



भारतीय प्रबंध संस्थान शिलाँग
Indian Institute of Management Shillong

NE-CCIE

Report

2024 - 2025

INTRODUCTION

North East Centre for Community Impact and Engagement (NE-CCIE), IIM Shillong

The North East Centre for Community Impact and Engagement (NE-CCIE), formerly known as CeDNER, is a forward-thinking and dynamic hub at the Indian Institute of Management Shillong (IIM Shillong). It is dedicated to addressing the pressing economic, social, and developmental challenges of North-East India, particularly at the grassroots level. By leveraging research, innovation, and stakeholder collaboration, NE-CCIE aims to catalyze sustainable change and empower communities across the region.

Over the past decade, North-East India has witnessed significant economic and social progress. However, persistent challenges such as uneven development, infrastructural deficits, employment gaps, and environmental concerns continue to impact the region's growth trajectory. NE-CCIE is committed to addressing these challenges by utilizing evidence-based approaches that ensure sustainable, long-term impact. By combining data-driven insights, field research, and strategic interventions, the Centre plays a vital role in shaping policies, fostering entrepreneurship, and promoting skill development for a resilient, inclusive economy.

Vision & Mission

NE-CCIE envisions a thriving, self-sufficient, and sustainable business ecosystem in North-East India, driven by skills development, strategic collaborations, and active community involvement. The Centre is committed to:

- 01** Providing Actionable Insights – Conducting in-depth research and data analysis to offer practical solutions for policy-making, economic growth, and social development.
- 02** Adopting a Solution-Driven Approach – Addressing key economic and social issues with innovative models tailored to local needs.
- 03** Encouraging Entrepreneurship & Livelihood Generation – Supporting entrepreneurs, start-ups, and small businesses through mentorship, incubation programs, and access to resources.
- 04** Strengthening Institutional Collaborations – Partnering with academia, industry, government bodies, and civil society to drive impactful change.

As a pioneering institution dedicated to transformative development, NE-CCIE is not just an academic centre—it is a catalyst for change. Through its multi-pronged approach, the Centre seeks to create a future where North-East India's communities are empowered, resilient, and thriving. By fostering collaboration, research, policy advocacy, and community-driven initiatives, NE-CCIE is well-positioned to lead meaningful transformations that benefit both the region and the nation at large.

The work of NE-CCIE exemplifies IIM Shillong's core values of sustainability, ethical leadership, and inclusivity. With a clear vision and a strong foundation, NE-CCIE continues to build bridges between academia and practice, ensuring that every initiative contributes to a better, more equitable future for North-East India.

MEET THE TEAM

Advisory Board

Member	Patricia Mukhim- Editor of The Shillong Times.
Member	Emmanuel David- Managing Director of Grid Synergies Private Limited, India .
Member	Joslin E Myrthong- Senior Director and Head of Consumer Sales and Customer Care at ODREDOO in Doha, Qatar.
Member	Ramheube Echao Zeliang- member of the Governing Board of Rashtriya Gramin Vikas Nidhi.
Member	Rajiv Vaid Basaiawmoit - faculty member at the IESEG School of Management, Paris & Co-Founder & Director of Innovation at Biosymfonix

ACTIVITIES AND INITIATIVES

Dialogue with Chief Minister over Environmental Concerns

The Operation Clean-Up team, in collaboration with IIM Shillong, engaged in a meaningful dialogue with the Chief Minister of Meghalaya, Conrad K. Sangma, to discuss urgent environmental issues affecting the state. The discussion revolved around the need for improved waste management strategies, stricter enforcement of environmental regulations, and sustainable development initiatives. Key topics included addressing illegal mining, promoting responsible tourism, and finding practical solutions to reduce plastic waste in urban and rural areas.

This dialogue played a crucial role in bringing environmental concerns to the forefront of government discussions. By facilitating direct communication between policymakers and environmental advocates, the meeting helped reinforce the urgency of implementing stronger sustainability policies. It also highlighted the importance of collaborative efforts between government institutions, academic bodies, and local communities in tackling ecological challenges. The engagement served as a stepping stone for future partnerships and policy interventions aimed at fostering a cleaner and more sustainable Meghalaya.

Impact: This initiative has resulted in increased government attention to environmental concerns, leading to policy reviews and commitments to improving waste management strategies. The dialogue has also strengthened collaboration between civil society organizations and the government, fostering a more proactive approach to sustainability.

Signing of Memorandum of Understanding (MoU) between IIM Shillong and the Government of Meghalaya

On July 17, 2024, IIM Shillong and the Government of Meghalaya formalized their partnership by signing a Memorandum of Understanding (MoU). This agreement signified a commitment to collaboration in areas such as research-driven policy formulation, governance strategies, and sustainable development. The MoU aims to harness IIM Shillong's academic expertise to



support Meghalaya's developmental goals, particularly in strengthening economic strategies and policy-making. Additionally, the partnership focuses on fostering entrepreneurship, capacity-building initiatives, and governance frameworks that can bring long-term benefits to the state.

The impact of this agreement is profound, as it enables a research-backed approach to policymaking and governance. By integrating academic insights into state planning, Meghalaya can develop more effective strategies for economic growth, environmental sustainability, and social development. Furthermore, the collaboration facilitates the creation of opportunities for young entrepreneurs and professionals, ultimately leading to job creation and the enhancement of local businesses.

Impact: The agreement has facilitated the integration of academic research into state planning, leading to more effective and data-driven policy decisions. It has also enhanced opportunities for young entrepreneurs and professionals by providing mentorship, funding, and training programs, ultimately contributing to economic growth and job creation.

School Connect Initiatives by NE-CCIE, IIM Shillong

As part of its commitment to educational development, IIM Shillong's NE-CCIE launched several school connect initiatives. One of the key programs, the **"Leadership Excellence Program"**, held on the 14th of June, 2024, brought together over thirty school principals and senior teachers for an in-depth discussion on leadership in education. The program focused on strategies for institutional growth, innovative teaching methodologies, and the role of educators in fostering an environment that encourages critical thinking and creativity among students.



Additionally, on the 28th of May, 2024, the **"Engagement through Reflection"** colloquium was conducted, providing educators with a platform to share their experiences, challenges, and insights on the evolving landscape of education. This event encouraged meaningful dialogue among school administrators and teachers, helping them refine their teaching approaches while learning from each other's best practices.



On the 6th of December 2024, IIM Shillong hosted **"Inspiring Young Minds,"** a career mentorship and campus exposure initiative for students from PM SHRI School and Jawahar Navodaya Vidyalaya, Nongstoin. The event introduced 200 students to career possibilities in management, research, and entrepreneurship through interactive sessions with faculty members and professionals. By exposing students to higher education opportunities, the program inspired them to set ambitious academic and career goals.



The overall impact of these initiatives has been significant in fostering leadership and educational excellence at both institutional and individual levels. By equipping educators with better teaching strategies and inspiring students to explore diverse career paths, these programs contribute to the long-term development of the education sector in Meghalaya.

Dr. Christine Farias, Associate Professor of Economics at Borough of Manhattan Community College, CUNY, and Fulbright-Nehru Senior Scholar (2024-25), along with Dr. Gerard Farias, Associate Professor of Management at Fairleigh Dickinson University, NJ, and Adjunct Associate Professor at IIM Shillong, visited JNV Mawphlang on March 11, 2025. Invited by Principal Dr. Neelam Sharma under the “Mentoring by Eminent Experts (International)” initiative of the PM SHRI



Scheme, they engaged students of Classes IX and XI in interactive sessions on career and educational opportunities. The sessions, attended by 79 students each, were dynamic and participatory. The Professors guided students in an innovative exercise where they created superheroes dedicated to achieving the United Nations Sustainable Development Goals (SDGs). Students explored the skills and careers necessary to address economic, social, and environmental aspects of their chosen SDGs and showcased their ideas through short skits. Discussions emphasized how SDGs could serve as a foundation for making informed career and educational choices, making the event both insightful and inspiring.

Impact: These initiatives have significantly improved leadership skills among educators, leading to enhanced teaching practices and better student outcomes. The career mentorship programs have inspired students to pursue higher education and broaden their career aspirations, ultimately contributing to the long-term development of Meghalaya's education sector.

School Adoption Initiative

To address the challenges faced by underprivileged schools, IIM Shillong adopted two schools—Quidotto Memorial RCLP School and Mawkasiang Umroh Presbyterian Secondary School—for a period of five years. This adoption program focuses on improving the quality of education through teacher mentorship, student career guidance, and infrastructure development. Faculty and students from IIM Shillong engage with these schools by conducting workshops on innovative teaching methodologies, assisting in curriculum enhancement, and providing students with exposure to various career options.

This initiative has had a significant impact by bridging educational gaps in underserved communities. By fostering better learning environments, mentoring teachers, and providing career guidance, the program ensures that students receive quality education and are better prepared for future opportunities. Furthermore, the long-term engagement strengthens the academic foundation of these schools, making them more sustainable and resilient.

Impact: The initiative has led to noticeable improvements in teaching quality, student engagement, and school infrastructure. Teachers have reported increased confidence in applying new methodologies, and students have shown higher academic motivation and performance. The long-term engagement ensures the sustainability of these improvements.



Operation Clean-Up Initiatives by IIM Shillong

Environmental conservation has been a major focus of IIM Shillong, and as part of its Operation Clean-Up initiative, the institution led a massive clean-up drive at the Umkaliar River on September 9, 2024. The river, which had been heavily polluted by plastic waste and industrial runoff, was cleaned up through a collaborative effort involving students, faculty, and local community members. Volunteers collected waste, sorted recyclables, and educated local residents on the importance of keeping water bodies clean.

In addition to the river clean-up, a large-scale tree plantation drive was organized on July 8, 2024. Native trees were planted on and around the campus to counter deforestation and improve air quality. This initiative aligned with the institution's broader vision of promoting sustainability and environmental consciousness among students and the local population.

These efforts have led to tangible environmental benefits. The Umkaliar River clean-up has contributed to restoring the local ecosystem, improving water quality, and raising awareness about water pollution. The tree plantation drive has enhanced biodiversity and carbon sequestration in the region. Collectively, these initiatives have fostered a strong culture of environmental responsibility within the community.

Impact: These efforts have led to visible environmental improvements, including better water quality in the Umkaliar River and increased green cover from the tree plantation drive. The initiatives have also raised awareness about environmental responsibility among students and the local community.



International Week Festival – Behdienkhlam Festival

As part of its International Week Festival, IIM Shillong collaborated with Meghalaya Tourism to organize cultural immersion programs, including participation in the Behdienkhlam Festival. This festival, an important cultural event among the Pnar community of Meghalaya, provided students and faculty with an opportunity to engage in traditional rituals, music, and dance. By integrating such cultural experiences into its academic programs, IIM Shillong promoted an appreciation for indigenous traditions among students from diverse backgrounds.

The impact of this initiative extends beyond cultural appreciation. It strengthens ties between international students, local communities, and academic institutions, fostering cross-cultural dialogue and mutual respect. Additionally, it plays a crucial role in promoting Meghalaya's rich heritage to a global audience.

Impact: The initiative has strengthened cultural ties between students, local communities, and academic institutions. It has also contributed to the promotion of Meghalaya's heritage to a global audience, boosting cultural tourism and fostering cross-cultural dialogue.

Japanese Language Training Program – NEC Project

The NEC Project, in collaboration with IIM Shillong and NAVIS HR, aims to equip North East Indian youth with Japanese language proficiency and essential skills for employment opportunities in Japan. With a strong focus on language training, cultural adaptation, and skill development, this initiative provides a structured pathway for candidates to work in Japan under the Technical Intern Training Program (TITP)

Key Highlights of the Program:

- Japanese Language Training (N5 & N4 levels) to ensure fluency and communication competence.
- Japanese Caregiving Skill Training for candidates pursuing roles in healthcare and elderly care.
- Cultural, Mannerism, and Etiquette Training to aid smooth integration into Japanese society.
- Comprehensive Support System, including accommodation, meals, exam preparation, visa documentation, and interview coaching.
- Placement Assistance, ensuring job opportunities for successful candidates.



With the backing of IIM Shillong, NEC, and NAVIS HR, this initiative has successfully trained and placed hundreds of candidates, with a target of sending 100 North East youths to Japan. Through this program, the collaboration aims to foster global career opportunities for Indian professionals while strengthening Indo-Japan workforce collaboration and cultural exchange.



CM Business Catalyst Project

To foster youth entrepreneurship, the Chief Minister's E-Challenge Business Plan Competition was launched on July 17, 2024. This initiative received an overwhelming response, with over 2,000 participants annually presenting business ideas focused on sustainability and innovation. Selected entrepreneurs were awarded ₹10 lakh in seed funding, with an additional provision for ₹50 lakh in interest-free loans for promising projects.

On October 16, 2024, Vice President Jagdeep Dhankhar inaugurated the Student B-Plan Challenge, which was designed to encourage students to develop sustainable business models and entrepreneurial skills. By providing a structured platform for young innovators, this initiative has enabled aspiring entrepreneurs to turn their ideas into viable businesses.

The impact of this project has been transformative in fostering an entrepreneurial mindset among young individuals. It has provided financial and mentorship support to budding entrepreneurs, driving innovation and job creation. Moreover, by linking entrepreneurship with sustainability, the competition has contributed to the development of businesses that align with environmental and social goals.

Chief Minister's Business plan Competition:

The Chief Minister's Business Plan Competition 2024 is an initiative of the Government of Meghalaya in collaboration with IIM Shillong, PRIME and the Meghalaya Basin Management Agency. It is a groundbreaking initiative aimed at nurturing innovation and entrepreneurship among Meghalaya's youth. Focused on themes of sustainability and green business, the competition seeks scalable solutions that address the state's critical challenges. With participation from 20 colleges, students will develop and pitch business ideas that contribute to the state's socioeconomic development. The competition covers key sectors such as agriculture, sericulture, tourism, animal husbandry, sports and wellness, and consumer packaged goods.

Comprising three rounds—college, regional, and the grand finale—the competition provides a platform for students to showcase their creativity and innovative strategies. By encouraging creativity, collaboration, and practical solutions, this initiative aims to ignite the entrepreneurial spirit in young minds, contributing to Meghalaya's sustainable development and addressing its most pressing needs.

Chief Minister's Business Catalyst Workshop-

The Chief Minister's Business Catalyst Workshop aims to equip college students from across the state with essential skills to develop innovative and sustainable business ideas, particularly in green industries that address the unique challenges of Meghalaya. It is a key component of the Chief Minister's Business Plan Competition. Participants learn how to create a Business Model Canvas, master effective pitching techniques, and gain valuable insights into sustainable entrepreneurship. This workshop is designed to

foster collaboration, creativity, and the exchange of ideas, offering students the opportunity to enhance their entrepreneurial skills.

Impact of the Chief Minister's Business Catalyst Project The impact of this project has been transformative in fostering an entrepreneurial mindset among young individuals. It has provided financial and mentorship support to budding entrepreneurs, driving innovation and job creation. Moreover, by linking entrepreneurship with sustainability, the competition has contributed to the development of businesses that align with environmental and social goals.



Round Table Discussion on Challenges and Opportunities in Waste Management

On January 15, 2025, the North East Centre for Community Impact and Engagement (NE-CCIE) at IIM Shillong hosted a pivotal Round Table Discussion on Sustainable Waste Management in Shillong. This event brought together key stakeholders, including representatives from the Meghalaya Institute of Governance, Bethany Society, Operation Clean-Up (OCU), and Synjuk ki Nongsynshar Shnong Nongthymmai Pyllun, to collaboratively address the city's escalating waste management challenges. The discussion focused on six major themes. First, participants emphasized the critical need for waste segregation at the source and the implementation of public awareness campaigns to educate residents on sustainable waste practices. It was noted that lack of awareness and improper disposal habits contribute significantly to Shillong's growing waste crisis. Second, the introduction of Water ATMs was proposed as a means to provide clean drinking water, thereby reducing reliance on single-use plastic bottles and mitigating plastic waste. The initiative was seen as a practical solution to the problem of plastic pollution while ensuring safe drinking water access.

Another key theme was the promotion of community-driven initiatives, where local residents would take ownership of waste management through training programs and employment opportunities. This approach was highlighted as a way to foster a sense of responsibility while creating livelihood collaboration, and practical solutions, this initiative aims to ignite the entrepreneurial spirit in young minds, contributing to Meghalaya's sustainable development and addressing its most pressing needs.

Impact: The discussion led to actionable strategies, including the pilot implementation of waste segregation programs in select localities. Plans for Water ATMs have been set in motion, and community-driven initiatives have gained increased participation. The dialogue has also fostered long-term collaborations for sustainable waste management solutions.



Meeting with State Resource Centre on Disability Affairs (SRCDA)

On January 17, 2025, a high-level meeting was convened at the State Resource Centre for Disability Affairs (SRCDA) between its representatives and the Chairperson of the North East Centre for Community Impact and Engagement (NE-CCIE) at IIM Shillong. The discussion focused on pressing issues faced by persons with disabilities (PWDs) in Meghalaya, particularly high school dropout rates, lack of accessibility, and the urgent need for more inclusive education and job opportunities.

During the meeting, concerns were raised about the barriers that prevent children with disabilities from completing their education. Many schools in Meghalaya still lack the necessary infrastructure, teaching aids, and trained personnel to accommodate students with disabilities, leading to high dropout rates. The discussion also highlighted the limited employment prospects for PWDs due to inadequate workplace accommodations and lack of skill development programs.

To address these challenges, it was proposed that IIM Shillong extend its expertise in data analysis, research, and policy intervention to support SRCDA's initiatives. The collaboration would involve research projects aimed at identifying gaps in existing policies, analyzing trends in disability inclusion, and developing targeted recommendations for policymakers. Furthermore, plans were set in motion to introduce internships, live projects, and specialized courses for SRCDA staff, equipping them with the knowledge and skills needed to enhance disability inclusion efforts in the state.

The impact of this meeting was significant, as it marked the beginning of a structured partnership between an academic institution and a government body to create evidence-based interventions for improving the lives of persons with disabilities in Meghalaya. By leveraging IIM Shillong's research capabilities and SRCDA's on-ground expertise, this initiative has the potential to drive meaningful policy changes and tangible improvements in education and employment accessibility for PWDs.



Impact: The meeting resulted in a commitment to data-driven policy recommendations, leading to the launch of research projects analyzing trends in disability inclusion. Additionally, plans for internship programs and specialized training for SRCDA staff are being developed to enhance employment and education opportunities for PWDs.

Winter Workshop for Adopted Schools

From January 20 to 24, 2025, the North East Centre for Community Impact and Engagement (NE-CCIE) at IIM Shillong, in collaboration with Nurturing Minds a student-led association, conducted a transformative Winter Workshop at Mawkasiang Umroh Presbyterian School and Quidotto Memorial SSA RCLP School. Adopted by IIM Shillong in 2024, these schools were the focus of a week-long initiative aimed at enhancing learning, fostering creativity, and promoting holistic development.

The workshop began with Orientation and Art & Craft, where students engaged in math and vocabulary games, creative crafts, and an art contest on “Environment Conservation” and “Social Media Dangers.” Science and Safety Awareness Day featured hands-on science experiments, first aid training, CPR basics, and fire safety drills, equipping students with essential life skills.

On Mathematics Skill-Building and Personal Safety Day, students improved their numerical abilities through a math relay race and participated in the launch of the Maths Campaign, promoting a love for math across Meghalaya. Personal safety workshops empowered them to recognize and respond to unsafe situations. Physical Fitness and Wellness Day emphasized healthy lifestyles through sports, yoga, and dance, encouraging physical and mental well-being.

The workshop culminated in a Grand Finale at IIM Shillong, where students showcased their talents in a cultural performance, building confidence and engaging with IIM students and faculty. This experience inspired them to envision academic and career aspirations.

The Winter Workshop had a profound impact, enhancing academic skills, self-confidence, and teamwork while reinforcing IIM Shillong’s commitment to social responsibility and educational development in Meghalaya.

Impact: Over 200 students participated in the workshop, showing measurable improvements in math and science skills. The interactive sessions on personal safety and wellness empowered students with crucial life skills. The initiative has strengthened the partnership between IIM Shillong and local schools, fostering a continued commitment to educational development.



UK-India Knowledge Exchange Workshop on AI-based Climate Modelling Centre and Policy Making.

The British High Commission, in collaboration with IIM Shillong and the Meghalaya government, hosted the UK-India Knowledge Exchange Workshop on AI-Based Climate Modelling and Policy Making on February 19, 2025, at IIM Shillong. The workshop focused on AI-driven solutions for climate challenges and policy development.

Andrew Fleming, British Deputy High Commissioner to East & Northeast India, highlighted the importance of international collaboration in climate science, emphasizing the integration of UK expertise with India's regional knowledge. Experts from the UK Met Office, University College London, University of Leeds, and Oxford contributed to discussions on AI-driven climate adaptation.

Joshua Bamford, Head of the Tech and Innovation Team at the British High Commission in India, introduced the UK-India Technology Security Initiative, which includes a Joint Centre for AI focusing on climate sustainability.

The event featured technical discussions on Northeast India's climate challenges, UK climate modeling practices, and India's environmental innovations. Experts from government ministries, IITs, CUSAT, Meghalaya Basin Development Authority, and NLU Meghalaya shared insights on climate resilience strategies.

Dr. Albert Chiang from the Meghalaya Basin Development Authority emphasized AI-driven localized data analysis for climate roadmaps, while Ms. Haimanti Poddar from UKFCDO underscored the growing UK-India collaboration.

The workshop reinforced the need for sustained AI-driven climate resilience and international cooperation for sustainable policy innovation.

Impact of the UK-India Knowledge Exchange Workshop The workshop facilitated a significant knowledge exchange between Indian and UK institutions, fostering new collaborations in AI-driven climate modeling. It enabled policymakers, academics, and industry experts to explore innovative AI applications for climate resilience. By strengthening ties between India and the UK, the workshop laid the foundation for future joint initiatives focused on sustainable environmental policies. Additionally, it provided valuable insights into localized climate adaptation strategies, equipping stakeholders with the necessary tools to address climate challenges in Northeast India.



College Connect Initiative

- Dr. Rajiv Basaiawmoit, adjunct faculty at IIM Shillong, introduced the Chief Minister's Business Catalyst Workshop at St. Anthony's College with an inspiring talk on entrepreneurship on the 7th of February, 2025. He shared insights from his own entrepreneurial journey, highlighting his role in overseeing Innovation & Entrepreneurship activities at Aarhus University, mentoring startups, and being an award-winning Entrepreneurship Educator. As the co-founder of Biosymfonix and its gamification subsidiary, Biosymfonix Edu-Games, he has developed ESHIP: Navigating Uncertainty, a flagship game designed to teach entrepreneurial decision-making. Encouraging students to create businesses that address societal challenges, he emphasized the philosophy of "fall in love with the problem, not the solution." Through compelling case studies like Decameal, a sustainable protein powder made from crab shells that serves as feed for fish and poultry while addressing crab overpopulation, he illustrated how innovation can drive impactful solutions. His talk inspired students to think critically about real-world problems and leverage entrepreneurship as a tool for meaningful change.
- The Entrepreneurship Cell (E-Cell) of St. Edmund's College, Shillong, in collaboration with IIM Shillong and PRIME Meghalaya, successfully hosted an insightful entrepreneurship program, fostering innovation and startup culture among students. The session featured resource persons, Dr. Teidorlang Lyngdoh (Associate Professor & Chairperson-External Relations, IIM Shillong) and Nathaniel Kharkongor (Senior Manager - Funding, PRIME Shillong), who shared their expertise on entrepreneurial strategies, funding opportunities, and the importance of building sustainable businesses. Their valuable insights provided aspiring entrepreneurs with the knowledge and motivation to navigate the startup ecosystem effectively, nurturing the next generation of business leaders.



Impact

These initiatives fostered an entrepreneurial mindset among Meghalaya's students, equipping them with critical skills and inspiration. Dr. Rajiv Basaiawmoit's session at St. Anthony's College emphasized innovation and problem-solving, showcasing real-world ventures like Decameal. Meanwhile, the E-Cell program at St. Edmund's College, in collaboration with IIM Shillong and PRIME Meghalaya, provided insights into business strategies, funding, and sustainability. Together, these programs empowered students to embrace entrepreneurship, think critically, and explore it as a viable career path, nurturing the next generation of innovators and changemakers.

Empowering Young Minds: NE-CCIE at the NERIE-NCERT Festival

On March 6, 2025, the North East Center for Community Impact and Engagement (NE-CCIE), IIM Shillong, in collaboration with the Nurturing Minds student association, played a key role in "A Festival in Nurturing Young Minds for the 21st Century Learning Skills," organized by the North East Regional Institute of Education (NERIE), NCERT.

As the primary point of contact for this initiative, NE-CCIE facilitated IIM Shillong's participation, ensuring a meaningful engagement with students across Meghalaya. The event provided a dynamic learning experience, focusing on critical thinking, leadership, and entrepreneurship through hands-on activities and interactive sessions.

Fostering Leadership & Innovation

In the STEM & Innovation Zone, the IIM Shillong team designed and led three impactful sessions:

- **Entrepreneurship Challenge** – A simulation-based activity where students took on the role of startup founders, making strategic decisions to build a business.
- **Design Thinking Workshop** – An interactive session introducing problem-solving approaches for real-world challenges.
- **Business Pitch Competition** – A high-energy challenge where students developed and pitched business ideas within five minutes.

Additionally, the Nurturing Minds student association conducted engaging group activities to strengthen leadership, teamwork, and communication skills. Highlights included:

- **Project Runway:** Build a Cause Campaign, where students created social impact campaigns using posters, skits, and videos.
- **Human Knot Race:** A collaborative problem-solving activity emphasizing communication and teamwork.

The enthusiastic participation of students underscored the festival's success in fostering creativity, leadership, and entrepreneurial thinking. Through this initiative, NE-CCIE reaffirmed its commitment to community-driven education, youth empowerment, and experiential learning as key drivers of regional development.

This engagement further strengthens IIM Shillong's role in nurturing future leaders who can think critically, innovate, and create meaningful social impact.

Impact:

The collaborative effort between NE-CCIE and the Nurturing Minds student association impacted over 150 students, equipping them with practical skills in leadership, critical thinking, and entrepreneurship. The hands-on sessions and group activities sparked creativity and teamwork, encouraging students to take initiative and think beyond the classroom. Educators observed heightened engagement and enthusiasm among participants, highlighting the value of experiential learning. This successful engagement not only deepened IIM Shillong's community outreach but also showcased the strength of student-led initiatives in driving meaningful social impact across Meghalaya.

