

# NUKSA THE PINE CHRONICLE

NEWS, VIEWS & CREATIVE EXPRESSIONS

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Exploring the Evolving Horizons of the Global South through Technology, Talent and Transformation

## ABOUT NUKSA

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

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# COVER STORY

## IIM Shillong's Dynamic Convergence of Leadership and Sports at the 14<sup>th</sup> Learning on the Green Turf and Business Leadership Summit, 2023

*Exploring the Evolving Horizons of the Global South through Technology, Talent and Transformation*



IIM Shillong recently wrapped up the fourteenth edition of "Learning on the Green Turf" in conjunction with the sixth chapter of the Business Leadership Summit, 2023. Under the theme "Evolving Horizons of the Global South: Navigating the Confluence of Technology, Talent and Transformation in the Indian Context", the event marked a distinctive blend of corporate wisdom and athletic prowess.

The Learning on the Green Turf, pioneered thirteen years ago, uniquely merges the corporate and sports worlds, providing a platform for students to engage with industry leaders amidst the serene beauty of Shillong. This edition saw close to one hundred and twenty industry leaders, diplomats and armed forces officials participating, fostering dialogues, panel discussions and immersive visits.

Shri Dinesh Kumar Khara, Chairman of SBI, inaugurated the summit, emphasizing India's promising market and its pivotal role in the G20. Ms. Sudha Natrajan, Director of Bennett Coleman and Co. Ltd., set the tone for Learning on the Green Turf, highlighting India's prime position in the Global South's economic landscape.

Professor D.P. Goyal, Director IIM Shillong, articulated the conclave's objective of engaging, inventing, and influencing the community. Shri Atul Kulkarni, Member of the Board of Governors, accentuated IIM Shillong's vision as deeply rooted in Indian ethos with a global perspective.

The golfing event witnessed participation from corporate leaders like Harpreet Duggal, Dr. Hrishikesh Damle, Krathish Bopanna, Manpreet Sachdev, Pratik Potnis, Rakesh Rajora, Sachin Khanna, Shalini Sankar, Sriman Naarayan S and Vignesh Hebbar.

The key panel discussions included Finance, Systems and Analytics, Operations and Marketing. Industry luminaries and IIM Shillong's Associate Professor Amit Prakash Jha delved into "Advancing Financial Inclusion Through Technology" while the Systems and Analytics Panel explored "AI Renaissance: Navigating Generative Intelligence."

The summit's essence extended to the Operations Panel discussing the Global South's role in the Fourth Industrial Revolution and the Marketing Panel focusing on "Crafting Connections: Weaving Stories in Marketing Mastery."

The Consulting & HR Panel ignited the dialogue on "Unleashing the Global South's Potential in the Tech-Driven Economy."

The success of the Business Leadership Summit and Learning on the Green Turf lies not just in the knowledge shared but, in the perspectives gained, connections forged and the collective vision steering the business landscape towards inclusive growth and technological advancement.

# FACULTY DESK

## Supply Chain is Getting Digitized at a Faster Rate Than You Think



Supply chains (SCs) are all around us. Everything we wear, eat, touch or use every day comes to us through some form of supply chain. Moreover, it processes raw materials from some other location to one place to finish the product at another place. Technically, a supply chain consists of all parties involved, directly or indirectly, in fulfilling a customer's request. In other words, it can either be a single player or a network of groups of suppliers, manufacturers, distribution centers, retailers and customers. So, it is more appropriate to call it a supply network or supply web. The supply chain literally connects the world through its network and is often known as the heart of the global economy.

SC has a dynamic nature and changes are more often than expected. In recent times, SCs have been going through a major transformation including digitization at a significant rate. Thanks to recent developments in technology and successful use cases of blockchain, digital twin, drone delivery, autonomous transportation, cobots, IoT, AI, machine learning, data analytics and automation in SC. McKinsey's concept of the 'next-generation digital supply chain', ought to SC leaders to "place sensors in everything, create networks everywhere, automate anything and analyse everything to significantly improve performance and customer satisfaction." This will change the way business will be done in the future. A digital SC would help to achieve greater traceability, decrease logistics costs, and improve decision-making on all fronts. Avaya LLC is an American multinational technology company. Through digital

transformation, their SC cost and net inventory cash decreased by 50% and 94% respectively. Henkel is another organization which is known for their SC excellence. They have a clear goal of minimum input and maximum performance where digitization of their SC plays a critical role. With digital technology, tracking becomes accessible and allows production teams to adapt to any changes in customer demand in real time. Through digitizing the manual processes, Henkel is able to quickly gather data, identify trends and improve efficiency and quality in its production facilities. Consider another example of Pfizer vaccine SC, where time is an important consideration in logistics leading to a need for higher transportation speed. Pfizer started their digital transformational journey in 2012 by moving the SC to the cloud. Pfizer has more than 24,000 SKUs and around 200 contract manufacturers in 175 countries which makes it critical to track. Hence, another upgrade was carried out in 2016 to attain higher traceability. Furthermore, it led to quicker response to changes in market demand as well as better factory preparedness for any new changes. They also moved to e-commerce by offering prescription drugs available online. This further reduced their logistics cost and improved bottom-to-up forecasting of various drugs. Pfizer has also launched the "Highly Orchestrated Supply Network (HOSuN)" to provide support to its customers through strengthening the SC at every echelon to achieve this goal. Pfizer's "Digital Companion" provides solutions and tools on digital channels to help patients and providers in various ways. The company is also using AI and machine learning to enhance the accuracy and speed of decision-making at various levels.

In today's world, if we look at any company, they are thriving for digital transformation, and digitizing their SC is key in this journey. Thus, opportunities lie for students to hone their digital skills, gain interdisciplinary knowledge and prepare themselves for this transformational journey. Because the race is on and sooner or later the industries will either perish or transform into the digital age.

**Prof. Yadav Vinay Surendra**

# PHOTO GALLERY

## GLIMPSES OF NOVEMBER EVENTS





# TIMELINE

## IIM Shillong's 3rd CXO Stakeholder Meet - A Monument to Tradition and Success



On November 5th, 2023, the Alumni Committee of IIM Shillong orchestrated the grandeur of the 3rd CXO Stakeholder Meet at the opulent Leela Palace in Bengaluru. This distinguished event, mirroring the success of its predecessors, unfolded as a vibrant forum for the Institute's alumni to reconnect, reminisce and engage in insightful deliberations.

The event, a two-phase spectacle titled "Reconnect" and "Reflect" commenced with the cherished "Reconnect" session, where the alumni embarked on a delightful odyssey through the corridors of memory. Drawing questions from a fishbowl, alumni shared amusing "Shillonging" anecdotes, weaving threads of nostalgia and fostering an undeniable sense of camaraderie.

The "Reflect" segment featured a distinguished panel discussion with seasoned CXOs who have left an indelible mark on the industry. Moderated

by Professor Rohit Dwivedi, the discussion not only navigated contemporary corporate dynamics but also underscored the enduring relevance of IIM Shillong's teachings in shaping professionals capable of thriving in the ever-changing business landscape.

The event culminated with a Gala Dinner at The Leela Palace, where alumni, professors, and industry leaders mingled amidst sumptuous surroundings, creating new relationships and rekindling old friendships. Beyond a mere reunion, the 3rd CXO Stakeholder Meet celebrated IIM Shillong's enduring spirit and the impact the institute continues to have on its alumni.

In essence, this gathering was more than just an event; it was a monument to IIM Shillong's dynamic tradition and the continuous success of its graduates, ushering in a new chapter in the institute's path of developing future leaders.



# SUSCON X Conference - A Global Platform for Sustainability Dialogue

*Highlights from the 10th International Conference on Sustainability*

Spread across three days, approximately one hundred and twenty global participants converged at the 10th International Conference on Sustainability, themed 'REVISIT, REVIVE and RESTORE.' The conference showcased an intellectual haven, addressing pressing sustainability challenges. A total of 77 research papers were presented, categorized into 15 technical sessions covering seven management lenses.

The inaugural ceremony featured insightful addresses from Professor D. P. Goyal, Director of IIM Shillong, and Conference Chairpersons Professor Sanjoy Mukherjee and Professor Sanjeeb Kakoty. Chief Guest Mr. Rajiv Mangal of Tata Steel discussed the lifecycle assessment in the steel industry, while Guest of Honour Padmashree

Kartikeya Vikram Sarabhai emphasized lifestyle's role in sustainability.

Keynote sessions by Mr. Sekhar Prabhakar and Professor Lin Peng set the tone for the conference, exploring people-centric sustainability initiatives and ESG concepts globally. Day two included a keynote by Professor Sanjeeb Kakoty on measuring intangibles and the role of Biomimicry in sustainability.

The valedictory ceremony concluded the event, expressing gratitude to participants for their invaluable contributions. The conference aimed to shape a brighter academic future through shared knowledge and insights, fostering continued development in the field of sustainability.





# IIM Shillong Launches Batch-II of Business Management Program for Defence Officers

In a momentous occasion, IIM Shillong inaugurated Batch-II of the Business Management Program for Defence Officers. Major General Sharad Kapur, YSM, SM, Director General, Resettlement, Directorate General Resettlement, Department of ex-Servicemen Welfare, Ministry of Defence, Government of India graced the event as Chief Guest adding distinction to the ceremony. The launch marks the beginning of a journey filled with wisdom, guidance and academic excellence for the participating Defence Officers. Cheers to a promising voyage ahead.



## UTSAV 2023 - A Three-Day Extravaganza Celebrating Diwali at IIM Shillong

The Cultural Committee at IIM Shillong recently orchestrated a spectacular three-day celebration of Diwali through their annual event, UTSAV. The festivities kicked off with an exhilarating Games Night, fostering friendly competition and distributing exciting goodies and hampers to the winners across both the Umsawli and Nongthymmai campuses.

The second day saw an infusion of energy with a Flash Mob, setting the tone for the evening's warm Bonfire. The atmosphere became intimate during the subsequent Open Mic and Confessions Night, where students shared personal anecdotes, creating a sense of camaraderie and shared secrets.

The final day commenced with

artistic flair as students showcased their talents in Rangoli Making and Diya Decoration Competitions. Winners were rewarded with exciting goodies. The evening took on a spiritual tone with Laxmi Puja, capturing the essence of Diwali. As the sun set, the campus came alive with a lively DJ night, where students danced in the joyous spirit of the festival.

UTSAV not only celebrated the cultural diversity within the IIM Shillong community but also provided a platform for students to come together, fostering a sense of unity and belonging during

the festive season. The three-day extravaganza was a resounding success, leaving lasting memories of joy and togetherness.



## Stories that Inspire: IIM Shillong Scholars Shine with Aditya Birla and OP Jindal Scholarships

IIM Shillong is elated to announce the remarkable success of three students selected for the prestigious Aditya Birla Group Scholarship, alongside Aastha Ratti's recognition with the esteemed OP Jindal Scholarship for the academic year 2023-24.

Among the 16 recipients of the Aditya Birla Group Scholarship, IIM Shillong boasts three outstanding scholars who reflect the institute's culture of support and encouragement. Kashish Sharma, PGP 23-25, expresses her gratitude for the institute's incredible support system, emphasizing her passion for operations and plans to use the scholarship to obtain certifications like PMP and Lean Six Sigma black belt.

Saagarika Bhasker, PGP 23-25, credits the institute's unwavering support for her success on a national platform. Motivated by her family's encouragement to never stop learning, she aims to utilize the scholarship to further her educational journey.

Sampada Dubey, PGP 23-25, acknowledges the



*Kashish Sharma*



*Saagarika Bhasker*



*Sampada Dubey*



*Aastha Ratti*

support from faculty and peers at IIM Shillong, emphasizing the invaluable lessons that she has learned. With the awarded funds, she aspires to enhance her skills, contributing to a better and sustainable tomorrow.

In addition to the Aditya Birla Scholarship, IIM Shillong proudly shares the achievement of Aastha Ratti, who received the OP Jindal Scholarship for the academic year 2023-24. Aastha, among the top 20 students from leading B-schools

across India, expresses her excitement and sees this recognition as a source of confidence and motivation to excel in her MBA journey.

These scholars not only showcase individual accomplishments but also exemplify IIM Shillong's commitment to nurturing exceptional talent. As role models for the institute and aspiring students, their success stories underscore the institute's dedication to developing extraordinary leaders who continue to excel and contribute to society.

## NEIAH's Transformative Health Camp at IIM Shillong - A Celebration of Holistic Wellness

On November 8th, 2023, the North Eastern Institute of Ayurveda & Homoeopathy (NEIAH), Shillong, unfolded a transformative Health Camp at IIM Shillong, enveloping students, faculty and the local community in a healing embrace. This vibrant event served as a celebration of holistic wellness, delving into the manifold benefits that traditional healthcare practices bring to modern lifestyles.

NEIAH's expertise took centre stage, showcasing the efficacy and significance of age-old healing practices, instilling a deeper appreciation for the holistic approach to well-being. Participants were immersed in firsthand experiences, feeling the gentle yet powerful impact of Ayurveda and Homoeopathy in promoting health and vitality.

The Health Camp acted as a connection, seamlessly bridging ancient wisdom with contemporary

needs. It provided a dynamic platform for learning, exploration and rejuvenation, reinforcing the importance of holistic wellness. Moreover, the event underscored the rich heritage of traditional healthcare systems ingrained in the Northeastern region.

NEIAH's commitment to spreading awareness about traditional healthcare practice left a lasting impression on all participants. As the curtains drew on this enlightening event, it left behind a trail of enriched minds and invigorated spirits. The Health Camp ignited a renewed interest in embracing holistic health for a balanced and wholesome life, emphasizing the timeless wisdom embedded in traditional healing practices.



## Director of Arunachal Pradesh Tourism Visits IIM Shillong to Discuss Collaborations and Capacity Building Initiatives

Shri K.N. Damo, Director of Tourism, Arunachal Pradesh, visited IIM Shillong to discuss collaborations and capacity building. Conversations focused on training for District Tourism Officers. A three-day Capacity Building session for DTOs is set for December at IIM Shillong's Satellite Centre in Tawang, marking a significant step in fostering collaboration and enhancing tourism expertise.



## MDP on Leadership and Team Building for NIC Officers

A five-day Management Development Program (MDP) on "Leadership and Team Building" was organised from November 27th to December 1st, 2023, for officers of National Informatics Centre (NIC), Ministry of Electronics and Information Technology. With 30 participants from across India, the program addressed organizational and managerial challenges amidst technological shifts. Focused on enhancing "Sensemaking," the MDP encourages reflection on NIC's role in the evolving landscape. The training fosters collaboration and equips officers to navigate unforeseen situations, ensuring improved actions upon returning to their roles.





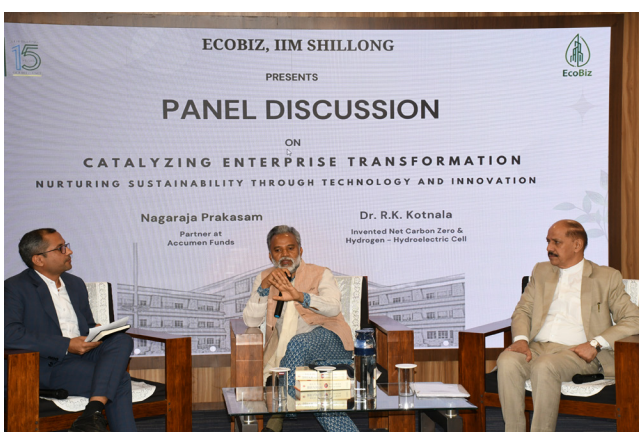
## EcoBiz Club Panel Discussion - Nurturing Sustainability through Innovation

On November 29th, 2023, the EcoBiz club orchestrated a compelling panel discussion themed "Catalyzing Enterprise Transformation: Nurturing Sustainability through Technology and Innovation." Distinguished speakers, Dr. R.K. Kotnala and Mr. Nagaraja Prakasam, delved into critical sustainability facets, offering their valuable insights.

Dr. Kotnala championed Hydrogen Energy and Green Steel, advocating for incremental changes to achieve substantial carbon reduction. His forward-looking approach included innovative solutions for emerging challenges like solar panel disposal. Mr. Nagaraja Prakasam, on the other hand, dispelled

CSR myths and celebrated simplicity. Prioritizing the triple bottom line, he urged a greener mindset within startup ecosystems, emphasizing equitable development.

Both speakers stressed the importance of behavioural changes for sustainable growth, addressing challenges like fast fashion and emphasizing the need for a shift towards slow fashion. The discussion illuminated the imperative role of Science, Technology and Innovation in fostering sustainable development, providing a roadmap for enterprises to navigate future challenges and embrace a more sustainable and responsible approach.



# Celebrating Entrepreneurial Spirit: Launch of Coffee Table Book on 75 Young Entrepreneurs from North East India

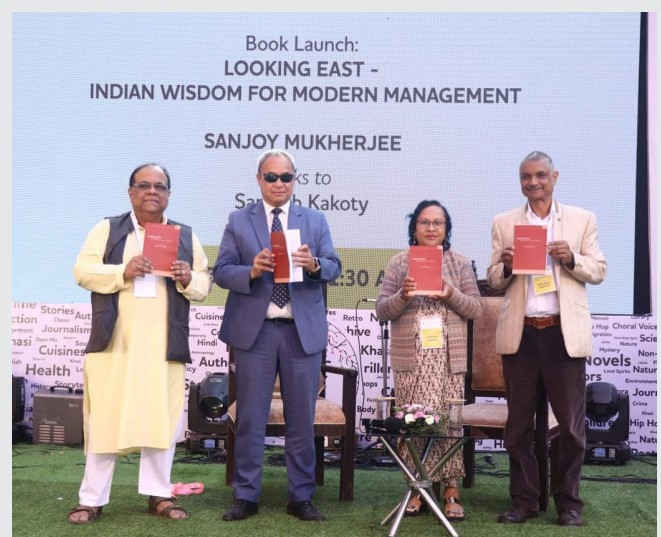
In a momentous event, Shri Chanchal Kumar, Secretary, MDoNER, unveiled a Coffee Table Book on 75 Young Entrepreneurs from North East India. Compiled by Dr. APJ Abdul Kalam Centre at IIM Shillong, the book showcases inspiring stories of entrepreneurs under forty years, celebrating their remarkable achievements.

Attended by officials from MDoNER and IIM Shillong, the event marked 75 years of Independence and honored the vibrant entrepreneurial spirit flourishing in the region. Here's to the pioneers shaping the future!



## Congratulatory Note

**N**UKSA congratulates Professor Sanjoy Mukherjee on the launch of his book 'Looking East: Indian Wisdom for Modern Management' at the Shillong Literary Fest 2023. Your literary prowess shines in this masterpiece, destined to inspire and captivate readers. May the book soar to great heights, touching hearts and minds worldwide. Here's to your achievement and the many wonderful stories yet to unfold.





Baruch COLLEGE



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