

autumn..
...is in the air.

THE PINE CHRONICLE

News, Views and Creative Expressions

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FACULTY DESK

Impact of Marketing on the Society and Criticisms

Marketing should ensure the welfare of not only their customers but also the welfare of the society at large. However, the marketing system has been accused of creating several evils in the society at large. These include creating materialism and false wants, too few social goods, and cultural pollution.

False Wants and Materialism

Marketing activities of different companies result in too much interest in material possessions by customers. Such materialism is not sustainable in the long run. Also, individuals are judged based on what they own rather than by who they are. Materialism is not a natural state of mind but rather a matter of false wants created by marketing. Marketers stimulate desire of people for goods and create materialistic models of the good life. Thus, marketers have created an endless cycle of mass consumption.

The purpose of marketing should be to promote consumption, and the outcome of successful marketing is overconsumption which is not sustainable. More is not always better.

Now-a-days, people are concerned about the impact created on environment and society because of their own activities. They are more supportive of environmental and social sustainability initiatives by companies. Because of all these, marketers are encouraging consumers to find greater value with less. For example, Patagonia's recent "conscious consumption" campaign actually advises its customers to buy less and only that much which is essential, telling them "Don't buy what you don't need." and "Think twice before you buy anything."

ABOUT NUKSA

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

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Too Few Social Goods

Businesses and especially marketers are accused of overselling private goods at the cost of public goods. Increase in private goods require more public services which may not be available. For example, private automobile ownership (private good) requires highways, traffic control, parking spaces, and police services (public goods). Overselling of private goods creates burden on the society which has to bear the costs. For cars, some of the social costs include traffic congestion, gasoline shortages, and air pollution.

Marketers should think of ways so that their activities do not affect the balance between private and public goods. One solution may be that the manufacturers of goods bear the entire burden of the social costs of their operations. For example, the government is requiring automobile manufacturers to build cars with more efficient engines and better pollution-control systems. The manufacturers will transfer the costs incurred to customers in the form of higher prices. If customers feel that the prices are too high, models of such cars will disappear from the market. Customers will demand products of those companies which can support the sum of the private and social costs.

Another option is to make the customers pay for the social costs. For example, many cities around the world are levying congestion tolls and other charges with the aim of reducing traffic congestion. Singapore has adopted extreme measures to control traffic congestion and pollution. The government charges tax of 100 percent or more for every new car purchase. The tax is higher if the market value of the car is higher. Buyers must also procure a "certificate of entitlement" which costs thousands of dollars. Because of all these reasons, the price of a Toyota Corolla purchased in Singapore is almost \$96000. A Toyota Prius costs about \$154000. There are other costs also. These include high cost of gas and "Electronic Road Pricing" tools collected automatically as cars are driven around the country. Consequently, car ownership in Singapore is highly expensive. Only about 15 percent of the population owns a car. Such initiatives help in keeping pollution, congestion, and other auto evils to a minimum. This has resulted in Singapore becoming one of the greenest urban areas in Asia. Cities and countries around the world can adopt this model.

Cultural Pollution

Marketers are charged of creating cultural pollution. Marketers try to influence the senses of individuals constantly in order to get their products sold. Commercials interrupt serious programs,

pages of advertisements obscure magazines, spams fill our email inboxes, billboards mar beautiful scenery, and flashing display advertisements intrude on online and mobile screens. Such interruptions pollute the minds of people with messages of sex, materialism, status, or power. Because of these reasons, sweeping and immediate changes should be implemented.

Marketers have their own arguments to counter the allegations. Marketers argue that their promotions reach only the target audience. However, because of mass communications, marketers have little control over who view their advertisements. Some advertisements are bound to reach people who have no interest in the product. Such individuals get bored or annoyed when the communications reach them. People who buy magazines they like or who opt in to email, social media, or mobile marketing programs rarely complain about the advertisements because they involve products and services of interest.

Secondly, since advertisements are shown, many radios, televisions, online and social media websites are free to users. The costs of magazines and newspapers are low because of advertisements. Many individuals are of the opinion that it is better to view advertisements rather than to pay higher prices. In addition, many viewers find television commercials to be attractive and entertaining. Finally, individuals have the option of bypassing those commercials in which they are not interested. They can zip or zap television commercials on recorded programs or avoid them altogether on many paid cable, satellite, and online streaming channels. Consequently, marketers are trying to make their advertisements more entertaining and informative to capture the attention of viewers.

The Road Ahead

Companies should understand and realize that they should ensure not only the welfare of their customers but also the welfare of the society at large. They should create a positive impact on individual customers, on other businesses, and on the society at large. They should analyze the various marketing practices adopted in their organizations and should encourage those marketing practices which create positive impact on customers, on other businesses, and on the society at large. They should realize that they have responsibilities towards ensuring both consumer welfare and social welfare. It will be difficult for companies to create and maintain a sustainable society without understanding and acting to the requirements of the society.

Prof. Pratap Chandra Mandal



TIMELINE

INTERNATIONAL COLLABORATIONS

Director of IIM Shillong Prof. D P Goyal leads the Institute into collaborative international engagements. Various initiatives were discussed with Prof. Alan B Eisner, Dean, Andrea Aiello, Associate Dean, Laura Burgess, Assistant Dean, and other officials of School of Management at Clark University Massachusetts, USA.



In the course of his visit to the US, Prof Goyal also met Shri Taranjit Singh Sandhu, Indian Ambassador to the United States in Washington DC & discussed on embassy support, towards various partnership initiatives of IIM Shillong in US.



IIM Shillong has signed an MoU with Lubin School of Business, Pace University, New York. John Meletidias, Asst. Dean & Prof Pradeep Gopalakrishna discussed with Prof. D P Goyal, Director IIM Shillong on various initiatives to be taken between both the institutions.



IIM organises symposia on improving mobility in Shillong

A Symposia Series on improving mobility in Shillong was formally inaugurated on October 14, 2022 by Justice Sanjib Banerjee, Hon'ble Chief Justice, Meghalaya High Court. Speaking on the occasion he stressed on the importance of making mobility in the capital city a priority. Shillong, he said, was one of the most beautiful hill stations that he had visited. There is urgent need to build basic facilities, good infrastructure and ensure that Shillong continues to develop at par with other cities of the world.



Mr. DP Wahlang, IAS, Chief Secretary, Govt. of Meghalaya, in his speech stressed on the importance of mobility for development. He pointed out that mobility problems are an issue of major concern due to the unavailability of a good road network, which often results in high- to severe-grade congestion. Traffic violations, wrongful parking, lack of parking space and burgeoning number of cars are adding to the problem. He stressed on the need for innovative planning to resolve the issue. He thanked the judiciary for taking a keen interest of sorting out the issue with help from IIM Shillong.

Prof DP Goyal, Director, IIM Shillong expressed his happiness that the first step towards resolving the issue was being taken in IIM Shillong. It was only right that the process of collaboration to resolve social issues are taken in an educational institution. The day saw in-depth discussions on aspects of the blue print that was presented by all the concerned Department heads of the Govt. of Meghalaya.



During the symposium IIM Shillong and various departments of the Meghalaya government were seen working together to create ideas for improving mobility in Shillong.



The second symposia was also held on October 19, 2022 where all the major stakeholders participated to come with concrete and workable solutions.

8th Edition of Young Leaders Connect at Imphal

Shri Atul Kulkarni, Member BOG, Prof. D P Goyal Director & Dr Sanjeev Ningombam Centre Coordinator Dr. APJ Abdul Kalam Centre, attended the 8th Edition of Young Leaders Connect at Imphal.





IIM Shillong was associated with Northeast Leaders Connect for the 8th Edition of Young Leaders Connect as the Knowledge Partner.

The Conference hosted young minds of NER to discuss about Northeast India in 2030: Towards India's Innovative & Sustainable Growth.

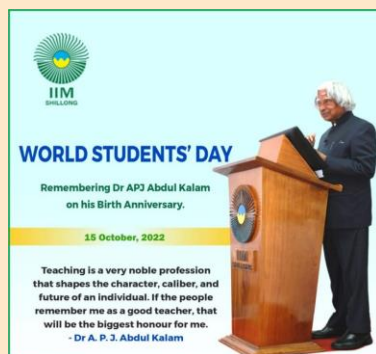
MDP on "Public-Private Partnership and Infrastructure Development"

An MDP on "Public-Private Partnership and Infrastructure Development" supported by Ministry of Finance, Government of India was organised at IIM Shillong from 10th - 14th Oct 2022.



Dr. A. P. J. Abdul Kalam 91st Birthday

The entire fraternity of IIM Shillong fondly remembered the visionary "Kalam Sir," on his 91st Birthday. His outstanding lectures and words remain an inspiration to all.



Podium Season 11 - Session by Mr. Kaushik Mitra

IIM SHILLONG PODIUM SEASON 11



Mr. Kaushik Mitra

Vice President and CFO



Topic:
Leadership Lessons -
Things that really matter

1-October-2022
Time: 11:00 AM

On 01st October 2022, IIM Shillong commenced the 11th season of its flagship Corporate Connect series, PODIUM. IIM Shillong, through its Public Relations team, hosted Mr. Kaushik Mitra, Vice President and Chief Financial Officer, PepsiCo India for an enriching session on the topic 'Leadership Lessons – Things that really matter'.

Mr. Kaushik Mitra possesses over two decades of experience working for multiple organizations including the Tata Group, GE, Reckitt Benckiser, and PepsiCo. Mr. Mitra has worked with PepsiCo for over 21 years in multiple roles including Finance, Procurement, and Management. He also holds experience working in multiple geographies including India, Vietnam, and China. Mr. Mitra is a Chartered Accountant and an alumnus of the prestigious Indian Institute of Management, Calcutta. He has 18 publications to his name and has won multiple awards for his leadership efforts.

The session was conducted in an online capacity. During the session, Mr. Mitra covered three major points that drive success in the personal and professional lives of individuals. The first point mentioned was the need to continually develop oneself. Along these lines, he spoke about the need to stay constantly curious, to be lifelong learners, to learn how to unlearn, and to learn from the toughest circumstances, especially failures. He spoke about the importance of thinking, understanding, communicating, and listening to customers. He urged the students to remain ethical even when doing so might seem very difficult and that shortcuts never help anyone in the long term. The second point he mentioned was to analyse how you work with others. Along the same lines, he spoke about how authenticity and emotional connections with the people around you drive your own success. He talked about creating teams filled with diverse people because diversity brings in rich perspectives. The third point that Mr. Mitra covered was to constantly strive to build networks with the people you interact with.

As networks multiply, the opportunities grow fast for an individual. Finally, he also spoke about how Humility, Passion, and Ownership are important factors of being a good leader.

Through a brief Q&A session, Mr. Mitra delivered insightful answers to questions such as what his learnings were from his failures, whether to focus on quality or quantity when trying to build a network, how to regain lost trust, and how to develop the skill of unlearning things so as to learn new things. The session closed with a vote of thanks from the Public Relations team to the speaker. It was truly an insightful and enriching session the learnings from which will definitely stay with the students of IIM Shillong.

Synergy Session: Mr. Prasun Kumar



On 02nd October 2022, IIM Shillong hosted Mr. Prasun Kumar, Chief Marketing Officer, Justdial for an insightful interactive session with the students of IIM Shillong.

Mr. Prasun Kumar is a highly skilled professional with expertise in the field of Marketing and Brand Management. He has over 24 years of experience working with the Marketing departments of large organizations including Levi Strauss & Co, Sony Mobile Communications, Reliance Communications, Magicbricks, and Justdial. An Alumnus of the Times School of Marketing, Mr. Kumar has decades of experience in building and managing brands, building large revenue verticals from the inception stage, and driving innovations in the content, consumer, and technology space.

The session was conducted at the auditorium at the Umsawli campus of IIM Shillong. At the session, Mr. Kumar drew learnings from the life of Mahatma Gandhi and elaborated on their applications to the present-day challenges faced by businesses. He spoke about the importance of business agility in today's VUCA world. He stressed understanding the minds of the customer to create the positioning of the brand. Through a brief Q&A session, Mr. Kumar provided deep insights on various topics such as the common marketing misconceptions, how marketing can aid sustainability, how technologies like AI and blockchain will change marketing as a field, and how to create Personalized content while maintaining user data privacy.

The session was truly an engaging and enriching experience for the participants.

Synergy Session: Mr. Prasun Kumar

IIM Shillong PGPEX students organized and hosted several industry leaders in the exclusive LEAD series at IIM Shillong. **Mr. Vijay Sivaram – CEO (of QUESS IT Staffing)** addressed the batch on the subject "**Getting Entrepreneurship Right**". Participants had a chance to learn more about how to plan the business journey by establishing objectives, having a distinct vision, and being passionate about one's work.



The next signature event was that of **Mr. Ganesh Kalyanaraman, SVP & Global Delivery Head at Cognizant** on the topic "**The Modern Operations Opportunity for a Future Ready Business**", where, he spoke on how to harness the power of process science, data, and technology while coupling it with speed.



We also had the opportunity to interact with **Bhairavi Jani, Chairperson & Founder, IEF Entrepreneurship Foundation & Executive Director at SCA Group** on the subject of "**India's Power of Enterprise Knowledge and Creativity**", where the emphasis was primarily on the superpowers of Enterprise, Creativity, Inclusion, and Knowledge for the growth path of the country.



EmergE 2022: The Annual Entrepreneurship Summit

The Annual Entrepreneurship Summit of IIM Shillong commenced on 29th October 2022. Chief Guest, Mr. Shivansh Awasthi - IAS Officer, and In-charge of PRIME Meghalaya graced the Inaugural Ceremony in the presence of Prof. Rohit Dwivedi, Chairperson Student Affairs and Prof. Sanjoy Mukherjee, Faculty Mentor of E-Cell. The event was held offline after a gap of two years, owing to the COVID pandemic. **The theme of the event was "Harnessing E-Dreams."** Speaking during the occasion, Chief Guest Mr. Shivansh Awasthi shared his opinions about entrepreneurship and motivated the student fraternity towards starting new ventures. Prof. Sanjoy Mukherjee highlighted the 7 mantras essential for becoming a successful entrepreneur, while Prof. Rohit Dwivedi brought to light the need to think about start-ups in a new way.



As the day progressed, a panel discussion was conducted on the subject of '**Channelling Entrepreneurship**'. The panel included **Anuj Sharma, Founder of ALSiSAR Impact; Santosh Ram Somasundaram, Co-Founder of BrightBlu; Flo Oberhofer, Program head at PRIME Meghalaya; and Avelo Roy, Managing Director of Kolkata Ventures.** The panellists spoke about their own entrepreneurial experiences. They shared opinions on how to start a business, the problem the business aims to solve, what product or service they wish to provide to solve the problem, and how to bring together a team of founders, investors, managers, etc. The discussion also touched upon the topics like intelligence v/s privilege, equality and equity, and the social duties of a budding entrepreneur.

The second event involved expert insights by Sharath Loganathan, Co-Founder of Ninjacart, and Avelo Roy, Managing Director at Kolkata Ventures, a serial tech entrepreneur. They emphasized that just having an idea is insufficient to start a venture. It requires technical, operational, and financial viability and proficiency to



execute the vision and build a successful business. The day concluded with a **cultural evening by Tyngkai Cultural and Welfare Association**, where around 35 artists performed various folk music and dance forms of the Northeastern region.

The second day of the Summit, ie the 30th of October 2022, commenced with the presentation of The Solvers Case Competitions finalists from top B-Schools. **The judges included Jitender Sharma, Founder & CEO of HairOriginals, Jash Shah, Cofounder & CEO of Get a-why, and Ravi Kabra, Co-founder & CEO of Skippi Icepops.** This competition allowed participants to step into the shoes of entrepreneurs and investors, understand their challenges, and devise solutions.

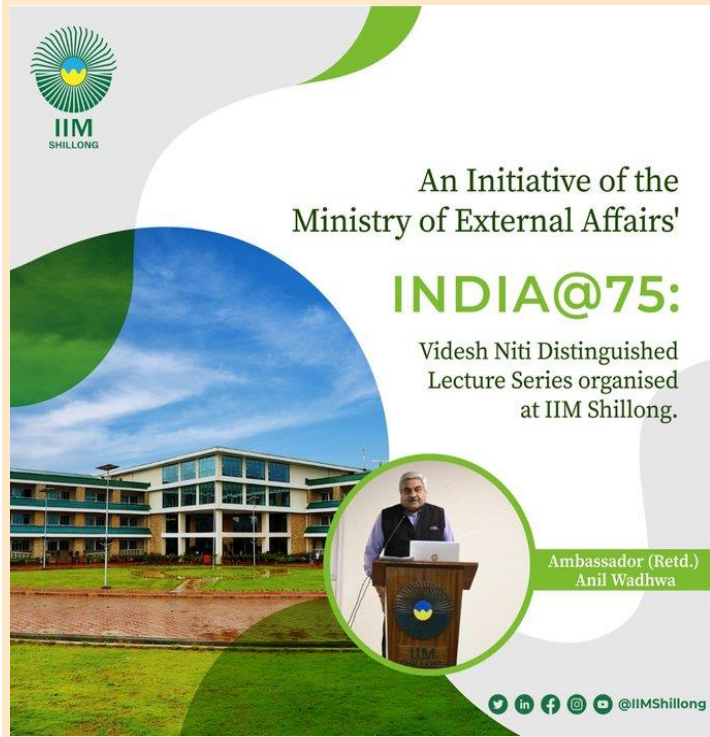
The E-Auction then followed to test the teams' capabilities in managing finances and bidding within the allotted time to establish the winning team. The day concluded with E-Shark Tank, where participant teams were provided with an opportunity to put themselves in the shoes of entrepreneurs and investors simultaneously.

The 12th Edition of EmergE 2022 event witnessed huge participation from the students, and the participants and attendees of the event were presented with an opportunity to take away learnings from the event.

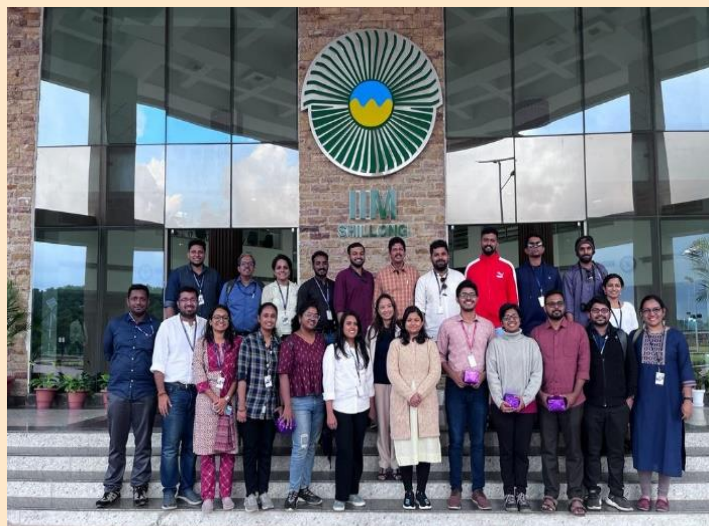


Lecture Series

As part of the Ministry of External Affairs' Govt. of India's initiative and also India@75 "Videsh Niti Distinguished Lecture Series," Ambassador (Retd.) Anil Wadhwa, delivered a lecture on 'Geopolitical development in the Indo-Pacific' at IIM Shillong.



Visit of Kerala Administrative Service Officer Trainees



IIM Shillong facilitated the visit of Kerala Administrative Service Officer Trainees to the campus on 31st October, 2022. A session on Administrative Leadership: Scope & Challenges was organised for the Officer Trainees. The session was taken by Prof. Rohit Dwivedi followed by an interaction session with **Dr. Shakil P. Ahammed, IAS, Principal Secretary Home (Political) Department** and **Shri Tableland Lyngwa, IAS, Secretary, Secretary.**

Navratri 2022 Celebrations

On the auspicious occasion of Navaratri 2022, students of IIM Shillong celebrated the festival by welcoming the goddess Ambe to their home (away from home). Amid the rigorous academic schedule and the pressure of placements, the festival was celebrated from September 26th, 2022 to October 4th, 2022. It was followed by a grand celebration on October 5th, 2022 on the eve of Dussehra. The festival was celebrated with enthusiasm, and witnessed devotion from the faculty members as well as the students.

Various events and competitions were organized to celebrate the festival including the Dandiya workshop which was conducted on the last two days to prepare students for the Dandiya Night event. The workshop was conducted by dance professionals and was greeted by a huge footfall of participants. The Dandiya Night event was conducted on the evening of Dussehra. On Dandiya night, a competition was organized for awards such as the best dancer and best-dressed person. The Navratri and the Dussehra festivals were celebrated with high spirits and enthusiasm. The event was organized and handled by the Cultural Committee of IIM Shillong.



Utsav 2022 Diwali Festival

Utsav 2022 was a celebration of the Diwali Festival organized by the Cultural Committee of IIM Shillong. The festival was celebrated with fervour by the students of IIM Shillong. The festival of lights was celebrated over two days, 23rd October 2022 and 24th October 2022, at both the Nongthymmai and the Umsawli campuses of IIM Shillong.

On the first day of the celebration, an Aarti was held at the Umsawli campus to kick off the festivities, followed by a bonfire where the students relaxed and jammed to some well-known Hindi Bollywood tunes. Along with the Diyas, they also lit some firecrackers, brightening and illuminating the campus with the celebrations. The night didn't end until the students on both campuses continued their custom of playing Tambola and card games. The long-standing tradition of reading aloud confessions followed, which allowed the participants to express their emotions, laugh and have a lot of fun.

The main Diwali event on 24th October began with competitions for making Rangolis and painting Diyas, which provided students with a fantastic opportunity to showcase their artistic side. Though the weather was not ideal on the day due to torrential rains, IIM Shillong continued to celebrate the #GharJaisiDiwali with complete enthusiasm. In the evening, the Laxmi Puja event at the campus made everyone feel at home and witnessed huge participation from everyone at the campus. That was enough to brighten everyone's spirits and give them energy for the DJ night, which had to be unexpectedly moved indoors due to the rain. The students danced passionately at the DJ event. At the end of the DJ event, the festival came to a very joyful and enjoyable close.



Rashtriya Ekta Divas



The birth anniversary of Late Sardar Vallabhbhai Patel which is also observed as Rashtriya Ekta Divas was commemorated by the employees of IIM Shillong who took a pledge on the occasion, reaffirming the inherent strength & resilience of our Nation to withstand the actual & potential threats to the Unity, Integrity & Security of our Country.



To celebrate the life and contributions of Late Sardar Vallabhbhai Patel, an exhibition titled **“Sardar Patel – The Architect of Unification,”** was prominently exhibited while also ensuring massive outreach amongst the IIM Shillong fraternity.

METIER

Gill, Gaurav, **Choudhary, Kailash** & Others (2022). Efficient utilization of tire chip reinforced sand under footings subjected to purely inclined loads—an experimental and life cycle investigation. *Environmental Science and Pollution Research* (2022). P.p 1-12. (<https://doi.org/10.1007/s11356-022-23524-5>)

OFF BEAT

While studying the concept of management & sustainability in our curriculum here in IIM Shillong, I was reminiscing the old days of early childhood in the village and sort of juxtaposing the life then and now. I wondered upon the cyclic nature of everything and the word “sustainable” embedded in everyday working of our daily lives back in village.

Celebrating the festivals of Indian descent has become a norm and the white houses of the world are taking their attendance for their realization has come at a cost of many conflicts of interest. The work hard party harder phrase was a norm in village, every festival is symbolic of this practice. From the Navaratri, Dandiya, Holi, Diwali. The Global west now celebrates what the villagers in India had been doing for ages during the festival season.

Speaking for the sustainability part, while in village everything was grown in house, and everything has its usage even the waste. The paddy from wheat was used to make shed for the cattle's, animal dung was used for manure, and as a mosquito repellent of the disposition that nobody must apply it on their body & only need was to light it up, the broken twigs and branches of trees which are dried up were used to prepare food for the families and on occasions of servitude, to hungry mouths of the surroundings. The mud houses were built from the feet of many, working the special soil with cold feet and water, and even children cherished the playful moments in these joyful yet rigorous practices. Therefore,

what could be the reason that Tesla's Boring company wanting mud bricks as their new business line for affordable housing? Is it people, plant & profit – another jargon on its way? Suffice to say, the time is running out.

If allowed to talk about Indian mythology (I think Legend-ology would be appropriate). Every source of income, everything that gave some customer value to villages where revered as gods that needed worshipping only with the purest of intentions, management 101 right there for you. On that note, the distance of sun from the earth is purely depicted in "Hanuman Chalisa", story of an immortal still living among us as believed by great many living in the Indian subcontinent, and similar stories do reach the far sides of global south where the "Monkey King" is minting money as feature films for the amusement of collective. The Ramlila is a feature film which always turns-out houseful, and days of "kushti" melas are WWE of our own. The question here is which came first, and clearly, it's not chicken and egg analogy.

The revolutions of all kinds have given way to exactly what in these 100 years? The invasions over resources, the only differentiator being tactics used in warfare. The Krishna's slogan – "collect the weapons Arjuna, for you might not have to use them ever". Isn't that the Russian – Ukraine conflict speaking, only the mention of these weapons causes debates on news channels, where the so-called intellectuals of society take dig into each other and relish in the fact that they appear to be civilized. The panchayats discussed such discourses every now and then, leading to healthier discussions of pure intellectual outcomes, for even the prime ministers take them seriously.

Although above are merely fumes of thoughts, hitting one another with high EMP into the culmination of neurons at this moment of glorification and they are not devoid of sarcasm either. But even these are better than the thoughts of hurting someone less powerful than yourself. The management of these thoughts is a task to be cherished, for the outcome which is sweeter than the taste of honey that stings with sweetness of life all around. Food for thought is the appropriate approach of management in these times of ignorance.

Sunny Kumar

PGPEX 2022-23

ODE

Mom needs time for herself...

The family handed her a baby and expected her to become a mother, but she needed some time.

To Heal,

the pain of delivery from the head to toe,
the engorged uterus,
the space from her round belly that didn't have a baby in it taking up now,
the sore and bloody nipples,
the baby blues,
all while barely hanging on.

To grow,

From late-night feedings and early morning waking's, cleaning spit-up out of the wisps of her hair, not having time to shave, from loving someone more than herself, the feeling of mom guilt, the realizing parenting perfection doesn't exist, and showing up, even at her worst, all while barely hanging on.

To become,

the best version of herself,
a Maa,
But she was given a baby right there, a live human, and trusted to be that baby's everything:
from nourishment to comfort.
So, new Maa's, give yourself such extra time to do those things u want...

**Mukesh
PGPEX 22
ODE**

उन्नति के नए आयाम

दो सौ साल हम अंग्रेजी पिंजरे में कैद रहे,
1947, 15 अगस्त को हम खूली हवा में ऑक्सीजन पाए ।
गुलामी में रहते सोने चिड़िया के पंख कट चुके,
हिम्मत ना हरे हम फिर से उड़ना सिखे ।
सात दशको में बेटियों ने चार दिवारी पार किया,
चौके चुल्हे से आगे बढ़कर देश बनाया ।
नायका, ओलंपिक, एवरेस्ट फतेह और सशस्त्र सेना, प्रौद्योगिकीकरण,
ललितुनी मीराबाई, मैरीकॉम नीरज, बिंद्रा और मंगलयान हैं नई भारत की शान
और पहचान ।
अनाज विक्षमता से आज हम क्षमतावन,
धन्य हैं हमारे किसान ।
सत्तक पार की हमारे युनी-कॉर्न ने,
नवाचार और रोजगार सृजन का अवसर बनाने ।
आईआईएम, आईआईटी की प्रतिभा संपूर्ण विश्व में नाम कमाये,
विश्व शक्ति संपन्न ! हाथ मिलाने को बैताब नज़र आए ।
देश के युवाओं को करते हम बारम्बर प्रणाम,
भारत देश रच रहा उन्नति के नए आयाम ।

प्रवीण कुमार चौधरी

2022-पीजीपीएक्स-120

Congratulatory Note

1. The JSW Challenge 2022:



In October 2022, JSW Steel announced the winners for their JSW Challenge 2022 competition. JSW Challenge witnessed the participation of 1080 students from various premium Business schools in the country. The JSW Group launched the JSW Challenge to bring in innovative ideas to incorporate sustainable development solutions for the Steel industry. IIM Shillong's Team Saiyons was declared as the first National Runners-up in the competition, and IIM Shillong's Team Hades was declared as the second National Runners-up in the competition. Team Saiyons comprised of three second-year PGP students – Ayush Shukla, Suyash Gupta, and Sri Ranga Vineel Thota, while Team Hades comprised of three second-year PGP students – R Rajsekar, Soumya Prakash, and Vanshika Gupta.

2. Avalon Consulting Sun Tzu Competition 2022:

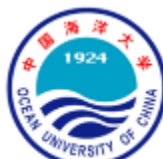
Sun Tzu is a national annual case study competition organized by Avalon Consulting. At Sun Tzu, Avalon Consulting invites the sharpest minds from top B-schools across the country to brainstorm and devise solutions for real-world consulting challenges. Participants at Sun Tzu 2022 were provided with four



unique case studies, each from a diverse business domain. Participants had the option to choose any one of the four case studies and present their solutions. IIM Shillong's Team Finishers was declared as the National 1st Runners-up at Sun Tzu 2022. Team Finishers comprised of three second year PGP students at IIM Shillong – Yugadhya Mathuria, Nikunj Kikani, and Vishnu Tapria.



Shagun Abbey, Darshan Kankariya & Kamakashi from the batch of PGP 2021, were awarded the 1st Runners-Up position at the Tel-a-Med (International Healthcare Case Challenge) at Advaita 2022 organised by ISB Hyderabad.



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