

Hello
Spring!

THE PINE CHRONICLE

News, Views and Creative Expressions

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FACULTY DESK

Significance Last Mile Delivery for Businesses

Before the boom of e-commerce, the delivery endpoint of goods are the brick and mortar stores where consumers must go to and purchase the goods physically according to their requirements. But now, the last mile delivery has made things more complex since the goods must be delivered to each of the consumers who purchased the goods at different destinations. Last mile delivery handles delivery different categories of goods such as food shopping, ready to eat meals, courier services, large white and brown goods, and parcels transport by parcel carrier. Managing last mile delivery is one of the important issues in the e-commerce industry. The last mile is the last portion of the journey for movement of people and goods from a transportation hub to a final destination. Last mile delivery market in India is expected to reach US\$ 6-7 billion by 2024, following a parallel trend with markets in the US and China where the penetration has reached greater than 10%. It includes retails, e-commerce, FMCG etc. The FMCG sector represents the highest share in the market followed by e-commerce among the segment. Among segment, FMCG represents the highest share in the market followed by e-commerce. Demand for managing the last mile delivery is increasing day by day as the overall shipments in the e-commerce sector increased from 817 million in 2018 to 1,364 million shipments in 2021 and is expected to expand greater than 5,000 million shipments by 2025. Last mile delivery plays a crucial in building brand loyalty that keep companies competitive and help to capture a huge slice of the market share. Speed, timeliness, accuracy and precision of goods deliveries are the important elements of last mile deliveries. Cost and inefficiency are the major issues in last mile delivery. Last mile delivery cost shares the major portion of the total shipment cost i.e. 53% overall. Although urban areas are well connected with the road infrastructure the managing last mile delivery efficiently is a challenging task. Although road density a urban area is high as compared to rural area, the challenges are still there to manage last mile delivery. In case of rural area, the delivery package volume is less i.e. only one or two packages to get dropped off at a delivery point along a particular route and is several miles apart from the other delivery points. In cities due to traffic congestion there is constant delays. Before the thrive of e-commerce, bricks and mortar stores are the main delivery

end points for goods where consumers have to go and purchase goods physically. Now, as days because of boom e-commerce purchased goods are delivered at different destination which made the last mile delivery more complicated. Other side consumers are selecting the company to purchase goods according to the last mile delivery services. Hence, this causing competition among the e-retail stores. This factor forcing the companies for proper decision for choosing last mile delivery service providers. Important factors to consider while choosing last mile delivery: fast deliver, precise order tracking, security and insurance, specialization, convenience. Some challenges associated with the last mile delivery are efficiency, operational cost to manage efficiency, transparency, friction. Improvement in last mile delivery is the reason for boom and success of other business in different areas.



Prof. Sanjita Jaipuria

ABOUT NUKSA

Nuksa The Pine Chronicle is the monthly news magazine of IIMShillong.

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TIMELINE

G20 Event



IIM Shillong had the opportunity to conduct the G20 Side Events on "Climate Finance" under the Sustainable Finance Working Group (SFWG) on 4th February 2023, supported by Department of Economic Affairs (DEA), Ministry of Finance, Gol North Eastern Council (NEC) Shillong, and hosted by Dr. APJ Abdul Kalam Centre for Policy Research & Analysis, Indian Institute of Management Shillong.

As we know, India assumed G20 Presidency on the 1st of December 2022 for a period of 1 year. The G20 presidency steers the agenda for one year and hosts the summit. A series of events, community engagement, and awareness programs are scheduled throughout the year. We started with Opening remarks by Dr. Sanjeev Ningombam (Centre Coordinator, Dr. APJ Abdul Kalam Centre for Policy Research and Analysis, IIM Shillong) followed by a discussion on Climate Finance Priorities of SFWG by (Adviser, Department of Economic Affairs (DEA), Ministry of Finance).

Under the same, we had the opportunity to host a lecture on the Mobilisation of Financial Resources for Climate Action with prominent speakers such as Mr. Arjun Dutt (Senior Programme Lead, Council on Energy, Environment and Water (CEEW)), Ms. Anjali Garg (Senior Operations Officer, International Finance Corporation (IFC)), Mr. Shri Gaigongdin Panmei, (IRS Financial Adviser, NEC Shillong).

This was followed by a panel discussion on Financing for Early Stage Climate Technology: Challenges and Way Forward wherein Ms. Sherry Lalthangzo (IES Economic Adviser, NEC, Shillong) joined the panel with the speakers from our first lecture.

The session helped guide the students on the needs of climate financing and India's current state of climate financing where enthusiastic participation by students ensured meaningful discussions could help students understand the topic well.

General Management Program for IRS Officers



IIM Shillong hosted a General Management Program for IRS Officers. The inaugural program was graced by **Shri Gaigongdin Panmei IRS, Financial Adviser NEC & Shri. Harsha Vardhan Umre, ADG NACIN Shillong.**

The Program emphasised on the concept of Ethos, Ethics, Equity & Efficiency, the pillars to Competence Framework for Indian Civil Services (2014).

Podium- Mr. Karthi Marshan

On 6th February 2023, IIM Shillong had the opportunity to host Mr. Karthi Marshan, former President and Chief Marketing Officer of Kotak Mahindra Bank, to conduct a session for our participants under our Guest Lecture series – Podium. The session was held in our Umsawli auditorium, where the speaker



delivered his wisdom on the topic- Money and Marketing.

The session commenced as Professor Rohit Dwivedi, Chair, SAPPB was called upon the stage to present the guest with a memento to show our appreciation. The speaker began by addressing the various questions that the participants had about the field of marketing. The guest had the attention of the whole auditorium captured, with his various life anecdotes, as he delivered them with a pinch of humor. He shared his experiences of over thirty years, wherein he also discussed the relevance of theoretical concepts of marketing in real-life marketing. He talked about how 'Marketers must continuously interrogate the problems' as he talked about his days of initial struggle.

He highlighted the importance of 'managing stakeholders', wherein he talked about managing relations with stakeholders at every level. During his presentation, he also decoded some famous Ad campaigns and his learnings from them. He talked about how through marketing, people get to change minds and change conversations in the country. In conclusion, it was a highly insightful session and the participants took away a lot of learnings from it.

Synergy – Mr. Sidharth Borkar

On 12th February, 2023, IIM Shillong had the opportunity to host Mr. Sidharth Borkar for a guest session under our Synergy series. He is the India Mergers and Acquisitions Lead at Orkla, which operates in India through its subsidiary MTR Foods. He was present with us in virtual capacity, with the participants also attending



the same way. Coming with industry experience in the field, he conducted the discussion on the topic 'The Art of Company Valuation', which is a topic of much relevance to the participants.

The session started with the introduction of the guest speaker, who then gave a brief of the topic and shared his industry experiences over the same. He gave valuable insights on the things to keep in mind when doing valuation of a company. The session ended with a QnA round, wherein the participants asked curious questions and gained relevant understandings from the speaker. It was an engaging session, which the participants taking away a lot of learnings and corporate exposure.

Lead Session

Mr. Venkatesan Vijayaraghavan, Executive Vice President at Virtusa addressed IIM Shillong PGPEX batch on the topic "Significance of Data Analytics across various Managerial Roles".



LEAD Speaker Series
Significance of Data Analytics across various Managerial Roles
 Event Presented by PGPEX22
 SPEAKER NAME:
Mr Venkatesan Vijayaraghavan,
 Executive VP, Delivery
 virtusa

Godsellers

The twelfth edition of the GodSellers was launched with full fervor and excitement on the 13th of February 2023. GodSellers, the annual flagship marketing gala of IIM Shillong, ever since its inception has been one of the most talked about events of the institute. Curated by Markathon – the marketing club of IIM Shillong, the event witnesses a huge footfall from the staff and students. Aimed to test the creativity and persuasive ability of the participants, GodSellers challenges how good a salesperson one can be. Members are urged to think of inventive advertising and marketing techniques to draw in the crowd and sell their contributions. The main event was conducted on the 21st of February at IIM Shillong. The stakes were high this season with participants revealing themselves as true marketing moguls and putting their best foot forward to win those customers. The event witnessed refinement on participants' behalf which resulted in highly elated audiences loosening their wallet strings. An event as euphoric and dynamic as GodSellers was a testimony to the grit, effort, and potential of all the participants and organizers at IIM Shillong which resulted in a huge success.

Month of bITeSys



PowerBI & Tableau Workshop

bITeSys conducted a PowerBI & Tableau Workshop in the evenings totalling 10 hours. The instructor for the workshop was Mr. Havish Madhvapaty, who runs his award-winning consultancy.

Mr. Madhvapaty is an instructor at various IIMs and an expert in the analytics field. The workshop saw the participation of 300+ students from PGP, PGPEX, and PhD programs. The workshop was successfully concluded, and certificates of completion were provided to the attendees in February.

ProdMad 2.0

A Product Management case study was conducted in collaboration with Product Space, which is a network of eminent individuals with experience in the product industry. Panellists from Product Space judged the final presentations based on creativity, designs, features, and solution analysis. This event saw a registration by 1,200 participants.

Sim-bITe 9.0

The legacy event of bITeSys Club was conducted as an analytics-based business case competition. It aimed to solve real-life problems relating to sustainability and agriculture, in which teams were expected to utilize their knowledge and analytical skills to develop data-driven solutions. Mr. Havish Madhvapaty and Mr. Sanprit Nayan judged the final presentations. Mr. Madhvapaty is the founder of Havish M Consulting and an expert in the analytics field. Mr. Nayan is an alum of IIT(BHU) with experience in analytics across established corporates.

ProdUX - The Product Management Festival

The flagship event of bITeSys Club was conducted for the first time, including various sub-events revolving around the theme. Quizzes, Product & Wireframing case study competition, and a Speaker Session were coordinated. The Keynote Speech was by Mrs. Bhanu Anupama Atmuri, Director of Product Management at Observe.AI. The topic for the interactive session on February 23rd was B2B SaaS Product Management, and the student community appreciated it.

Trekking the historic trail

MBA is all about tests, quizzes, projects, case competitions, and placements. But here at IIM Shillong, it's more than that. It is about forming lifelong bonds by doing activities beyond the scope of one's general MBA. In this spirit, team EcoBiz, organised a trek for PGP22 to **David Scott trail**.



It was a 16 KM trek that took the cohort deep into the heart of the east Khasi hills. It was no easy feat, as it put the students' fitness to the test with steep hills, rocky terrain, and narrow bridges. Challenges are nothing new for PGP22, and just like any other challenge, PGP22 completed the trek with aplomb. The platoon reached the end and enjoyed Maggie together as they took in the serene and calming views. The students clicked photos and made memories they will cherish for life before packing up and marching back to end a tiring yet enjoyable day.

Zenith

In the blossoming month of February, Zeitegeist Club hosted their annual flagship event Zenith, which brought together students across the campus. The event featured an array of activities,

The event featured an array of activities, including speaker sessions, **Talaash** (treasure hunt), **Ashwamedha** (Annual Quiz), **Abhiviyakti** (Defend your most controversial opinion), **Saaransh** (Prepare a CV of your favorite fictional character, and **Ekantaar** (Write an alternate ending to your favorite movie/TV series).

The event started with the speaker sessions, which saw eminent speakers like **Mr. Arun Maira, former Chairman BCG, ex-TAS, former Planning Commission member** and a literature enthusiast, and the **renowned writer, poet, and Sahitya Academy Award winner Ms. Arundhati Subramaniam** among others. They shared their experiences and insights with the students. They spoke on various topics ranging from literature, philosophy, and social issues, inspiring the students to broaden their horizons and think critically.

The treasure hunt Talaash, where the participants had to follow clues and solve riddles to find hidden treasures on the college premises. The treasure hunt was a hit among the students, who enjoyed the thrill of the chase and the satisfaction of solving puzzles. The treasure hunt boosted morale and gave a new life to campus rejuvenating everyone's spirit.

Ashwamedha, Saransh, Abhiviyakti, and Ekantaar were four competitions held under this year's Zenith for students on the campus and across the B-school community of India. Ashwamedha was a quiz competition that tested the students' knowledge in various fields. Abhiviyakti was an extempore competition where the participants engaged in heated discussions on self-chosen issues that they deemed controversial and put forth their views on the same. The competitions were intense and brought out the best in the students both in campus and across the business school community in India.

Overall, the event was a resounding success, providing the students with an opportunity to learn, explore, and showcase their talents. The organizers deserve praise for putting together such a well-organized and engaging event, which will be remembered by the students for a long time.

Ranbhoomi and BPL

To battle it out for your comrades is one of the highest honors! Ranbhoomi - The war of the wings was conducted between 10 hostel wings across campuses. It included many individual sports such as Table tennis, Badminton, and team sports such as Volleyball, Throwball for girls, Basketball, etc. Hostel Wing C came out on top with 13 points, followed by H2+H1 ground floor and A wing tied at 11 points each. For girls, the C wing won, and the D wing was the runners-up.

The flagship football tournament of IIM Shillong, the Bamboo Premier League, kicked off its 15th edition on 24th January 2023 with the final being played on 2nd February 2023. The tournament was played on the new football ground in Umsawli after it was inaugurated by the honorable director Dr. D.P. Goyal sir. An exhibition match between faculty/staff and the students was also conducted where the faculty/staff team won by 4-0. Further, BPL 15 also featured a Futsal match for girls.

The tournament featured 5 teams decided by an auction of players. These teams played a single round-robin and a final match. The Final match was befitting for the tournament as it went to the penalties after extra time. After a score of 2-2, The Dark horse won

in the penalties by converting 3 out of their 4 penalty kicks while team Black Jacks could only convert 2 out of their 5. The tournament was thrilling and was thus enjoyed by all.

Pre-Farewell Event

The Waltz – Dance Workshop and Pre-Farewell event was conducted by the Cultural Committee of IIM Shillong. It was a fun-filled and exciting experience for everyone involved. The workshop held gave the students a chance to learn some new dance moves and get them excited for the upcoming farewell party.

The workshop started with a brief introduction by the instructors, who covered the Bollywood Dance style in their workshop. The students were divided into pairs where the instructors taught them some basic moves and gradually increased the difficulty of the routines as the workshop progressed.

The pre-farewell event was held the next day after the dance workshop and was a chance for the students to show off their newly acquired dance skills. The event also had some fun activities and games which involved everyone.

The night was concluded with a DJ Night where everyone danced to their hearts. As the event came to an end, there was a palpable sense of satisfaction in the air, knowing that everyone had given their best and had a great time doing so. The Dance Workshop and the Pre-Farewell event will surely be remembered as one the highlights of this year, and the students can look forward to more such events in the future.

Hult Prize - On-campus round

Hult Club, IIM Shillong organized its annual flagship event, on-campus finals of the Hult Prize on Monday, 27th February, 2023. The event is organized to motivate and challenge the students into developing sustainable business ideas that can not only help grow their profits but also improve the sustainability of this nation. This year, participants were required to weird their needles in the fashion industry as they came up with some amazing and unique ideas for sustainable fashion businesses.

Several renowned judges graced the floor as they grilled the participants on their ideas and gave their valuable input. The judges came with vast experience and varied knowledge-

1. **Arun Pandit**
2. **Arvind Chhipa**
3. **Sneha Bagrecha**
4. **Daniel Syiem**
5. **Vishakha Bansal**

With around 40 registrations in the beginning and a grueling round 1, only 6 teams made it to the finals, wherein 2 teams found their idea to be the most interesting and sustainable by the judges. The winners of the campus finals will now be provided an opportunity to present their business idea at regional summits to be held in Mumbai and will get one step closer to winning the acclaimed USD 1 million.

Podium – Mr. Raj Nair

IIM Shillong, on 22nd February 2023, hosted Mr. Raj Nair, Chairman of Avalon Consulting, for our flagship guest lecture series.

The topic for the session was a very interesting one – 'Overcoming the Naukri Mentality'. Mr. Raj Nair comes with a vast experience of over 30 years, where he has been a keen participant in the startup culture, with various investment projects in start-ups.

This time around, the Podium came with a twist, as it was conducted in the format of a panel discussion. Along with the guest, the panel was graced by Prof. Parijat Upadhyaya, Associate Professor - Information Systems and Analytics Area – at IIM Shillong. Other panelists included participants from our PGP and PGP-Ex Programmes, Mr. Karan Agarwal and Mr. Shubhang Mehta, both coming with experience in founding their own start-ups, over the past few years.

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The discussion started with pondering over what it means to have the Naukri mentality, and how individuals can go about overcoming it. There were discussions over where India stands within the startup ecosystem. All the panelists shared the valuable understandings that they have gained through their life experiences.

The session ended with a Q and A session, where the curious participants made the session interactive with their inquisitive and engaging questions, gathering useful learnings from the panel.

Union Budget – Panel Discussion

Indian Institute of Management Shillong hosted a panel discussion on the **Union Budget 2023**. The event was conducted online on 6th February, 2023. This event is an **annual initiative of Niveshak**, the Finance and Investment Club of IIM Shillong. The Panel comprised eminent personalities - **Dr. V. Anantha Nageswaran, Chief Economic Advisor to the Government of India, Mr. Dharmakirti Joshi, Chief Economist, CRISIL, and Mr. Anand Singh Bhal, Ex Principal Economic Adviser to the Government of India. Mr. Dinesh Narayanan, Co-founder and Editor at The Signal, moderated the discussion.**

The discussion began with Dr. Nageswaran taking the audience through a brief overview of the Budget 2023. This was followed by a question-and-answer session moderated by Mr. Dinesh, wherein he asked questions related to estimates on how the capital expenditure will play out in the coming year and how it will boost the overall economy. Here, Dr. Nageswaran emphasized the requirement of the multiplier in the economy coming down, and that real estate and construction would be significant drivers in employment generation. Mr. Bhal stressed that the economy needs to shift from agriculture-focused to low-scale manufacturing to high-

value-intensive manufacturing.



Mr. Joshi talked about the Green Economy, the targets for Net zero saying that there are two aspects to these – the Food Economy and Manufacturing Sector.

Toward the end of the session, Mr. Dinesh moved the conversation towards the panellists' views on the biggest challenges being faced by the country. The discussion was followed by a thorough Q&A round from the audience with students and faculty members of IIM Shillong. Overall, it was a highly interactive, insightful session that helped enhance everyone's understanding of the Union Budget 2023.

CONGRATULATORY NOTE



Congratulations for emerging as National Winners at Mark Mania - A case study competition organized by **Hero MotoCorp** at **IIM Lucknow**.

