

# 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 Pioneers Gati Shakti Research Chair: Transforming Northeast India's Logistics Landscape



The Indian Institute of Management (IIM) Shillong, is set to make a transformative impact on multimodal logistics development in India's Northeast through the establishment of the nation's first Gati Shakti Research Chair. This groundbreaking initiative, solidified by a Memorandum of Understanding (MoU) between the Ministry of Ports, Shipping and Waterways (MoPSW) and IIM Shillong, underscores the institute's dedication to advancing high-quality academic research and fostering innovation in the region.

Renowned for excellence in management education, IIM Shillong is uniquely positioned to lead research efforts in logistical capacity building and strategic collaborations. The Gati Shakti Research Chair will serve as a nexus for engaging global experts, logistics industry stakeholders, government bodies and local authorities. It aims to create knowledge tailored to the Northeastern context, fostering inclusive growth and economic development in the region.

Union Minister Sarbananda Sonowal commended IIM Shillong's role in talent development and creating a conducive environment for research

and development. The institute's strategic location in the heart of the Northeast enhances its significance as a catalyst for driving economic growth and transforming the region into a logistics hub.

Through its commitment to academic excellence and industry collaboration, IIM Shillong aims to utilize the Gati Shakti Research Chair to enhance the region's logistical capabilities. The initiative aspires to position the Northeast as a pivotal logistics hub connecting South Asia with Southeast and East Asia, contributing to the economic development and transformation of the region into a beacon of logistics excellence.

# FACULTY DESK

## Reflections on Einstein's Relativity of Time and Surya Namaskaar

The Indian Knowledge System is deeply rooted in the belief of oneness of the self (स्वयं) in the form of the soul (आत्मा). However, due to the veil of ignorance propagated into our mind as a result of the illusions (माया) that this earthly world presents, each one of us remains divided in the Body-Mind duality of our self. This duality often translates into a continuous cycle of excitation and calmness within us resulting in a pained body and a tormented mind. Prayers, meditation, pranayama and yoga are some of the indispensable activities in our daily lives which provides us with an exit route to these pains. These activities demand complete and conscious control over the body and mind for being effective. Due to changes in the environment or due to some undesirable events in our societal and professional lives, we might lose control of ourselves during such activities. In other words, we might be entering into an inexplicable vortex. Manifestation of such a condition is usually in the form of forgetting these indispensable activities in between, disorder in the execution of these activities, et cetera. We can be benefitted in such situations by the practice of the following processes.

ॐ लये संबोधयेत् चतितं

वक्षिपितं शमयेत् पुनः।

सकशायं वजिनीयात्

समप्राप्तं न चालयेत्,

ॐ शान्ति शान्ति शान्ति॥

(From Mandukya Upanishad, 3.44)

*“Simulate the dull mind with rationality and arguments, calm down the excited mind with submission and surrender to the Creator. Keep repeating the process of stimulation and relaxation till you experience the bliss. After experiencing the bliss don't disturb the mind,*

*keep enjoying the bliss”*

While the above process can help us in balancing our tormented minds and reach a state of mental bliss, there is another tool in the form of Surya Namaskaar which helps us attain bodily balance and bliss. Today, let us deliberate on Surya Namaskaar a little bit.

Usually Surya Namaskaar starts from **Todasan** and completes at **Todasan**. The inherent Mudras are usually performed in a balanced series, where the body is slowly taken towards the floor from **Todasan**. In **Ostangasan**, the body is almost laid parallel to the floor. After this, the body is brought up slowly through **Bhujangasan** and erected in **Todasan**. If we analyse seriously, then it can be realized that the mudras after **Bhujangasan** are exactly those before it, but in the opposite order. No new mudras in Surya Namaskaar are seen after **Bhujangasan**. It is expected that Surya Namaskaar should be executed as a balanced task. However, if Surya Namaskaar is started and is ended in **Todasan**, then difficulties arise in completing it perfectly, even though the balance of the series of the inherent mudras can be maintained successfully.

It will be meaningful to mention one thing here. There is ample scope of considering completeness as a relative concept. It is because for different persons, the completeness of the same task could be different, which is quite natural.

In the context of Surya Namaskaar, this incompleteness could be as follows-

As the middlemost Mudra, **Bhujangasan** must be preceded and followed by the same series of mudras. However, the preceding and succeeding series must be inverted from one another. An example of such an executed series could be as follows –

*Todasan, Hosto Utnasan, Hosto Podasan, Oshwo Sanchalan with the right leg, Bishuddhi, Dondasan, Sosankasan, Osthangasan, Bhujangasan, Osthangasan, Sosankasan, Dondasan, Bishuddhi, Oshwo Sanchalan with the right leg, Hosto Podasan, Hosto Utnasan, Todasan, Hosto Utnasan, Hosto Podasan, Oshwo Sanchalan with the left leg, Bishuddhi, Dondasan, Sosankasan, Osthangasan, Bhujangasan, Osthangasan, Sosankasan, Dondasan, Bishuddhi, Oshwo Sanchalan with the left leg, Hosto Podasan, Hosto Utnasan, Todasan.*

Of course, if somebody wishes to execute a different series of Surya Namaskaar other than the one mentioned here, it will not be considered wrong. It is just that maintaining balance successfully while executing Surya Namaskaar is absolutely necessary. In the above-mentioned series, it can be observed that if Todasan is considered as the first mudra, then the two series preceding and succeeding Bhujangasan becomes unbalanced, if we consider the execution to be completed. The reason for this is quite simple. Under the consideration of completeness, as mentioned above, both the two Todasan mudras become one. In such a scenario, time becomes relative. ***This is also in agreement with Einstein's theory of relativity of time.*** However, Einstein also opined that measuring time requires a point of reference. Here comes the marriage of Einstein's rationality and the practise of Surya Namaskaar. Einstein had developed the theory of relativity of time based upon moving objects. According to Einstein, measure of a second is depended on the location and speed of travel of an object. The usual cycle of Surya Namaskaar is dependent upon how speedily someone transits from one mudra to another. Thus, considering Einstein's theory, we need a reference point (mudra) from which time required for a complete cycle of Surya Namaskaar can be calculated, and this reference mudra is not repeated in one cycle. We can name this referential mudra as ***Sthiti***. Thus, a complete and balanced cycle of Surya Namaskaar can be stated as in the following table.

The Complete and balanced cycle of Surya Namaskaar	
Mudra	Status of breath
<i>Sthiti</i>	
<i>Todasan (Or Pronamasan)</i>	<i>Exhale</i>
<i>Hosto Utnasan</i>	<i>Inhale</i>
<i>Hosto Podasan</i>	<i>Exhale</i>
<i>Oshwo Sanchalan (Or Ordho Chondrasan), with the right leg</i>	<i>Inhale</i>
<i>Bisuddhi</i>	
<i>Dondasan (Or Por-batasan)</i>	<i>Exhale</i>
<i>Sosankasan (Hold)</i>	<i>Inhale</i>
<i>Osthangasan</i>	<i>Exhale</i>
<i>Bhujangasan</i>	<i>Inhale</i>
<i>Osthangasan</i>	<i>Exhale</i>
<i>Sosankasan (Hold)</i>	<i>Inhale</i>
<i>Dondasan (Or Por-batasan)</i>	<i>Exhale</i>
<i>Bisuddhi</i>	
<i>Oshwo Sanchalan (Or Ordho Chondrasan), with the right leg</i>	<i>Inhale</i>
<i>Hosto Podasan</i>	<i>Exhale</i>
<i>Hosto Utnasan</i>	<i>Inhale</i>
<i>Todasan (Pronamasan)</i>	<i>Exhale</i>
<i>Hosto Utnasan</i>	<i>Inhale</i>
<i>Hosto Podasan</i>	<i>Exhale</i>
<i>Oshwo Sanchalan (Or Ordho Chondrasan), with the left leg</i>	<i>Inhale</i>
<i>Bisuddhi</i>	
<i>Dondasan (Or Por-batasan)</i>	<i>Exhale</i>
<i>Sosankasan (Hold)</i>	<i>Inhale</i>
<i>Osthangasan</i>	<i>Exhale</i>
<i>Bhujangasan</i>	<i>Inhale</i>

<b><i>Osthangasan</i></b>	<b><i>Exhale</i></b>
<b><i>Sosankasan (Hold)</i></b>	<b><i>Inhale</i></b>
<b><i>Dondasan (Or Por-batasan)</i></b>	<b><i>Exhale</i></b>
<b><i>Bisuddhi</i></b>	
<b><i>Oshwo Sanchalan (Or Ordho Chondrasan), with the left leg</i></b>	<b><i>Inhale</i></b>
<b><i>Hosto Podasan</i></b>	<b><i>Exhale</i></b>
<b><i>Hosto Utnasan</i></b>	<b><i>Inhale</i></b>
<b><i>Todasan (Pronamasan)</i></b>	<b><i>Exhale</i></b>

While concluding, I would like to call upon everyone to lead a healthy life based upon a peaceful mind and frugal lifestyle through the above practises imbibed in the Indian Knowledge System.



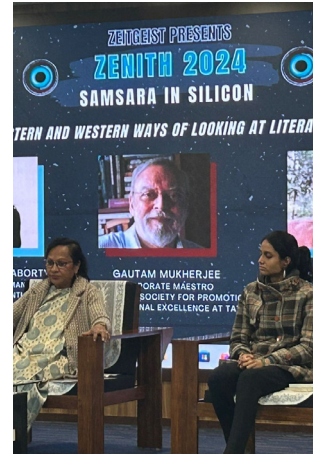
**Prof. Achinta Kr. Sarmah**

A few important things that should be kept in mind while executing a complete and balanced Surya Namaskaar are as follows:

- It is inappropriate for the executioner to perform the breath and Mudra cycle always as it has been shown. The body adjusts itself to a natural series of breath and Mudras after a long-term diligent practice. Surya Namaskaar should be performed in this natural series only.
- A balanced Surya Namaskaar relaxes our body and mind. Therefore, if one is feeling tired after performing one cycle, then the balance has not been attained. The performer needs to practise the simulation-relaxation technique mentioned above to balance the mind first and then perform the Surya Namaskaar slowly but steadily.
- At the ***Sthiti*** mudra, the performer must be experiencing the bliss of oneness of the self always. Thereafter, the mental focus should be shifting to the different organs of the body involved in performing the various mudras.
- There is an essential difference between Surya Namaskaar and any exercise. Exercise overworks the muscles and anaerobic breathing happens, which produces lactic acid in our body resulting in pain. Surya Namaskaar works up the muscles naturally and happens only in aerobic breathing. It doesn't produce lactic acid in our body, and hence no sensation of pain occurs.

# PHOTO GALLERY

## GLIMPSES OF FEBRUARY EVENTS



# TIMELINE

## The Podium Lecture Series



In the month of February, the Indian Institute of Management Shillong conducted two distinguished sessions as part of its annual corporate interaction series, Podium. This series serves as a pivotal platform where accomplished professionals from the corporate sector are invited to share their profound industrial experiences with the student body, thereby enriching their understanding of corporate intricacies. The events boast speakers with diverse managerial backgrounds and expertise, contributing to a holistic learning experience.

Mr. Debajeet Das, holding the position of Senior Executive Vice President at HDFC Bank, presided over a podium session during this period. Mr. Das, drawing upon his extensive 27-year tenure, provided invaluable insights into the forex and derivatives market. His talk not only illuminated the nuances of these critical financial components but also offered a comprehensive perspective on the bright future of the Indian market.



On the 28th of February, Mr. Ram Gopal, the former Chief Executive Officer of Barclays Bank in India, took the podium in another enlightening session. Delving into the theme of the "Future of Finance," Mr. Gopal explored the substantial transformations that have transpired in the financial landscape over the years. His presentation extended to the evolving role of Artificial Intelligence (AI) in the banking sector and pertinent trends within the capital market.

These podium sessions, marked by the presence of distinguished speakers from the corporate world, underscore the institute's commitment to providing students with a well-rounded and practical education. IIM Shillong's dedication to fostering an environment where theoretical knowledge converges with real-world insights is evident in the diverse topics covered and the wealth of experiential knowledge shared by these industry professionals.

## Zenith'24: A Celebration of Literature, Ideas, and the Future

The annual literary festival of Zeitgeist, IIM Shillong, Zenith '24, took place from February 22nd to 25th, 2024. This year's edition offered a diverse and engaging program, showcasing innovation, critical thinking and a focus on the future of management education.

One of the highlights was the introduction of new events that explored the intersection of technology and creativity. "NFTattva" challenged participants to create art using generative AI, while "ConceptKari" offered a playful twist on advertising by tasking students with crafting



campaigns featuring fictional characters promoting everyday products. These events showcased the festival's willingness to embrace emerging trends and encourage creative exploration.

Sharpening critical thinking skills was another focus. "ChakraBhed," a crisis communication challenge, tested participants' public relations abilities in simulated scenarios. Additionally, the legacy quiz competition, "Q-Nexus," overseen by the Shillong Quizzing Society, provided a platform for intellectual challenge with a wide range of topics.

Zenith '24 also hosted a series of thought-provoking panel discussions. The first panel explored the core concepts of "Indofuturism," a movement that examines the future of India. Mr. Ashoke Viswanathan, a filmmaker and essayist, delivered a keynote address, followed by a discussion featuring Mr. Christopher C. Doyle, a historical fiction writer and Mr. Gautam Mukerjee, a corporate leader. Moderated by Prof. Sanjoy Mukherjee, the session delved into the complexities and possibilities of India's future.

The second panel addressed the need to adapt management education for future generations. Ms. Jashodhara Chakraborti, an author and storyteller and Mr. Anantha Padmanabhan, the CEO of HarperCollins India, shared their insights, moderated by Professor Vishakha Bansal. The discussion emphasised the importance of design

thinking principles, highlighting the need for flexibility and innovation in education.

The final panel focused on the ever-evolving landscape of journalism and storytelling. Drawing inspiration from the story of "Abhimanyu and the Chakravyuh", Mr. Gautam Mukerjee initiated the conversation. Renowned journalist and Editor of The Shillong Times Ms Patricia Mukhim and author Ms Aashisha Chakraborty joined the discussion, offering valuable perspectives on the future of storytelling in a rapidly changing media environment.

Zenith '24 was not just about competition and discussion. The festival also hosted the first-ever "Bibliofete" book fair on campus, fostering a love for literature among students, faculty and the broader community. We had vendors coming from Guwahati to showcase a myriad range of books. Team Zeitgeist procured the recommendations from our guests and students under the guidance of our librarian, Dr. Sudhir Kumar Jena, which further enriched the institute's library. We believe this is a very important step towards fostering the reading culture in the IIM Shillong Community.

The culmination of the festival was the release of "Symphony," a magazine that captured the diverse voices and perspectives of the IIM Shillong community. This publication is a testament to the vibrant intellectual and creative spirit Zenith '24 celebrates.



In conclusion, Zenith'24 successfully combined innovation, critical thinking, and a focus on the future. With its engaging events, stimulating discussions, and commitment to fostering a love

for learning, the festival provided a valuable platform for intellectual exchange and creative expression.



## Navigating the Digital Realm: Insights from Amit Agrawal

In a bid to unravel the complexities of digital engagement and community building, the Entrepreneurship Cell of IIM Shillong, in collaboration with the Incubation Centre, orchestrated a captivating event featuring Mr. Amit Agrawal, the founder of OckyPocky and the former Head of YouTube India. The event unfolded on the 3rd of February, 2024, at the auditorium of the scenic Umsawli Campus. Themed "From Clicks to Communities: Building Sustainable Engagement in the Digital Age," the event promised a deep dive into the evolving landscape of online interaction. Mr. Amit Agrawal delved into the psychology of online communities, shared strategies for fostering brand loyalty amidst fleeting attention

spans and emphasised the transformative power of storytelling in driving engagement and growth. Post-event, an exclusive high tea with Mr. Amit Agrawal was organised for the budding entrepreneurs and business enthusiasts of IIM Shillong.

The event not only provided practical knowledge applicable to digital strategies but also served as a platform for networking among industry professionals and enthusiasts alike. By hosting such a distinguished figure, the Entrepreneurship Cell not only achieved its goal of knowledge-sharing but also bolstered its reputation as a hub for cutting-edge insights and industry networking.



## Gupshup 2.0 by OpEra

On the 7th of February, 2024, IIM Shillong's operations club, OpEra, hosted a talk with **Ms. Sonali Sarkar, a Senior Vice President at RMZ Corp**. This talk was the second edition of the corporate talk series GupShup aimed to bridge the gap between students and the business world.

OpEra believes that education and business need to work together to prepare future leaders who can make a positive impact. Ms. Sarkar's own inspiring story, filled with twists and turns, was the highlight of the session.

But it was not just stories. Ms. Sarkar, with her vast experience, shared valuable tips on being a good manager, emphasising the importance of

long-term thinking. Ms. Sarkar, a champion of women's empowerment, shared her views on the crucial topic of how being a woman, she overcame different barriers in her long corporate journey. Her insights likely resonated with many students, igniting their own aspirations for success and positive change. This practical advice was like gold for the students, shaping their views on future business leadership roles.

Overall, GupShup 2.0 was a learning bonanza for the students. It showed how such interactions can create a dynamic and mutually beneficial relationship between academia and business, preparing students to be the best business leaders they can be.



## Godsellers 13.0

Markathon hosted its 13th Annual Event, "Godsellers 13.0," from the 13th of February to the 21st of February, 2024, aimed at refining students' entrepreneurship and marketing skills. The event was themed as "Taking You Home", emphasising the roots of an individual irrespective of wherever he goes. The event saw active participation from students across batches, featuring six stalls offering food, games and various activities. On the day of the event, participants achieved significant sales, attracting over five hundred footfalls.

The event evaluated participants' resilience under time pressure and dynamic pricing, reflecting changing consumer demands. It also assessed their efficiency in applying the 4Ps Strategy and fostering innovation in promoting and selling their

respective "Monopoly Dishes."

Beyond honing marketing dynamics, "Godsellers 13.0" provided insights into economic frameworks of Demand and Supply. The event's success underscores Markathon's commitment to holistic learning experiences, merging theoretical knowledge with practical applications, preparing students for real-world business challenges.



# Transport, Logistics, and Professional Growth after IIM Shillong

IIM Shillong recently hosted a seminar focusing on the integral role of transport and logistics in India's economic landscape, with a specific emphasis on advancing the objectives of 'Viksit Bharat.' The event featured Mr. Paras Parekh, an alumnus and the Advisor for Policy and Strategy at the Ministry of Ports, Shipping and Waterways. Mr. Parekh's presence enriched the seminar with his invaluable insights into governmental initiatives and industry growth prospects, providing attendees with a holistic understanding of the sector's complexities.

In addition to discussions on the significance of transport and logistics, the seminar delved into post-MBA career pathways, particularly exploring opportunities within public-private partnerships. This session equipped students with practical

knowledge and strategic insights, enhancing their readiness for professional endeavours in the field.

Moreover, Mr. Parekh's engagement highlighted the strong connection between our alma mater and industry leaders, reinforcing our commitment to fostering a culture of knowledge exchange and continuous learning. The event left participants inspired and motivated, igniting a sense of enthusiasm for contributing to the nation's development through their chosen careers.

Overall, the seminar was a resounding success, exemplifying the collaborative efforts between academia and industry in shaping future leaders and driving impactful change. IIM Shillong looks forward to organising more such enlightening events in the future.



## FinWeekend

**N**iveshak – The Finance and Investment Club of IIM Shillong conducted their flagship event, FinWeekend 2024 - a Finance and Economics Festival from 16th February to 25th February. The event was conducted on Unstop in association with StockGro, Skilled Sapiens & Finlatics and aimed to test the participant's financial acumen and knowledge about Finance and Economics. It saw a total of 1100 registrations from top colleges across the country. FinWeekend 2024 had 3 events, including

**Arthavaad** : The Economics Debate: Arthavaad was a 3-round competition with the first round as a quiz on Unstop, followed by a Report Submission Round, and then Round 3 of online Economics Debate on the topic "The Impact of Government Emphasis on Manufacturing Sector on India's Growth Trajectory: Will less emphasis on the

Service Sector Stall Progress Towards Developed Status?"

**Show me the Money** : Show me the Money was a 5-Day Online Trading Challenge conducted on StockGro App where virtual Money was allotted to the participating teams to give them exposure to the real trading world.

**Takeover** : The IB Case Study: The Takeover competition successfully concluded on the 25th February, 2024 culminating in a virtual presentation round following a challenging quiz and case study solution submission, top teams presented their solutions, showcasing their problem-solving skills in the field of Investment Banking.

The event was successfully concluded on 25th February and the final rounds were judged by faculty members.

## Thrills, Triumphs, and Teamwork: Recap of the Bamboo Premier League at IIM Shillong

The Bamboo Premier League (BPL) organized by the Sports Committee of IIM Shillong was a captivating week-long football tournament that thrilled both participants and spectators. Managers participated in an auction to form their dream teams, blending strategic prowess with footballing talent to create five formidable teams.

The final match between BB XI and Dark Horse Returns was intense, ending in a 0-0 draw even after extra time. The climax came during a nerve-racking penalty shootout, ultimately won 4-2 by BB XI, securing them the championship title.

Individual excellence was recognized, with Shivam

Jaspal of BB XI named Player of the Tournament for his exceptional skills and leadership. Suryaansh Bahal from Dark Horse Returns claimed the Golden Boot for his goal-scoring prowess, while Jishnu Chattopadhyay of BB XI was honoured as the Best Goalkeeper.

In the women's category, Ninja Turtles triumphed over Fuego with a 1-0 victory, showcasing the growing talent and passion among female players.

The BPL not only showcased fierce competition but also fostered camaraderie, sportsmanship and a shared love for the beautiful game, making it a memorable event for all involved.



## CORPORATE ALUMNI WORKSHOP

The Corporate Alumni Workshop hosted a captivating session led by Anirudha Ashish Pillutla, Director of Credit and Fraud Risk at American Express and alumni of our institution. The workshop focused on the pivotal role of data science and analytics in shaping strategic decisions, particularly within the fintech sector. Mr. Pillutla's expertise provided invaluable insights into the intricate interplay between data-driven approaches and organisational strategies.

Throughout the session, Mr. Pillutla delved deeply into the nuances of leveraging data science to drive innovation and competitiveness in the financial technology landscape. His comprehensive understanding and real-world experiences enriched the discussion, offering participants a holistic view of the subject matter.

The workshop was characterised by its interactive

nature, with attendees actively engaging in dialogue and posing pertinent questions. Mr. Pillutla's ability to elucidate complex concepts in



a clear and accessible manner ensured that all participants could grasp the significance of data science in shaping strategic initiatives. Overall, the Corporate Alumni Workshop proved to be a resounding success, thanks to Mr. Pillutla's

expertise and the enthusiastic participation of attendees. The session not only expanded participants' understanding of data-driven strategies but also reinforced the enduring value of alumni engagement within our academic community.



## INTERIM BUDGET

The interim budget panel discussion held on the 3rd of February, 2024, marked a significant gathering of prominent figures in the finance industry. Hosted online, the event featured guests, including Mr Sundaraman R., the MD and CEO of BSE India, Mr Madan Sabnavis, Chief Economist of Bank of Baroda and Mrs Radhika R., Senior Economist and Executive Director at DBS Bank, Singapore. Moderating the discussion was Mr. Vivek Singh, a distinguished alumnus and Board member of Governors of IIM Shillong, Ex-OSD to Union Finance Minister.

The panellists engaged in a comprehensive exploration of various topics, including strategies to leverage tax buoyancy, India's ascent to becoming the 4th largest stock exchange surpassing Hong Kong, and their perspectives on the reduction in deficit targets and disinvestment. The session served as an enriching platform for participants to

gain insights into the complexities of the budgetary process and its implications on the economy.

With their wealth of experience and expertise, the panellists provided valuable perspectives and analysis, contributing to a deeper understanding of the economic landscape and policy dynamics. Overall, the interim budget panel discussion proved to be an insightful and thought-provoking event for all involved, fostering dialogue and exchange of ideas in the realm of finance and economics.



## HULT THEME REVEAL

IIM Shillong recently hosted the Theme Reveal Event for the Hult Prize 2024 on the 5th of February, 2024. The event commenced with a profound emphasis on the significance of social entrepreneurship, elucidated by the guest speaker, Mr. Pankaj Agarwal, MD and Co-founder

of JustOrganik. Mr. Agarwal delved into the pressing farming issues affecting society, climate and consumers, underscoring the importance of establishing sustainable businesses. He shared invaluable insights into how his enterprise addresses sustainability challenges faced by

farmers and aligns with the United Nations Sustainable Development Goals (SDGs).

Following Mr. Agarwal's enlightening discourse, Hult Club members enlightened students about the Hult Prize and unveiled the theme for this year's event: "Unlimited". Under this theme, students are tasked with devising pitches for



social enterprises that align with any of the UN's SDGs. The Hult Prize stands as an annual beacon for social entrepreneurship, challenging teams to conceive innovative solutions to global challenges. Its overarching goal is to empower students in crafting ventures that are not only sustainable but also deeply impactful on a global scale.



## Maruti Suzuki's Management Development Program: Empowering Marketing and Sales Teams for Success

A three-day Management Development Program (MDP), for Marketing and Sales (MNS) of Maruti Suzuki India Limited (MSIL) concluded. Held from the 7th to the 9th of February, 2024, the on-campus program equips the participants with leadership skills and teamwork. It enables reflection on

Maruti Suzuki's positioning in business and market shifts, engaging participants with organisational challenges. The initiative aims to offer new perspectives and insights during the program.



## DCB Bank Ltd.'s Marketing and Sales MDP Concludes at IIM Shillong

The second batch of DCB Bank Ltd.'s Marketing and Sales Management Development Program (MDP) concluded at IIM Shillong. The two-day program emphasized customer-centricity, personal effectiveness, leadership, and stakeholder management. A hundred and eighty participants from diverse sectors across India attended the program.



# ShiWaHack Water Hackathon: Collaborative Solutions for Water Pollution and Conservation



The Indian Institute of Management Shillong hosted the ShiWaHack Water Hackathon on the 7th of February, 2024, with the Meghalaya Government's International Water Conclave. This event aimed to tackle water pollution, conservation and management, drawing participants from various backgrounds. The hackathon emphasised indigenous, community-driven and futuristic solutions, garnering nationwide interest. We congratulate all the participants and thank them

for emphasising collaboration in tackling water issues. The 3-day program focused on honing leadership skills and fostering teamwork among its participants. It also provided a platform for participants to reflect on Maruti Suzuki positioning amidst market dynamics, enabling them to address real-world organisational challenges. The program's overarching goal was to stimulate fresh perspectives and insights among its attendees.

## Empowering Underprivileged Youth: Nurturing Minds Project by IIM Shillong

Nurturing Minds, a project led by IIM Shillong students, seeks to positively impact the lives of underprivileged youth by enhancing education, fostering self-development and improving academic performance. The program's goal is to inspire learning and cultivate creativity, aligning with Dr. Kalam's vision.

Here are some glimpses of the Winter Camp at IIM Shillong, where the emphasis extends beyond academics to include sports and recreational activities, providing a comprehensive learning experience.





## Continuing the Legacy: MoU Signed to Sustain Dr. APJ Abdul Kalam Centre for Policy Research and Analysis

The legacy of the Dr. APJ Abdul Kalam Centre for Policy Research and Analysis, established in 2016, continues with the signing of an MoU between NEC, IIM Shillong, and MDoNER to sustain its mission. The MoU was signed by Shri Moses K Chalai IAS, Secretary, North Eastern Council, Professor D.P Goyal, Director, IIM Shillong in the presence of senior officials, while Shri Chanchal Kumar, Secretary MDoNER and senior officials of Ministry of Development of North Eastern Region, Government of India, Government of India, witnessed the signing of MoU through virtual participation. The collaboration aims to uphold the Centre's vision of becoming a state-of-the-art facility, supporting North East Indian states and implementing agencies in effective project

planning and execution, fostering innovations and serving as a repository of best practices in the region.



## Exploring Japan-India Science-Tech Cooperation: Insights from Mr. Ryuhei Nishi



Mr. Ryuhei Nishi, the First Secretary (Science and Technology) at the Embassy of Japan in India spoke on "Japan-India People-to-People Exchange and Science-Technology Cooperation" at IIM Shillong. The session served as an insightful exploration of science and technology collaborations between nations, offering valuable and diverse perspectives on how nations can collaborate and work in synergy toward the development of all. An initiative from the International Relations Committee of IIM Shillong.

## General Management Program for IRS Officers: Strengthening Ethos, Ethics, Equity, and Efficiency

The two-day General Management Program for IRS Officers, sponsored by NACIN, commenced on the 26th February, 2024, at IIM Shillong. The inauguration ceremony was graced by Professor D.P. Goyal, Director, IIM Shillong and Shri. Harsha Vardhan Umre, IRS Additional Director General of

NACIN Shillong, along with the officers of NACIN and faculty of IIM Shillong.

The training program emphasised the significance of Ethos, Ethics, Equity and Efficiency, which are the foundational pillars of the Competence Framework for Indian Civil Services (2014).



The General Management Program for IRS Officers, sponsored by NACIN, concluded with a Valedictory Ceremony graced by Professor Indrajit



Dube, Vice-Chancellor of NLU Meghalaya, along with faculty members of IIM Shillong.

# CONGRATULATORY NOTE



**N**UKSA extends its congratulations to Team SKY - Yashita Arora, Kunal Mittal and Shivam Arora representing the PGP22 batch, for achieving the status of National Second Runner Ups in the Mondelez Challenge. Your commendable accomplishment in reaching this milestone is truly noteworthy. Well done!



**N**UKSA congratulates Aayushi Dubey from the PGP22 batch for earning the title of National Second Runner-up in the Epoch Case Challenge. Your commendable achievement in reaching this milestone is truly remarkable. Well done!

# JOINING THE RANKS:

## A Warm Welcome to the IIM Shillong Family



**Dr. Ravi Shankar Bhakat,**

appointed as Assistant Professor Grade-I in the area of Marketing



**Mr. Nithin K,**

appointed as Manager (Admission).



**Mr. Abhijeet K Marandi,**

appointed as Assistant Manager (Hostels).



Baruch COLLEGE



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