

NUKSA

THE PINE CHRONICLE

NEWS, VIEWS & CREATIVE EXPRESSIONS

HIGHLIGHTS

Zenith 2025: A Celebration of
Storytelling, Art and Cinema

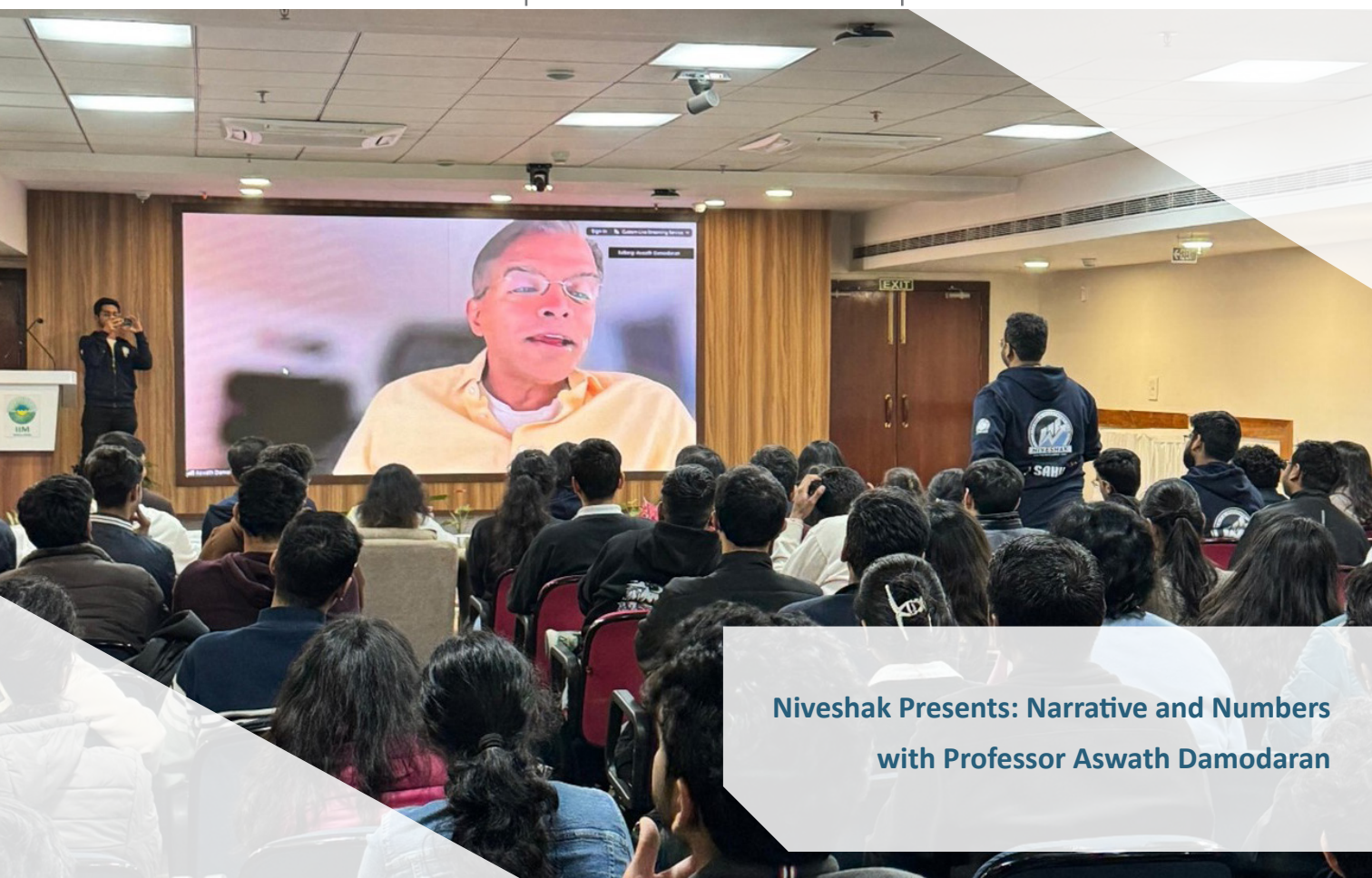
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**Niveshak Presents: Narrative and Numbers
with Professor Aswath Damodaran**

ABOUT NUKSA

Nuksa The Pine Chronicle is the
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COVER STORY

Niveshak Presents: Narrative and Numbers with Professor Aswath Damodaran



IIM Shillong Hosts a Masterclass in Modern Valuation with the Dean of Valuation

On the 6th of February 2025, IIM Shillong bore witness to a landmark academic moment as Team Niveshak, the Finance and Investment Club of the institute, hosted a virtual session with none other than Professor Aswath Damodaran, globally revered as the “Dean of Valuation”. Themed “Narrative and Numbers”, the event offered more than just a lesson in finance—it was a masterclass in blending intuition with analysis, theory with practice and stories with statistics.

Broadcast live from the IIM Shillong auditorium and streamed to a global audience via YouTube, the session drew finance aficionados, faculty and students from across the country. True to his reputation for demystifying complex financial concepts, Professor Damodaran illuminated the vital interplay between qualitative narratives and quantitative valuation models, emphasizing that while numbers speak, it's the story they tell that reveals a company's true worth. From dissecting market disruptions and navigating economic uncertainty to addressing the

ethics of investment, Professor Damodaran delivered insights that resonated far beyond spreadsheets. “Every valuation is a story,” he said, urging budding analysts to look beyond financial statements and dig into the essence of the businesses they evaluate.

An interactive Q and A session followed, where the audience engaged with topics ranging from startup valuation strategies to intuitive risk assessment. Professor Damodaran's honest reflections and real-world anecdotes left attendees with a renewed sense of purpose and perspective. Team Niveshak expressed heartfelt gratitude to Professor Damodaran for his generosity in sharing knowledge and to the vibrant community of participants whose questions and curiosity elevated the discourse.

This session not only deepened the understanding of financial valuation but also reinforced IIM Shillong's commitment to integrating global thought leadership with academic inquiry. In bridging the gap between narrative and numbers, the event set a benchmark for future engagements, affirming that at the heart of finance lies a story waiting to be told.

PHOTO GALLERY

GLIMPSES OF FEBRUARY EVENTS



TIMELINE

A Month of Innovation, Analytics and Tech Excellence at IIM Shillong

bTeSys, the Systems and Analytics Club of IIM Shillong, had an action-packed February, hosting

events that championed data-driven decision-making, product innovation and business analytics.

DATA-DASH (Khlurthma 2024)

As part of Khlurthma, the Annual Management Fest of IIM Shillong, bTeSys organized Data-Dash, an analytical quest designed to challenge participants in data-driven decision-making. Teams tackled real-world datasets, applied analytical frameworks and presented actionable insights.

The competition witnessed enthusiastic participation, with innovative problem-solving and storytelling at its core. With ₹70,000 in cash prizes and goodies, the event saw fierce competition from top B-schools across India, reaffirming its status as a premier analytics competition at IIM Shillong.

Power BI Workshop

bTeSys, in collaboration with Havish M Consulting, conducted a four-day Power BI workshop, equipping participants with hands-on experience in data visualization, dashboard

creation and business analytics storytelling. Attendees also received an industry-recognized certification, adding significant value to their professional skill set.

ProdUX 2025 (February 19-26, 2025) – Business Beyond Boundaries



ProdUX 2025 brought together the best minds in product management, UX/UI and analytics in an exciting tech-business festival. PRIME Meghalaya joined as the title sponsor, reinforcing its commitment to fostering innovation.

Key Events under ProdUX 2025:

- **BiteCast** – Live podcast featuring industry leaders sharing their success stories and insights into tech-driven business innovation.
- **DesignSync** – A hands-on UX/UI case competition, challenging participants to unleash their design skills and craft user-friendly digital experiences.
- **DataDecoded** – An expert-led Google Analytics deep dive, empowering participants to analyze and interpret data like a pro.

- **Boardroom Battleground** – A high-stakes CXO simulation where participants stepped into the shoes of top executives, making critical business decisions.
- **Shillong Venture Clash** – Organized in collaboration with the E-Cell, this startup challenge brought budding entrepreneurs together to pitch their ideas and battle for investment opportunities.
- **VirtuoSphere** – A cutting-edge VR experience, immersing participants in the future of digital interactions.
- **Product Pioneers** – Exclusive insights from a Google Product Manager, offering a deep dive into product innovation, strategy and market impact.
- **Bite Wars – The Ultimate Quiz Showdown** – A mind-boggling trivia battle where only the

sharpest minds survived.

- **Tech Bridge – A Digital Enablement Workshop** – Hosted in collaboration with the IT and Infrastructure Committee, this hands-on workshop introduced participants to automation tools and digital solutions to streamline processes and enhance efficiency.
- **FigmaForge** – A UX/UI workshop that provided participants with hands-on experience in prototyping, wireframing and user interface design.

With ₹100,000+ in prizes, ProdUX 2025 proved to be a transformative experience, bringing together the best of design thinking, analytics and entrepreneurship at IIM Shillong. As we continue pushing boundaries in technology, analytics and product management, biTeSys remains committed to fostering innovation and excellence.



Hult Prize 2025: Training, Qualifiers and Grand Finale at IIM Shillong

Following the reveal of the **Hult Prize 2025 Challenge theme**, we received an enthusiastic response with **75 registrations**. To prepare participants for the competition, a **training session was conducted on the 7th of February, 2025** led by **Akhilesh Pendkande**, a distinguished mentor and IIM Kozhikode alumnus (PGP 25). With experience mentoring over **1,000 students** and guiding **200+ in top case competitions**, his expertise spans problem-solving, strategic thinking and business storytelling. Currently, he is an **Analytics and Strategy Professional at Reliance Consumer Products**. His insights

helped participants refine their approach for the upcoming competition rounds.

Qualifier Round

The **Qualifier Round** was an elimination stage where participants submitted their **business idea drafts** by the **20th of February**. The submissions were reviewed by **Professor Gerard Farias** and **Professor Sanjeeb Kakoty** based on three key criteria: **innovation, impact and business viability**. By the **24th of February**, the **top 10 teams** moved to the Finals.

On-Campus Final Round

Held on the **26th of February**, the **Final Round** evaluation was on **idea innovation, impact, viability and team strength**. The **Campus Winner** received **₹20,000**, while the **Runner-up** won **₹10,000**. The esteemed jury included **Dibyajyoti Nath** (Founder and CEO, Impact Weaver),

Kritarth Malhotra (Founder, HUM Agetech and Co-Founder, WENdiversity), Professor **Rajiv Vaid Basaiawmoit** (Head of Entrepreneurship and Innovation, Aarhus University), Hult Global Case Challenge RunnerUp (2011) and **Sakil Ahmed** (Founder and CEO, GrowHub).

A Month of Thought-provoking Discussions: February at Ekonनीति

February was an eventful month for **Ekonनीति** marked by two remarkable events that

enriched discussions on policy, economics and global affairs. The North-East Economic Conclave (NEEC) welcomed Mr. Anil Swarup, former Secretary of the Government of India, who shared invaluable insights on governance, policy implementation and economic development. The session fostered engaging discussions on the economic landscape of North-East India, offering students and faculty a deeper understanding of the region's challenges and opportunities.

Additionally, **Ekonनीति** recorded an exclusive podcast with Mr. Swarup, capturing his expert perspectives on public policy and leadership. The month also featured Anveshan 2025, the first-ever flagship Model United Nations

(MUN) under **Ekonनीति**, spanning three days of intense discussions and diplomacy:

Day 1: The event commenced with an opening ceremony, featuring Mr. Kaustubh Sonalkar as the chief guest. This was followed

by a networking dinner, accompanied by live music, fostering engaging conversations among participants.

Day 2: The core of the MUN featured four heated debate sessions, where delegates rigorously analyzed and deliberated on pressing global issues. The United Nations General Assembly (UNGA) focused on the crisis in the Middle East, while the United Nations Security Council (UNSC) addressed the ongoing global crises. Participants demonstrated exceptional strategic thinking, negotiation and diplomacy throughout the discussions.

Day 3: The final day included two more debate sessions, culminating in the closing ceremony. The Executive Board presented committee reports, summarizing key takeaways from the discussions, followed by an award ceremony, recognizing outstanding performances and exceptional diplomatic skills. February established a strong foundation for **Ekonनीति**'s journey ahead, setting the stage for more intellectually stimulating events in the future.

Tech Bridge: The Tech Enablement Workshop

The IT and Infrastructure Committee collaborated with bITeSys – The Systems and Analytics Club of IIM Shillong for their flagship event, ProdUX, to successfully conduct a technology training session on the 25th of February, 2025. This initiative aimed to equip administrative staff and office workers with AI tools, digital solutions and

essential tech skills to enhance workplace efficiency and adaptability in an increasingly digital world.

With AI and digital transformation reshaping professional environments, the IT and Infrastructure Committee and bITeSys took a proactive approach to bridging the digital divide. The session provided hands-

on training in AI-powered productivity tools, digital collaboration platforms and fundamental tech skills, enabling participants to streamline tasks, improve efficiency and embrace technology-driven workflows. The training was led by members of the IT and Infrastructure Committee, who guided participants through practical applications



and real-world use cases.

Through ProdUX, the IT and Infrastructure Committee and biTeSys reaffirm their commitment to fostering a culture of digital literacy, innovation and continuous learning at IIM Shillong. Heartfelt appreciation to our enthusiastic participants and dedicated trainers for making this initiative a success.



Zenith 2025: A Celebration of Storytelling, Art and Cinema

The month of February was a vibrant one for Zeitgeist, as we successfully hosted **Zenith 2025**, our flagship event. The event witnessed an inspiring **panel discussion** on Day 1, featuring esteemed panellists **Chandni Mathur**, **Bejoy Nambiar** and **Rashmi Nazary** who shared their insights on storytelling, cinema and publishing. Their perspectives engaged the audience in a thought-provoking dialogue. The discussion was further enriched by **Professor Sanjeeb Kakoty**, who moderated the panel with his own flair.

The momentum continued on Day 2 with **Charaiveti**, a special performance by **Mr. Sanjoy Ghosh** on the second day. His journey and words of wisdom left the attendees deeply

inspired. Adding to the literary fervour, we also unveiled this year's edition of **Symphony**, our annual literary magazine, showcasing creative expressions from the student community. Apart from this the following competitions were hosted on Unstop as a part of Zenith – **Chitra Sangam** (a poster making competition), **Vichaar Gatha** (story-writing competition), **Karam Vaad** (debate competition) and **Karmic Quest** (quiz competition).

Beyond Zenith, Zeitgeist also organized **two movie screenings**. The mind-bending thriller **Prestige** captivated audiences in Nongthymmai, while the nostalgia-filled **Dil Chahta Hai** brought a wave of emotions to students in Umsawli.



Flower Planting Workshop: Cultivating Green Spaces at IIM Shillong



As part of its commitment to sustainability and environmental awareness, EcoBiz, the sustainability and business club of IIM Shillong, organized a Flower Planting Workshop on the 9th of February, 2025, at the Nongthymmai Campus bringing together students and nature lovers for a hands-on experience in sustainable gardening. The workshop provided participants with insights into soil preparation, planting techniques and the long-term care of flowering plants, fostering a deeper connection with nature.

Participants learned essential techniques for planting, soil preparation and plant care, guided

by horticulturists who emphasized sustainable gardening practices. The workshop was more than just a planting session; it was a celebration of nature, fostering mindfulness and an appreciation for greenery. With their hands in the soil, attendees found a therapeutic escape from daily routines while contributing to a greener campus. The event also highlighted the role of urban gardening in promoting biodiversity and sustainability. The Flower Planting Workshop was a refreshing initiative that embodied IIM Shillong's ethos of sustainability, leaving a lasting impact on the participants.

Eco Fair 2025: Celebrating Sustainability at IIM Shillong



EcoBiz, the sustainability and business club of IIM Shillong, successfully hosted Eco Fair, the Sustainable Local Trade Fair as the inaugural event of Sustainability Week 2025. Held on the 26th of February, 2025, the fair brought together local businesses, student entrepreneurs and eco-



conscious consumers in a vibrant marketplace that championed sustainable and responsible consumerism.

The event featured around thirteen vendors from various regions of Meghalaya dealing

with a diverse range of eco-friendly products, including handmade crafts, organic food items, upcycled goods and sustainable lifestyle products. Participants from IIM Shillong also showcased their creative ventures alongside local artisans, fostering collaboration and promoting ethical trade. Beyond shopping, Eco Fair provided a platform to engage in meaningful conversations

about sustainability, conscious consumption and environmental responsibility.

With enthusiastic participation from students, faculty and staff, EcoFair underscored IIM Shillong's commitment to sustainable business practices. It served as a reminder that small choices—such as opting for locally sourced, eco-friendly products—can collectively create a significant impact.

Sculpting Workshop: Unleashing Creativity at IIM Shillong



As part of the Sustainability Week 2025, EcoBiz Club of IIM Shillong organized an engaging Sculpting Workshop on the 27th of February, 2025, at the Umsawli Campus. This hands-on session offered participants a unique opportunity to explore the art of pottery, learn fundamental sculpting techniques and craft their own masterpieces. With skilled artisans guiding the workshop, attendees immersed themselves in the tactile experience of shaping clay, experimenting with textures and molding their imagination into tangible art. The event not only provided a creative outlet but also highlighted the sustainable aspects of pottery, an age-old craft rooted in natural materials and eco-conscious artistry. The limited-

seat event saw enthusiastic participation from students, faculty and art enthusiasts eager to explore a new skill. It was a refreshing break from academic rigor, allowing participants to reconnect with their creative instincts while promoting mindful craftsmanship.

Through this workshop, IIM Shillong reinforced its commitment to sustainability, encouraging the community to appreciate handmade, durable and environmentally friendly art forms. The Sculpting Workshop was a testament to the power of creativity in driving sustainable practices, leaving participants with both a newfound skill and a meaningful creation to cherish.

Niveshak: Union Budget Panel Discussion 2025

On the 1st of February 2025, Team Niveshak, the Finance and Investment Club of IIM Shillong, organized a thought-provoking panel discussion titled "Union Budget Panel Discussion 2025." The event brought together industry stalwarts to dissect the fiscal roadmap's implications, moderated by Mr. Tamal Bandyopadhyay,

Consulting Editor at Business Standard, whose incisive questions steered the dialogue.

The panel featured Mr. Abdulla Pettiwala (Head of Tax, HDFC Group), Dr. V. Anantha Nageswaran (Chief Economic Advisor, GoI), Mr. Anil Talreja (Partner, Deloitte) and Dr. Gaura Sengupta

(Chief Economist, IDFC First Bank). Discussions spanned across critical themes: fiscal priorities like infrastructure and green energy investments, tax reforms' impact on businesses, sectoral allocations in healthcare and tech and balancing growth with fiscal prudence.

Attended by students, faculty and professionals,

the session bridged theory and practice, empowering future leaders to grasp policy-economy linkages. Team Niveshak extended gratitude to panelists, faculty and attendees for fostering a dynamic exchange of ideas, cementing the event as a cornerstone for financial literacy and strategic discourse at IIM Shillong.

Niveshak: Halwa Ceremony Ahead of Union Budget 2025



Embracing the spirit of India's budgetary traditions, Team Niveshak at IIM Shillong hosted a symbolic Halwa Ceremony ahead of the Union Budget 2025, blending heritage with financial discourse. Mirroring the iconic government ritual which marks the final stage of budget preparations with secrecy and unity, the event saw enthusiastic participation from both PGP24 and PGP23 cohorts. While the junior team stirred the pot at the Nongthymmai campus, seniors kept the legacy alive at Umsawli, embodying collaboration across batches.

"Team Niveshak stirring up traditions before the big day!" resonated as members prepared the sweet treat, symbolizing a "sweet start" to fiscal reforms and strategic deliberations. The ceremony underscored the Budget's essence

beyond numbers, it was about policy foresight, inclusive growth and economic resilience. This cultural nod highlighted the club's commitment to merging institutional practices with academic rigour, fostering camaraderie and a deeper understanding of governance processes.

By replicating the Ministry's tradition, Team Niveshak not only honored India's fiscal heritage but also primed members for informed discussions on the Budget's implications. The event reinforced the importance of unity and preparation, setting the stage for the insightful panel discussion that followed. A flavorful prelude to a day of learning, the Halwa Ceremony exemplified how tradition and modernity converge in shaping future financial leaders.

Niveshak: FinWeekend 2025

Team Niveshak, the Finance and Investment Club of IIM Shillong, unveiled its flagship FinWeekend 2025, a dynamic event aimed at honing financial acumen through competition, learning and networking. With a prize pool of ₹91,000, the event features three flagship competitions open to participants nationwide.

Kicking off the lineup is "Takeover – The IB Case Competition", challenging teams to solve intricate investment banking scenarios. Next, "Show Me the Money – The Trading Challenge" tests real-time market analysis and risk management skills. Rounding out the trio is "Arthavaad – The Economics Debate", a battle of persuasive arguments on pressing economic issues.

Hosted on Unstop, FinWeekend 2025 invites students from all colleges to showcase analytical prowess and strategic thinking. The competitions blend academic rigor with practical insights,

offering participants a chance to network with peers and industry professionals. FinWeekend 2025 reinforces IIM Shillong's commitment to fostering future-ready financial leaders.

Navigating the Future of Marketing: Insights from Sunil Chouhan



We had the pleasure of welcoming Mr. Sunil Chouhan, Head of Brand Experience at Max Fashion and an esteemed alumnus of the PGP batch of 2010, for an insightful CAW session on "Next Generation Marketing Principles and Practices in Corporates."

During the session, Mr. Chouhan provided a deep dive into the latest marketing concepts, shedding light on the evolving landscape of retail marketing and the impact of digital transformation. He emphasized the importance of customer-centric strategies, brand storytelling and leveraging data-driven insights to create meaningful consumer experiences. Through valuable real-world examples, he illustrated how companies



effectively market their products in today's highly competitive and dynamic environment.

His extensive knowledge and practical insights offered attendees a comprehensive understanding of modern marketing strategies, including omnichannel marketing, influencer collaborations and personalization techniques. He also highlighted how emerging technologies such as artificial intelligence and automation are reshaping corporate marketing. It was an engaging and enriching session that left everyone with new perspectives on the future of marketing, equipping them with valuable takeaways to implement in their professional journeys.

Mastering Corporate Strategy: Insights from Shakshi Gupta Roy

We had the privilege of hosting Mrs. Shakshi Gupta Roy, Associate General Manager at Emami Agrotech Limited and an esteemed PGP 2010 alumna, for an engaging CAW session on "Principles of Corporate Strategy."

Mrs. Roy provided a deep dive into the core concepts of corporate strategy, explaining how businesses formulate and execute

strategic plans to stay competitive in evolving markets. She shed light on the common pitfalls organizations face and shared practical solutions to overcome them. Drawing from her vast industry experience, she illustrated how companies can navigate uncertainties, adapt their strategies and align operations to sustain long-term success.

Through real-world examples, insightful discussions and an interactive approach, she emphasized the importance of agility, strategic decision-making and continuous innovation in today's dynamic business landscape. She also highlighted how leadership and organizational

culture play a critical role in effective strategy implementation. Her session was not only informative but also highly inspiring, equipping the audience with a comprehensive understanding of corporate strategy and its real-world applications.

OASIS Open Mic: A Celebration of Expression and Togetherness

OASIS conducted Open Mic as a vibrant celebration of togetherness, bringing people together to share their voices, stories and emotions. The event provided a stage for participants to express themselves through poetry, music, storytelling and comedy, fostering a strong sense of community and connection. Some shared heartfelt poems about friendship and belonging, while others captivated the audience with nostalgic tales of childhood and personal growth. Musicians filled the air with soulful melodies and comedians lightened the mood with witty humour, creating a perfect blend

of emotions. First-time performers found the courage to step onto the stage, while seasoned artists rediscovered the joy of sharing their craft in a supportive environment. The event was not just about performances but about the shared experience of listening, understanding and resonating with one another's stories. As voices intertwined and laughter echoed, strangers became friends and connections deepened. The evening left everyone with a renewed appreciation for togetherness, proving that true bonds are formed through shared moments and heartfelt expressions.

Shillong Venture Capital Event Empowers Meghalaya's Startup Ecosystem



IIM Shillong hosted the Shillong Venture Capital Event, a platform for fostering innovation and entrepreneurship in the whole of Meghalaya. The event, organized by the E-cell in collaboration with bTeSys of IIM Shillong, brought together budding entrepreneurs, experienced industry players and investors to exchange thoughts on developing and scaling up successful startups.

The session featured keynote speeches from

industry leaders like Tarun Malik, Harvard alumnus and co-founder of ZayStack and Rahul Lakhmani, founder of Skiify Solutions, who shared their experiences and practical advice for success. Their talks set an inspirational pitch for the day.

Additionally, a startup pitch contest saw participants from across Meghalaya present innovative business ideas. A panel of eminent investors and industry leaders provided live feedback, faced rigorous cross-

questioning and scrutinized the feasibility of each idea. After a highly competitive round, the winning teams were announced which were Team Chimera, IIM Shillong. Runners up included Team AppOpen and Rhinoceros Technologies Private Limited, while

the special mention went to Gilford Pde Arts. By bridging the gap between emerging entrepreneurs and seasoned investors, the event played a vital role in strengthening Meghalaya's startup ecosystem and fostering a culture of innovation.

Podium Season 15: Redefining Marketing with Abhishek Gupta

IIM Shillong successfully hosted an insightful session as part of Podium Season 15 with Mr. Abhishek Gupta, CMO and CXO at Edelweiss Life Insurance. His session provided a deep dive into translating marketing theories into impactful business strategies. He inspired participants to think beyond traditional concepts and embrace

customer-centric innovation. The discussion highlighted the importance of storytelling, strategic thinking and execution in shaping modern marketing. Mr. Gupta's expertise and real-world insights left the audience with a fresh perspective on how marketing drives success in business.

Leadership Talk: Unveiling the Path to Self-Discovery

Mr. Vishal Thakur, Head of Human Resources – Corporate Functions and Campus Relations at Tata Capital Ltd., delivered an inspiring session on "Discovering Yourself: A Journey Within." With over two decades of experience in HR, leadership and organizational development, he

shared valuable perspectives on self-awareness, purpose and resilience. His expertise in workplace spirituality and contemporary leadership captivated the audience. The session offered students and professionals a thought-provoking exploration of personal and professional growth.

Leadership Development Program (LDP): Empowering Academic Leaders

IIM Shillong successfully concluded the Leadership Development Program (LDP) for Arunachal Pradesh undergraduate college principals from the 17th to the 21st of February, 2025. The program covered key themes such as interdisciplinary collaboration, innovative pedagogical approaches and

outcome-based learning. Sessions also emphasized the role of educational institutions in community development. Participants engaged in meaningful discussions, field visits and hands-on learning, making this initiative a transformative experience for academic leaders.

Leadership Connect: Adapting Retail Strategies for the Future

IIM Shillong hosted Mr. Kaustubh Joshi for a session on "Upskilling Workforce for Evolving Consumer Needs." He emphasized the transition from a product-focused to a solution-focused retail approach. The discussion highlighted continuous upskilling in digital, technological and soft skills to

meet changing consumer expectations. Insights on pricing strategies and competitive market adaptation enriched the session. Thanks to Mr. Joshi and facilitators Ms. Bani Khurana Shaikh and Mr. Niranjan Anchan for making this a valuable industry-academia interaction.

LEAD 2025: Shaping the Future of Leadership and Innovation

After the success of LEAD 2024 – Empowering Humanity, the preparations for LEAD 2025 began with enthusiasm. IIM Shillong invited the LinkedIn community to contribute theme ideas capturing leadership, transformation and the future of technology.

The initiative aimed to foster innovation-driven collaborations and leadership discussions. By engaging thought leaders, students and professionals, IIM Shillong sought to shape an event that would inspire change and future-oriented leadership.

3-Day Workshop: Strengthening Marketing for Artisans and Entrepreneurs



The Dr. Kalam Centre, in collaboration with IIE Guwahati, successfully conducted a three-day workshop on "Marketing Strategies for Artisans and Small Entrepreneurs" in Assam from the 10th to 12th of February, 2025. Participants gained practical insights into marketing fundamentals,



digital marketing, branding and sales strategies. The workshop provided valuable tools to help artisans and small businesses enhance their market presence and boost revenue. The initiative marked a significant step in fostering growth and innovation in Assam's entrepreneurial ecosystem.

Meet the Editor: Navigating the World of Academic Publishing

IIM Shillong hosted the "Meet the Editor" series featuring Professor Mirella Kleijnen from VU Amsterdam. Faculty, researchers and students engaged in insightful discussions on academic writing, publishing strategies and global research trends. The session provided guidance

on improving research quality and enhancing publication success. Professor Kleijnen's expertise helped participants navigate the complexities of academic publishing, making this an enriching experience for aspiring researchers.

Khlurthma 13.0: Transforming Business Through Innovation and Sustainability

IIM Shillong unveiled the theme for Khlurthma 13.0: "Revolutionizing Business: The Synergy of Technology, Sustainability and People." The theme

focused on shaping businesses through innovation, sustainability and a people-centric approach. The event promised exciting competitions, knowledge-

sharing sessions and transformative discussions. With registrations open, the business community

eagerly anticipated an engaging and impactful edition of Khlurthma.



Waltz Night 2025: IIM Shillong's Grand Celebration of Dance and Music



The grand Waltz Night on the 14th of February, 2025 commenced with participants showcasing their newly acquired dance skills. This was followed by a thrilling Paper Dance competition, testing couples' agility and coordination. The highlight of the evening was a mesmerizing live performance by the renowned band The Malkauns, captivating



the audience with their soulful music.

The night concluded with the announcement of Mr. and Miss Waltz 2025, recognizing the most graceful and charismatic dancers of the evening. Waltz Night 2025 was a resounding success, reflecting IIM Shillong's vibrant cultural spirit.



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