

# NUKSA THE PINE CHRONICLE

NEWS, VIEWS & CREATIVE EXPRESSIONS

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**Remembering Sir APJ Abdul Kalam:  
IIM Shillong Celebrates Innovation,  
Education and Space Achievement**

## ABOUT NUKSA

Nuksa The Pine Chronicle is the  
monthly news magazine of IIM  
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# COVER STORY

## Remembering Sir APJ Abdul Kalam: IIM Shillong Celebrates Innovation, Education and Space Achievement



On the occasion of Dr. APJ Abdul Kalam's death anniversary, IIM Shillong paid tribute to the visionary who not only transformed the nation through his conviction and innovation but also made a lasting impact as a teacher. To honor his legacy, the institute organized the eighth Dr. APJ Abdul Kalam Memorial Lecture, a significant event that celebrated his teachings and achievements.

The session commenced with students and faculty offering floral tributes to the beloved Sir APJ Abdul Kalam, reflecting on his deep association with IIM Shillong. His influence remains strong, even years after his passing. Dr. Sanjeev Ningombam, Centre Head of the Dr. APJ Abdul Kalam Centre for Policy Research and Analysis at IIM Shillong, welcomed the attendees and spoke about Dr. Kalam's enduring teaching legacy. He emphasized that Dr. Kalam's guest lectures at the institute were a testament to his belief in the transformative power of education.

A key highlight of the event was the "Nurturing Minds" initiative, which was launched in 2015 shortly after Dr. Kalam's demise. This initiative was created to pay tribute to his vision of

"Education for All" and has since fostered a strong connection between IIM Shillong and the local community. By partnering with local schools, the initiative allows IIM Shillong students to directly contribute to the education of local students, thereby extending Dr. Kalam's legacy of empowering young minds.

The event was further enriched by the presence of Dr. S P Agarwal, Director of the North Eastern Space Applications Centre (NESAC). An expert in Remote Sensing and GIS applications, Dr. Agarwal delivered the 8th Dr. APJ Abdul Kalam Memorial Lecture, where he underscored the importance of learning from failures. He also highlighted ISRO's significant contributions to disaster management, the Moon Mission and the evolution of space technology. Dr. Agarwal's address covered various aspects of space technology, including its role in agriculture, sustainable development and disaster risk reduction.

As part of the commemoration, an exhibition showcasing India's space achievements was organized in collaboration with NESAC. This exhibition served as a powerful testament to





India's space journey and a profound tribute to the man who inspired a nation to reach for the stars.

The lecture concluded with students leaving



in determination to transform their dreams into reality, echoing Dr. Kalam's famous quote, "Dreams are not those which come while we are sleeping, but dreams are those when you don't sleep before fulfilling them."



# FACULTY DESK

## Solid Waste Management and Sustainable Development Goals

For decades, we have been generating solid wastes and trying to manage them by disposing them in open empty lands. This practice has created a mountainous structure called landfill outside every city. Landfills are unhygienic and unhealthy for the society. They create land, water and air pollution and provide environment for the breeding of insects that create epidemic like dengue and malaria. Rising population and urbanization is increasing the solid waste generation that adds fuel to this landfill problem. Major reasons that are causing this problem are: non-separation of solid waste at source and low collection rate. First, the practice of not separating the waste at the time of generation and mixing them by putting in one bin makes it useless for further processing. For example, the organic waste (vegetables leftover and food waste) can be used to produce biogas or organic fertilizer and packaging waste (paper, cardboard and plastic) can be recycled. However, as we mix this both waste by putting them in one bin makes both waste useless to produce biogas or recycling. Second, because of littering habit we generally throw our solid waste in open empty places and do not put them in bin. This leads to less collection of waste by local authorities and the uncollected waste remains in the society and create pollution, clogging of drainage, et cerera. Therefore, it is very important that we put our solid waste in respective bins as per their categories at the time of generation. This will improve the management of solid waste and help the society.

At present, when whole world is working towards the achievement of sustainable development goals (SDGs), solid waste management can help countries and societies in the achievement of some SDGs. For example, with the separation of solid waste at source we can make sure that most of the generated recyclable solid waste



should get recycled and organic waste must be used to produce some other products. This will reduce the dumping of solid waste on landfills and thus reduce the air, land and water pollution. Decrease in pollution help in achievement of SDG 13 (climate action) and SDG 14 (life below water). Moreover, reduction in water pollution support SDG 6 (clean water and sanitation) and overall reduction in landfill supports SDG 11 (sustainable cities and communities) and SDG 12 (responsible consumption and production). In addition, as landfills are home for insects and pathogens their reduction will cause improvement in the health of individuals and thus it creates healthy society. This supports SDG 3 (good health and well-being). Furthermore, a good solid waste management system will improve the recycling by providing recyclable waste to recycling industries. This will increase the production of recycled product and thus create new employment opportunities in the society. Increase in employment may support SDG 1 (no poverty) and SDG 2 (zero hunger). Thus, it is understandable that a good solid waste management system is very important for any country to achieve the sustainability.

Most of us believe that managing our generated solid waste is the responsibility of government or local authorities but we forget that without adequate initiation and support from our end, it will be very difficult to manage the large volume of

generated solid wastes. Therefore, as a resident of this country and planet, our responsibility is to put our generated solid waste in its designated bin and not throw the wastes in open spaces. Moreover, we should focus on creating awareness and educating others regarding the benefits of solid waste management and the harmful effects of failing to manage the solid wastes.

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**Dr. Pradeep Rathore**



# PHOTO GALLERY

## GLIMPSES OF JULY EVENTS





# TIMELINE

## IIM Shillong and Middlesex University Dubai Sign MoU to Boost Academic and Research Collaboration

IIM Shillong and Middlesex University Dubai have signed a Memorandum of Understanding (MoU) to foster collaboration across various academic and educational domains. The partnership will focus on student exchange, immersion programs, research collaboration, faculty exchange

and development and other educational activities. This strategic alliance is designed to enhance academic excellence and promote international cooperation between the two institutions, offering students and faculty broader opportunities for growth, learning and global engagement.

## IIM Shillong and Asian Institute of Technology Thailand Forge Strategic Alliance



In an exciting development, IIM Shillong has formalized a groundbreaking Memorandum of Understanding (MoU) with the Asian Institute of Technology (AIT) in Thailand. This landmark partnership embodies IIM Shillong's commitment to cultivating a global perspective for its students and researchers.

The MoU marks the beginning of a dynamic collaboration between the two esteemed institutions, focusing on:

- **Faculty Exchange:** Enabling the exchange of teaching expertise and methodologies to enrich academic experiences.
- **Student Exchange:** Opening doors for students

to gain international exposure and broaden their horizons.

- **Joint Research Projects:** Fostering collaborative research initiatives that drive innovation and discovery.
- **Executive Education Programs:** Providing advanced learning opportunities for professionals seeking to enhance their skills.

This alliance is set to elevate academic and research endeavors, expand international viewpoints and fortify global academic relationships. IIM Shillong eagerly anticipates the rich opportunities this partnership will create, enhancing cross-cultural learning and driving forward-thinking innovation.

## Bridging Borders: International Week 2024 at IIM Shillong



IIM Shillong hosted International Week from the 1st to the 6th of July, 2024 under the theme "Ideas Across Borders - Bridging Global Innovation and Local Impact." Organized by the International Relations Committee, the event brought together international students from various universities and prominent speakers, creating a dynamic platform for global learning and cultural exchange.

The event featured distinguished speakers, including corporate leaders like Mr. Vishwas Anand of Schneider Electric, Mr. Thiagarajan Venkatesan of Aishwaryam Financial Services, Mr. Emmanuel David, former Director of TMTC and Mr. Vishwaroop Singh of Novartis. Additionally, startup founders like Mr. Mayukh Hazarika of Raincheck Earth Co. and Mr. Upmanyu Borkakoty of Woolah Tea, along with IAS officer Mr. Cyril Deingdoh, international faculty Dr. Jossy Matthew, IIM Shillong professors and the British Deputy High Commissioner to Kolkata, contributed their expertise.

The event highlighted the importance of such initiatives in fostering global innovation while respecting local contexts. International students experienced Meghalaya's cultural richness through visits to Tyrshi Falls, participation in the Behdienkhlam Festival and a culinary experience at Dial Muktieh Ramew Café. A cultural night organized by IIM Shillong students further enhanced cultural appreciation and exchange.

The week concluded with a valedictory session where Professor Naliniprava Tripathi and Professor Teidorlang Lyngdoh distributed participation certificates, marking the successful culmination of International Week 2024. This event was a significant step towards building global networks and promoting mutual understanding, offering international students' deep insights into global business practices and India's vibrant traditions.



## Insights from Mr. Bryan Hochstein

During the International Week at IIM Shillong, Mr. Bryan Hochstein, Associate Marketing Professor from the University of Alabama, delivered an engaging talk on innovative marketing strategies and potential collaborative opportunities. His session not only provided valuable insights but also explored future partnerships between IIM Shillong and the

University of Alabama. Mr. Hochstein expressed enthusiasm about IIM Shillong potentially hosting the GSSI 2025 conference, highlighting the promising avenues for academic and institutional collaboration. This interaction marked a significant step towards strengthening international ties and advancing research and knowledge exchange.



## Government of Meghalaya and IIM Shillong Forge Strategic Partnership for Socio-Economic Development



In a landmark initiative to promote socio-economic development in Meghalaya, the Government of Meghalaya and the Indian Institute of Management (IIM) Shillong have entered into a strategic partnership through the signing of a Memorandum of Understanding (MoU). The MoU was formalized in the presence of Shri Conrad K Sangma, Honourable Chief Minister of Meghalaya and Shri Shishir Bajoria, Chairman of the Board of Governors of IIM Shillong, on the occasion of the 189th death anniversary of U Tirot Sing Syiem, a revered freedom fighter of the region.

The agreement was signed by Shri Cyril V Diengdoh, Secretary to the Government of Meghalaya, Planning, Investment Promotion and Sustainable Development Department and Professor D.P. Goyal, Director of IIM Shillong. This MoU aims to foster collaboration between the State Government and IIM Shillong, focusing on several key initiatives that align with the state's developmental goals.

The partnership outlines the following primary activities:



1. **Chief Minister's State Business Plan Competition (College Level):** This competition aims to promote entrepreneurship and sustainable business practices among college students in Meghalaya, encouraging innovation and practical business solutions.
2. **Capacity Building and Global Leadership Programs:** Tailored for government officers, these programs are designed to enhance their leadership skills and equip them with the tools needed to drive sustainable development in the state.
3. **Management Development Programs:** These programs are specifically aimed at the Autonomous District Councils to strengthen their administrative and governance capabilities, ensuring effective governance at the grassroots level.
4. **Live Projects for IIM Shillong Students:** These initiatives will provide students with practical experience by allowing them to work on real-world challenges with various government departments and block offices.

During the signing ceremony, Professor D.P. Goyal highlighted IIM Shillong's sixteen-year

legacy of excellence in education and its significant contributions to Meghalaya's development. He emphasized the institute's ongoing efforts through the Centre for Community Impact and Engagement for NE (NE-CCIE) to positively impact society.

Shri Shishir Bajoria, Chairman of the Board of Governors, complimented the institute's growth and the state government's continued support, underscoring the importance of the MoU for future collaborations.

Honourable Chief Minister Shri Conrad K. Sangma emphasized the importance of strategic interventions to address social challenges in the state. He highlighted initiatives like the CM Connect scheme and the CM Entrepreneurship Challenge, urging IIM Shillong students to apply their skills in tackling these issues to build a brighter future for Meghalaya.

The event concluded with a vote of thanks from Professor Teidorlang Lyngdoh, Faculty at IIM Shillong. This partnership represents a significant step forward in the collaboration between the Government of Meghalaya and IIM Shillong, aimed at driving sustainable development and fostering innovation across the state.

## Harnessing the Power of Silence: Pandit Shubhendra Rao and Saskia Rao-de Haas at IIM Shillong



In the world of management education, understanding the nuances of communication, perception and innovation is key to success. This was highlighted in a recent event at IIM Shillong, where the renowned musicians Pandit Shubhendra



Rao and Maestro Saskia Rao-de Haas introduced the innovative concept of "Silent Concerts."

Drawing on the universal power of music, Pandit Shubhendra Rao, a distinguished Sitar performer

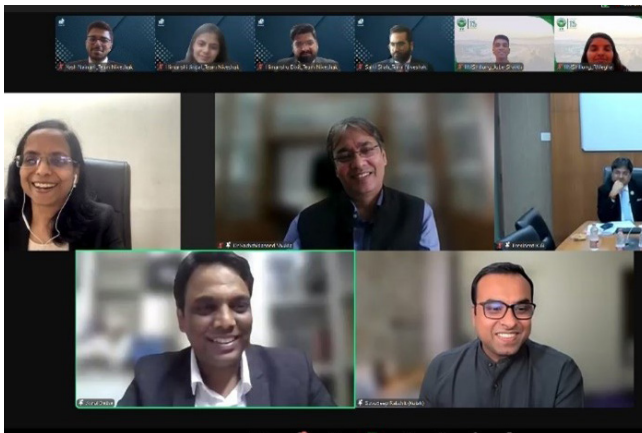
and composer, along with his wife Saskia Rao-de Haas, a celebrated cellist, shared their insights on how silence can enhance the listening experience. Their approach to music parallels key principles in management—listening deeply, appreciating subtle cues and fostering creative intuition. These skills are crucial for future managers who must navigate complex environments and make sound decisions.

With over thirty years of experience, the duo has revolutionized music education through the Shubhendra and Saskia Rao Foundation,

focusing on transforming learning with an Indian perspective. Their unique method of teaching through silence offers a powerful lesson for management students: sometimes, the most profound insights come from listening rather than speaking.

The session concluded with a warm round of applause for Pandit Shubhendra Rao, Saskia Rao-de Haas and their tabla accompanist, Rupak Bhattacharjee, leaving the audience with a deeper appreciation for the art of listening—both in music and in management.

## Panel Discussion on Union Budget 2024 by Team Niveshak



On the 28th of July, 2024, Team Niveshak hosted their annual flagship event, a Panel Discussion on India's Union Budget 2024. The distinguished panel included C.A. Ranjeet Kumar Agarwal,

President of The Institute of Chartered Accountants of India, Ms. Anubhuti Sahay, Head of South Asia Economics Research at Standard Chartered Bank, Mr. Suvodeep Rakshit, Chief Economist at Kotak Institutional Equities and Dr. Sachchidanand Shukla, Group Chief Economist at Larsen and Toubro.

Moderated by Amol Dethe, Editor at ETBFSI and ETCFO, the discussion drew an audience of around three hundred students. The panelists offered expert insights on changes in taxation policy, the budget's impact on the Indian stock market and new government reforms focused on employment and upskilling. The event provided students with a comprehensive understanding of the budget's implications for the Indian economy.

## Legacy Unite: Alumni Inspire and Guide IIM Shillong Students

The Alumni Committee at IIM Shillong proudly hosted the "Legacy Unite" series from the 25th of June to the 12th of July, 2024, a special initiative aimed at fostering knowledge exchange and mentorship. This event brought back valued alumni to share their professional experiences and insights with current students, offering them a unique opportunity to learn about diverse industries and career paths.

The series began with Saurabh Tyagi (Batch of 2017-'19), who currently works at EY GDS, leading a session on Consulting and Analytics on the 25th of June, 2024. Mr. Tyagi's discussion focused on the consulting industry and the importance of analytics in strategic decision-making, enriched by real-world examples and case studies.

On the 27th of June, 2024, Jatin Bedi (Batch of 2016-18), co-founder of Civilization Fund,

shared his expertise in Finance, covering investment strategies, risk management and financial planning. His entrepreneurial journey provided inspiration for students interested in finance and entrepreneurship.

The series continued with Akshansh Gupta (Batch of 2019-21) from Swiggy, who on the 29th of June, 2024 discussed Growth and Marketing, emphasizing innovative marketing strategies and data-driven growth initiatives.

On the 6th of July, 2024, Rameswar Misra (Batch of 2011-13), co-founder of G.O.A.T. Brand Labs, focused on entrepreneurship and

brand management, sharing valuable insights into building a successful brand.

The sessions concluded with talks by Harsha Jhunjunwala (Batch of 2009-11), Vice President at Axis Bank, on leadership in banking and Ashutosh Dikshit (Batch of 2008-10) from AMDOCS, on digital transformation and customer experience.

"Legacy Unite" was a resounding success, offering students practical insights, broadened perspectives and valuable mentorship, essential for their future careers.

## Vanguard: Pioneering New Path with Apoorva Sharma at IIM Shillong



The Alumni Committee is delighted to report the tremendous success of the "Vanguard: Pioneering New Paths" session, held on the 21st of July, 2024, at IIM Shillong. This session featured Ms. Apoorva Sharma, Managing Partner at Strides Venture and an esteemed alumna from the PGP'15 batch, marking a significant milestone in our event series.

Ms. Sharma brought her extensive experience in venture capital to the session, providing students with a comprehensive overview of industry trends, challenges and opportunities. Her presentation was both insightful and engaging, featuring real-world examples and case studies that highlighted the complexities of venture capital decision-making.

She solved two intricate case studies during the session, offering students practical, hands-on learning experiences.

Beyond the technical aspects, Ms. Sharma shared valuable advice on succeeding in the venture capital industry, emphasizing the importance of strong analytical skills, staying updated with industry trends and building a robust professional network. The session attracted over four hundred students from the PGP'24 batch, who actively engaged with questions and discussions.

Ms. Sharma's session greatly enriched the students' understanding of venture capital, providing them with crucial insights for their professional growth.



# IIM Shillong - INDAM Doctoral and Early Career Researchers' Colloquium



IIM Shillong, in collaboration with the Indian Academy of Management (INDAM), hosted a successful Doctoral and Early Career Researchers' Colloquium. The three-day event from the 9th to the 11th of July, 2024 featured prominent researchers who provided valuable insights into conducting high-quality research, covering both

qualitative and quantitative methodologies.

The colloquium concluded with a valedictory session where attendees reflected on the knowledge gained and its potential impact on their research careers. The event was a significant success, fostering academic growth and collaboration among emerging researchers.

## Evaluating Pradhan Mantri Fasal Bima Yojana in Meghalaya



The Dr. APJ Abdul Kalam Centre for Policy Research and Analysis hosted an insightful workshop on the 15th of July, 2024, titled "Performance Evaluation of Pradhan Mantri Fasal Bima Yojana (PMFBY) in North East: A Study in Meghalaya," supported by the Indian Council of Social Science Research (ICSSR).

The workshop brought together industry experts and policy leaders to discuss the effectiveness of PMFBY in Meghalaya. Eminent speakers included Dr. A.K. Singha, Principal



Scientist at ICAR, ATARI, Shri Nayan Jyoti Phukan, Regional Manager at Agriculture Insurance Company and Shri Partha Sarathi Kamarkar, Administrative Officer at AIC. Their contributions provided valuable insights into the scheme's impact and performance in the region.

The event facilitated meaningful discussions on enhancing the implementation of PMFBY, aiming to improve agricultural insurance and support for farmers in North East India.

## Plantation Drive at IIM Shillong: Supporting the Model Green Campus Initiative



In a commendable effort to enhance community engagement and environmental stewardship, IIM Shillong organized a successful plantation drive on campus. This initiative, part of the Model Green Campus project, aims to promote sustainability and green living within the institute.

Supported by the Meghalaya Institute of Governance, Operation Clean Up and Jiva Cares, the plantation drive saw enthusiastic participation from students, faculty and staff. Participants

planted a variety of trees and shrubs, contributing to the campus's green landscape and supporting broader environmental goals.

The event underscored IIM Shillong's commitment to sustainability and its role in fostering a greener future. The collective efforts will not only improve the campus environment but also encourage ongoing environmental responsibility among the IIM Shillong community.

## METIER

### Exploring Metaverse Tourism: A New Frontier in Travel

Imagine immersing yourself in a destination virtually before your actual visit, enjoying travel without the hassle of luggage or long lines! Professor Krantiraditya and co-authors delve into this exciting concept in their research, "Exploring Tourist's Metaverse Experience Using Destination Spatial Presence Quality and Perceived Augmentation: Metaverse Exploration, Physical Expedition (MEPE)," published in the Current Issues in Tourism Journal (ABDC: A, and ABS: 2).

Their study investigates how the metaverse can enhance travel experiences by merging virtual reality with physical travel. Can virtual tourism replace physical travel, or merely augment it? Explore these intriguing questions and more to understand the future of travel through Metaverse Tourism.



भारतीय प्रबंध संस्थान शिल्लोंग  
 Indian Institute of Management Shillong

CELEBRATING  
**16**  
 OF EXCELLENCE

'Exploring tourist's metaverse experience using destination spatial presence quality and perceived augmentation: metaverse exploration, physical expedition (MEPE)' in the "Current Issues in Tourism" Journal (ABDC -A, & ABS:2).

By  
**PROF. KRANTIRADITYA DHALMAHAPATRA**  
 Operations & Quantitative Techniques Area







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