

Hello
Spring!

THE PINE CHRONICLE

News, Views and Creative Expressions

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FACULTY DESK

Strategizing in Microblogging space: Twitter vs. Threads

Last two decades witnessed the rise of digitalization and use of social media platforms which made the information flow easier as well as helped in creating social infrastructure. Moreover, information environment is becoming extremely volatile and uncertain with the advent of plethora of global/local social media platforms and online communities. Microblogging is the domain that is recently ventured by Instagram (Meta) by launching one associated app "Threads" in nearly hundred countries excluding European Union nations. As far as the attractiveness and competitive landscape of microblogging industry is concerned, it seems to be an attractive industry assessing on the following five dimensions. Firstly, it is clearly a Twitter Rival app. Twitter is going to lose 5.14% of the users by 2024 as per estimates and already a 25% decline in the tweets is observed after the acquisition of Twitter by Elon Musk. Instagram is just going to fill this space of microblogging by bringing loyal userbase of Instagram to 'Threads'. Though, the competitive intensity or rivalry is high but Instagram just oriented the users from Instagram to this new platform without any extra efforts. Secondly, the entry barriers are very low due to ongoing technological advancements and the prevalence of mobile environment and 'Meta' is a proven tech giant. Next, the bargaining power of users is also moderate because users are mostly disgruntled users of Twitter but they are of niche demographic who are fond of meaningful microblogging. Suppliers are primarily providers of data, storage, software and servers. Seeing the popularity of all prior products of Meta, Threads is also a promising customer for the providers cum suppliers but it is indisputable to say that the role of the suppliers is crucial. This crucial nature and specificity of suppliers are making the supplier power moderate. Lastly, Threads is a perfect substitute platform of Twitter and in future, there may be a different platform capturing the same audience. Hence, threat of substitutes is very high. Hence, Meta should not be overwhelmed by the dynamics of attractiveness and initial user logins because actual userbase will be a different figure. This diversion also raises a strategic question, how sustainable microblogging model of Twitter is in 2023 and how 'Threads' will be in years to come. Nonetheless, it will be interesting to observe the

comparable usage pattern of 'Twitter' and 'Threads' in 2023 and how Instagram will be able to gain competitive advantage through its brand image and engaging platforms, which incorporated emotional connection through the use of feeds, threads and stories.



Prof. Sheetal

INTERNATIONAL COLLABORATIONS



ABOUT NUKSA

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

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In order to discuss potential academic collaborations between the two institutions, Prof. D. P. Goyal, Director, IIM Shillong, and Prof. Parijat Upadhyay, Chair Alumni and ER, visited **Nanyang Technological University (NTU)** in Singapore and met Prof. Nigel Phang, Associate Dean, Nanyang Business School.



IIM Shillong signed an MoU with **Universitas Gadjah Mada, Indonesia**. This MoU permits the exchange of scholars, faculty members, professional staff members, students, and academic information between both institutions.

An MoU was signed between IIM Shillong and **Sunway University SunwayU** to enhance international collaborations between both institutions. The MoU was signed by Prof. D P Goyal Director IIM Shillong and Prof. Sibrandes Poppema, President, Sunway University.

While education is one of the prospective areas for collaborations between Southeast Asian nations, such collaborations will enhance:

- o Student exchange
- o Joint research
- o Faculty exchange and visiting scholars
- o Any other initiatives to enhance academic collaborations.



The ceremony was graced by Prof. Marc Lim, Dean, Sunway University Business School, and Prof. Parijat Upadhyay, Chair, Alumni and External Relations.

TIMELINE

Student Residence Inaugurated

The new student residence, named after the legendary freedom fighter of Meghalaya, U Tirof Sing Syiem, was inaugurated at IIM Shillong’s Umsawli campus. The newly constructed student residence was dedicated to the students by Shri Shishir K. Bajoria, Chairman of the Board of Governors, and graced by Shri Atul C. Kulkarni, Chairman of the Building and Works Committee and Member of the BoG, and Prof. D. P. Goyal, Director IIM Shillong,

along with esteemed faculty, officers, and staff of the Institute.



New Batch on Campus



On the 16th and 17th of June, the registrations began for the 16th PGP batch of IIM Shillong as the Umsawli Campus hosted the new aspirants and their parents. The participants of the new batch were all very excited to be starting their new journey as they started arriving on campus.

Participants of the new batch and their family members were seen to be enthusiastically exploring the campus, as they appreciated the beauty of the scenic Umsawli Campus. Several interaction sessions were also organized where the parents were presented with an opportunity to interact with faculty members, and get a glimpse into what the next two years look like.

Their excitement was palpable and really heightened the lively spirit of the campus as the senior batch welcomed their fellow juniors with excitement, and fervor, as they helped them settle comfortably into their new home.

As the inductions began, the new participants were given various learning and interaction opportunities with their seniors as well as their own batch. They were apprised about the various Clubs and Committees on campus and their functions. Several classes and foundation courses were also organized for the participants to ease them into their academics given that the batch is very diverse and comes from different backgrounds.



The new batch has started their journey in full swing and will continue to learn and grow as they embark on a lifetime experience with hope and excitement.

Symposium

IIM SHILLONG SYMPOSIUM
A Corporate Connect Series

Soumya Kushwaha
Co-Founder,
Leaf Round

Nishchay Nath
Co-Founder & CEO,
Leaf Round

To further enhance industry academia connect, the Institute started a new series "IIM Shillong Symposium." The initiative is aimed at providing industry insights to the first year PGP students from the very initiation, while the existing initiatives like PODIUM continues with this endeavour during their stay at the campus.

The first session of the Symposium took place virtually on June 22, 2023. The guest speakers for this session were Soumya Kushwaha and Nishchay Nath, the Co-founders of Leaf Round, a modern-age startup firm. The objective of the session was to enable students to connect with industry leaders, learn from their experiences, and gain valuable insights into improving their MBA education.

During the session, Soumya Kushwaha and Nishchay Nath shared their personal MBA journeys, highlighting key lessons and learnings from their corporate experiences and their entrepreneurial ventures. The discussion encompassed topics such as the challenges and rewards of starting a business in today's world, as well as the application of MBA knowledge in real-life scenarios.

As the session drew to a close, the students had the opportunity to engage with the guest speakers through a Q&A round. This interactive segment allowed them to seek clarification, address doubts, and delve deeper into specific areas of interest. The exchange of ideas and information proved to be immensely insightful for the students, who gained valuable insights into the practical application of their MBA education.

Overall, the Symposium's inaugural session served as an exceptional platform for the first-year students at IIM Shillong to interact with industry leaders and gain exposure to real-world experiences. The event's focus on corporate connections and practical knowledge will undoubtedly equip these students with a broader perspective and a deeper understanding of the business landscape.

Legacy Unite

HEMANT BHARGAVA
CHIEF SALES MANAGER
TATA TISCON RETAIL-NORTH
PGP BATCH 2010-2012

HARSHVARDHAN SHARMA
HEAD AUTO RETAIL PRACTICE, NOMURA
PGPEX BATCH 2013-2014

JAKIL DEDHIA
INDIA HEAD TRADING & RISK, LUXOFT
PGPEX BATCH 2013-2014

UMAMAHESWARAN B S
VP LARGE CORPORATE GROUP,
KOTAK MAHINDRA BANK
PGP BATCH 2009-2011

HITESH KHATPALANI
DIRECTOR OF PRODUCT MANAGEMENT
FLIPKART
PGP BATCH 2011-2013

MOHIT KHEMKA
FOUNDER'S OFFICE-STRATEGY
INFRAMARKET
PGP BATCH 2008-2010

GEETHA MADHURI PUNYALA
BATCH OF 2008-2010
MANAGING DIRECTOR AT
DUFLOA AGRICULTURE PRODUCTS PVT LTD

In a collaborative effort between the Student Council and the Alumni Committee of IIM Shillong, a series called "Legacy Unite" was organized which aimed to facilitate alumni connect sessions for the incoming batch of PGP'23 during the month of June. This is in addition to the regular Corporate Alumni Workshops.

The Legacy Unite series provided the new batch of students with a unique opportunity to explore and resonate with the diverse experiences, and rich heritage of their valued predecessors.

The series comprised five sessions, each featuring distinguished alumni from various professional backgrounds and different PGP batches. The first session welcomed Hemant Bhargava from the PGP batch of 2012-2014, currently serving as the Chief Sales Manager at TATA Tiscon Retail- North. The second session featured two alumni from the PGPEX batch of 2013-2014: Harshvardhan Sharma, Head of Auto Retail Practice at Nomura, and Jakil Dedhia, India Head of Trading and Risk at Luxoft. Umamaheswaran B S, a member of the PGP batch from 2009-2011 and currently the VP of the Large Corporate Group at Kotak Mahindra Bank, graced the third session. The fourth session included Hitesh Khatpalani, an alumnus from the PGP batch of 2011-2013, who holds the position of Director of Product Management at Flipkart. The next session of the series featured Mohit Khemka, a member of the PGP batch from 2008-2010, who currently works in the Founder's Office-Strategy at Inframarket. Concluding the series was a session with Geetha Madhuri Punyala, an alumna from the PGP batch of 2008-2010 and currently the Managing Director at Dufloa Agri Products Pvt. Ltd.

Overall, the Legacy Unite series facilitated meaningful interactions between the incoming students and the experienced alumni, providing invaluable insights and a glimpse into the path that lies ahead for the new batch. The sessions were highly interactive, covering a wide range of topics from corporate learning to campus life management. The series received great appreciation from the junior batch, who found the sessions immensely helpful and informative.

Through the Legacy Unite series, IIM Shillong successfully fostered a strong connection between the current and former students, fostering a sense of belonging and shared experiences within the institute's vibrant community.

MDP on "Project Financing and Execution"

The MDP on "Project Financing and Execution" sponsored by Department of Economic Affairs, Ministry of Finance, Govt. of India was organized from 12th to 16th June, 2023 in IIM Shillong Campus.

Altogether a diverse group of 31 participants from across India attended the training program. The inaugural program was presided by Prof Rohit Joshi (Chairperson MDP & Consultancy) where he shared that the objective of the training program is to facilitate collaborative peer learning and to bridge the gap between technical and financial aspects of Project Management.

The five-day training program was coordinated by Program Director(s) Prof. Neelam Rani and Prof Kailash Choudhary from IIM Shillong.



Yoga Day Celebration at IIM Shillong: Embracing Unity through Vasudhaiva Kutumbakam

The Indian Institute of Management Shillong, witnessed a vibrant and enlightening celebration on International Yoga Day. The event at IIM Shillong, Umsawli was inaugurated by Director, Prof. D P Goyal, who symbolically lit the ceremonial candles, igniting a sense of unity and harmony among the participants.



The celebration commenced with an aura of tranquility as the participants, including students, faculty, and staff, gathered in the serene surroundings of the campus.

Prof. D P Goyal, in his opening address, emphasized the significance of Yoga Day and its connection to the theme of Vasudhaiva Kutumbakam, which translates to "the world is one family." He spoke eloquently about how yoga transcends boundaries, uniting individuals from diverse backgrounds, cultures, and nationalities.

"Yoga is a timeless practice that goes beyond language, religion,

or nationality limitations," Prof. Goyal expressed. "It teaches us to embrace our similarities, appreciate our differences, and recognize that we are all part of one interconnected global family."

He further highlighted the relevance of Vasudhaiva Kutumbakam in the modern world, which faces numerous challenges requiring collective effort and compassion. The concept of unity and oneness, as encapsulated in this ancient Indian philosophy, has the potential to foster understanding, empathy, and cooperation across nations.



Following the Director's speech, a team of yoga instructors from North Eastern Institute of Ayurveda & Homeopathy (NEIAH) guided the participants through a series of asanas (postures), pranayama (breathing exercises), and meditation techniques.



As the participants immersed themselves in the practice, an overwhelming sense of harmony and unity pervaded the gathering. The IIM Shillong community truly embraced the spirit of Vasudhaiva Kutumbakam, acknowledging the interconnectedness of all beings and celebrating diversity.



The event concluded with a joint meditation session, during which everyone joined in silence, fostering a deep sense of introspection and interconnectedness. The participants left the venue with renewed energy, a refreshed mind, and a deeper appreciation for the universal values promoted by yoga and Vasudhaiva Kutumbakam.

As the candles burned brightly, their light symbolized the illumination of minds and hearts, igniting a spark of unity that will continue to inspire and guide the IIM Shillong community in their pursuit of knowledge, growth, and service to humanity.

Dr. R. Balasubmaniam, Member (HR) / Secretary to Govt. of India, Capacity Building Commission visited the Institute on June 28, 2023 to explore intellectual support for capacity building in the civil service sector.



OFFBEAT

Find yourself before you slip away Well, I too had read some books in my years of despair, when I was trying to get out of something I did not even know what it was. So, the whole self-discovery thing made absolutely no sense to me.

I am talking about the 2015s when the whole being low and not the best version of yourself was thought of as excuse and I don't know but some of us may still think the same.

The first book I read was 'Autobiography of a Yogi' and it did strike something in me. So much so that it has become my go-to book whenever I wanted to liberate myself.

I am always fascinated by what we had in the past. The wonderful picturesque nature and a guru propagating knowledge to a bunch of disciples who were subjected to not only mental rigour but also taken on a journey to push them to discovering themselves.

So, our ancestors weren't just dedicated to one cause. They could perceive medicine, philosophy, and astrology all together because, at the end of the day, as sentient beings, that's what we are here for: to explore and observe.

However, the changing times have diminished the true purpose of exams and curricula. Nowadays, they often revolve around obtaining good grades, securing a decent job, and mindlessly going with the flow. We find ourselves merely skimming the surface, overwhelmed by the multitude of tasks and responsibilities.

There is just too much to take and we are living on the surface.

Now, it makes so much sense to me realise that when people die, they have that expression of bewilderment-their mouths agape. In those fleeting seconds, everything unfolds before their eyes, revealing the true nature of existence.

So, to continue my story, I too was a factory-made student, excelling in everything, always aiming to please my parents and adhering to what was considered right. I poured my efforts into quizzes and tests, solely to maintain good grades from the very beginning, even though it didn't resonate with me. Nevertheless, it earned me praise from my parents and teachers.

It's important to do everything with involvement but that involvement should come from within. I only grasped this profound truth when I descended into the depths of depression. It was a life altering experience that shattered my previous complacency. Before that, I had never bothered to explore the workings of my inner self and the intricacies of my mind.

Education on superficial level can only boost the superficial self. The identities that our minds fiercely guard at all costs. Hence, any activity where we are tested or evaluated brings forth anxiety. Thankfully I have been thrashed by life enough to shed off most of my identities and ego. Embracing the identity of a "nobody" has made life simpler, for when we have nothing, we possess everything.

I failed to excel in my twelfth-grade exams and couldn't pass any engineering entrance tests—a significant blow to someone who had always strived for the top.

While my friends were fretting at earning just a lakh a month, I was assuring them of good times while making twenty-five thousand a month.

I never aspired to indulge in luxurious vacations or savour coffee from upscale cafes like Starbucks to attain happiness. My happiness should not be contingent upon worldly success. I find joy in sipping tea from a humble local tapri, wholeheartedly content wherever life takes me.

You see, I have lived and relished the life of mediocrity. Writing self-reflective journal entries holds as much importance to me as any other pursuit. My time spent with my plants in my room is sacred.

Again, this all may seem blabbering because initially it made no sense to me too. It was only when no number of external activities could soothe my restless mind that the truth began to crystallize. We tirelessly search for external engagements and goals, erroneously linking our happiness to their attainment, all because we have been conditioned by our parents, teachers, and society to believe that success equals happiness.

Yet, no one informs us that we must prioritize self-care. I recently listened to a speech by Sadhguru, who poignantly remarked, "As children, people had to make efforts to make you cry, but anything could make you happy. One simple toy sufficed. Today, people have to make tremendous efforts to keep you happy."

Only when we are happier than yesterday, we can be said to be moving forward.

Today I got a chance to complete the movie-Tamasha. While its impact may not resonate with everyone, it struck a chord deep within me. The child who loved to indulge in stories had to leave it all and become a clone of every other grown up to appease all. But are we really happy just making everyone and ourselves clone of each other's? The living, breathing world we inhabit is being transformed into a factory by the forces of modernity.

We can attend countless classes on sustainability and environmental consciousness, but for trees to truly matter to us, they must reside within our conscious awareness. Nature, the environment, and we ourselves are alive. Let's just be more empathetic and loving towards everyone, including ourselves. Let's prioritize doing things that hold personal meaning for us. Let us not die while we are alive.

I would like to put here a quote which I wrote on **Your Quote-**

"Children don't know how to be sad
They know how to chuckle and play around
A happy individual is the greatest gift
One unhappy child
Is one unhappy adult
And then it can be one unhappy house
While we bemoan trivial matters,
Life slips through our fingers like sand.
The wisest among us will always be the happiest."

**Sanskriti Purayar
PGP 2023**

Overcoming Challenges: The EV Landscape in India: Electric Vehicles & EV Charging -Sustainable Mobility in India

As electric vehicles (EVs) gain traction in India, there are several hurdles that EV owners face on their journey towards sustainable mobility. Let's explore some of the key challenges and opportunities in the current EV ecosystem:

- 1. Range Anxiety and Limited Range:** EV owners in India often experience "range anxiety" due to the limited range of EVs. Although technological advancements are steadily improving the range, this concern remains.
- 2. Unreliable Charging Infrastructure:** A reliable charging infrastructure is crucial for widespread EV adoption. However, in India, both developed nations like the US and our own country face challenges in this area. But progress is being made!
- 3. High Operating Costs:** The cost of operating charging stations can be a deterrent for businesses and organizations looking to establish their presence in the EV charging space. It's an area that demands attention to drive further growth.
- 4. Consumer Preference for Internal Combustion Engine Cars:** Despite the growing popularity of EVs, most buyers in India still opt for cars with internal combustion engines. Encouraging a shift in consumer preference is vital for a greener future.

Amidst these challenges, innovative companies are stepping up to transform the EV landscape in India. For instance, BPCL has emerged as a key player, boasting the second-largest network of EV chargers across the country, only after Tata Power.

Furthermore, smaller, agile companies like Chargezone, Statiq, Ather energy, Ola Hypercharger, Exicom EV charging, and Zeon are introducing solutions with significantly lower downtimes, intensifying competition in the oil-marketing space.

CPO is an eMobility industry participant that builds and manages electric vehicle charging stations. They acquire and install equipment from several vendors (one that manufactures charging station components such as chargers, plugs, and so on) and manage the network infrastructure to make EV charging simple and seamless. To put it simply, they own the charging station as you could see their name on the charging stations.

To facilitate EV charging, there are now over 50 aggregator apps in India, listing chargers from various charging point operators (CPOs). This evolving ecosystem is simplifying the charging experience for EV owners.

Nevertheless, several issues can hinder the smooth functioning of EV chargers. Factors like lack of requisite grid load and delays in load enhancement can cause chargers to appear offline on tracking apps, despite being in working condition.

Addressing these concerns requires collaboration between local distribution companies and electricity boards to upgrade infrastructure and ensure uninterrupted charging services.

By acknowledging and working towards resolving these challenges, we can create an ecosystem that fosters sustainable mobility and accelerates the adoption of electric vehicles in India. Let's drive towards a greener future together!

**Diganta Roy
MBA WE 2022**

ODE

SHE/HER

Once in a city there lived a pretty girl
Who everyday smiled into mirror and got ready for life's swirl

She thought this journey would be jolly and fun
But she wasn't aware about the race she has to run

She's not a girl with huge dreams in her eyes
She likes to figure it out as the time flies

She fell, she laughed, she cried, she fought
There were even times when she lost everything she had got

She ran in the race faster and wild
Leaving all sorrows and worries far far behind

Once she realised that she's tired of being grown
All that she craves this time is her loving home

In this journey she no more wanted to blankly touch the skies
Because luckily her every step made her realise where her true happiness lies.

**Sakshi Gabhale
PGP 2023**

