

# NUKSA THE PINE CHRONICLE

NEWS, VIEWS & CREATIVE EXPRESSIONS

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## ABOUT NUKSA

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

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# COVER STORY

## IIM Shillong celebrates the Significance of Communities

The Indian Institute of Management Shillong proudly organized TEDxIIMShillong on September 30, 2023, under the enthralling theme of "Solitude to Solidarity: The Evolution and Significance of Communities." The line-up of speakers featured some of the most accomplished individuals from diverse fields to share their profound insights. The IIM Shillong students learned how various mediums, such as music, coffee, photography, and more could unite communities.

The event commenced with an enchanting performance by Sunita Bhuyan, Chief Mentor at Atos Prayas Foundation, and using the power of music, she exemplified how it can bring communities together. Followed by Shyamal

Datta, a globally recognized professional photographer highlighting his experiences; Harsh Pamnani, bestselling author of 'Booming Brands' spoke about how to market oneself. Dr. Subhajit Mukherjee, a prominent environmentalist behind Mission Green Mumbai spoke about his goals and vision, Zakietsono Jamir, fondly known as the 'Coffee Lady of Nagaland', about her dedication to serving freshly ground coffee in an eco-friendly setting; Swasti Saraogi, a founding member of the Robin Hood Army, committed to providing surplus food to the less fortunate; and Air Vice Marshal Kaushik Chatterjee, an expert in psychiatry and policy-making shared his enlightening knowledge and experience with the students.



# FACULTY DESK

## Marketing for the greater and common good: Marketing at crossroads and needs to travel the road less traveled

*Two roads diverged in a yellow wood,  
And sorry I could not travel both  
And be one traveller, long I stood  
And looked down one as far as I could  
To where it bent in the undergrowth;*

*Then took the other, as just as fair,  
And having perhaps the better claim,  
Because it was grassy and wanted wear;  
Though as for that the passing there  
Had worn them really about the same,*

*And both that morning equally lay  
In leaves no step had trodden black.  
Oh, I kept the first for another day!  
Yet knowing how way leads on to way,  
I doubted if I should ever come back.*

*I shall be telling this with a sigh  
Somewhere ages and ages hence:  
Two roads diverged in a wood, and I—  
I took the one less traveled by,  
And that has made all the difference.*

**-By Robert Frost**



address the Millennium Development Goals (MDGs) and Sustainable Development Goals (SDGs). Marketing programs that develop the brand include supporting and addressing societal issues and challenges that beneficiaries face, including individuals, communities, and the planet. The common good themes that brands address include supporting programs to eradicate poverty, universal education, gender equality, and improved health.

Different marketing streams have emerged that aid society, including cause-related marketing, non-profit marketing, and social marketing. As part of marketing programs, technology increasingly plays a more significant role in supporting programs for the common and greater good. A convergence of digital with marketing elements is increasingly helping in this societal marketing journey. These are the digital innovations for the greater good. These include digital product innovations (benefitting the innovating firm by creating economic value and society by creating environmental and social value), digital innovations in direct and mediated communications (specifically, direct and mediated communications through social media platforms), and digital innovations in marketing channels (specifically, omnichannel marketing).

To conclude, marketing has to go a long way from its humble beginning in addressing these societal challenges. Also, marketing has to innovate by using digital and take the road less travelled as this would deliver value to all its stakeholders, including consumers. (Robert Frost).

As they say, one bad apple can spoil the barrel. So, a lust to generate sales and profits by a few organizations at any cost has created a negative perception of marketing in the general populace. Marketing has long been associated with increasing the sales and profit of organizations. Too much focus on marketing on delivering financial value to the organization and its investors has made people skeptical about the real purpose of marketing, which is to provide value to all stakeholders, including society. Marketing thinkers like Philip Kotler have suggested a need to redefine the purpose of marketing as creating a common good for all, i.e., a human action or policy that benefits the majority of people in the society, to defend and promote general welfare.

Increasingly, the marketing functions of organizations are working closely with not-for-profit organizations to

**Prof Vibhas Amawate**



# PHOTO GALLERY

## GLIMPSES OF AUGUST EVENTS





## INTERNATIONAL COLLABORATIONS

### Exploring Academic Collaboration Prospects: Leaders from IIM Shillong Meet with University of London Senior Research Fellow



Sh. B K Dey, a Member of the Board of Governors at IIM Shillong, along with Director Prof. D P Goyal, and Dr. J Howard M Jones, a Senior Research Fellow from the Institute of Commonwealth Studies at the University of London, engaged in a discussion focused on potential academic collaborations.

## CORPORATE ENGAGEMENTS

### Mr. Praveen Kamath Kumbha Explores the Changing Business Landscape and Mid-Career Canvas at Lead Speaker Series 2023

Educationist and HR leader Mr. Praveen Kamath Kumbha shared his insights on 'Changing Business Landscape and Mid-Career Canvas' at the Lead Speaker Series 2023 conducted by PGPEX batch, while discussing the ever-evolving business world.



# Keynote Address by Mr. Ashish Kaul on Building Iconic Businesses at Lead Speaker Series 2023

Mr. Ashish Kaul, CMO of Hero Realty Pvt. Ltd., delivered a keynote address to the PGPEX batch as part of the Lead Speaker Series 2023. His talk focused on the theme "Beyond the obvious! How Iconic Businesses were built."



## TIMELINE

### IIM Shillong Honours Distinguished Employees for 15 Years of Dedicated Service

In a heart-warming ceremony, IIM Shillong celebrated and felicitated the remarkable achievements of its dedicated employees who have completed 15 glorious years at the institution. The honoured individuals include:

- Prof. Basav Roychoudhury
- Prof. Rohit Dwivedi
- Prof. Nalini Prabha Tripathi
- Alvin Anthony Nongtraw
- Merlvin Jude Mukhim
- Thomshaphrang Laloo (in-absentia)

Their long-standing contributions to IIM Shillong were acknowledged and celebrated with great appreciation.







## **IIM Shillong Promotes Hindi Usage Through Competitions During Hindi Day/Pakhwada 2023**

IIM Shillong successfully organized various competitions on the occasion of Hindi Day/Pakhwada from 14 September 2023 to promote

the use of Hindi in various official activities as well as its use.





## Newly Joined Employees of IIM Shillong Participate in Rozgar Mela 2023 at State Convention Centre, Shillong

The newly joined employees of IIM Shillong, namely Sahana Sunn, Monoj Das, Sripathi Venugopal and Tanum Saraf attended the Rozgar Mela 2023 on 26 September, 2023 at State Convention Centre, Shillong.



## EcoBiz - Swachhata Pakhwada Initiatives

EcoBiz, the sustainability club, led several impactful initiatives during Swachhata Pakhwada. It began with a visit to the Mawiong waste management plant on September 26, providing students with insights into responsible waste management

and resource recovery. On September 29, they organized a Swachhata dialogue. The club also participated in the Sohra Half International Marathon on September 30, spreading awareness on cleanliness and waste disposal. On October 1,

students organized a Cleanliness Drive. EcoBiz actively promoted environmental awareness and sustainable practices, committed to a greener future through these efforts.



# A vibrant and joyful Janmashtami celebration!

IIM Shillong experienced a cultural and sporting fusion, as the Cultural and Sports Committees collaborated for a grand Janmashtami celebration. The event began with Krishna Pooja and Aarti, uniting students and faculty across various courses. Dahi Handi followed, displaying teamwork as students formed human pyramids to break the hung curd-filled pot. Kabaddi and Tug-of-War showcased both physical prowess and strategic thinking. The day was a blend of devotion and competition, creating cherished memories and underlining IIM Shillong's harmonious spirit. The event promised more inclusive celebrations in the future, marking it as a memorable academic year highlight.



# Demystifying GTM Strategy with Markathon!

Markathon, the Marketing Club at IIM Shillong, organized an engaging online workshop titled "Demystifying GTM Strategy" with Mr. Siddharth Kapur, a seasoned marketing professional with over 15 years of experience. Mr. Kapur's insights and case studies demonstrated successful GTM strategies from renowned companies. He shared innovative marketing tactics that consistently yield impressive results, enriching students' industry-relevant knowledge. He also introduced a structured GTM planning process, emphasizing brand identity, consumer experience, and common strategy pitfalls. The workshop, benefiting both PGP batches, blended theory with practical application, enhancing students' holistic development.



# IIM Shillong Students Excel in Sohra International Half Marathon

On September 30, 2023, the Meghalaya Athletics Association and the Meghalaya State Olympic Association jointly organized the Sohra International Half Marathon's second edition, recognized as an international event by World Athletics and the Athletics

Federation of India.

IIM Shillong's Sports Committee sponsored 37 students' participation in the 21k, 10k, and 5k events. Abhishek Singhal's ninth-place finish in the 21k category is a testament to his dedication and excellence.

This marathon marks the

beginning of a lasting collaboration between the Meghalaya State Olympic Association and IIM Shillong. The Sports Committee is committed to strengthening this partnership for a continued contribution to the world of sports.



## IIM Shillong brings Bappa Home!

IIM Shillong recently celebrated a 5-day Ganesh Chaturthi festival, embracing diverse culture and traditions. The event united the campus community to welcome Lord Ganesh, the harbinger of wisdom and prosperity. Director Prof. D.P. Goyal initiated the puja, with daily aartis and student participation. The third day featured games and dancing, fostering camaraderie. The festival culminated in a grand Ganesh Visarjan celebration, complete with dhols, Gulal, and enthusiastic chanting. The event left a sense of longing for Ganpati Bappa's return next year, symbolizing IIM Shillong's commitment to community and cultural inclusivity.







## Passing the Torch

The new batch at IIM Shillong eagerly embraced the opportunity to join various student bodies in the PGP program. These bodies are vital for management education and extracurricular activities.

The induction process for the 22 clubs and committees on campus involved multiple stages, with senior members warmly welcoming juniors. The seniors will now mentor their successors, ensuring a smooth

transition of responsibilities. This process has created a sense of anticipation across campus as we look forward to the fresh perspectives and upcoming events from the junior members.



## Mizoram Civilians on National Integration Tour Visit IIM Shillong

Under the National Integration Tour organized by The Assam Rifles - Sentinels of the North East, a team of 12 civilians from Mizoram visited IIM Shillong and interacted with officials of the Institute in the presence of Prof. D P Goyal, Director and Col. Dinesh Adhikari, Chief Administrative Officer.



# MDP'S CONDUCTED

## 3-day MDP on “Utkarsh-Capability Building Program” for Channel Partners of Bharat Petroleum Corporation Limited

A 3-day MDP on “Utkarsh-Capability Building Program” for Channel Partners of Bharat Petroleum Corporation Limited was inaugurated at IIM Shillong. The inaugural program was graced by Mr. Debashis Naik, Head Retail (East) BPCL, Mr. Rahul Tandon, Chief General Manager (Retail) BPCL & Prof. Rohit Joshi (Chairperson MDP & Consultancy), along with faculty members &

participants of the program.

The program concluded with a Valedictory program which was graced by Mr. K. Mahendra Kumar, General Manager HR (Retail) BPCL, as Chief Guest and Mr. Prafulla Kate, Chief Manager HR (Retail) BPCL, East.



## 5-Day MDP on "Creative Problem Solving with Design Thinking" at IIM Shillong Campus for ONGC Executives

A 5-day MDP on "Creative Problem-Solving Using Design Thinking" for executives of ONGC at IIM Shillong Campus was inaugurated in the presence of Prof. D P Goyal, Director, and Prof. Rohit Joshi (Chairperson MDP & Consultancy), along with faculty members and participants of the program.





## IIM Shillong Hosts 2-Day MDP on General Management Program with Emphasis on Finance for DCB Bank Managers



IIM Shillong conducted a 2-day MDP titled "General Management Program" with special emphasis on Finance for Managers of DCB Bank, and supported by HDFC Life. The program brought together a diverse but cohesive group of participants from Sales, Operations, and Senior Management from across India.

## OUTREACH INITIATIVES

### IIM Shillong Collaborates with Nagaland Government for NEP 2020 Implementation and College Principals Workshop

A meeting took place in Kohima, in continuation of the MoU with the Government of Nagaland, in the presence of Prof. D P Goyal, Director of IIM Shillong, and officials from the Department of Education, Govt. of Nagaland. The meeting aimed to discuss the implementation of NEP 2020. Additionally, plans are in place to conduct a workshop with the Principals of colleges in Nagaland, focusing on:

- NEP Implementation
- Institutional Development



### IIM Shillong Delegation Meets Nagaland Governor to Discuss Partnership and NEP 2020 Initiatives



A team from IIM Shillong, consisting of Shri. Atul Kulkarni, Member BoG, Prof. D P Goyal, Director, and Dr. Sanjeev Ningombam, Centre Coordinator of the Dr. APJ Abdul Kalam Centre for Policy Research & Analysis, paid a courtesy visit to His Excellency Governor of Nagaland, Shri La Ganesan. During the visit, the team apprised the Hon'ble Governor on the following:

- The Agreement between #IIMS & Govt of Nagaland
- Initiative taken on #NEP2020 & implementation plans for developing the ecosystem.

## IIM Shillong Director and Dr. Kalam Centre Coordinator Collaborate with Hornbill Festival Homestay Promoters in Nagaland

Prof. D P Goyal, Director, IIM Shillong, and Dr. Sanjeev Ningombam, Centre Coordinator of the Dr. APJ Abdul Kalam Centre for Policy Research & Analysis, interacted with the homestay promoters of Kigwema and Kisama villages in Nagaland, renowned for the Hornbill Festival. During the interaction, Prof. Goyal shared his insights on developing business ideas and offered support for enhancing and expanding their businesses.





Baruch COLLEGE



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