FACULTY DESK

Rise of Generative AI and Business process Re-engineering - Dr. Varsha Mamidi

Generative Artificial Intelligence, Gen Al in short, belongs to the broader category of Al models. Gen Al generates new content based on its learnings from the existing content. This process is called training. It has an immense potential in generating content, problem solving and creative areas such as writing articles, stories, creating images, music, videos and more, that require human like creativity. With its capability of doing many tasks that were previously done by humans, Gen Al can increase efficiency and productivity of businesses by opening new opportunities.

The journey into Gen AI started with the evolution of AI in the mid-20th Century. At the start, AI was predominantly rule-based where input was processed on a set of predefined rules, to produce output. While rule based systems were effective for simple tasks, they struggled with complex and dynamic situations. The rigidity in these systems gave rise to machine learning models that learn patterns from training data and apply those patterns to make predictions or decisions. Building on the machine learning models, Gen AI models generate new data based on the patterns in the training data. This ability to create new data allows generative AI to excel in a wide range of applications, including natural language processing, image synthesis, and more.

Al encompasses a variety of models. Three most prominent models are GANs (Generative Adversarial Networks), VAEs (Variational Autoencoders), and large-scale transformers. GPT, a Generative pre-trained transformer large language model is an example of generating content from text and DALL-E is an example of generating digital images from text using deep learning methodologies.

As part of my research work, to understand how businesses are leveraging on this new technology, I am interviewing several companies that are embarking into Generative AI practice. During one such interview, the head of automation at a consumer-packaged goods (CPG) organisation, discussed the pain points in their Pay to Procure (P2P) process flow that has six steps from procurement to payment. Research suggests that P2P processes have around 50% value leakage due to lack of compliance. Also, there is poor data visibility and poor collaboration.

This particular CPG Organization undertook a conversational AI

based Chatbot Development project, aimed at developing a chatbot that will provide support to the suppliers of products or services. The chatbot will assist the suppliers as well as employees with their queries and concerns related to the company's services, and operations. The chatbot will be developed as an Al-powered conversational interface that will be integrated into the company's website (supplier web page) and internal application. For instance, Generative Al tools such as ChatGPT can analyze vast amounts of data and provide insights on market fluctuations and searching for new suppliers, products and capabilities to help secure better deals. They can also help bridge communication gaps between procurement teams and suppliers. By using AI to draft emails, facilitate negotiations and clarify requirements, procurement professionals can improve efficiency and foster better relationships with suppliers. In comparison to the existing chatbot models, conversational Al bots that specialised on human-computer dialogue, improved the data flexibility and conversational efficiency, thereby increasing business efficiency manifold.

While the benefits of integrating Gen Al tools with business are many, the risks and challenges associated with implementing these tools demand careful consideration. Uploading privileged information into a generative Al platform may potentially lead to confidentiality and data privacy issues. Using Al tools could raise copyright liabilities, as the models use source data in ways that arguably infringe on IP. There is also a risk of false information as an LLM tool like ChatGPT, may get information from disreputable sources due to which the Al may confidently suggest a false or nonsensical answer, a phenomenon which some experts have labeled "hallucination."

ABOUT NUKSA

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

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In summary, Gen Al models broadly, and conversational Al in specific, have emerged as a transformative force in re-engineering the business processes. It promises to revolutionise industries and empower them. However, it also demands responsible development, ethical considerations, and a thoughtful approach to ensure its positive impact on society.



Dr. Varsha Mamidi

INTERNATIONAL COLLABORATION

IIM Shillong and Bayes Business School Explore Academic Collaborations

In an exciting development, the esteemed institutions of IIM Shillong and Bayes Business School, University of London, are in the initial stages of discussions to explore potential academic collaborations. These discussions were led by Prof. D P Goyal, Director of IIM Shillong, and Prof. Dirk Nitzsche, Associate Dean for International Relations at Bayes Business School.



The meeting aimed to identify areas of mutual interest and opportunities for collaboration in the field of business education and research. Both institutions recognize the importance of fostering global partnerships to enhance the quality of education and research in today's interconnected world.

Stay tuned for more updates on this exciting academic collaboration between IIM Shillong and Bayes Business School, University of London.

Prospective Academic Collaborations Discussed Between IIM Shillong and Swansea University

Prof. D P Goyal, Director of IIM Shillong, recently met with Prof. Yogesh Dwivedi and Prof. Paul Jones of Swansea University's School of Management. The purpose of this meeting was to explore potential academic collaborations between the two institutions. Exciting opportunities lie ahead!

Stay tuned for more updates on this promising partnership.



Prospective Academic Collaborations Discussed Between IIM Shillong and Aston University, Birmingham

During his recent visit, Prof. D P Goyal, Director of IIM Shillong, met with Prof. Pawan Budhwar, Associate Deputy Vice Chancellor of Aston University, Birmingham, UK. The purpose of this meeting was to explore potential academic collaborations between the two esteemed institutions.



Both Prof. Goyal and Prof. Budhwar discussed various avenues for collaboration, including student exchange programs, joint research initiatives, and opportunities for academic and cultural exchange. The meeting was characterized by a shared commitment to enhancing the academic experiences and opportunities for students and faculty at both institutions.

Further discussions will be held to solidify the terms and areas of collaboration, paving the way for a promising partnership between IIM Shillong and Aston University.

Stay tuned for updates on this exciting academic collaboration.

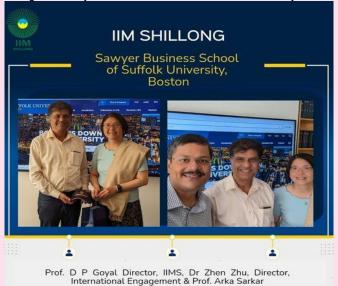
Fostering Academic Collaboration: Meeting Between Prof. D. P. Goyal and Suffolk University's Sawyer Business School

Prof. D. P. Goyal, Director, recently held a meeting with Dr. Zhen Zhu, Director of International Engagement, and Prof. Arka Sarkar, a faculty member, at Sawyer Business School, Suffolk University, Boston, US. The purpose of the meeting was to explore potential academic collaborations and partnerships between the two



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institutions. This signifies an effort to establish meaningful academic connections and expand opportunities for cooperation between IIM Shillong and Sawyer Business School at Suffolk University.



Fostering Academic Collaborations: Director's Visit to Babson College, Boston

Prof. D P Goyal, Director of IIM Shillong, recently embarked on a visit to Babson College located in Boston, United States, to explore potential academic collaborations between the two esteemed institutions.

During the visit, Prof. Goyal engaged in discussions with counterparts at Babson College to explore and discuss various avenues for collaboration. The focus revolved around forging partnerships in academia, research, and knowledge exchange, aiming to strengthen the educational ties between the institutions.

Babson College, known for its expertise in entrepreneurship and business education, and IIM Shillong, a prestigious Indian management institution, represent two distinct yet complementary centers of excellence in the field of business and management.

This visit signifies a commitment to fostering international academic alliances and enhancing the global reach and impact of both institutions. Such collaborations often lead to enriching opportunities for students, faculty, and researchers, ultimately contributing to the advancement of knowledge and innovation in the field of business education.

The outcomes of this visit hold the potential to open doors for meaningful academic partnerships and further strengthen the educational landscape at both IIM Shillong and Babson College.

Prof. D. P. Goyal Invited as Guest by Harvard Business School

We are delighted to share exciting news regarding Prof. D. P. Goyal, Director of our institution. Prof. Goyal was recently invited by the prestigious Harvard Business School (HBS) as a guest participant for the Global Colloquium and Participant-Centered Learning Programme. This invitation is a testament to his expertise and leadership in the field of education.

The Harvard Business School's Global Colloquium and Participant - Centered Learning Programme represents HBS's

commitment to adapting innovative learning models and curricula while preserving their distinct methods and traditions. It brings together renowned educators, scholars, and leaders from around the world to engage in meaningful discussions and collaborative initiatives to advance the future of education.



Prof. Goyal's participation in this initiative not only reflects his dedication to exploring cutting-edge educational practices but also signifies the recognition of his contributions to the field. It presents an exceptional opportunity to exchange ideas, gain insights from global experts, and contribute to shaping the future of education.



We eagerly anticipate the knowledge and experiences that Prof. Goyal will bring back from his participation in this esteemed program, which can potentially enrich our institution's educational practices and benefit our academic community as a whole. We extend our warmest congratulations to Prof. D. P. Goyal for this remarkable achievement and look forward to the positive impact it will have on our institution's educational landscape.

Prof. Wilfred Ukpere's Visit to IIM Shillong for Joint Research Project

Prof. Wilfred Ukpere, hailing from the University of Johannesburg in South Africa, recently paid a visit to IIM Shillong as part of an ongoing joint research project. The project is centered on a Bilateral Framework focusing on "Cross-Border Business Alliances Between Indian and South African Firms: Investment, Trade, Human Resource & Policy Implications in Cross-Cultural Context."

During his visit, Prof. Ukpere engaged in collaborative research discussions with members of the IIM Shillong community. The project aims to delve into the intricacies of cross-border



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business partnerships between Indian and South African firms, examining aspects related to investment, trade, human resources, and policy implications in the context of cross-cultural dynamics.





This collaboration holds great promise for generating valuable insights and fostering academic and research exchange between the University of Johannesburg and IIM Shillong. It highlights the commitment of both institutions to contribute to the understanding of international business dynamics and cross-cultural implications in the ever-evolving global economy. We look forward to the outcomes and contributions that will emerge from this significant research endeavour.

TIMELINE

Exploring Community-Based Tourism in North East India

A 2-day Symposium on Community Based Tourism in Northeast India commenced with an inaugural ceremony graced by Shri Temjen Imna Alongi, Hon'ble Minister of Higher Education and Tourism for the Government of Nagaland, who attended as the Chief Guest. The event was also attended by notable figures including Shri. Atul Kulkarni, Member of the Board of Governors (BoG), Prof. D P Goyal, Director of IIM Shillong, Shri. Gaigongdin Panmei, Financial Adviser of NEC, government officials, symposium delegates, and representatives from the tourism industry of the North Eastern Region (NER). This symposium was organized by the Dr. APJ Abdul Kalam Centre for Policy Research and Analysis and supported by the North Eastern Council (NEC).

During the Inaugural Ceremony Shri Temjen Imna Along, the Hon'ble Minister of Tourism for the Government of Nagaland, ignited a profound perspective on tourism. He emphasized that tourism should evolve into an immersive journey, one that weaves together the rich tapestry of North East India's diverse culture and breathtaking natural beauty.





Shri Along acknowledged that the evolving connectivity landscape has reshaped the tourism industry, opening doors to new opportunities. He encouraged collaboration in uncovering the unexplored gems of this region, fostering a spirit of experiential tourism that goes beyond mere sightseeing.

His visionary words set the tone for a symposium dedicated to exploring innovative ways to showcase the unique charm and heritage of North East India through community-based tourism, promising a brighter future for this remarkable region's tourism sector.

Shri. Atul Kulkarni, a Member of the Board of Governors, while

emphasizing on the transformative impact passionately highlighted the profound potential of Community-Based Tourism (CBT) during his address. He emphasized that CBT is more than just a travel style; it's a powerful bond that fosters meaningful interactions between travellers and local communities.

Mr. Kulkarni outlined the multi-faceted impact of CBT:

Cultivating Traditions: It plays a pivotal role in preserving and cultivating traditional practices, ensuring that rich cultural heritages endure.

Nurturing Resilient Economies: CBT contributes to the development of resilient local economies at the grassroots level, providing sustainable livelihoods for communities.



He stressed that education and empowerment are key factors in the success of this alternative tourism model. By educating both travellers and local communities and empowering them to actively participate in and benefit from CBT initiatives, we can unlock its full potential for positive change and mutual enrichment.

In his inaugural address Prof. D. P. Goyal advocated on the importance of synergy among tourism stakeholders to promote seamless experiences and elevate Destination Northeast. As an Institution of National Importance, IIM Shillong is committed to the region's growth, exemplified by the newly designed *Community Immersion Program*. This program aims to foster sustainable ideas and business models from rural communities, harnessing the potential of around 390 exceptional students to understand geographical and psychographic dynamics, ultimately contributing to rural communities with sustainable business models and ideas.



Shri. G. Panmei, IRS, Finance Adviser of NEC called for a Common Tourism Policy to reshape North-East's tourism. His



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Beyond ideation, Shri Panmei unveils a seamless tourist experience with a common registration process, emphasizing comfort and clarity. Sensitizing local populations to Community-Based Tourism infrastructure is key, including standardizing food menus, presentation, and aggressive marketing of local cuisines. The vision aims to enhance North East's tourism landscape.

The 2-Day Symposium concluded with a closing ceremony attended by prominent figures in the region. Shri Paul Lyngdoh, the Hon'ble Minister of Tourism for the Government of Meghalaya, and Chief Guest of the event was present, along with Smt. R. Lalrodingi, Advisor Tourism & Industry, NEC, who graced the occasion as the Guest of Honor.



During the ceremony, the Chief Guest, Shri Paul Lyngdoh, highlighted the natural beauty of Shillong and discussed the importance of the Tourism Policy. He cited Cherrapunji as an exemplary model of Community-Based Tourism. Furthermore, he emphasized the need for tourists to explore various regions of the North-East and suggested the importance of guided itineraries to promote tourism not only in Shillong but also in Assam, Nagaland, Arunachal Pradesh, and other parts of the North-East.

IIM Shillong's 77th Independence Day Celebration: A Day of Pride and Unity

It is with immense pride and joy that we share with you the highlights of our 77th Independence Day celebration. On the auspicious morning of August 15th, 2023, the IIM Shillong campus was abuzz

The ceremony commenced with a palpable sense of anticipation as our esteemed Director, Prof. D.P. Goyal, inspected the impeccably aligned guards stationed near the fluttering tricolor. The sight of our national flag soaring high was a poignant reminder of the sacrifices and struggles that have shaped our nation's journey to freedom. It instilled in all of us a profound sense of pride and belonging.



Prof. D.P. Goyal's address was a poignant reminder of our dual responsibilities - to our nation and to our institute. In his inspiring speech, he eloquently spoke about the progress and growth of our great nation, drawing parallels with the strides that IIM Shillong has made over the years. It was a call to action, urging us to contribute to the nation's development and uphold the values that define us as an institution.

One of the highlights of the celebration was the Award Ceremony, a heartfelt tribute to our outsourced staff members. The Chief Administrative Officer delivered a touching introduction speech, acknowledging the dedication and hard work of these individuals who often work tirelessly behind the scenes. Prof. D.P. Goyal, in a gesture of appreciation, personally presented the awards, acknowledging their indispensable role in the functioning of our institute.

Adding an extra layer of grandeur to the festivities, the students and members of the IIM Shillong fraternity graced the stage with mesmerizing cultural performances. The audience was treated to captivating dance performances choreographed to patriotic songs that tugged at our heartstrings. Poignant recitations of poems kindled the flame of love for our nation within us, leaving an indelible mark on our hearts.





The Independence Day celebration at IIM Shillong was more than just an event; it was a day filled with profound emotions, unity, and a renewed commitment to the ideals that our nation stands for. It served as a reminder of the sacrifices made by countless heroes who paved the way for the free India we cherish today.



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As we reflect on this memorable celebration, let us carry the spirit of Independence Day forward with us. Let us continue to strive for excellence in our academic pursuits and in our roles as responsible citizens, contributing to the progress and prosperity of our beloved India.

This Independence Day, we reiterate our commitment to shaping responsible leaders and responsible citizens, who will contribute to the growth and development of our great nation.

Jai Hind!

Mélange 2023: A Day of Nostalgia and Connection

On a day when the heavens wept, the hallowed campus of the Indian Institute of Management Shillong (IIM Shillong) came alive with the vibrant spirit of its alumni. The much-anticipated annual alumni meet, aptly named "Mélange," organized by the dedicated Alumni Committee, proved to be a resounding success. Despite the rain, it provided a heartwarming platform for esteemed alumni to reconnect with their cherished alma mater.



The day commenced promptly with the opening ceremony, which had been eagerly awaited. Professor Parijat Upadhyay, the Alumni Chair, set the tone with his warm and welcoming remarks, ushering in a day brimming with nostalgia and camaraderie. Following this, the revered Director of IIM Shillong, Prof. D. P. Goyal, took the stage to share insights into the remarkable journey of the institute and the invaluable role played by its alumni in shaping its narrative.

A moment of solemnity descended as a lamp-lighting ceremony marked the official commencement of the day's events. Faculty members and alumni congregated on stage, illuminating the lamp together. This symbolic act represented the unity and shared voyage of learning and growth that binds the entire IIM Shillong community.



The morning unfolded with lively conversations and animated exchanges as attendees indulged in high tea and snacks. It provided a delightful opportunity for alumni to mingle, reconnect with peers,

and engage in spirited discussions, blending professional accomplishments with cherished personal anecdotes.

As the day progressed, the event transitioned into a more informal yet engaging session named "Songbola." This segment witnessed enthusiastic participation from both alumni and faculty members, with music and dance infusing an atmosphere of joy and celebration. It was a moment for everyone to let loose and revel in the joy of the present.

When the clock struck 1 p.m., a special lunch awaited the alumni, providing them with an exclusive space to continue their conversations, relive shared memories, and savor a sumptuous meal.

The crescendo of Mélange 2023 reached its peak in the evening as attendees gathered at the Courtyard–Marriott for a gala dinner. The night was highlighted by a captivating live band performance that created a lively and enjoyable backdrop. This final segment of the event provided an ideal platform for networking, where alumni had the opportunity to forge new connections and strengthen existing bonds.

In conclusion, Mélange 2023 was a day filled with reflection, joy, and rekindled connections. Even amidst the rain, the spirit and enthusiasm of the alumni remained undeterred. It was a memorable occasion that successfully fostered camaraderie and reinforced the profound bond that alumni share with IIM Shillong.

The heartfelt gratitude goes out to all the alumni whose participation made this event a resounding success. Anticipation is high for many more heart-warming reunions in the future.

Ms. Sonali Nanda's Address on 'Decoding the Reality of Building Products' in IIM Shillong's Knowledge Connect Series

In a recent event, Ms. Sonali Nanda addressed PGPEX and MBA-WE students in a virtual session as part of the Knowledge Connect Series. The session revolved around the topic "Decoding the Reality of Building Products."

During the event, Ms. Sonali Nanda shared her insights and expertise, providing students with a comprehensive understanding of the intricacies involved in the process of developing products. The virtual platform allowed for an engaging and interactive exchange of knowledge.



The Knowledge Connect Series at IIM Shillong continues to serve as a valuable platform for students to gain practical insights from industry experts. Ms. Sonali Nanda's contribution to this initiative added significant value by offering students real-world perspectives on product development.



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The session was well-received by the students, and we extend our gratitude to Ms. Sonali Nanda for her informative and enlightening presentation, which further enriched the academic experience of our students.

Ayush Public School Students Visit IIM Shillong for Educational Exposure

In a bid to broaden their horizons and gain exposure to the world of management studies, 25 students from Ayush Public School in Jakhalabandha, Assam, embarked on a visit to the Institute.

The educational exposure tour was organized with the aim of providing these young minds with a first-hand experience of the academic environment and ethos that defines an institution like IIM Shillong. The visit is expected to offer valuable insights into the realm of management studies and higher education, thereby inspiring and nurturing their academic aspirations.





During their visit, the students had the opportunity to interact with faculty members, engage in discussions on various aspects of management education, and explore the serene campus of IIM Shillong. It was a day filled with learning and inspiration, as these young learners were exposed to the academic excellence and opportunities that await them in the world of higher education.

The outreach initiative reflects IIM Shillong's commitment to fostering educational growth and encouraging young talents from diverse backgrounds to explore the vast possibilities that the field of management offers.

"Empowering Awareness: DGP Meghalaya Police Illuminates IIM Shillong with Substance Abuse Prevention Lecture and Mesmerizing Silent Drill Showcase"

The "Lecture Cum Awareness Program on Substance Abuse Prevention" held on 29th August, 2023, at the Auditorium, marked an impactful and enlightening event aimed at raising awareness about substance abuse prevention.

The event commenced with a warm welcome extended to the attendees, who eagerly gathered to gain valuable insights into substance abuse prevention. Dr. Lajja Ram Bishnoi, IPS, Director General of Meghalaya Police delivered an engaging and informative lecture, shedding light on the importance of maintaining a healthy lifestyle and fostering positivity within the campus community.





Key Takeaways

- Health and Wellness: Dr. Bishnoi emphasized the significance
 of maintaining physical and mental well-being as essential
 components of a fulfilling life. He shared practical tips and
 strategies to adopt a healthy lifestyle, enabling attendees to
 make informed choices and prioritize their well-being.
- Substance Abuse Prevention: The core focus of the lecture revolved around preventing substance abuse. Dr. Bishnoi highlighted the detrimental effects of substance abuse on individuals, families, and society as a whole. He discussed the role of awareness, education, and community support in tackling this critical issue.
- Personal Responsibility: Attendees were encouraged to take personal responsibility for their choices and actions. Dr. Bishnoi underscored the importance of making informed decisions that align with long-term well-being and personal growth.



Following the lecture, attendees, furthered by the gathering of teaching and non-teaching staff of the Institute along with students were treated to a captivating **Silent Drill Demonstration** by the **"MEGHA SHAKTI Women Commando Warriors of SF-10,"** a unit of Meghalaya Police.



The "Lecture Cum Awareness Program on Substance Abuse Prevention" was a resounding success, delivering valuable insights and raising awareness about a critical societal issue. Dr. Lajja Ram Bishnoi's engaging lecture left attendees inspired and informed, while the Silent Drill Demonstration showcased the remarkable skills and dedication of the "MEGHA SHAKTI Women Commando Warriors of SF-10."



The event fulfilled its objective of providing a distinct learning experience and fostering positivity within the campus community.

THE PINE GARAGE

Valedictory Ceremony Marks a Successful Induction Program for Pragjyotishpur University's New Faculty Members

The Valedictory Ceremony for the Induction Program conducted for the recently recruited faculty members of Pragjyotishpur University was a momentous occasion, signifying the successful completion of an enriching journey for the university's newest academic members. The ceremony was a culmination of valuable insights, camaraderie, and the promise of a bright future for both the faculty and the institution.

The event, graced by the presence of esteemed dignitaries and senior faculty, began with a warm welcome address by Prof. Smriti Kumar Sinha, the Vice-Chancellor of Pragjyotishpur University. In his address, he emphasized the pivotal role of faculty in shaping the university's academic landscape and extended his best wishes to the newly recruited members.



The Valedictory Ceremony concluded on a high note with a sense of optimism and enthusiasm among the newly recruited faculty members. It marked the beginning of their journey as integral members of the Pragjyotishpur University family, poised to make significant contributions to the institution's growth and academic excellence.



As the newly recruited faculty members embark on their academic roles, the university looks forward to their continued dedication and contribution to its mission of advancing knowledge and nurturing future leaders.

Mr. Amit Raj Sinha, CEO of Sigachi Pharma, Inspires PGPEX Batch with Keynote on 'Aligning Business Strategy with Operational Excellence'

In an insightful session that left an indelible mark on the PGPEX batch Mr. Amit Raj Sinha, CEO of Sigachi Pharma, took center stage during the much-anticipated Lead_Speaker Series 2023. Mr. Sinha's address on 'Aligning Business Strategy with Operational Excellence' offered profound insights into the world of pharmaceuticals and business strategy.



Key Highlights of the Session:

- **1. Strategic Vision:** Mr. Amit Raj Sinha began by emphasizing the importance of having a clear strategic vision that aligns with the overall goals of the organization. He shared his personal journey and experiences in shaping Sigachi Pharma's strategic direction.
- **2. Operational Excellence:** The session delved into the critical concept of operational excellence, focusing on the strategies and best practices that have helped Sigachi Pharma optimize its operations while maintaining a commitment to quality and innovation.
- **3. Industry Insights:** Mr. Sinha shared valuable industry insights, discussing the challenges and opportunities facing the pharmaceutical sector in today's dynamic global landscape. His observations were a testament to his deep industry knowledge.
- **4. Interactive Q&A:** The session was followed by an engaging Q&A session, allowing the PGPEX batch to seek clarifications, share perspectives, and gain further insights into the pharmaceutical industry and strategic leadership.

Mr. Amit Raj Sinha's address resonated strongly with the audience, inspiring the future business leaders of IIM Shillong to explore innovative ways to integrate business strategy and operational excellence within their respective fields.



The LEAD Speaker Series 2023 continues to be a platform for thought leaders and industry experts to share their knowledge, enriching the learning experience of our students. We look forward to more inspiring sessions in the future.

THE PINE GHROW GAL

Historic Moment: Live Broadcasting of Chandrayaan-3's Lunar Landing at IIM Shillong

In a momentous occasion that captured the imagination of the entire nation, the Indian Institute of Management Shillong hosted a live broadcast of the Chandrayaan-3 lunar landing event. This historic event was watched by an enthusiastic audience, including students, faculty, and space enthusiasts, who gathered at the institute to witness this remarkable achievement.

The atmosphere at IIM Shillong was celebratory, with students, faculty, and visitors cheering and applauding as the Chandrayaan-3 spacecraft successfully landed on the lunar surface.





The event concluded with a reflection on the significance of India's space program and the inspiration it provides for future generations of scientists and engineers.

The live broadcasting of Chandrayaan-3's lunar landing at IIM Shillong was a testament to the institute's commitment to promoting scientific knowledge and fostering a sense of wonder and curiosity among its community. It showcased the power of collaboration between educational institutions and space agencies in inspiring the pursuit of knowledge and exploration.

As we celebrate this historic achievement, IIM Shillong looks forward to more such opportunities to engage with the scientific community and inspire the leaders of tomorrow.

"Future of Work: Industry 4.0, Innovation, and 21st Century Skills" Address by Shri. Pratik Suthar, National Convenor of Think India

An enlightening and thought-provoking session marked the culmination of the event, featuring Shri. Pratik Suthar, the esteemed National Convenor of Think India. The address, centered around the topic "Future of Work: Industry 4.0, Innovation, and 21st Century Skills," provided valuable insights and inspired our student community.

Shri. Suthar elucidated the profound impact of Industry 4.0 on the job market, emphasizing the importance of digital transformation, automation, and adaptability. The address stressed the critical role of innovation and creativity in staying relevant in the rapidly changing work environment. Shri. Suthar discussed the essential skills required in the modern workplace, including problem-solving, critical thinking, and effective communication.

Following the address, an engaging Q&A session allowed the audience to seek clarifications, share perspectives, and gain further insights.

The event served as a platform for our students to gain a deeper understanding of the challenges and opportunities presented by the evolving world of work. Shri. Pratik Suthar's address resonated with the audience, inspiring them to proactively prepare for the demands of the future job market.



IIM Shillong extends its gratitude to Shri. Pratik Suthar for his enlightening address and to our students for their active participation. We look forward to more such enriching events that empower our students with the knowledge and skills they need to excel in the dynamic landscape of the 21st century.

Honoring the Unsung Heroes: Award Ceremony for Outsourced Staff Members

In a heartwarming and significant ceremony, IIM Shillong celebrated the dedicated and hardworking outsourced staff members who play an indispensable role in our daily operations. The award ceremony, held on the occasion of Independence Day celebrations was a momentous instance to acknowledge their outstanding contributions and express our gratitude.

The recipients for the year are:

Shri Joshua Kharnaior – Commandant of the RSSO (Security) Shri Romeo Rani – Multi Tasking Staff Shri Larishngainlang Syngai - Multi Tasking Staff Shri Alban Nongspung – Housekeeping Staff Shri Calbirthstar Pathaw – Plumber













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ISRO/DOS Experts' Residential Training on 'Space-based Governance' and Exposure Visit to IIM Shillong Umsawli Campus

A group of experts from ISRO (Indian Space Research Organization) and DOS (Department of Space) recently participated in a residential training program focused on 'Space-based Governance.' This training initiative was organized under the umbrella of ISRO's structured training program and was conducted in collaboration with NESAC (North Eastern Space Applications Centre), NRSC (National Remote Sensing Centre), and IIRS (Indian Institute of Remote Sensing).

As part of their training, these experts had the opportunity to make an exposure visit to the IIM Shillong Umsawli Campus. This visit likely aimed to provide them with additional insights and perspectives related to governance and management, complementing their technical knowledge in space-related fields. The IIM Shillong campus is known for its academic excellence and expertise in various aspects of governance and management, making it an ideal location for such an exposure visit.



During their visit, the ISRO/DOS experts engaged in interactions with faculty members and students at IIM Shillong, exchanging ideas and experiences related to space-based governance and its intersection with management practices.

Overall, this collaborative effort between ISRO/DOS and prominent educational institutions like IIM Shillong reflects a commitment to enhancing the capabilities and knowledge of experts in space technology and governance, ultimately contributing to the advancement of space-related initiatives in India.

OFFBEAT

India's Telecom Revolution: Connecting Tomorrow

In the dynamic landscape of India's economy, the telecom sector stands as a trailblazer, igniting a revolution that's redefining connectivity and driving economic growth. As the fastest-growing economy globally, India's telecom journey mirrors its boundless aspirations.

5G Unleashed: At the forefront of this transformation is the heralding of 5G. With nationwide implementation by major carriers and affordable 5G smartphones, India is leading the consumer wave of

this revolutionary technology.

Edge of Possibilities: Network virtualization and edge computing are rewriting the rules of traditional methods. Software-defined networks are enabling efficient provisioning of complete networks, while edge computing is speeding up data processing, driving innovative service delivery.

Fiber for Future: Rural connectivity's escalating demand propels the expansion of fiber optic networks. The plan to expand fiberization to over 35 lakh kilometers by 2025 sets the stage for 5G, edge data centers, and IoT.

Al's Era: Artificial Intelligence (AI) and Machine Learning (ML) are automating telecom processes. The global AI in telecom market's impressive growth, along with India's 20 percent projected growth, speaks to Al's indispensable role.

Guardians of Security: Amidst surging connectivity and data flow, cybersecurity assumes paramount importance. Protecting networks and customer data privacy drives the industry's focus.

Virtual Reality's Rise: Immersive content through VR and AR is permeating domains like digital marketing and education. Drones, facilitated by the National Drone Policy, are becoming pivotal for terrain mapping, agriculture, and surveillance.

Empowering Skills: Alongside technological strides, empowering the workforce is pivotal. The Telecom Sector Skill Council has been architecting a future-ready talent pool, fostering equal opportunities for both urban and rural youth.

A Beacon of Equal Opportunity: This revolution isn't just about tech; it's about equality of opportunity. As we unlock the potential of our youth, we pave the way for a brighter future.

Navigating Tomorrow: As we navigate the telecommunications landscape, we're not just shaping an industry; we're architecting India's tomorrow, where innovation, connectivity, and inclusivity reign supreme.

Joining the Journey: As the journey unfolds, each stride in India's telecom narrative reflects a chapter of innovation, empowerment, and progress. With every new connection established, India is not only connecting cities but also connecting dreams, aspirations, and a digital future beyond boundaries.

Mukesh Sharma W22011-MBAWE22

G20 PRESIDENCY FOR INDIA

In the midst of a complex and dynamic global landscape, India took on the G20 Presidency, navigating multifaceted challenges. Termed the 'polycrisis,' this period saw convergence of problems - aftermath of the pandemic, supply chain disruptions due to the Ukraine crisis, economic slump, and climate change. India's role as G20 President aimed to provide solutions.

India's Approach

At the core was recognition that the global community stood at a critical juncture. India aimed to be a guiding light amid these challenges. Its priorities emphasized sustainability, equitable development, and growth. India's 4Ds framework - decarbonisation, digitalisation, equitable development, and conflict de-escalation - framed its actions.



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Distinctive Contributions

- Economic Resilience: India's economy stood out with 7% growth in 2022-23, positioning it as a model for sustainable growth.
- Replicable Models: India's development trajectory aligned with UN Sustainable Development Goals, emphasizing economic, social, and environmental objectives.
- 3. Technology-Driven Initiatives: India leveraged technology for inclusive growth, showcased by the world's largest vaccination campaign.
- Global Solidarity: India extended humanitarian support by providing COVID-19 vaccines worldwide, highlighting its role as a responsible global player.
- Environmental Stewardship: Ranked first in climate performance among G20 members, India's low emissions and climate efforts set an example.

Advocacy for Global South

- 1. Inclusive Representation: India advocated for the inclusion of the African Union in the G20, rectifying historical imbalances.
- Batting for WTO Reforms: India pushed for revitalizing the WTO's dispute resolution mechanism and MSME sector growth.
- Amplifying Gender Equality: India mainstreamed gender equality across policy areas, emphasizing its commitment to addressing disparities.
- 4. Championing Developing Nations: India advocated tailored strategies for the Global South's developmental aspirations.
- 5. Addressing Colonial Legacies: India sought to address historical injustices affecting the Global South.

Building Multilateral Partnerships

India aims to strengthen the collective voice of developing nations by engaging with representatives from 125 countries in the Voice of Global South Summit and ensuring Africa's participation in international forums.

India-US Relations and Global Leadership

India's evolving partnership with the US has played a significant role in shaping its global leadership. Both countries have collaborated on global challenges, emphasizing a free, open Indo-Pacific, and promoting democratic values.

The Russia, China Conundrum

- 1. India navigated the Russia-Ukraine conflict, balancing its evolving US partnership and complex relations with China.
- 2. China's dissenting voice in international forums posed challenges, but India's diplomatic finesse has allowed it to navigate complex dynamics.
- 3. India's position on the Russia-Ukraine conflict tested its partnership with the US but ultimately strengthened it.

 India's journey as G20 President demonstrated the importance of strategic foresight and diplomatic adeptness in international politics."

Diganta Roy W22004

New Issue Alert: IIMS Journal of Management Science Volume 14, Issue 2, July 2023

We are excited to announce the release of the latest issue of the IIMS Journal of Management Science, Volume 14, Issue 2, for July 2023.

This issue features a diverse range of research articles, case studies, and insightful contributions from scholars and experts in the field of management science. It covers a wide spectrum of topics, offering valuable insights into the latest developments and trends in the world of management.

Readers can access this new issue to stay updated on cuttingedge research and gain fresh perspectives on various aspects of management and business.

We invite all interested readers, researchers, and academics to explore the contents of this issue and engage with the innovative ideas and knowledge it presents. The IIMS Journal of Management Science continues its commitment to fostering academic excellence and promoting the exchange of ideas in the field of management.

To access the latest issue and previous volumes, please visit https://journal.iimshillong.ac.in/.../69_full_issue_pdf.pdf . Thank you for your continued support and interest in our journal.





































































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Indian Institute of Management Shillong Umsawli, Shillong-793018 Website: www.iimshillong.ac.in Phone: 0364-2308000