebration was followed by an exciting Exhibition Cricket Match between the Faculty Members and the Officers and Staff of the institution. The match was played in the spirit of *"Azadi Ka Amrit Mahotsav"*, where the Faculty Members emerged as the winners.

The Republic Day Celebrations were concluded on an appeal to organize periodical events throughout the year to keep the competitive spirit alive of the entire IIM Fraternity.

### 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. Astha 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 for addressing students of IIM Shillong.

#### **Op-Era Gupshup 2022 – Session 1**

Op-Era, the Operations Club of IIM Shillong, hosted the first session of its Corporate Interaction Series, Gupshup 2022, on Sunday, 30th January 2022.



Gupshup aims to initiate interactions between Corporates and students by bringing stalwarts from the industry to campus to facilitate knowledge transfer of insights gained from the real-world experiences of these stalwarts. The event carries the notion that a robust industry-academic partnership sets the path for developing tomorrow's leaders, who can inspire society and shape our country's growth.

Mr. Manish Gupta – VP, Head of Supply Chain and Operations at UpScalio, was invited to be the key speaker for the first session of Gupshup. Prior to joining UpScalio, Mr. Gupta has worked with large organizations including Paytm, Mahindra Logistics, Realization Technologies, Samsung, and more, in different roles. An alumnus of IIM Ahmedabad and NIT Durgapur, he has 10+ years of work experience in multiple domains, including management consulting, e-commerce, operations, supply chain, logistics, sales & marketing, infrastructure & construction management. Mr. Gupta shared with us his experiences in the corporate world and the importance of the field of Operations and Supply Chain Management.



The session was held in a virtual capacity and focused on ecommerce operations. Mr. Gupta led an interactive and engaging session, emphasizing the significance of pricing policies, visibility, and logistics in e-commerce operations. He described how these factors influence the user experience and, as a result, the business of an e-commerce company. He gave us relatable reallife examples and explained how we, as young, aspiring managers, can work around the complexities that we will face in our careers as operations managers.

## OFFBEAT

#### **Beautiful Me**

The time frame between keeping your mobile aside and getting unconscious for your sleep is the most beautiful hour of your entire day. Sometimes it is of five minutes, fifty minutes or it may be of five hours too. It is beautiful because you come to meet yourself, the inner you, the deeper you.

Numerous questions arise in this session, sometimes you are capable enough to find the answers, sometimes you come to encounter with so many dots which can't be connected. Sometimes you are able to connect the dots but deep inside there is still a confusion of being right or wrong.

At the start of this year one of my batch mate told me to fall in love with yourself only, be kind to yourself only, be lovely to yourself only, always give a healing touch to yourself and it doesn't mean that you don't have to care for others. She told, "You know an alone human being is the most beautiful creature on this planet."

I thought, what is she trying to say?? In this way I will become selfish!!! Being alone How can anyone be beautiful!!!

After a huge brain storming session, I came to ask so many questions to myself??

Have you seen the alone moon in between infinite stars??

Have you seen the only cactus tree in the mid of a desert??

Have you seen the alone river flowing through mountains and the forests??

Don't they look beautiful!!!

Yeah, they look beautiful but being alone how can I be beautiful!? Answer of this question is still confusing!!!

> Anurag Pandey. MBA (WE) 21

# ODE

# पथिक

# तीसरा मोड़

पथिक को रास्ते पर एक दिन एक अद्भुत नज़ारा दिखा-बुद्ध और मोहमद बातों मे व्यस्त हैं; मोहमद बुद्ध को कहते हैं - हमारी रुह ही वो नूर हैं, वो संघ हैं, जो इस दुनिया को ख़ुदा से जोड़ती हैं, तो फिर आप जिस्मानी संघ के बारे मे क्यों कहते हो? ये सुनके बुद्ध ने कहा - हमारी रुह मे बसे प्रेम ही हमें मोक्ष की और ले जाते हैं। जब रुह ही दुनिया को ख़ुदा से जोड़ती हैं, तो फिर काफ़िर और जिहाद क्यों? ये सुनके ना जाने कहां से कैसे पथिक के पलछिन पे एक मुस्कान सी झलक गई। वह पल भर ठहरे, और चल दिये, जिसे देख बुद्ध और मोहमद गले लग गये, और पथिक के रास्ते आसान होते गये॥

# The Best Teacher Ever!!

We try, we make mistakes, we fail, we learn, and we grow. This is the cycle of life. Best lessons are taught not in classrooms but in the real battlefield of life. And here's a poem dedicated to this sometimes harsh, sometimes sweet teacher whom we can embrace or hate but can definitely not escape

She's a mentor—subtle yet stern And her classes cannot be skipped There are no breaks, no vacations entertained Students are equally rewarded and whipped In the classroom of world On the board of time, With chalk of destiny She scribbles lessons filled with wisdom sublime She commands with ruler of pain Misfortunes are her lessons most dear She tests frequently; all of them surprise Handing out question paper filled with twists and tears

She reads nothing yet teaches everything Lessons are time consuming, hard to understand But there's no concept of failure or merit They are to be continued till the end All the chapters are scheduled perfectly None can be taught either later or before The strange sequence is to be followed Compromising highs and downs galore

There will be assignments of responsibility Team projects of maintaining relations complex Over the journey many answers will be revealed Yet some puzzles will leave mind forever perplex Hardly any subject will be left untaught She ensures no curiosity remains unquenched There'll be apex of blessings and smiles And also nadir of losses and regrets

Her sense of humor is peculiar She tests mettle by creating situations tense She punishes severely when mistaken Upon penance she kindly awards another chance Though I might never adore her For we are interlocked in a perpetual strife But I do respect her teachings None teaches lessons better than this mysterious LIFE.

> Divyaraj Chandwaskar 2020PGP202





Inside IIM's Best 50 – Most Employable Graduates of the Class of 2022:



In January, InsideIIM published its 'Best 50' list for the class of 2022, where 2 Students from IIM Shillong were awarded with a spot on the list. To curate this list, InsideIIM floated a survey across various B-schools in the country. Through the survey, the students were asked to share different aspects about themselves such as their most selfless acts, their most debilitating experiences, how they handled conflicts, what do they excel at, how they would spend a corpus of 10 Mn USD, etc. Based on the responses provided by

the students, 50 students were awarded with the title of being among the 50 most employable graduates from the class of 2022.

The participants from IIM Shillong were:

Arzoo Kamrah and Soham Chaudhuri

Second runners-up – Google Case Challenge:



2nd RUNNERS UP

CASE CHALLENGE

Google Case Challenge is a case study competition organized by Google for students of some of the premier business institutes in India. This challenge involves a four-stage competition which starts with an online assessment for its first round, followed by a case study round, further followed by a cohort round which dives deeper into the solution presented in the case study round, and finally culminating in the national finals. The challenge focuses on finding solutions for issues faced by teams at Google and provides the finalists an opportunity to work closely with Google mentors and to understand Google's ecosystem better. IIM Shillong's 'Team Hustlers' was declared the 2<sup>nd</sup> Runners-up in Google Case Challenge 2021.

The participants from IIM Shillong were:

Team Hustlers: Divya Premchandani, Dattatreya Darshan Singh, and Sundram Bajaj.

#### National Finalist – Reliance TUP 7.0:

Reliance TUP (The Ultimate Pitch) is a prestigious annual competition organized by Reliance to provide a platform for B-school students of India to pitch their innovative ideas to the leadership at Reliance. The competition is designed to celebrate the entrepreneurial spirit of its participants and to provide participants with the right guidance to enable them to take their ideas forward. IIM Shillong's Team 'Abhishek Anshu Das' was among the national finalists of Reliance TUP 7.0.

The participants from IIM Shillong were:

Abhishek Anshu Das, Kunal Jain, Ritesh Baghole and Yagnesh Sonara.

# LENS CAPTION





<u>Meaning of</u> <u>Happiness</u>

Anjan Patra MBAWE Roll No. W21005











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NEWCASTL



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