

Hello  
Spring!

# THE PINE CHRONICLE

News, Views and Creative Expressions

Volume V, Issue No. 49, July 2022

## FACULTY DESK

### Cyber Hygiene: A Preventive mechanism for Cyber Attacks

We are living in COVID-19 times. Digital transformation is being carried out at a faster pace. Almost every activity in an organization needs to be conducted online. Valuable organizational resources such as people, software, and hardware are vulnerable to cyber-attacks. For example, in 2020, there was a ransomware attack on Flagstar Bank in the USA, where hackers posted personal details of the bank's customers online to attempt to extort money from the bank. The ransomware attack is a method of cybercrime where files are encrypted, and users are locked out, with the criminals demanding money to re-access the system. The cyber world is facing a lot of such attacks causing huge monetary losses and affecting organizations, brands, and individuals.

To prevent the spread of COVID-19 faster, we followed personal hygiene measures like washing hands with sanitizers at regular intervals, wearing masks in public places, and practicing spatial distancing. Similarly, the cyber world must follow cyber hygiene to prevent cyber-attacks. Cyber hygiene, or cybersecurity hygiene, is a set of practices organizations and individuals regularly perform to maintain the health and security of users, devices, networks, and data. By maintaining good cyber hygiene, an organization minimizes the risk of operational interruptions, data compromise, and data loss by improving its overall security. So, there is an urgent need to follow essential cyber hygiene tips.

The following are ten good cyber hygiene tips:

1. Keep an inventory of hardware and software on the company network.
2. Develop a process for software installation by end users. That could include limiting the installation of trusted software or prohibiting and blocking all installation without prior approval from IT.
3. Educate users on practicing good cyber behavior, including password management, identifying potential phishing efforts, and which devices to connect to the network.
4. Identify vulnerable applications that aren't in use and disable them.
5. Consistently back up data and keep multiple copies. Consider using a secure cloud solution as well as on-premise.

6. Turn to industry-accepted secure configurations/standards like National Institute of Standards and Technology (NIST) and Centre for Internet Security (CIS) Benchmark. These can help organizations define password length, encryption, port access, and double authentication.
7. Patch all applications right away—regularly. Unpatched systems are one of the most significant risk factors in attacks.
8. Create complex passwords.
9. Limit the number of users with administrative privileges.
10. Upgrade aging infrastructure and systems.

**\*\* Let us be safe from cyber-attacks by following cyber hygiene. \*\***



**Prof. Pradeep Kumar Dadabada**

## TIMELINE

### IIM Shillong signs MoU with EADA Business School, Spain

***The Collaboration aims to foster cooperation, exchange of scholars, and the sharing of best practices in management, educational psychology, research, and instructive leadership***

IIM Shillong and EADA Business School signed an agreement by which the two institutions formalized the commitment to permit the exchange of scholars, professional staff members, students, and academic information between the two institutions.

## 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	1
Metier	8
Off Beat	8
Ode	9
Congratulatory Note	10



**Prof. D.P. Goyal, Director IIM Shillong and Dr. Jordi Diaz, Dean of EADA Business School, Spain, sign an MoU on behalf of IIM Shillong and EADA Business School respectively.**

The collaboration is aimed at benefitting both current and future IIM Shillong students by facilitating international exposure, particularly for PGP and PGPEX students, and will encourage cooperation between the two institutions for academic advancement and innovations.



In the words of our Director, “It is an extreme pleasure to be partnering with EADA as IIM Shillong is committed to nurture cutting-edge knowledge, accelerate innovation and groom leaders in values and purpose to impact a dynamic world. We look forward to bring out the “best-in-class” pool of talent of current and prospective students of IIM Shillong, for the good of the whole country and the goal of a self-sufficient nation.”

**IIM Shillong signs MoU with ALBA Business School, Greece**

Indian Institute of Management (IIM), Shillong, and The ALBA Graduate Business School, Athens have signed a Memorandum of Understanding (MoU) on July 14 to work together on teacher and student exchange programmes, joint research initiatives, and other academic and scientific endeavours. **The MoU was signed by Prof. DP Goyal, Director IIM Shillong and Dean and Professor Kostas Axaroglou, representing ALBA Graduate Business School, Athens.**



*Director of IIM Shillong, Prof. DP Goyal expressed, “It is a pleasure to sign a Comprehensive Strategic Partnership with ALBA Graduate Business School, Athens. Despite the fact that the goals have advanced quickly over time, some areas still need to develop workable managerial and technological solutions. We look forward to developing the most reliable policies and strategies to successfully achieve the goals in the dynamic environment.”*

*Prof. Goyal further added, “Through this partnership, IIM Shillong hopes to use the sustainable expertise of institutions like ALBA Business School to represent a reciprocal relationship between the two institutions and support academic and training activities in specific domains.”*

The ALBA Graduate Business School is accredited by The New England Commission of Higher Education (NECHE). The commission is authorized by the U.S. Department of Education (USDE) and the Council for Higher Education Accreditation (CHEA). ALBA Graduate Business School, Greece has been accredited by AMBA and EFMD-EPAS.

The Business School has always been committed to providing educational programs in the field of business administration that is of the greatest academic calibre, as well as a solid foundation in social responsibility and personal growth.

## Commencement Ceremony

The Indian Institute of Management, Shillong hosted the commencement ceremony where 309 post-graduate programme (PGP) in management (2022–24), 5 Ph.D., and 11 Ph.D. Working Professionals were enrolled.

**Dr. Annurag Batra, Chairman of BW Business World and Editor-in-Chief, graced the occasion as Chief Guest.**

The First Director of IIM Shillong, **Prof. Ashoke K. Dutta** was invited as Special Guest, and nostalgically expressed his satisfaction in making his dreams come true.

With the invocation address, the ceremony was graced and followed by the welcome address by **Director, IIM Shillong Prof D P Goyal.**

**Dr. Anurag Batra**, made an insightful and engaging speech while addressing the students about pursuing entrepreneurship by sharing their previous academic and professional experiences. He emphasised the value of time in life once more. He thinks that time is our most potent weapon. **Dr. Batra** concluded his discussion of the difficulties and secrets of success in the business world by wishing everyone luck and urging them to make the most of their life.



Addressing the graduates, **Prof. Ashoke K. Dutta, the First Director of IIM Shillong**, explained the importance of clinical research in his speech to the graduates. Additionally, he guided the graduates to start with a company, be lifelong learners, astute observers, and passionate about solving societal challenges sharing his personal experiences while arguing that everyone must follow the rules and that one should never defy the law. He asserts that those who can manage with inclusivity and sustainability are the ones who will own the future and urged them to use the resources at hand in a productive way as he closed his remarks.”

**Director of IIM Shillong, Prof D P Goyal** welcomed the new participants and said that we are continually advancing in terms of academic and research metrics, as well as the number of admissions, makes him IIM-Shillong aims to become a worldwide renowned academic institution that fosters excellence in management, innovation, and entrepreneurship for business, government, and society, and this improved performance reflects the vision. What to prioritize and occasionally forgo on the road to success determines everything. **Prof Goyal** had no doubt that their graduates will put up a lot of effort to address our society's issues, he added.”

## IIM Shillong pays homage to Dr. APJ Abdul Kalam on his Death Anniversary

### Lecture Series

**Former Chairman of ISRO Shri. AS Kiran Kumar and Dr. SP Aggarwal, Director, North Eastern Space Application Centre were virtually present to pay homage to Dr. Kalam.**

Dr. APJ Abdul Kalam Centre for Policy Research and Analysis of IIM Shillong organised the 2022 edition of the Dr. APJ Abdul Kalam annual lecture series to commemorate the 7th death anniversary of the late former president, Dr. APJ Abdul Kalam.

Former Chairman of ISRO Mr. AS Kiran Kumar and Dr. SP Aggarwal, Director, North Eastern Space Application Centre were virtually present to pay homage to Dr. Kalam.

Shri. AS Kiran Kumar, Scientist and former chairman of ISRO during his lecture on the topic 'ISRO's Space Journey: A Saga of Innovation and Delivery' said, “Dr. Kalam worked and contributed to the development of the Indian Space Research Organisation.



**Former Chairman of ISRO Shri AS Kiran Kumar**

He believed in the capability of science & technology to address the specific problems the country faces. He took up a drive to visit a range of places to meet and inspire almost one crore students across the country. During his interaction with the students, he used to share about his work and the ways India needs to grapple with the problems.”

Shri. Kumar further shared that Dr. Kalam had always wanted and encouraged individuals to be self-reliant. He said, “Dr. Kalam outlined his vision and listed the various in which India needed to develop core competencies, including agriculture and food processing; education and healthcare; ICT; infrastructure; dependable and high-quality electricity; surface transportation for the entire nation; and self-reliance in key technologies. Also, he shared how science and technology allowed us to explore the solar happenings we could also discover the Sputnik Orbit path with Science.”

While concluding his speech Shri. Kumar said, “Mindful and innovative use of accessible technologies to address social problems is needed.”

Dr. APJ Abdul Kalam had always believed in the value of knowledge, critical thinking, and, most importantly, self-belief. The Missile Man of India exemplified India's greatest qualities by blending various cultures, disciplines, and people to create a life story that motivated 1.4 billion Indians.

## "General Management Program" for IOCL Officials

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 4<sup>th</sup> to 9<sup>th</sup> July 2022 at IIPM (Indian Oil Institute of Petroleum Management) Campus Gurugram.

The 6 day program saw the participation of 29 participants who joined from across the country. The programme was inaugurated by Mr. Rajiv Ranjan, CGM (L & D), IIPM. Prof Atul Mehta, Prof. Sitanshu Sekhar Das and Prof. Vibhas Amawate, MDP Chair from IIM Shillong also participated in the event.



## MDP on Contemporary Project Management

Dr. APJ Abdul Kalam Centre for Policy Research, IIM Shillong, conducted a Management Development Programme (MDP) for Administrative Officers on Contemporary Project Management. The MDP was conducted at the IIM Shillong Satellite Centre at Tawang, Arunachal Pradesh, between 11<sup>th</sup> to 15<sup>th</sup> July 2022.

This MDP was designed to facilitate officers and empower them with project design, planning, monitoring, and communication tools. The course also aimed at furthering the skill and art of project proposal, evaluation, and auditing the implementation through a robust and dynamic assessment. Eighteen officers attended the MDP from the Government of NCT, New Delhi, the Government of Arunachal Pradesh and the Indian Army.



## CeDNER, IIM Shillong Partners with the National Commission of Women

*IIM Shillong with NCW to offer opportunities to women entrepreneurs of North Eastern India*

The Centre for Development of North Eastern Region (CeDNER), IIM Shillong in association with the National Commission for Women is organizing a 60 hours Real-time (Online) Certificate Program in General Management for aspiring women entrepreneurs of the North Eastern Region (NER).

The Centre for Development of North Eastern Region (CeDNER), of the Indian Institute of Management Shillong, was established from the very beginning of the Institute and is responsible for organizing a unique opportunity for young entrepreneurs, businessmen and women, business executives, and officers of the region to avail of the opportunities of training in skill development in various phases of their business and entrepreneurial activity.

Interested candidates can visit the official website — <https://innovateindia.mygov.in/ncw-iim-shillong/>

Collaboration between IIM Shillong and the National Commission for Women will not only fast-pace the efforts to uplift women entrepreneurship but will also give confidence to the women coming from urban, as well as the rural region. Given that having financial stability is crucial for women empowerment, IIM Shillong and NCW want to significantly improve the lives of women from the North East region but across the country by providing aspiring female entrepreneurs with sufficient resources. The vision of the workshop is to equip participants with the knowledge to follow an outcome-based learning paradigm, where participants will gain knowledge about how to start, run and scale up the business.

The Master Class will commence on weekends from 03/09/22 to 16/10/22, and applications are being accepted from 15 July 2022 till 12 August 2022. At the end of the course, students will be awarded a Course Certificate from IIM Shillong.

The National Commission for Women was set up as a statutory body in January 1992 under the National Commission for Women Act, 1990 (Act No. 20 of 1990 of Govt. of India) to assess the legal and constitutional protections for women, suggest corrective legislation, make it easier for grievances to be resolved, and offer the government advice on all issues of policy that impact women.

## Synergy Session: Mr. Puneet Jain

On 31<sup>st</sup> July 2022, IIM Shillong hosted Mr. Puneet Jain, Vice President, Clarivate for an insightful session on the topic 'Harnessing AI, ML and Big Data to gain a competitive edge'.

Mr. Jain is a highly skilled professional with deep expertise in the field of Business Strategy, Analytics, and Leadership. He holds an MBA degree in Marketing and Technology from the prestigious Indian School of Business. He completed his undergraduate education at the reputed Indian Institute of Technology, Madras



## IIM SHILLONG SYNERGY

### Puneet Jain

Vice President  
Clarivate



Topic:  
Harnessing AI, ML and  
Big Data to gain a  
competitive edge

31 July 2022, Sunday  
11:00 AM

Twitter LinkedIn Facebook Instagram YouTube @IIMShillong



and achieved an MS Degree from the University of Notre Dame, US. He has over three decades of professional experience working for various multinational companies including IFB Industries, Timken Engineering & Research India, Hero Honda, Applied Materials India, and IHS Markit. Mr. Jain currently serves as the Vice President – Head APAC Customer Care Operations at Clarivate.

The Synergy session was conducted in a virtual capacity. During the session, Mr. Jain spoke in detail about the digital disruption being ushered in in today's world. He spoke about the key elements of digital disruption being Business, Industries, Technology, and Society (BITS). He spoke about how different facets of digital disruption need to be analyzed on an individual basis. He also spoke about how the customer has become the center of the focus of innovation today. He stressed the importance for businesses to be constantly updated on understanding the customer needs and delivering innovation to the customer rapidly.

The session was truly an insightful, engaging, and thought-provoking session for the participants.

## 'The Hashtag Game': A Quiz by Markathon, the Marketing Club

The cozy afternoon of 24th July witnessed the first offline event organized by Markathon in the Nongthymmai Campus. Beneath the blue skies of Shillong, the PGP 22 batch witnessed the thrills of "The Hashtag Game". The event offered a blend of quizzing, marketing, and tweaks of social media. Based on the theme of 'Social media', this event offered a sweet spot for quiz heads while giving them an opportunity to bag exciting prizes and treats.

This event consisted of three rounds- each fundamentally different and more exciting than the previous. The first round- 'Show your Meta-L' consisted of direct questions from the marketing world that were to be answered within a set time frame. This was an elimination round. Out of 25 participating teams, 15 moved on to the next round. The second round was a 'Pizza round' which was essentially a bonus round and gave the marketers an opportunity to snack on their knowledge. The round ended with all the teams enjoying some treats and having a fun break.



The next round tested the recollection power of the participants and tested them in three facets- Brand logo, Brand page, and Influencer bio. The round went by the name of "Don't Snap". This was a rapid-fire round and the first team to answer claimed the points. After some intense answers, finally, 6 teams made it to the final round. The final round- "Insta-taneous" challenged the presence of mind of the finalists. They were expected to give the maximum answers on the basis of the theme allotted in one minute. After an intense battle, the top three teams that emerged were- Team SMarketers, Team Mark Kasam Bech Denge and Team Clickbaiters. The event gave the new batch a chance to experience a fun-filled adventure and experience the magic of the social brand world around them.



for the domains of finance, marketing, consulting, and product management respectively.

The bootcamp kicked off with the finance session - "Fund your Finance prep" and the consulting session - "The Curious Case of Consulting Interview" where participants asked enthralling questions to the panel. The panel also gave valuable insights on how to approach a consulting interview, guesstimates, and case studies. The second day of the bootcamp had the marketing session- "Make Your Mark in The Marketing Interview" where the panel guided the participants with do's and don'ts of marketing interview preparation. Participants got a chance to hear the first-hand experience of the alumni's interviews with few of the esteemed marketing companies in India. The bootcamp ended on day 3 with an inquisitive product management session - "Prep, don't sweat the PM Interview" wherein alumni focused on how to prepare for the roles, how to get the CV shortlisted, how to conduct oneself during interviews, and the types of questions asked during the interviews and ways to approach them.

## Finance Guest Session: Mr. Piramal Ade

## SIP Bootcamp

ALUMNI COMMITTEE  
*presents*  
**SIP  
BOOTCAMP**



Mr. Subham Sarkar  
Deloitte USI Consulting  
PGP '20



Mr. Vivek Ramaswamy  
Paytm  
PGP '20

**24 JULY 2022**  
7:30 pm

The Alumni Committee organized an SIP Bootcamp for the batch of PGP 22 to help the incoming batch prepare for their SIPs. The panel for the Bootcamp was graced by the esteemed alumni of IIM Shillong. The Bootcamp was organized in four sessions



### NIVESHAK | IIM SHILLONG

in collaboration with







**MR. PARIMAL ADE**  
CO-FOUNDER,  
INVESTYADNYA.IN



In today's turbulent economy and market, there is a strong need to augment our understanding of market dynamics and investment diversification. To address this, Team Niveshak conducted a session on the topic "Volatile Market trends - Sailing through the gusty winds!" in association with InvestYadnya.

The speaker, Mr. Parimal Ade (Co-Founder, InvestYadnya.in) covered the nuances of the current economy and market conditions and highlighted the right approach to tackle them. He shared his two cents on the chances of a US Recession by highlighting the dependency of Europe on Russia, especially for oil & gas, and the multi-decadal high inflation witnessed by the US.

His advice for retail investors was index investing or investing according to your financial goals, investment horizon, and risk profile. There is a need for behavior change in India, and that's what Mr. Ade tried communicating to people - 95% is behavior management, and 5% is investment selection. He suggested a process-oriented approach instead of a product-based approach for someone new to the investing world.

Overall, the session was a great learning opportunity for the students and helped them venture into their investing journeys.

## Ace the Case: A Consulting workshop

**ConQuest**  
Consulting And Strategy Club  
IIM SHILLONG

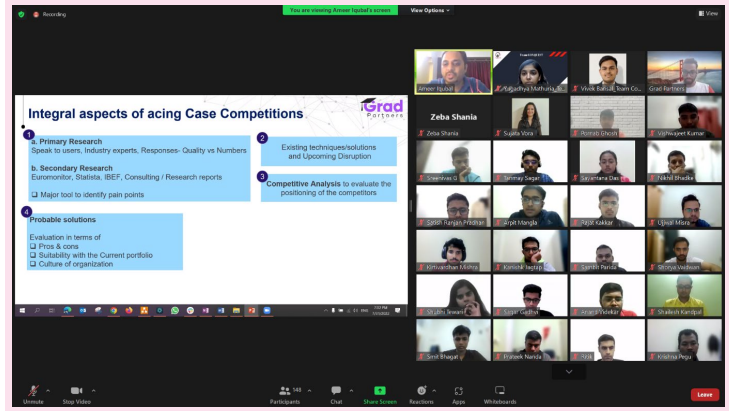
**ACE THE CASE**  
in collaboration with  
**Grad Partners**

**Mr. Ameer Iqbal**  
Program Manager (Supply Chain)  
Amazon

**Mr. Ayushmn Sikka**  
Project Leader (PE Group)  
Bain & Company

**Date:** July 31, 2022 **Timing:** 10:30 - 13:00

ConQuest successfully organized the 'Ace the Case' workshop on 31st July 2022, which witnessed a participation of over 140 attendees. The workshop happened in collaboration with Grad Partners. The workshop is intended on helping students become better at case competitions. The session was conducted by Mr. Ayushmn Sikka and Mr. Ameer Iqbal, co-founders of Grad Partners. The workshop helped students in understanding business cases better and structure the solutions better. The discussion flow was mentioned, and a basic outline of the speakers' profile and the topic was also briefed. This was followed by Mr. Ayushmn and Mr. Ameer taking center stage and walking the participants through their presentation step-by-step and diving deep into the thorough process behind it. The workshop covered insights on working on an out-of-the-box approach to case competitions. The session witnessed enthusiastic participation from the PGP students. It was followed by an interactive question and answer round where the students put across their doubts regarding the many facets of cracking case competitions.



The workshop was concluded with a vote of thanks from the consulting club. The session was successful in imparting crucial knowledge and skills among the junior batch to become champions of inter and intra-college case competitions.

## iLEAD Guest Lecture

"If your actions inspire others to dream more, learn more, do more, and become more. You are a Leader".

We extend our heartfelt gratitude to Mr. Romal Shetty, President – of Deloitte Consulting, India for an insightful and intriguing session on effective leadership. We would also like to thank Mr. Shyam Govindan, Partner - Banking and Capital Markets Consulting Leader at Deloitte. His thoughts on analytics in Fintech and market outlook helped us develop a contemporary point of view. We also thank all the participants of the IIM Shillong PGPEX 22-23 batch for making this session successful.

## A Day in the Life of a Consultant - Session

**ConQuest**  
CONSULTING AND STRATEGY CLUB  
IIM SHILLONG

**"A day in the life of a consultant"**

**Ayush Chaudhuri**  
Senior Consultant  
Deloitte USI  
IIMS (PGP'17)

**Dhruv Anand**  
Senior Associate  
Boston Consulting Group  
IIMS (PGP'19)

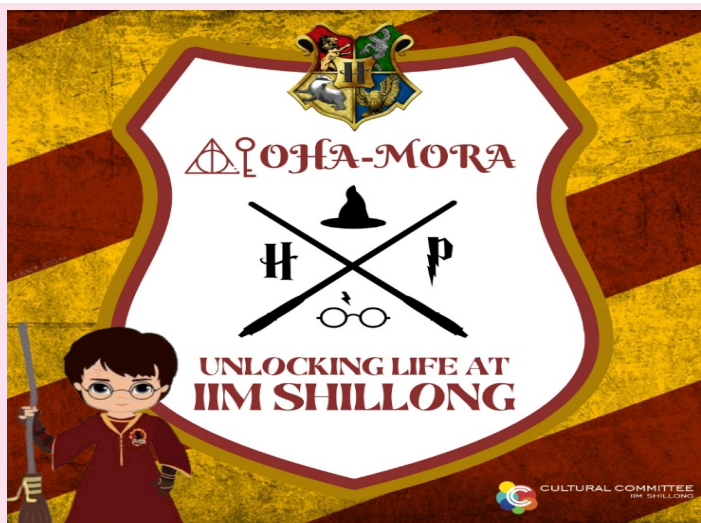
**10<sup>th</sup> July | 11-12pm**

ConQuest successfully organized another edition of 'A Day in the life of a consultant' on 10th July 2022, which witnessed a participation of over 140 attendees. This session has always been a great medium to foster knowledge sharing and effective

communication between our Alumni and the participants from current batches. We had with us Mr. Ayush Chaudhuri, an alumnus of PGP batch 2017-19 and Mr. Dhruv Anand, an alumnus of PGP batch 2019-21.

In the beginning of the session, the discussion flow was highlighted, and a basic outline of the speakers' profile and the topic was also briefed. This was followed by Mr. Ayush and Mr. Dhruv taking center stage and briefing the participants about what goes in and around a day in a consultant's life and what is the essence of working on real-life problems and providing solutions as a consultant. Further, they gave the students insights on how to prepare for consulting interviews and necessary resources to refer for the same. Post this, the floor was opened for questions by the participants and another round of insightful discussion got concluded. This session's primary agenda was to share an insider's view on the kind of work that goes around in the consulting industry and why is it important to understand before choosing it as a career option. The event was concluded with the concluding comments by the speakers and a thank you note from the consulting club.

**Fresher's event Aloha-Mora**



This year, the Cultural Committee ensured that the batch of PGP22 is welcomed into the IIM Shillong family in a magical way. The theme for Fresher's was 'Harry Potter' and the event was aptly named, "ALOHA-MORA: Unlocking life at IIM Shillong".

The event started with an introduction of the junior batch, followed by a couple of performances prepared by the batch of PGP21. The introductions were followed by the first round of Mr. and Ms. Freshers which involved a ramp walk competition by all the participants. The first round was followed by some more beautiful performances by the senior batch. Next, the second round of the Mr. and Ms. Freshers competition was conducted which was a talent round. The final round of the Mr. and Ms Freshers competition required them to answer some interesting questions centered around IIM Shillong and Harry Potter. The PGP 22 participants Divya Dabral and Mustansir Malak were crowned Ms. Fresher and Mr. Fresher respectively.

**METIER**

- Yogesh K. Dwivedi, Goyal, D.P. & others (2022) . Metaverse beyond the hype: Multidisciplinary perspectives on emerging challenges, opportunities, and agenda for research, practice and policy. International Journal of Information Management; [66 \(2022\) 102542](#); pp 1-55.
- Mukhopadhyay, Sandip and Upadhyay Parijat (2022). Institutional intervention in technology innovation: the struggle to increase mobile payment adoption. Digital Policy, Regulation and Governance; Vol. 24 No. 1, Pp. 74-92.

**OFF BEAT**

**Title - Socioeconomic implications of the future**

**Introduction**

In the yesteryears, the socioeconomic equation in society generally changed gradually. With the advancement of technology, we are experiencing stark changes in our society.

In our society the basis of the class divide in a society is generally more knowledgeable or "woke" are placed higher in a social hierarchy than others. But as we step into the future. There is a impeccable amount of certainty that this social divide is expected to be more prominent when we achieve a more sentient AI. In such case not only low-skilled but some of the medium and high-skilled jobs would be in jeopardy. These medium to high-skilled jobs currently is mainly occupied by the middle classes in the socioeconomic fabric of a country. As we go forward into the 4th IR it is believed that this whole middle class would bear the brunt of this change more than the underprivileged class of the society or the more fortunate ones.

If left unchecked this could potentially lead to a wave of revolutions like Arab spring, tulip, and yellow vest movements. The question now is what steps we can take so that it would help our society to adapt to this socioeconomic shift and use the technological progress to accommodate this change.

Firstly, I believe now is the time to do away with the democracies and the old political system which we are used to and try something radical and unsettling like the concept of Swarajya or self-governance. It is rather incomprehensible for our minds to think of such a political structure to run countries around the globe but it is what we need.

Mahatma Gandhi posit this idea more than half a decade ago for India. He proposed that instead of any western political structure the country should be governed by its people which eliminated the need for police or military to enforce a law rather it is the people themselves who enforce laws upon themselves. He also envisioned that there would be no classes and no government would be there rather an elected body would be made "trustee of the resources" which belong to the whole country. The economy he envisioned was a culmination of Marx and Keynes's model of economics.



Secondly, the need of the hour is that businesses have more power and control over the life of the general population than the government. So as Uncle Ben said to Peter Parker that with great power comes great responsibility. The businesses should act "Suo Moto" on this and the government should sit across the table with them to take decisions as partners.

The businesses have more power now but they are more accountable to the people because every stakeholder closely scrutinizes their every move and any bad decisions today can lead to tumbling stock prices. So rather than the government controlling people, it should be a business providing services to the people that are more accountable and more feedback responsive.

Regarding the rule of law, we could also utilize AI in fast tracking each case. For example, for cognizable and non-cognizable crimes, we can use technologies to deter and punish criminals ranging from auto deduction of fines for minor offenses to banning on use of basic and essential services for major offenses. The whole due process of law can be digitized and handed over to the AI to deliver justice swiftly and unbiased like the lady justice.

## Conclusion

We are standing at a tipping point as we are facing challenges on two fronts where at one front we face the VUCA/BANI world on another we face the challenge of climate change. From this watershed moment of our history, we can go either way to a dystopian future or a utopian one. It is for us to collectively decide our path to our future and the future of our children. Now is the time to act now is the time to get all hands on deck to steer the helm of this 4th Industrial revolution towards our utopian future and to adapt to this evolving socioeconomic paradigm of this century. Carpe Diem.

**Shubhang Mehta**

**PGPEX 2022**

## My Journey

"Education is a warship; it makes you strong." These words of wisdom from my mother, still echo in my ears.

From a humble middle-class background, my parents did their best to bestow the best education on us. With their earnest earnings, I made sure to make them proud.

I graduated in Mechanical Engineering from BIT Sindri and, along with the best placement on campus, I bagged an amazing life who, by God's grace, got placed in the same company.

Life was pretty smooth for us, and with our parents' blessings, we got married 2 years later. However, life took a sharp turn when my wife got an MBA opportunity. We both agreed that she should go pursue her dreams, and I would always be the first to support her in all of her decisions. I know living without her would be very difficult, but the proud husband in me could bear 2 years of separation. Meanwhile, she encouraged me to start preparing too, and though I did, my hectic work schedule and added

responsibilities made me take a step back. Post-MBA, my wife got placed in a coveted organization. I was overjoyed, but the tides were still against us as we had to stay 1000 km away from her again. She never gave up hope, though. She motivated me further to keep trying, and I started preparing for the GMAT. In between all this hustle, God gave me the greatest blessing of my life in the form of my daughter. Then I decided that I needed to work hard and be with my family no matter what.

On February 15th, my daughter's first birthday, God gifted me with an opportunity at IIM Shillong PGPEX. My wife stood beside me with our daughter in her arms and said, "Go achieve your dreams; we both will always be by your side, come what may, in the way, and we will wait for you no matter how much strength it takes."

As Carol Dweck said in her book "Mindset", instead of "They lived happily ever after." But it is more like "they worked happily ever after." Our journey is still a work in progress, but it's the most amazing one I could have ever embarked on.

**Sourav Kumar**  
**PGPEX 2022**

## ODE

**Original composition in Assamese:**  
**Khorapaat Butola Khopun (সৰাপাত বুটলা সপোন)**

**Composition date:** 3rd of August, 2008 (Gregorian); **Time:** 16:42 IST

**Place:** Tezpur University

**Proof read:** Prof. Smriti Kumar Sinha, Department of Computer Science and Engineering, Tezpur University

**Translation date:** Someday in August, 2012

## "The sentry"

as if winter descends, untimely...  
and the bot root gets laden...  
with fallen leafs...  
dried and brittle...  
like the siesta in the sentry's eyes|

his mind slips and sways away...  
across seas, rivers, oceans...  
in seach of the smiles...lost forever|

his fingers tires...  
pickin' fallen leaves... he stops awhile...  
and recalls the days of **yore** –

by the river dyke the hearts weaved the beads...  
beads of dreams...colorful dreams...  
into a lace...  
for whom? they knew not...  
and the lace dances away...  
along the tides of the brimmed river...  
while the dreams drown with the broken dyke...  
into the river...yarin! eyes left behind, lonely, dried...  
but not brittle...stoney hard, wishless, hopeless|  
the old brimmed river recedes..taking away with it...  
the dyke, bit by bit|

the fallen leaves gather again|  
the old river hasn't kissed the bot root yet...  
sentry gets hectic again...  
and in the blue we hear...  
the skylark and cormorant's tale...  
as aloof life ticks off...moment by moment|

a maple row by the snowy garden...  
and a lonely bench...awaits the sentry...  
while fallen maple get's wet, in the lonely bench's lap|  
stained time of busy life, cruel hearts...  
even forgets fallen leaves, the bot root...  
wretched loneliness...  
even moistens the stoney eyes – *Contributed by Prof Achinta Kr. Sarmah*

## The Valley

Hither and thither I travelled as a vagabond  
With no goal in mind and no sense of being  
The vicissitudes of fate have carved the path  
That I sauntered along idly and with ease

But what is a traveller without a purpose  
And how do I make sense of all my odysseys  
Not until now did I realise the value  
Or the significance of a station enroute  
Walking through untouched wilderness  
I have forgone paths to pursue this one  
The conifers have paved my way  
As the valleys have befriended me

And I reach the abode of clouds  
Where the incessant rains caress the soul  
The winds render passion to life  
The dance of nature at its prime

At last, I discover this valley of dreams  
Where drunk in joy, the tribes lay calm  
The children frolic carefree as the elders watch by  
And I am engulfed by the warmth all around

It's a small hamlet nestled amidst green meadows  
Where away from hedonisms the lives stay pristine

Where hearts are warm and life is rich  
And the mind knows humility and soul knows healing

The dawn diffuses colours of hope across the sky  
The dusk infuses rhythm into the restless bodies  
Bedecked is nature in this detailing for finesse  
But swift flows the time at a paradise like this

So I wonder how long can I stay here  
Savouring the experience of a lifetime  
For I am a traveller and I shall move on  
To new destinations for a new home

**Amlesh Kumar Mohapatra**  
**PGPEX 2022**

## Congratulatory Note

### 1. Johnson & Johnson Imagivators – Top 30 students:



Johnson & Johnson introduced their Imagivators competition in July 2022, which was an action-packed two-day immersion event designed to promote imagination and innovation. Two students from the PGP 22 batch at IIM Shillong, Ms. Varsha Kriplani and Mr. Aniket Singh were selected as the top 30 students at the Imagivators competition. The top 30 students will be invited by J&J to an all-expense paid two-day immersive program at the Johnson & Johnson India Head Quarters in Mumbai in the first week of August 2022.



भारतीय प्रबंध संस्थान शिलॉंग  
Indian Institute of Management Shillong  
Umsawli, Shillong-793018  
Website: [www.iimshillong.ac.in](http://www.iimshillong.ac.in)  
Phone: 0364-2308000