

# NUKSA THE PINE CHRONICLE

NEWS, VIEWS & CREATIVE EXPRESSIONS

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**Bridging Minds, Shaping Markets: IIM Shillong Hosts the Global Sales Science Institute (GSSI) Conference 2025**

## ABOUT NUKSA

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

### Advisor

Prof. Nalinprava Tripathy

### Editorial Team

Shri. Merlvin Jude Mukhim  
Shri. Narayan Chhetry

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भारतीय प्रबंध संस्थान शिलॉंग  
Indian Institute of Management Shillong  
Umsawli, Shillong-793018  
Website: [www.iimshillong.ac.in](http://www.iimshillong.ac.in)  
Phone: 0364-2308000

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# COVER STORY

## Bridging Minds, Shaping Markets: IIM Shillong Hosts the Global Sales Science Institute (GSSI) Conference 2025



The Indian Institute of Management Shillong proudly hosted the Global Sales Science Institute (GSSI) Conference 2025, bringing together a dynamic community of scholars, industry leaders, and innovators from around the world. The three-day international conference set the stage for vibrant discussions on sales excellence, innovation, and market leadership in an era defined by rapid technological change and evolving consumer behaviour.

The inaugural session was graced by the conference co-chairs — Prof. Teidorlang Lyngdoh, Prof. Michel Klein, and Prof. Raj Agnihotri — alongside distinguished Institute leaders including Prof. Basav Roychoudhury (Dean – Research) and Prof. Naliniprava Tripathy (Director-in-Charge). In her opening address, Prof. Tripathy emphasized that *sales is not merely a transaction but a transformative process of creating real, long-term value,*



reflecting IIM Shillong's deep commitment to purpose-driven business education.

The GSSI Conference served as a melting pot of ideas, blending academic research with real-world insights. From AI-driven sales innovation to customer-centric strategy, sessions delved into the future of sales as both a science and an art. Doctoral scholars, researchers, and practitioners engaged in rich dialogue, reinforcing IIM Shillong's growing reputation as a centre for cutting-edge, community-focused, and globally relevant research.

More than an academic event, the GSSI Conference 2025 became a testament to IIM Shillong's ethos — one that bridges thought leadership with societal impact. As discussions unfolded in the hills of Shillong, the message was clear: the future of sales belongs to those who lead with empathy, innovation, and integrity.

# PHOTO GALLERY

## GLIMPSES OF JUNE EVENTS



# TIMELINE

## A New Beginning: Welcoming the PGP Batch of 2027



There was a special kind of energy in the air as **IIM Shillong** opened its doors to the newest members of its family — the **Post Graduate Programme (PGP) Batch of 2027**. The induction ceremony was more than just a formal welcome; it was a moment of pride, anticipation, and new beginnings for the students and their families alike.

From every corner of the country, bright minds with diverse academic and cultural backgrounds arrived on campus — united by a shared dream of learning, leadership, and impact. The day unfolded with a warm mix of introductions, reflections, and heartfelt moments as parents joined their wards in experiencing the Institute's ethos and spirit.



Faculty members, alumni, and Institute leaders shared **words of wisdom and encouragement**, urging the new batch to embrace curiosity, collaboration, and integrity in their journey ahead. The event emphasized that education at IIM Shillong is not confined to classrooms — it is a transformative experience built on values, community, and purpose.

As these aspiring managers step into a world of **case studies, challenges, and new friendships**, they also step into a larger legacy — one of **socially conscious leadership and ethical excellence**. Here's to the PGP Batch of 2027 — may their time at IIM Shillong be a journey of growth, discovery, and lifelong learning.

## Growing Green: IIM Shillong Celebrates World Environment Day 2025

On 5th June 2025, IIM Shillong joined the global celebration of World Environment Day with a meaningful tree plantation drive on campus — a gesture that reaffirmed the Institute's enduring commitment to sustainability and environmental stewardship.

Students, faculty, and community members came together to plant saplings and share a common vision of a **greener, healthier future**. The event not only highlighted the importance of environmental responsibility but also showcased the spirit of collective action that

defines the IIM Shillong community.

As the young trees take root, they stand as living reminders of our pledge to **nurture nature every**



**day**, and not just on one occasion. Together, we grow — for our planet, for our people, and for a sustainable tomorrow.



## Strengthening Institutional Ties: IIM Shillong x IICA



IIM Shillong had the honour of welcoming Shri Gyaneshwar Kumar Singh, Director General of the Indian Institute of Corporate Affairs (IICA), along with his team, for a day of engaging discussions and collaboration.

The visit marked a significant step toward strengthening institutional partnerships between IIM Shillong and IICA — both committed to advancing excellence in training, research, and policy advocacy. Conversations

during the session focused on building robust institutional capacities and shaping initiatives that deliver meaningful impact at both regional and national levels.

The synergy between the two institutions sets the stage for strategic collaborations that will foster innovation, drive policy reform, and nurture leadership that aligns business growth with societal well-being.

As both IIM Shillong and IICA look ahead, this partnership promises to translate shared vision into transformative action — shaping ideas that inspire, policies that empower, and outcomes that matter.

## Fostering Global Academic Exchange: Visit of Prof. Stéphane Mechoulan from Dalhousie University, Canada



IIM Shillong had the privilege of hosting Prof. Stéphane Mechoulan from Dalhousie University, Canada, for an insightful and interactive session with faculty members and doctoral scholars.

A distinguished academic renowned for his contributions to the field of law and economics, Prof. Mechoulan shared valuable perspectives



from his research, sparking engaging discussions on interdisciplinary approaches to contemporary economic and legal issues.

The session served as a meaningful platform for academic exchange and collaboration, reflecting IIM Shillong's commitment to global learning, research excellence, and intellectual engagement that transcends borders.

## Transforming Governance: IIM Shillong Launches Immersion Programme for Civil Servants

IIM Shillong, in collaboration with the Government of Meghalaya and the School of Management at AIT Bangkok, has launched an innovative immersion programme for new state civil servants—marking a significant step in public leadership development.

This unique initiative combines local wisdom with global best practices to prepare future-ready bureaucrats. The curriculum covers core themes like leadership, digital governance tools,

policy innovation, and sustainable development strategies. Participants also benefit from international exposure through field visits showcasing Thailand's public sector excellence.

This partnership reaffirms IIM Shillong's vision of blending academic rigor with actionable governance impact. The programme reflects a shared commitment to reimagining public service as a dynamic, strategic, and citizen-focused endeavour.

A landmark initiative in the region, this collaboration sets a precedent for how institutions and governments can co-create learning journeys that address evolving

administrative challenges. It's a proud moment for IIM Shillong to be at the heart of this transformative experience.



## Breaking the Chains: IIM Shillong Observes International Day Against Drug Abuse and Illicit Trafficking



**O**n 27th June 2025, the Indian Institute of Management Shillong joined the global call to action on the International Day Against Drug Abuse and Illicit Trafficking with an inspiring and thought-provoking session led by Shri Francis G. Kharshiing, IPS (Retd.), Mission Director, DREAM (Drug Reduction, Elimination, and Action Mission), Government of Meghalaya.

Held at the Institute Auditorium and live-streamed across campus, the event drew a

remarkable turnout of over 400 participants, including students, faculty, and staff — all uniting under this year's theme, "Breaking the Chains: Prevention, Treatment, and Recovery for All."

Shri Kharshiing's address struck a powerful chord. With a blend of realism, compassion, and experience, he spoke about the urgent need for awareness, early intervention, and collective community effort to combat substance abuse. His message went beyond deterrence — it

was a call for empathy, resilience, and social responsibility.

The event reaffirmed IIM Shillong's commitment to holistic wellness and responsible leadership, reminding everyone that education extends far beyond classrooms — it is also about shaping individuals who

understand, care for, and contribute to the well-being of society.

As the session concluded, the atmosphere was one of reflection and resolve — a collective understanding that breaking the chains of addiction begins with awareness, compassion, and action.

## IIM Shillong and NEIAH Join Hands for Holistic Healthcare Advancement



**O**n June 13, 2025, IIM Shillong welcomed the esteemed medical team from the North Eastern Institute of Ayurveda and Homeopathy (NEIAH) for a constructive dialogue with the Director (I/C) to explore avenues for collaboration in holistic healthcare, education, and research.

The interaction focused on leveraging the unique strengths of both institutions to create a transformative impact in healthcare delivery — blending traditional Ayurvedic and Homeopathic wisdom with modern management principles. Together, the teams discussed potential initiatives such as knowledge-sharing workshops,

joint research programs, and skill development sessions aimed at improving healthcare accessibility, efficiency, and innovation.

This collaboration marks a promising step toward integrated and interdisciplinary healthcare solutions, where science and tradition work hand in hand for the well-being of communities across the region.

With a shared vision of holistic well-being and excellence, IIM Shillong and NEIAH are poised to pioneer new pathways in healthcare education and management, setting a benchmark for collaborative progress in the North East.

## Yoga Day 2025: Wellness in Motion at IIM Shillong



On 21st June 2025, the IIM Shillong community gathered in spirit and practice to celebrate the 11th International Yoga Day under the global theme “Yoga for One Earth, One Health.”

The morning began with a serene yoga session, guided by experts and embraced by students, staff, and faculty alike. The event included a live telecast of Hon’ble Prime Minister Shri Narendra Modi’s Yoga Day address, deepening the day’s significance and cultural resonance.

More than a wellness routine, the celebration

emphasized yoga as a philosophy of harmony—within ourselves and with the environment. The session also reminded attendees of yoga’s relevance as a tool for managing academic and professional stress in high-performance environments.

Through such initiatives, IIM Shillong fosters not just intellectual but holistic growth, encouraging the community to integrate mindful practices into daily life. The event served as a powerful reminder that leadership begins with self-awareness and well-being.

## IIM Shillong Felicitated on World Blood Donor Day for Exemplary Voluntary Blood Donation Initiatives

On World Blood Donor Day, the Meghalaya State Blood Transfusion Council and the Meghalaya AIDS Control Society, in collaboration with licensed blood centers across East Khasi Hills, organized an event to honor institutions making significant contributions to voluntary blood donation.

We are proud to share that IIM Shillong was felicitated by the Hon’ble Health Minister, Dr. Mazel Ampareen Lyngdoh, in recognition of the institute’s ongoing efforts in organizing and

promoting voluntary blood donation camps on campus. Dr. Richa Sharma, Senior Medical Officer at IIM Shillong, represented the institute at the event and received the honor on its behalf.

This recognition underscores IIM Shillong’s steadfast commitment to social responsibility and community service. Over the years, the institute has actively encouraged students, faculty, and staff to participate in voluntary blood donation, fostering a culture of compassion, civic duty, and collective well-being.



## Empowering Managers: IIM Shillong Concludes MDP on Project Management and Financing for WBSEDCL



IIM Shillong successfully concluded the Management Development Programme (MDP) on “Project Management and Financing” for the second batch of managers from the West Bengal State Electricity Distribution Company Limited (WBSEDCL).

Designed to strengthen both strategic and financial acumen, the program equipped participants with practical frameworks and tools to enhance project execution, financial planning, and decision-making

in complex organizational environments.

The sessions combined academic rigor with real-world applicability, reflecting IIM Shillong’s continued commitment to capacity building and professional excellence across public sector enterprises.

Congratulations to all participants for the successful completion of the program — a step forward in driving operational efficiency and leadership within WBSEDCL.

## Nurturing Minds: Inspiring the Next Generation of Leaders



As part of its “Nurturing Minds” initiative, IIM Shillong hosted an engaging interactive session with students from the National Institute of Technology (NIT) Meghalaya and Parul University.

The session provided a dynamic platform for young learners to interact with the IIM Shillong community, explore the world of management education, and reflect on their aspirations for the future. The conversations sparked curiosity,

ambition, and confidence, inspiring the students to dream big and pursue excellence in their chosen paths.

Through initiatives like Nurturing Minds, IIM Shillong continues to extend its commitment to mentoring and motivating youth across the region, fostering a spirit of learning, leadership, and limitless possibility.

## Empowering Educators, Enabling Futures



The North East Centre for Community Impact and Engagement (NE-CCIE) at IIM

Shillong recently hosted the “Future-Ready Classrooms” workshop at St. Mary’s Higher

Secondary School, Shillong.

Led by internationally acclaimed educator Dr. Cassie De-Fillipo, the workshop equipped 29 teachers from leading Shillong institutions with practical tools in communication, student engagement, and emerging classroom technologies.

Through research-informed, hands-on sessions, participants explored innovative teaching strategies designed to enhance learning experiences and foster classroom transformation. The program reflects IIM Shillong's commitment to transformative education and its mission to drive positive community impact across the Northeast.

# CONGRATULATORY NOTE

## Congratulations to Team Suraksha!



**A**kshay Sharma and Harshit Jain from IIM Shillong emerged as National Winners of the Road Safety Hackathon organized by NHAH and HOAI. Their innovative solution on

Smart & Inclusive Pedestrian Crossing Facilities impressed a distinguished jury, making the Institute proud on this prestigious national platform.



भारतीय प्रबंध संस्थान शिलॉंग  
 Indian Institute of Management Shillong  
 Umsawli, Shillong-793018  
 Website: [www.iimshillong.ac.in](http://www.iimshillong.ac.in)  
 Phone: 0364-2308000