

Winter..  
..is here.

# THE PINE CHRONICLE

News, Views and Creative Expressions

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## FACULTY DESK

### MANAGEMENT AND LIBERAL ARTS: May the Twain Meet

The need for mainstreaming inputs from literature, poetry and music in MBA curriculum and corporate training modules arises from our inadequacy to deal with the complexity, uncertainty, ambiguity and turbulence in the business scenario today. The art of managing people is not just a matter of deployment of a set of skills or use of mechanical formulae but awakening and unleashing our creative potential energy lying latent and untapped within ourselves.

Viktor Frankl, in his insightful book, 'Man's Search for Meaning' had identified in clear terms that the real problem of human beings in our modern world is not nothingness but 'nothing-but-ness'. The implications of this diagnosis are deep and far-reaching. While it may appear that a kind of purposeless existential vacuum (nothingness) has engulfed the mind and life of people, a deep look at the behaviours, lifestyles and aspirations of jet-setters and go-getters among the management students and the corporate executives, the so-called torch bearers of global economic progress, reveals a much deeper malaise. It stems from an uncritical bond signature to a world-view that celebrates and champions the logic of market economy, aggressive competition, linear undifferentiated growth, single-pointed drive for profits and relentless acquisition of material 'goodies'. As the voice of the 'other', the alternative modes of thinking and living, increasingly faces the peril of fading into oblivion, we hear the burning question on choosing life from Erich Fromm: "To Have or To Be?" And the great poet T S Eliot makes the point sharp and clear in his three profound questions in the famous poem 'The Rock':

"Where is life we have lost in living?

Where is wisdom we have lost in knowledge?

Where is knowledge we have lost in information?"

Thus while the glare and speed of the 'Brave New World' haunts our imagination and captivates our senses, the lack of an all-encompassing view of work and life, or progress and development, often escapes our attention and concern. Comfortable as we are with our compartmentalized thinking within the confines of work-stations and living apartments that encage our atomized existence, hardly do we have time for someone with profound wisdom but a carefree appearance – an aboriginal American or a wandering minstrel from the East.

Who knows he may greet the frenzy in our eyes and the urgency in our body language with a benign smile or a hearty laughter while his melodious voice would be effusing compassion with a note of caution:

"Just a song before I go

To whom it may concern,

Travelling twice the speed of sound

It's easy to get burnt!

Poetry or Literature in general in its pristine and sublime form, represents the voice of the 'other', sings aloud the un-throttled song of the spirit and comes to us as a redeemer indeed!

What is the role of literature or for that matter any form of Poetry, Arts and Music etc. in Management Education and practice? Is it an engagement in abstraction, an escape from the drudgery of daily life? Is it a flight to fantasy, a leap into the void? Certainly not! The need for mainstreaming inputs from literature, poetry and music in MBA curriculum and corporate training modules rises from the acute inadequacy to deal with the complexity, uncertainty, ambiguity and turbulence in the business scenario today. The art of managing people is not a matter of deployment of a set of skills or use of stereotyped formulae but awakening and unleashing our creative potential energy in its deepest and widest sense. Thus the realization is slowly dawning in leadership consciousness that literature can enliven the spirit within or otherwise why should Prof. Joseph L. Badaracco Jr. at Harvard would be using Sophocles, Joseph Conrad and Arthur Miller in Leadership courses and Prof. James Maarch at Stanford who delved into literature after a lifelong journey with Organizational Design and Strategy to unfold the myriad dimensions of life and human behavior to the students and business barons before they deal with the multiple layers of reality within the self, the organization and the planet at large. Literature does this awakening of spirit in an exploratory rather evolutionary and not a pedantic

## ABOUT NUKSA

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

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manner so that we can outgrow our conventional stereotypes of right and wrong, good and bad, black and white. "The colour of truth is grey" said Andre Gide.

Arts and literature help us to dissolve the artificially created boundaries between here and there, now and then, micro and macro, you and me. In his literary mastery William Blake captures it succinctly:

"To see the world in a grain of sand  
 And heaven in a wild flower,  
 To hold infinity in the palm of your hand  
 And eternity in an hour". (Auguries of Innocence)

Creativity in literature is not amenable to numbers and quantification. It is an engagement in holistic perception beyond linear thinking and binary logic. A sense of such perception comes alive when one stands alone in front of the portrait of Monalisa by de Vinci. The great film maker Andrei Tarkovsky made a sharp distinction between the perception of creativity of a conventional scientist or a highflying technocrat and an intense and passionate artist or literary genius in his masterpiece 'Sculpting in Time'. There is a palpable difference between the instrumental reason of a pragmatic protagonist of market economy and the critical reasoning of a philosopher or an artist. Perhaps the genius of Albert Einstein could fathom this mystery or enigma and advocated the primacy of 'pictorial thinking' that will finally find shape and form in mathematical equations. To a Mozart or a Beethoven violence is as much a desirable part of creation, the final sublimation of which is in a transcendental experience of joy and enlightenment.

Enlightenment is not a rendezvous, it's also a journey. Every moment in this creative adventure comes with a spark. Every milestone in this journey is as important as the one before or after. The magic words of Rabindranath Tagore come alive so vivid:

"My pilgrimage is not  
 At the end of the road;  
 My temples are all there  
 On both sides of my path." (Translation mine)

An old poem on Enlightenment comes to mind:  
 "Before enlightenment, mountains are mountains and rivers are rivers.

During enlightenment, mountains are no more mountains, rivers are no more rivers.

After enlightenment, mountains are once again mountains, rivers are once again rivers."

With the dawning of enlightenment, the phenomenal world does not change but what changes is our way of looking at the world and experiencing it. Arts and Literature make this happen by breaking open the stagnant chambers of claustrophobic structured management education dominated by linear thinking and binary logic by ushering in fresh air and new light. We learn to see the world and ourselves with an enlightened perspective.

Let me conclude on a personal note. In the summer of 2006 I was in Europe and found time to go up to the Vienna woods, the heaven

of contemplation for many great masters. The bus stopped midway and we got down. Walking a few yards I found myself in front of a cottage. The writing on the front wall informed that Einstein lived here. I stood there for a few moments. Then I walked ahead to find a house where Beethoven used to live. In my mind's eye I could see Beethoven in a pensive mood looking for the tunes in Vienna woods while Einstein playing the violin in a moment of retreat from Science. I stood still in ecstasy amidst the enchanting smell of the vineyards, while the Danube and the panorama of Vienna lay stretched in front of on the hill top. Science and Arts, in perfect communion, how could it be? From the depth of silence the answer came to me from Beethoven's last quartet that I had once read in a book by Milan Kundera, *The Unbearable Lightness of being*:  
 "Muss es sein? Es muss sein"  
 Must it be? It must be.

It was a moment of Truth – 'an instant made eternity' (Browning)



**Prof. Sanjoy Mukherjee**

## TIMELINE

### Republic Day Celebration

The 74th celebration of Republic Day was marked with grandeur and patriotic fervour at IIM Shillong. The students, officers, and faculty, with their family members, in the presence of Director Prof DP Goyal, congregated to pay homage to the nation and its Constitution.

The festivities commenced with a ceremonial unfurling of the national flag, followed by the rendition of the national anthem. Speaking on the occasion, Prof. Goyal graced the audience with his words of wisdom, stressing on the significance of Republic Day and the responsibilities of the students in constructing a strong and prosperous nation.



The Student Council hosted a Cultural Event, which was planned by the Cultural Committee of IIM Shillong. Patriotic songs and dance were performed by participants of the PGPEX program, and notable original poetries emphasizing the path to follow for our nation were presented by the PGP'22 students creating a strong feeling of nationalism among the attendees.

The day culminated with the distribution of refreshments as the students and faculty members gathered to celebrate the event. In conclusion, the 74th Republic Day was celebrated with great zeal and pride, disseminating the message of national unity and patriotism.

On the occasion, ribbons to the new Soccer cum Cricket playground, and Golf driving ranges were cut by Prof Goyal in the presence of IIM Shillong's entire fraternity.



A FIT INDIA ceremonial match was played on the new soccer ground between teams comprising of Officers and Staff who showed their skills against the students and won the match.



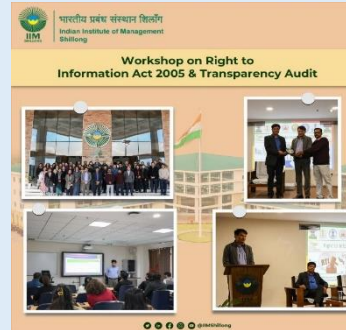
To mark the completion of the first batch of the 6-month "Business Management Programme for Defence Officers," a valedictory ceremony in the presence of Prof. D P Goyal, Director IIM Shillong & Lt Gen P C Nair, AVSM, YSM, Director General of Assam Rifles was organised.

Lt. Gen P C Nair extended his wishes to the students of the BMPDO Course & expressed his pride for the new career feat chosen by the Armed Forces Personnel. Also present in the Valedictory Event was Brig Vinod S, SM, VSM, ADG DRZ – East.



Prof. D P Goyal in his Valedictory Speech highlighted the importance of the existing skills of the participants of the course, and how their expertise will add more value in the corporate world.

## Workshop on Right to Information Act 2005 & Transparency Audit



The Institute conducted a Workshop on Right to Information Act 2005 & Transparency Audit on 11 January 2023. The workshop was delivered by Shri Ram Prakash Sejwal who is an expert in the area. The Officers and Staff who were participants of the workshop remain greatly

benefitted from the insights provided into understanding and tackling queries.

## SEBI & NSE AT IIM SHILLONG

A Regional Seminar on Securities Market was held at IIM Shillong with focus on "Investing Wisely in Capital Market." The seminar was conducted by SEBI & National Stock Exchange Of India Limited.



## CrossHR 1.0

CrossHR 1.0 - The HR crossword competition was conducted on 25th January by usHR - The HR club at IIM Shillong. This year's crossword had a mixed blend of jargon and technical words relating to the HR domain. The participating teams had to crack 22 questions to solve the crossword. The crossword was created in excel and was interactive and showed the accuracy percentage and other info to the players while solving it. It was shared as a password-protected sheet with all the participating teams through emails 30 minutes before the start of the competition.

The password was shared on social media handles 1 minute before the competition started. The teams were given 30 minutes to solve the crossword and send back their solutions through the google form link shared with participants. usHR Club received submissions and positive feedback from over 100



teams. The average accuracy stood around 60%, with the winning team having 91% accuracy.

## Paramarsh



ConQuest, the Consulting and Strategy Club of IIM Shillong, organized its flagship event, namely Paramarsh, which consists of a trio of events to test the strategy and analytical skills of the participants. Paramarsh was organized between the 17th to 24th of January, 2023, and saw enormous participation from all top B-schools of our country. With over 650+ teams competing to win the case-based competition, it was one of the biggest competitions hosted by the Consulting and Strategy club.

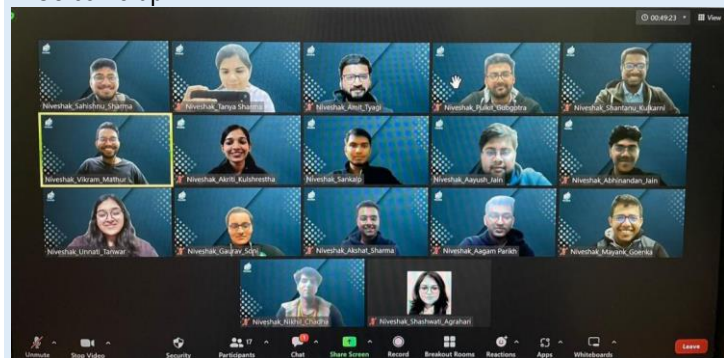
The event was a National-level Consulting and Strategy Competition that required the participants to come up with bold and innovative solutions and compete against the best in each round to prove their mettle. The competition included three rounds, i.e., begin with, the preliminary round was an online quiz round, after which 25 teams were shortlisted and were given a case study in the second round.

This round was a case interview simulation round where the participants were required to solve the case as a consultant and try to gain inputs and insights from the assigned POC of the Club. This round not only tested the participants on their problem-solving skills but also judged them on their negotiation, communication skills, and approach toward the case. In the final round, the shortlisted teams submitted their presentations based on their case study analysis and presented their solutions to a panel of members who decided upon the top 3 teams who would win the case competition.

## Power-packed month for Niveshak, the finance club

The month of January was full of events for Team Niveshak. Niveshak's new year started with the launch of a new series named EcoSeize, wherein we analyze an important Economic policy event by any major country and its future impact. This time we examined the Indian response to the COVID-19-induced Economic Crisis. The series was well appreciated, and plans are to take it further.

Soon after that, the club released its IPO series, to analyze the Eastern Logica Infoway Ltd IPO. The response on social media was well received, and it is planned to continue this as and when new IPOs come up.

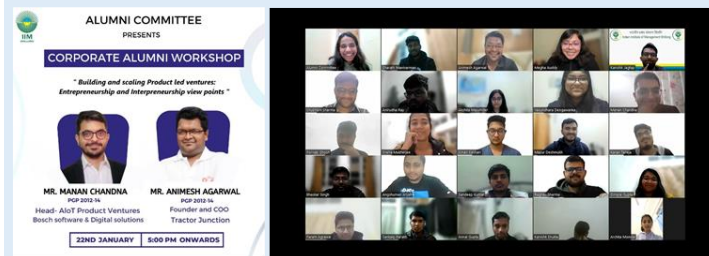


In mid-January, NIVESHAK released its monthly magazine. The January edition covers exciting subjects ranging from another rate hike by the FOMC to the fall of the telecom giant Reliance Communications.

On the 26th of January, the club had its 1st ever-Niveshak Investment Fund Investor Call. The team shared the current portfolio details with the investors and cleared all their queries, and also received some constructive feedback from their investors. Lastly, on the 30th of January, the club organized the CFA Ethics Session wherein it hosted Mr Amit Chakarabarty, Director, Global Partnerships and Client Solutions CFA Institute, for an offline session with its representative to the CFA institute Mr. Nikit Tyagi.



## Corporate Alumni Workshop-2



An online session was conducted on 2023-01-31 by two alums of IIM Shillong, Manan Chandana and Animesh Agarwal. The session was focused on entrepreneurship and product management. The speakers shared their experiences and insights on how to build and scale product-led ideas ventures. The speakers also provided practical advice on how to approach product development, analyze solutions in large companies, and build the initial prototype.

The speakers discussed how traditional large enterprises have an advantage of barriers to entry, but the barriers are becoming increasingly blurry due to automation and software competition. Animesh discussed how he thought about starting a product-based startup. He had worked in startups and saw how a company migrates as it increases its valuation. The speakers talked about the price strategy development and the significance of digital products due to the increasing internet penetration in India.

Manan talked about the process of building a new product in Bosch, a large company. He explained that innovation works differently in large companies and is typically tech-led or business-model innovation. He emphasized the importance of quality, as large companies cannot compromise on it due to their brand name.

Animesh emphasized the importance of having a well-defined

problem, solution, and success metrics and discussed the need to validate the hypothesis through low-cost and fast methods, such as AB testing and control testing, in the process of building the initial prototype

In conclusion, the online session was insightful and provided practical advice on how to build and scale product-led ideas ventures. It provided valuable information for individuals interested in entrepreneurship and product management.

## Quizverse, Hult Club

Hult Club, IIM Shillong organized its legacy quiz competition, Quizverse, which is an online quiz competition that tests the participant's acumen in areas of social entrepreneurship, economics, entertainment, the latest industry affairs, basic general knowledge, and much more.

It has questions related to real-world Superheroes and the Changemakers around the globe.

The quiz consists of questions from the lives of these reel and real inspiring people.

This year, the Club witnessed participation from students from different b-schools with 18,352 impressions and 500+ registrations. The quiz was open to all, and interested members could register in teams of 1-2 and win cash prizes worth 10k.

## CONGRATULATORY NOTE



NUKSA expresses immense pride in congratulating Mr. Pulkit Baldev, Co-Founder of Metalbook, our Alumnus from PGP'16, for making it to the Forbes India 30 under 30 list.

We wish him and Metalbook the best of luck in all their endeavours.



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