

Hello
Spring!

THE PINE CHRONICLE

News, Views and Creative Expressions

Volume V, Issue No. 48, June 2022

FACULTY DESK

Need for humane approach to Digitization

Business organisations across the globe have embarked on a path of rapid digitization in order to achieve cost and operational efficiency. Even several governments in emerging economies have been focussing on digitization with the objective to provide better government services to its citizens. This approach has immense potential for ensuring inclusive growth and addressing last mile service delivery issue with the rapid proliferation of handheld devices. However, it is worth pondering on the possible implications of the digitization process in context to a developing and emerging economy where exists an apparent digital divide.

Technology-driven forces are transforming the nature of management be it for business organisation or in formulating 'digital' governance policies. Automation is making it more and more possible for companies to do work without humans involved. Data-driven management supplements intuition and experience with data and experimentation. Resource fluidity matches tasks to the people who can best perform them, whether inside or outside the organization.

Taken together, these forces are helping leaders reformulate the way work is organized and managed. Tasks that were previously considered the sole domain of humans — like handling customer requests, driving vehicles, or writing newspaper articles can now be done with minimal or without human interventions. Computers can diagnose situations and identify challenges that humans don't see. Real-time information makes it possible to run experiments rather than guessing what might work. Employees can self-organize, obtain help from experts inside and outside the organization to get a job done. And companies can manage fluctuations in their resource needs through outsourcing, whether through long term relationships, hourly hiring, or gigs and piecework.

On the whole, these forces are a good thing. They will help managers to increase productivity, innovation, and customer satisfaction in the coming years. However, if one is leading a traditional company with rich legacy then a careful and balanced approach need to be taken to ensure that these digitization forces should not push the management to extremes. Taken to their logical conclusion, the digital forces could transform management for the worse. Accelerating resource fluidity could make all workers contractors, paid only when the company needs them and earning a living only by cobbling together many different gigs. Data-driven management could become Big Brother, evaluating employees' every action, and hiring or firing people rapidly based only on the numbers. Automation could replace workers and constantly ratchet up the pressure on those that remain. If left unchecked, the digital forces could transform the employment relationship into an emotionless market transaction — a logically interesting approach that could have negative long-term implications for both workers and organisations.

Prof. Parijat Upadhyay



ABOUT NUKSA

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

Advisor Prof. D.P. Goyal
Editorial Team
 Dr. Sudhir Kumar Jena,
 Shri. Merlvin Jude Mukhim,
 Shri.W K Shylla

CONTENTS

Faculty Desk	1
Timeline	2
Metier	5
Off Beat	5
Ode	6

TIMELINE

IIM Shillong organises an awareness program on Drug-Free India

IIM Shillong organized an awareness program on the ill effects of drugs on 18th June 2022 at the campus in Umsawli. This program was aimed at realizing the Govt. of India's dream of "Drug-Free India", which was also a part of Anti-Drug Pakhwara. The session was graced by *Shri Rajesh Chandra Shukla, Zonal Director, Narcotics Control Bureau, Guwahati*, and his team.

The seminar began with Mr. Shukla explaining the fundamental differences between therapeutic drug usage and non-therapeutic drug usage, highlighting how non-therapeutic drug usage was the key cause of concern. The discussion covered the differences in the types of drugs, namely natural, synthetic, and semi-synthetic drugs. The team illuminated the audience on the various sources of commonly found drugs such as marijuana, cocaine, etc. Also, he explained the classification of these drugs based on the side effects caused by them, namely Sedatives, Stimulants, and Hallucinogens.



He shed light on the different detrimental effects these drugs have on the human body, and the team went over pointers to avoid and overcome addiction to these substances. Shri Rajesh Chandra Shukla left the participants with the following quote: "Curiosity starts drug consumption, Adventurism builds it, and Peer pressure sustains it..." and urged them to not indulge in such practices. He, along with the students of IIM Shillong, pledged not to consume unwanted drugs and raise awareness in society.



IIM Shillong inducts the 15th batch of the PGP program - PGP'22-24

IIM Shillong successfully inducted the 15th batch of its flagship PGP program on 18th June 2022. The induction process spanned over 2 weeks and was facilitated collectively by the members of the Public Relations Committee and the Student Council. The batch was taken through a series of sessions to ease their journey into B School life where they were trained by the senior batch on necessary skills such as Excel modelling, Accounting, Statistics, solving business cases, managing MBA life etc. Mentor - Mentee sessions were also held in the evenings to enable the students to learn about the culture of IIM Shillong.



IIM Shillong conducts "General Management Program" for IOCL Officials at IIPM campus Gurugram



A General Management Program, focusing on leadership competencies, was organised by IIM Shillong for the officials from Indian Oil Corporation Ltd (IOCL) from 6 to 11 June 2022 at IIPM (Indian Oil Institute of Petroleum Management) Campus Gurugram. The 6 day program saw the participation of 25 participants who had joined from across the country. The programme was inaugurated by Mr. Vipin Kumar Jain, CGM (e-Lrng & Dev), IIPM. Prof Ashutosh Murti, Prof. Atul Mehta and Prof. Vibhas Amawate, MDP Chair from IIM Shillong also participated in the event.

IIM Shillong conducts customized residential MDP on General Management Program for Officers from RBI.

A residential General Management Program, focusing on leadership competencies, was organised by IIM Shillong for the officials from RBI from 22 to 25 June 2022 at IIM Umsawli campus. The 4-day program saw the participation from 21 participants who had participated from across the country. The

programme was inaugurated by Prof. D P Goyal, Director, IIM Shillong along with the Faculty and Officers from IIM Shillong.



Management Development Programme (MDP) on General Management Program for Officers from RBI

22nd to 25th June, 2022



IIM Shillong conducts customized residential MDP on General Management Program for Officer from UCO Bank.



Management Development Programme (MDP) on General Management Program for Officer from UCO Bank

13th to 18th June, 2022



A residential General Management Program, focusing on leadership competencies, was organised by IIM Shillong for the officials from UCO bank from 13 to 18 June 2022 at IIM Umsawli campus. The 6-day program witnessed 25 participants who had joined from across the country. The programme was inaugurated by Prof. D P Goyal, Director, IIM Shillong.

8th International Yoga Day Celebrations at IIM Shillong

'Yoga for Humanity' hosted a 3-day Yoga camp at the IIM Shillong Umsawli campus between 21st to 23rd June on the occasion of International Yoga Day 2022. The session was inaugurated by Dr. D P Goyal -Director of IIM Shillong, followed by the yoga sessions facilitated by practitioners from NEIAH. The audience for the session consisted of faculty members, staff members, and students of IIM Shillong. The yoga camp witnessed active participation from the audience, where they performed Yoga Asanas and Pranayamas. The yoga camp served as a calming

and beautiful experience for the people of IIM Shillong, and the institute looks forward to holding more such sessions in the future.



IIM-Shillong inks MoU with Manipur University to support areas of business management

The Indian Institute of Management Shillong inked an MoU with the University of Manipur to support the areas of business management, training, and consultancy activities.

This initiative is to support, business development and sustainable livelihood promotion, entrepreneurship and skill development of the students, business incubation centres, promotion of entrepreneurship, faculty development and training and joint research in the field of management science, social science and humanities in a mutually beneficial manner.

Prof. D.P. Goyal, Director, IIM Shillong said, "IIM Shillong has a major role to play in the development of the north-eastern region. The environment of entrepreneurship is very enabling. The development of the northeast is a goal of our three centres, CeDNER, Kalam, and incubation. We support young people in the northeast in the creation and marketing of enterprises. India has produced many successful entrepreneurs. It is crucial to build the most vital component, which is people, for the development of the

entrepreneurial ecosystem. Youth must be assisted in increasing productivity. People need to be made more aware.”

He further said, “The MOU will affect Manipur's landscape. Our goal is to assist the people of Manipur. We will help them develop and put those ideas into action by identifying ideas. Through guidance and handholding, we will assist the incubator.”

During the celebration, The Manipur University Center for Entrepreneurship and Skill Development systemized a one-day national seminar on "Startups and Entrepreneurship Ecosystem in India" in collaboration with the Indian Institute of Management Shillong Center for Development of North Eastern Region.

CeDNER organised orientation programme on Saving Preferences and Financial Literacy for the SHG of Bhoirybong

The Centre for Development of North Eastern Region (CeDNER) of IIM Shillong organised an orientation programme on Saving Preferences and Financial Literacy for the self-help groups of Bhoirybong C& RD Block on the 18th of June 2022.

The community members along with the headman of the locality Sen Thabah was present for the occasion. Addressing the gathering Sen Thabah appreciated the initiative of the CeDNER of IIM Shillong while mentioning that events like these enhances the financial knowledge of the community.

Nishant Kumar, Financial Markets Technical Analyst, Proprietor N K Charts, was the key speaker of the programme and he spoke about different techniques that would increase one's finances. Talking about the burning problem of inflation, he suggested that people present there should each open a Fixed Deposit (FD) account and get more interest rather than allowing their money sit in the bank.



He further spoke about the importance of saving and how one should divide their income into a fixed category that would become part of their savings each month. He also elaborated on the topic of financial literacy and it's importance in business planning and growth, and the need for insurance as insurance coverage helps individuals recover from financial losses caused by unprecedented incidents.

Dr. Sanjeev K Ningombam, Convener and Secretary of CEDNER

spoke about the centre and it's involvement in organising both short term and long term programmes relevant to the local community and society of the state and region. The Centre offers unique opportunity to the young entrepreneurs, businessmen and business executives and officers of the religion to avail training in skill development for various phases of their business and entrepreneurial activities.

The programme aimed at sharing knowledge on the finance know-hows that would aid the self-help group members in weaving a better financial destiny.

Conference on “Creating Wealth through Market” organised by DIPAM held at IIM Shillong

As part of the Azadi Ka Amrit Mahotsav celebrations, the Department of Investment & Public Asset Management (DIPAM) organised a conference on the theme “Creating Wealth through Market” as an iconic event in 75 cities across the country. The initiative aims to educate, encourage and empower people in 75 cities across India about investments and creating wealth as well as on the steps taken by government for ensuring financial growth of the citizens. In Meghalaya, the conference was held at IIM Shillong's Umsawli Campus with IIM Shillong being one of DIPAM's knowledge partners.

Union Minister for Finance & Corporate Affairs Smt. Nirmala Sitharaman joined the conference from Indian Institute of Science (IISc), Bengaluru and Union Minister of State for Finance Dr Bhagwat Kishanrao Karad participated in the conference from Vigyan Bhawan, New Delhi.

The Chief Guest for the conference at IIM Shillong was Prof. D.P. Goyal, Director IIM Shillong.



Smt. Nirmala Sitharaman in her inaugural address on investment and public asset management mentioned that the nature of public asset management had changed over time and post 2021 budget announcement a major directional change occurred, where except

for the core areas, the presence of public sector in other areas were reduced.

"As a result of this even in areas like Space, one could see a lot of startups coming in and wanting to contribute", she added further adding that one can witness major collaborations between private and public sector investments in areas like Space and Technology.

"The public sector asset management and its contours have changed to yield better efficiency", she further stated, while elaborating on the importance of 'strategic disinvestment'.



Dr. Bhagwat Kishanrao Karad in his address further elaborating on the point of 'disinvestment' highlighted that it has become a people's movement in the present times as many people are showing interest and taking part in the movement.

Prof. D.P. Goyal in his keynote address spoke on topic of wealth creation and its various strategies.

"The basic principle of wealth creation suggests that more the risk, more the profit", he said.

Further elaborating on the topic of investment and savings in the equity market he suggested measures for automation of investments by studying and understanding the market, starting investments and savings as early as possible and as a result making a bigger contribution to the development of the country along with the creation of personal wealth.

The inaugural address was followed by a session with eminent speakers composed of academicians, financial experts, professionals, bankers, etc. The event featured discussions on broad topics such as:

Journey of Indian Stock Markets in 75 years and way forward, Deepening of Capital Markets and Successful Privatization/ Transaction, Financial Inclusion in Rural Areas and Creation of Wealth, Financial Literacy- A road to Financial Well-being & Women as independent investors, Financial Awareness and Individual Investment in Capital Markets, Digital Banking Products & Opportunities in Indian Stock Markets (Technology Integration), Retail Investor Wealth Creation.

The eminent guest speakers for the conference included Prof. Sharad Nath Bhattacharya, Faculty IIM Shillong, Ms. Tshering Diki, Chairman of Meghalaya Rural Bank, Ms. Sneha Kochar, Investment Advisor, Prof. Ambika Prasad Pati, Dean, SEMIS, North Eastern Hill University, Mr. Biswajit Saha, Govt & Bank Relationship National Payments Corporation of India, Mr. Tarif UL Ameen, Senior Vice President, UTI Mutual Fund.

Shri Joy Dey, SMC Global Securities Ltd. delivered the welcome address where he spoke on Indian Stock markets journey in 75 years and Shri K. Roy, Lead District Manager, East Khasi Hills, Shillong delivered the vote of thanks.

Faculty, officers, staff and students of IIM Shillong, director of NIFT Shillong, principal of IIHM and other reputed financial and educational institutions of Shillong attended the event among others.

METIER

- **Choudhary, Kailash et al. (2022).** *Impact of Lean and Quality Management Practices on Green Supply Chain Performance: an Empirical Study on Ceramic Enterprises.* Quality Management Journal. (<https://www.tandfonline.com/doi/full/10.1080/10686967.2022.2083036>)
- **Srivastava, D.K. and Roychoudhury, Basav (2022).** *Profile matching of online users across multiple social networks: at text mining approach. International Journal of Enterprise Network Management, Vol, 13. No.1. p.p 19-36.*

OFF BEAT

My Journey from a Glamorous world in Merchant Navy on Ship in High Sea to Doing MBA from IIM

"If ships stop operating, half the world will die of hunger and the other half will freeze to death." It was autumn of 2011 when I first saw her. Slender, sleek, long, but strong and tough and gentle and warm she was. Mesmerized by her beauty, enchanted in her smokey eyes, enraged by her gesture I was shocked. She opened herself to welcome me. By climbing up I first touched her. I felt strong and cold. Her first touch made me complete and proud feeling privileged in the uniform and duty to command the queen of the sea. She was NYK Terra the giant vessel. She welcomed me with a cool gush of wind in the roaring seas, a bright shine behind the captain's smile "welcome onboard". Overwhelmed by the gesture, I felt responsible for the power I was to command. It was her very



heart, "The Engine" which is big enough to carry 70% of the world's trade and all the risks and challenges of the wild.

It was 'My Terra' who kept us so confident and gentle which lead us to take up a 'search and rescue operation' in the South China Sea. When one of her kind was sinking and lost all hope. We together rescued the most. But it was terrifying the sight of sinking life and the queen herself. It is in the midst of the sea that the management fails. We at sea have human resources that are unparalleled because of the risk we take. These human resources have to be managed more skillfully and this is where my MBA journey at IIM Shillong began after inching the sea for 7 continuous years.

It was a new life that I was expecting but it livened out to be a completely new world. If a world where the 'thrill of watching a dolphin jump in the wild changed to managing the dolphin jump only when there is no danger.

The management studies here I see is a network of threads connecting every nook to pull it over as per requirement. It is teaching us to be smarter and more efficient even during a crisis. Now, this is where I connect management to my world at sea where the change is required from utilizing our gold-worthy human resources to a polished gem.

Vikash Kumar Chauhan
PGPEX 2022

ODE

पथिक
अंतिम मोड़

बहरहाल सो जाओ पथिक,
देखो बारिश के बूंदें लोरी सुना रहै हे।
आज सुबह ही तो बात हुई थी - कैसे हो मेरे लाल?
और कैसे अम्मी, बस नींद ही नहीं आती।
एक लोरी सुना दूँ, तेरे अब्बू तो अभी सोये है।
नही अम्मी, रहने दे, इस बहाने तू तो यादों में रहते हो।
नही बेटा, ये ठीक बात नहीं।

जानती हो माँ, हमने बाल रखवा लिये हैं, लम्बे-लम्बे।
वो क्यूँ बेटा?

एँवेहि, अपने बालों को सहलाता हूँ तो लगता है तू सर पर हाथ फेर रहे हों।

ये ठीक बात नहीं बेटा, कटवा लेना, वरना मेरे आँगन को पहरा देगा कौन?

हाँ माँ, कटवा लूंगा। जानती हो अम्मी, आज सरहदें मिट गयी है।

सरहदें थी ही कब बेटा?

थी माँ, थी, समय की सरहदें।

मेरे पागल बेटे, मेरे लाल, आज शाम को किसी को भेजूँगी तेरे पास।
ताज्जुब है, उन्हें कैसे पता थी, यहाँ पथिक के रास्ते बारिश होने वाली है.....

And the journey continues.....

Achinta Kumar Sarmah
Assistant Professor

You need a day to remember your father?

Maybe, you need a specific day to remember him because you Have forgotten him.

Maybe, you have forgotten the moments of your childhood, he Never forgot.

Maybe, you have forgotten the nights, he spent at the bedside, When you were ill.

Maybe, you have forgotten his hardship to cherish your Future.

Maybe, you have forgotten him because he had not shown his Love in words that he has for you in heart.

Maybe, you have forgotten him because today your shoe size And wallet size might be bigger than of his.

Maybe, you have forgotten him because you think, whatever He did for you that was his duty.

Maybe, you have forgotten him because now don't have fear to Lose him.

Maybe, you have forgotten him because now have your child.

Maybe, your child will forget you the way you have Forgotten him.

Suresh Verma
PGPEX 2022



भारतीय प्रबंध संस्थान शिल्लॉंग
Indian Institute of Management Shillong
Umsawli, Shillong-793018
Website: www.iimshillong.ac.in
Phone: 0364-2308000