

Hello
Spring!

THE PINE CHRONICLE

News, Views and Creative Expressions

Volume V, Issue no. 44, Feb 2022

FACULTY DESK

Digital Detox: Need of the hour!

Do you pay attention to the birds chirping early morning? Blossoms of the vivid seasons? Echo of voices on hills? Feel the breeze that thrills and chills you? Not surprisingly, the memories linked to experiencing nature takes us back to childhood days. Life today is plugged into our devices and we hardly pay attention to things around us. Possibly, all we need is a dose of digital detox. Digital detox refers to a period when a person refrains from using tech devices such as smartphones, televisions, computers, tablets, and social media sites. "Detoxing" from digital devices is often seen as a way to focus on real-life social interactions without distractions. Relinquishing all your devices sounds scary but deep down we know that it is essential to get away from unwanted distractions.

Not all screentime is bad, what is important is to understand that time can be spent better somewhere else. Life is beyond watching movies on Netflix, playing video games or lurking on social media. Research has shown that youngsters have developed compulsive Internet use leading to internet dependence. Therefore, mindful consumption is all you need and that's where digital detox comes in. It's time to give yourself chance to explore perspectives, build healthier habits and develop better relationships with social media. Whatever you do, do it 100%. When you work, work. When you laugh, laugh. When you eat, eat. Be in the moment, feel connected to the world and others around you, be happier and healthier and with more time to do the things you enjoy and that matter, what more reason do you need? It's time to add life to your life. Go for holidays, step out for solo travels, talk to old friends, make new friends and strive for a higher purpose in your life.

Trust me, whether 100 or 1000 likes, it's just meaningless. Take a step forward, disconnect to Reconnect!

Dr. Gurpreet Kour
Assistant Professor



TIMELINE

International Collaborations with IESEG



IIM Shillong signed an MoU with IESEG School of Management on 1st February, 2022 and the area of cooperation is Study Abroad Programme. IESEG has been accredited by coveted international business school accreditations: EQUIS, AACSB and AMBA, and is part of a limited circle of the best business schools worldwide. IESEG and IIM Shillong share a common mission to provide international education of highest quality for Indian managers and desire to provide an International Immersion Program in France with a curriculum that includes lectures and company visits.

IIM Shillong and IESEG School of Management acknowledged that an international experience for students, professors, researchers and administrative personnel is integral in the positioning of a business school in the global economy. In view of this, IIM Shillong and IESEG School of Management signed an MoU on 23rd February, 2022 and the areas of cooperations are exchange of students, exchange of professors; exchange of administrative personnel, joint research projects, conferences and publications, double degree and joint program development and implementation, any other agreed upon activity conducive to the deepening of the relationship between IESEG and IIM Shillong.

ABOUT NUKSA

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

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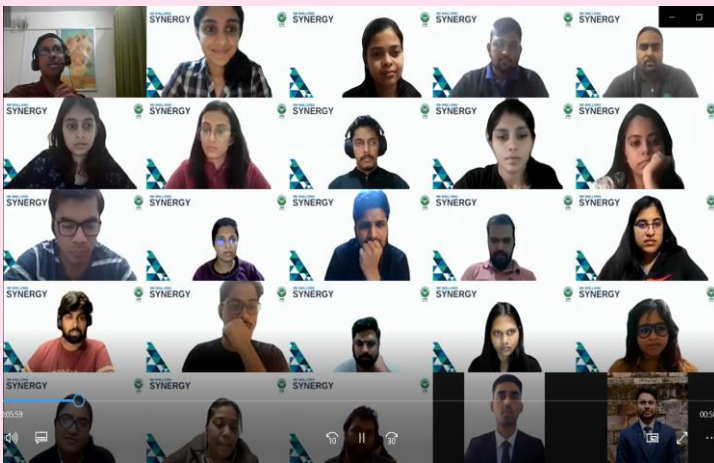
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International Collaboration with Insper

Insper

IIM Shillong signed an MoU with INSPER-INSTITUTO DE ENSINO E PESQUISA on 23rd February, 2022. This MoU permits the exchange of scholars, professional staff members, students, and academic information between the signatory institutions. By establishing of such exchanges, the instructional and research activities at both universities will be enhanced and greater mutual understanding between scholars and students of both universities facilitated.

Synergy Session: Mr. Abhinav Dasgupta



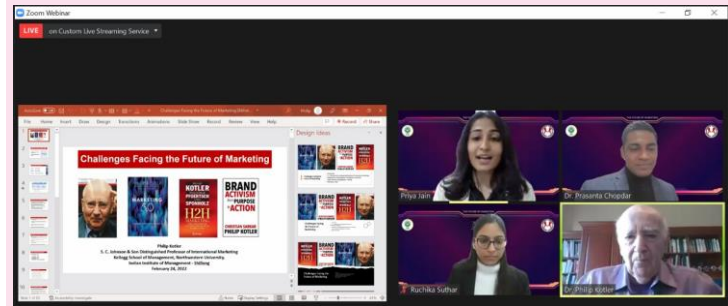
On 7th February 2022, IIM Shillong hosted Mr. Abhinav Dasgupta, Senior Director - Fintech Partnerships, VISA, for an intriguing Synergy session on the topic "The changing landscape of digital payments in current times".

Mr. Abhinav Dasgupta is a highly skilled professional with significant industry experience in the payments domain, having served as Product Head for Debit Cards at Axis Bank and a Payments specialist within EY's and then PwC's Financial Services Advisory practice in his earlier roles. He completed his MBA from MDI Gurgaon, post which he has had an illustrious career of over ten years.

The session, conducted in a virtual capacity, covered numerous insights on the birth and journey of Fintech and the evolution of digital payments with the help of various relatable examples. The speaker highlighted the various types of payment technologies and their advent and also shed light on career prospects in this field for the budding managers of tomorrow.

Quoting Mr. Dias, "Innovation can only be as good as the environment that fosters it." The session was concluded with a spontaneous interaction between the speaker and the audience where various questions regarding career prospects, future scope in the payments domain, etc., were answered by the speaker.

Webinar on "The Future of Marketing" – Dr. Philip Kotler



It was a day of great pride on 23rd February 2022, for the Indian Institute of Management, Shillong when we were graced by the presence of "The Father of Modern Marketing" – Dr. Philip Kotler for a webinar on the topic - "The Future of Marketing". Dr. Philip Kotler, an American marketing Author, Consultant, and Former Professor of International Marketing at Kellogg School of Management at Northwestern University, is known for popularizing the definition of Marketing Mix and has authored over 80 books, including Marketing Management, Principles of Marketing, Marketing 4.0, and many more.

It was an enriching session witnessed by nearly 400 participants, including the entire student community of IIM Shillong, faculty members, esteemed alumni, and students from different B-Schools of the country. Dr. Philip Kotler began the webinar with an introduction of his books "Marketing 5.0", "The Genesis of H2H Marketing", "Brand Activism from Purpose to Action," and also shed light on the challenges faced by the future of Marketing. This was followed by a detailed discussion on how future marketers can overcome the difficulties of creating substantial business revenue. There were ten questions that Dr. Kotler spoke about, which covered how the future CXOs should act in order to flourish in the field of Marketing.

He concluded the session with a few words of wisdom - "Within five years, if you're in the same business you are in now, you're going to be out of business."

The Marketing Club of IIM Shillong extends its gratitude to Dr. Philip Kotler for taking out time from his busy schedule to address the students of IIM Shillong and for providing them with his unmatched knowledge of Marketing.

Business Leadership Summit 2022

The fourth edition of the coveted flagship event of IIM Shillong - the annual Business Leadership Summit, commenced on February 12, 2022. The event, conducted in a virtual capacity, spanned over two days, and consisted of enlightening sessions delivered by a total of 29 speakers belonging to various panels, namely, Consulting, Operations, System and Analytics, Finance and Investment, Marketing, and Human Resource. It began with an inauguration ceremony on February 12, which witnessed the presence of Dr. D. P. Goyal, the Director of IIM Shillong, Prof. Sanjeeb Kakoty, Prof. Sanjoy Mukherjee, and the student fraternity of the institute.

The proceedings began with the Director - Dr. D. P. Goyal's formal welcome address, followed by Prof. Sanjeeb Kakoty's views on the topic "Leadership in Challenging Times." The inauguration ceremony was concluded by the vote of thanks delivered by Prof. Sanjoy Mukherjee.

The first session of Day 1, delivered by the Consulting and Strategy panel, witnessed industry stalwarts like Mrs. Banupriya Sudharkar, Director at Nielsen IQ; Mr. Gunjan Kumar, Senior Director – Corporate Strategy at Thomson Reuters; Mr Harsh Parikh, Founder and Director at Driefcase Health Tech Private Limited; Mr. Jitendra Dwivedi, Project Manager at Vector Consulting; and Mr. Ram Panda, Senior Director at Alvarez & Marsal. Based on the topic "How has strategic planning and consulting evolved from being the brain to the backbone of the businesses?", the session revolved around how the essence of strategy and consulting has shifted entirely to its implementation and touched upon the skills required by consultants to keep up with the changes in consumer needs.

The Operations Panel Discussion of the Summit was held around the topic, "Modernizing operations through disruptive technology and resilience." The panelists -Amol Nagar (GE Aviation), Rajesh K Sharma (Whirlpool), Dr. Ravi Prakash Mathur (Dr. Reddy's Laboratories), Ravi Kumar (Johnson & Johnson), and Sachin Punekar (Reliance Industries), actively discussed disruptive technology and how the pandemic has changed the approach, mindset, and decision-making processes in Operations.



Day 1 was ended with an exciting session by the Systems and Analytics Panel consisting of Mr. Krishan Meghani, Director of Software development, Hexagon Capability Center, Mr. Tarun Goel, Director at Tiger Analytics, Mr. Rewin Koul, Head of Analytics-Acquisitions at Airtel and Mr. Abhishek Trigunait, Global CxO & Managing Partner, ZS Associates. These industry stalwarts spoke on the topic "Data-driven evolution of the business world over the decade and the future scenario of business analytics". The insights shared on the relevance and evolution of data across domains, end-to-end analytics, and the challenges and opportunities in this sector made for a thought-provoking session.

The silence in the sanctum was broken by the divine bells of the Finance Panel on Day 2 of the Business Leadership Summit. The panel consisted of industry stalwarts like Mr. Vineeth Narasimhan, Mr. Raj Khosla, Dr. Bhaskar Dasgupta, and Mr. Sanjay Guglani.

Revolving around the theme "Changing contours of Digital India in the new normal: A panoramic view of financial services and investing strategies amidst its mammoth evolution.", the discussion emphasized the critical role technology is playing in transforming people's perception of finance and also deliberated on the importance of fostering the traditional solutions to the problems, especially related to financial inclusion.

The Marketing Panel consisted of stalwarts such as Ajay Dang, President, Head- Marketing, with UltraTech Cements; Hitesh Malhotra, Vice President of Marketing, Reliance Industries; Karan Kumar, CMO of DLF Limited; Pallavi Singh, Marketing Brand and Strategy Advisor, Giri Foundation; Rahul Dutta, Director Marketing, Microsoft and Vivek Sharma, CMO of Pidilite Industries, and was focused on the topic "How businesses are entering the era of digital disruption by mastering the 'Art of Personalization'?". The marketing experts spoke about their views on plotting the customer journey, gathering consumer insights, customizing the organization's message as per the insights, and lastly, using Analytics as a tool for enhancing the consumer experience.

The Business Leadership Summit 2022 was concluded with the session delivered by the Human Resources Panel, namely Mr. Santanu Ghoshal, the CHRO for Schaeffler India, Dr. Ankita Singh, the Senior Vice President and Global Head of HR at CIGNEX and Founder: HR ASSOCIATION OF INDIA, Dr. Manoj K. Prasad, the Vice President- Talent Development & Digital Transformations at Reliance Industries Limited, and Mr. Sumit Sabharwal, the Vice President-HR at Fujitsu Global Delivery Centres. The HR panel had an in-depth discussion on the "Role of HR in finding the uniquely Human Place in this data and AI-driven world." Under this topic, our esteemed speakers put forward their thoughts about how AI has changed the role of HR from collecting the data to using it for making strategic decisions.

IIM Shillong is proud to have hosted such eminent speakers for BLS 2022 and wishes to conduct many more sessions to help build the business leaders of the future.

CFA Ethics Session – Team Niveshak

Following a successful affiliation with the CFA Institute, IIM Shillong's Finance & Investment Club, Niveshak hosted an Ethics Session for the entire batch. The session on "Ethics in Financial Decision Making" dealt with educating the students on the consequences of unethical behaviour, ranging from loss of reputation & trust to monetary penalty & criminal prosecution.

Successful Completion of Placement Season



IIM Shillong has successfully completed its Final and Summer Placements for the year 2021-22, providing the students with a foot-in-the-door opportunity across various disciplines such as Consulting & Strategy, Finance, General Management, IT & Analytics, Human Resource & Operations and Sales & Marketing.

For Summer Placements, this was the first batch to be on-boarded on the 120 acres of permanent campus, experienced an exponential surge in offers, and set new records with an average stipend of INR 1.73 Lakhs. The highest stipend offered was INR 3.50 Lakhs, marking its all-time high in IIM Shillong's history with an increase of 16.67% from last year's figure.

The Final Placement Season was a success with a 20.50% increase in the average salary to INR 23.10 LPA. The highest package stood at INR 55.22 LPA. The median CTC for the batch increased by 26.95% to INR 22.28 LPA. Compared to last year, the average CTC of the top 10% batch was INR 33.18 LPA, while the average CTC for the top 20% batch stood at INR 31.31 LPA. Additionally, the average CTC for the top 50% batch increased by 16.08% to INR 26.95 LPA.

Some of the key recruiters of the season were AB InBev, Aditya Birla Capital, Amazon, Bain & Co., Capgemini, Coca-Cola, D.E. Shaw, Deloitte USI, EY, Goldman Sachs, ITC, Infosys Consulting, JPMorgan Chase & Co., Mahindra & Mahindra, McKinsey, Microsoft, Nomura Investment Bank, Optum (United Health Group), Paytm, Pidilite Industries, Piramal, PwC, Standard Chartered Bank, TATA Group, Titan, TresVista, Xiaomi and others.

Op-Era Gupshup 2022 – Session 2

Op-Era, the Operations Club of IIM Shillong, hosted the second session of its Corporate Interaction Series, Gupshup 2022, on Sunday, 20th February 2022.

Mr. Balpreet Singh - Assistant Vice President of Digital Transformation Initiatives at Reliance Industries Limited, was the key speaker for the event. At Reliance, Mr. Singh is working on Digital Transformation Initiatives with the current focus being Operations Enterprise Applications. A Customer focussed **IT Leader** with 18+ years of experience in aligning IT with business vision; he has led multiple **Digital Transformation** onsite and offshore projects across processes, geographies & cultures. He is an alumnus of IIM Kozhikode and NIT Rourkela.

The session was held in a virtual capacity and focused on Digital Business Transformation in Operations. Mr. Singh led an interactive and engaging session, starting off by explaining the key differences between the concepts - Digitization, Digitalization, and Digital Transformation. Changing government policies and their impact on digitalization and the skill requirements for budding managers were also discussed. He further analyzed a case study on Renault to emphasize the significance of Digital Transformation.

Panel Discussion on Union Budget 2022-23 : Team

The Union Budget 2022-23 panel discussion was one of the important mind-tinkering sessions conducted by IIM Shillong's Finance & Investment Club, Niveshak. The panel had a lineup of 3 esteemed speakers:

1. Mr. Abheek Barua, Chief Economist & Executive VP, HDFC.
2. Mr. Dhinal Shah, Practising Advocate & Former Partner at EY.
3. Dr. Govinda Rao, Councillor, Takshashila Institution & member of 14th Finance Commission

The session was moderated by Mr. Amit Trivedi, Author, blogger & speaker. The discussion focused on the vision set by this Budget for India by announcing "Amrit Kaal" and the transformation of India@75 to India@100, a 25-year long leadup for the Indian Economy. The session revolved primarily around 4 pillars of discussion - PM Gatishakti, Financing of Investments, Inclusive development, and Sunrise Opportunities & Productivity Enhancement. The Budget 2022 was touted as highly growth-centric with a multi-modal approach. The rise in Budget's CAPEX outlay by 35.4% in 2022-23 hints at growth focus over fiscal consolidation. It takes several right steps to create a multiplying effect in the economy.

Furthermore, the panel touched upon the misses of this budget as well. The lack of expenditure on robust healthcare infrastructure, lack of focus on middle-class category, no changes in tax slabs, and the absence of focus on emerging hydrogen projects raises concerns as well.

The session helped all the participants of IIM Shillong to understand the nitty-gritties of this Union Budget. All nuances and jargons were explained in layman's terms for the benefit of all.

He addressed the audience on the topic "Future of Work". He elaborated on workplace and worktime boundaries have blurred with working from home conditions. He also talked on how humans are collaborating with intelligent machines and developing a new set of procedures. He emphasised on the importance of implementing IT support, Reimagining behaviours, culture, cooperation, and teamwork. He reiterated that he would place skills and human capabilities at the core of the talent operating model.

TEDx IIM Shillong



Podium 2022- February Session

IIM SHILLONG
PODIUM
SEASON 10

Mr. Vishal Sharma
Consulting Leader
Deloitte Consulting India Private Limited

Topic:
Future of work

18-February-2022
Time: 4:30 PM

The Podium session on 18th February 2022 witnessed Mr. Vishal Sharma. Mr. Vishal leads Deloitte Consulting India Private Ltd. where he is responsible for scaling and delivering consulting services (across Strategy, Technology and Human Capital) to drive business impact for clients. He also serves on the board of Deloitte Consulting India Private Limited and HashedIn Technologies Private Limited. Having completed his engineering from IIT Kanpur and his MBA from IIM Calcutta, sir possesses 20+ years of consulting experience across US and India and has led several enterprise wide transformational programs for clients.

TEDxIIMShillong was conducted on 19th February 2022; with the 7th edition having been graced by a wide array of marquee speakers who have left the audience invigorated with their ingenuity and novel ideas.

The event began with an address from Mr. Rohit Joshi, Chair of Student Affairs, Placements, and Public Relations welcoming the speakers and attendees. The speaker line-up entailed esteemed personalities from various industries.

The first speaker for the event was Ms. Chetna Gala Sinha. She is a banker and started India's first rural women's bank. She is one of the six co-chairs of World Economic Forum Davos 2018 and has been awarded with the highest civilian Award, Nari Shakti Puraskar. The next speaker, Dr. Hari Prasad Kovelamudi is a renowned anesthesiologist and the president of the Apollo Hospitals Group. Mr. Prakash Singh was the next speaker on the panel. Mr. Prakash Singh, a recipient of the Padma Shri Award, is a retired IPS officer, who rose to the highest rank of Director General of Police (DGP). TEDxIIMShillong'22 witnessed the presence of Ms. Kavita Krishnamurti, a recipient of the Padmashri award, and 4 Filmfare playback singer awards. Mr. Nihad Panju,

an athlete, marathon runner and motivational speaker, was also one of the speakers at the event. He was inflicted with tubercular meningitis at a very tender age. However, with his indomitable spirit, he went on to defy all odds and achieve wonders in the field of sports.

In the excellent line-up of speakers, next was Phoebe Dale Nongrum, a professional racer from Shillong who secured a place in the first Formula national women's team. She is also the first woman from Northeast India to participate in the JK Tyre-FMSCI national racing championships and create history by finishing third. As an alumni speaker, Roshan Farhan also joined the event. Roshan Farhan is the Founder and CEO of Gobillion.

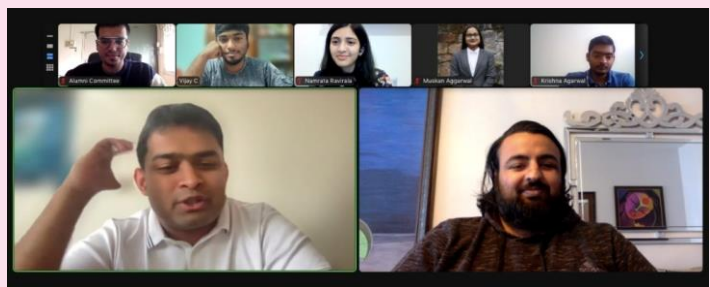
Ms. Suman Gopalan also joined the event and presented her views on the various aspects of the business. Ms. Suman Gopalan is the Chief HR Officer at Freshworks Inc.

The event concluded with a vote of thanks to the eminent speakers and all the attendees.

Corporate Alumni Workshop

Awakening Your Entrepreneurial Mindset: Turning Vision into Realities

Corporate Alumni Workshop was conducted on 6th February 2022 based on the theme "Awakening Your Entrepreneurial Mindset: Turning Vision Into Realities" with two of our esteemed alumnus of IIM Shillong.



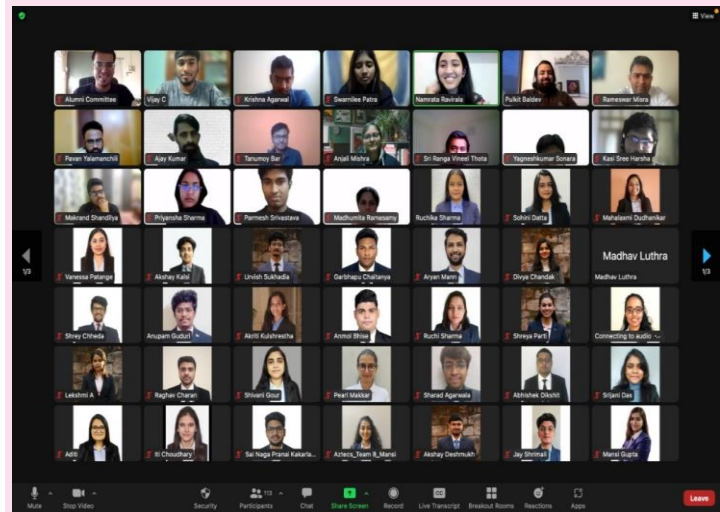
The speakers for the evening were Mr. Rameswar Misra, co-founder of Turms & GOAT Brand Labs, from the batch of PGP 11-13 and Mr. Pulkit Baldev, co-founder of Metalbook from the batch of PGP 16-18.

The discussion during the 1.5 hr workshop revolved around Entrepreneurship and the steps involved in building a successful business, such as-

- Ideation and foundation
- Finding the right co-founder
- The ideal pitch
- Raising funds
- Effective scaling of a business

The session was really interactive with a question - answer format. There were 120 participants who attended the session. The speakers helped break down every little aspect about starting one's own business and the journey to becoming a successful entrepreneur. They shared their personal stories from how they

started off, any mistakes they might have made and finding success in their chosen field. Valuable insights were gained from their experience in the industry, and this was beneficial to students who would like to pursue this path.



Few important topics that were covered by our alumnus that will help the batch to pursue entrepreneurship as a career:

1. Finding the right co-founder
A co-founder must be one who compliments your skill-set. It is a myth that a co-founder can assume any role that they want in the company. In fact, they are also employees who might need to report to someone. It is important to find the right co-founder and have a non-mutual agreement in place as years of friendship may turn sour if things don't work out. With time, one learns who's the right fit for them. It is also important to note that it is ideal to have not more than 3 co-founders in a company.
2. The Ideal pitch
Unlike what we see on Shark Tank, a pitch in real life will last for not more than 15-20 minutes, where an entrepreneur must pitch to the smartest people in the industry. It will be all about the energy, confidence and the passion one has for their start up. It is important to be well versed with the business and its numbers. Investors buy your idea because of you.
3. Raising funds
India has become a strong hub for entrepreneurs- the start-up ecosystem is exploding. For a fund raise, one has to plan it in a certain manner and not be desperate as it is seen as a sign of weakness. One must realise the potential of their business before evaluating. Plan your investment. There will be proper negotiation.
 - a. The different sources of funding are-
 - b. Senior corporate people(5L to 5 Cr)
 - c. Angel investment groups(5L to 20 Cr)
 - d. Venture capitalists
4. Building an organisation
It is vital to be confident, dedicated and have trust within the team. In order to retain talent, one must be able to handle everyone's ego. Create a positive culture at the workplace.

Awakening Your Entrepreneurial Mindset: Ignite, Spark & Flare

Corporate Alumni Workshop was conducted on 17th February 2022 based on the theme "Awakening Your Entrepreneurial Mindset: Ignite, Spark & Flare" with two of our esteemed alumni of IIM Shillong.

The speakers for the evening were Mr. Girraj Goyal – an alumnus from PGP 16, who is a CA, CS and the founder of Shalvi Fashion, And Mr. Nikhil K Jain – an alumnus from batch PGP'18, who is the Founder Dhruva Technologies.

The discussion during the 1.5 hr workshop revolved around Entrepreneurship and the steps involved in building a successful business and was in this order:

1. Finding that one Idea
2. Co-founding vs Solopreneurship
3. Right time to start out
4. Raising Funding
5. Scaling Business: Outsourcing vs Building in-house
6. Where do B-Schools go wrong?

The session was really interactive with a question-answer format. There were 140 participants who attended the session. The speakers helped break down every little aspect of starting one's own business and the journey to becoming a successful entrepreneur. They shared their personal stories from how they started off, any mistakes they might have made, and finding success in their chosen field. Valuable insights were gained from their experience in the industry, and this was beneficial to students who would like to pursue this path.

Few important topics that were covered by our alumni that will help the batch to pursue entrepreneurship as a career:

1. Finding that one Idea

Ideas are overrated. Your idea might not always be unique. The best way is to speak to a few mentors. One's idea might not be the first in most of the fields but what's important is the values one will be providing. Give your solution a try and let the market decide and validate it. But always be sure that the problem we are solving is real and not fictitious.

2. Co-founding vs Solopreneurship

It all depends on the problem one is solving. In today's scenario, where business revolves around various functionalities, without a good partner it might be difficult to scale up the business. Finding the right co-founder gives the fuel to escalate and scale up the business. It always depends on the business that you are in, if it is tech-based and you aren't from a technology background, it's always advisable to have a co-founder from a tech background.

3. Right time to start out

It depends on how confident you are regarding your idea and if you are confident you don't have to wait. In business, timing is really important. But it's a bit subjective, like if you have an education loan or any

outstanding responsibilities then it is not a good idea to start immediately out of college. If you have confidence, start straight away but remember the right time is more important!

4. Raising Funding

No one would invest in a business if you are not able to invest in it, be it time or money. Seed funding is always difficult without a prototype. Parents, friends and relatives and one's own savings will help in the initial part of setting up.

Getting funds from outside is a bit difficult. But, in India nowadays it's not difficult to raise funds. You can raise funding even without seed funding. Lots of angel investors are looking for investment opportunities.

6. Scaling Business: Outsourcing vs Building in-house

The USP of Swiggy and their whole focus while building the company was quick delivery (under 30 mins), so this was something crucial to their business and they spent developing capabilities for this in-house. So, if something is crucial for your business, it's highly imperative you build it in-house. If as a team you are quick in learning, and if the learning curve is short, then building something in house shouldn't be a problem.

7. Where do B-Schools go wrong? We have 20 IIMs and still we produce very few entrepreneurs.

A lot of factors come into play, students might leave loans, they might have other commitments and it's these factors against a very decent pay they get, that inhibits them from taking that risk.



OFFBEAT

Integrated Marketing Communication - Future in the making

With today's market and the competition around, marketing communication of the brands among the targeted consumers is the key to win and sustain in the market in the long run. The practice of professional communication has become highly complex with demand for different things for different sets of audiences. And thus, Integrated Marketing communication plays the role in solving those pain points. With Strategic communication, Public Relations, Promotions, Publicity and many more tools under the umbrella of marketing communication, these

are Promotions, Publicity and many more tools under the umbrella of marketing communication, these are used only and majorly for influencing, persuading, engaging and educating the audiences about their own brands. It's a campaign tool.

Obviously and generally, constant communication across a variety of channels tends to increase the purchase intent of the consumers and also the brand perception resulting in the brand value if offered a quality product. And this is expected to reflect better if both the traditional and the digital approach is used in a mixed way. This is also the other way around. People interested in buying something generally tend to check 2-3 pieces of content of the product before consulting or reaching out to a salesperson. For a successful integrated marketing campaign, organizations are expected to align their brand, targeted consumer and of course the cost involved in it, the budget in order to have an effective brand value among the mass.

Then again, it's hard to differentiate our learning towards the subject as we have seen brands who do and live by the traditional marketing, in fact we can say they don't leave any stone unturned for their marketing, whereas we have also seen brands who do not engage in traditional marketing much, but have their own set of customers and are the market share holders. Brands like Vodafone, Coca Cola and the new age startups like Ola, Paytm, Cars24 etc. are those kinds of brands which have a strong marketing team and they are not only strong in traditional but also in the new age digital marketing. Their campaigns don't miss a thing.

Whereas on the other hand, if we talk about brands like GoPro, they are not masters in traditional marketing, but have now legendary social media following. Surprisingly, their Instagram account has more than 12 million followers. This is because nowadays consumers are also very specific to their needs and wants. Also, if you have a quality product and you are well connected to your targeted customers, you stand as a winner in the race. However, you do not have to run a race with those latter qualities in your business kitty.

Samiul Siddique
MBAWE'20 (W20016)

ODE

पथिक

चौथा मोड़

अहले दिल बज़म मे रख के पथिक सोचते रहे-
ए रोशनी के दो प्याले मेरे,
किस खोज मे कल रात से सिरहाने सरकती हुई तकिये को गीली किये हो तुम?
अहले दिल बज़म मे रख के पथिक सोचते रहे-
ए रोशनी के दो प्याले मेरे,
किस खोज मे कल रात से सिरहाने सरकती हुई तकिये को गीली किये हो तुम?

जवाब कुछ ना मिला जो कांपते हुए अधर बयां कर सके।
माँ का चूल्हा जला नहीं अब तक, और खिड़की से झांक रहे रोशनी की बुंदे गुदगुदाने लगी, और कहने लगी -
ए पथिक, चल जीवन के लुत्फ उठाये जरा।
ये सुनके पथिक के सीने मे हजारों फूल खिलने लगे,
जैसे नाचते हुए लहरों के संग हमारे धड़कन साज़ छेड़ रहे हो।
तभी, हाँ तभी, पथिक के रोशनी के दो प्याले बोल उठे-
ए मेरे मालिक, जीवन के लुत्फ उठाऊँ कैसे,
किसी की प्याले बिन रोशनी के हैं, तो कोई सीने का साज़ सुन ना सके,
किसी की पैर चल ना सके, तो कोई अपने बांहे फैला न सके।
ए मालिक, हम ही क्यों न इन के हमसफ़र बने,
आखिर सब को तो इन्तज़ार होता है,
माँ का चूल्हा कब जले।
जीवन की लुत्फ उठाऊँ जरा इस कदर कि माँ का चूल्हा जलते रहे और हमारे पथ पर हमसफ़र जुड़ते रहें॥

Achinta Kumar Sarmah
Assistant Professor, IIM Shillong

माँ

मेरे घनघोर निद्रा की स्वपन तू,
मेरे जागरण की अल्फ़ाज़ तू,
मेरे चेहरे के चमक की दिलकशी तू,
मेरे मंजरी की सुगंध तू,
मेरे आह्लाद की जलथी तू,
मेरे निरवता की एहसास तू,
मेरे हिन्न की साया तू,
मेरे धैर्य की परिभाषा तू,
मेरे क्रोध की अग्नि तू,
मेरे शांति की शीतलता तू,
मेरे ज्ञान की समसामयिक तू,
मेरे समझ की समझदारी तू,
मेरे संस्कार की तहज़ीब तू,
मेरे जीत की संघर्ष तू,
मेरे हार की स्वीकार्य तू,
मेरे खुशी की अनुभूति तू,
मेरे दया भाव की प्रकाश तू,
मेरे हृदय की धमनियों की आवाज तू,
मेरी हास्य भाव की मुस्कान तू,
मेरी रुदन की भाव - विभोर तू,
मेरे दीप की ज्योत तू,
मेरे ईश्वरीय प्रार्थना की याद तू,
मेरे पूजा - अर्चना की आरती तू,
बस तू ही तू,
मुझमें तू ॥
॥इति अनुरागः॥

Anurag Pandey II WEMBA '21'

