

NUKSA

THE PINE CHRONICLE

NEWS, VIEWS & CREATIVE EXPRESSIONS

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A Legacy That Inspires Purpose

ABOUT NUKSA

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

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COVER STORY

A Legacy That Inspires Purpose



He came not merely as a Professor, but as a visionary who believed deeply in the power of young minds and the promise of purposeful leadership. When Dr. A. P. J. Abdul Kalam walked through the corridors of IIM Shillong, he sowed ideas that transcended classrooms—ideas rooted in integrity, humility, and an unwavering commitment to nation-building.

Dr. Kalam's presence at the Institute was more than a moment in time; it was the beginning of a legacy that continues to guide our collective journey. His words urged us to dream boldly,

think fearlessly, and act with compassion. He reminded us that true leadership is not defined by authority, but by service, character, and conviction.

Today, the enduring spirit of Dr. Kalam lives on at IIM Shillong—in every question we ask, every aspiration we nurture, and every responsibility we embrace. As we move forward, his ideals continue to inspire us to lead with courage, innovate with purpose, and remain grounded in humanity. His legacy is not just remembered; it is lived, every day.

PHOTO GALLERY

GLIMPSES OF OCTOBER EVENTS



TIMELINE

IIM Shillong Leadership Meets Hon'ble Chief Minister of Mizoram to Explore Regional Collaboration



Prof. Naliniprava Tripathy, Director (In-Charge), IIM Shillong, along with Dr. Sanjeev Ningombam, Centre Head, Dr. A. P. J. Abdul Kalam Centre for Policy Research and Analysis, paid a courtesy visit to the Hon'ble Chief Minister of Mizoram, Shri Lalduhoma, during his visit to the North Eastern Council (NEC), Shillong.

The interaction provided an opportunity to highlight IIM Shillong's wide-ranging initiatives focused on sustainable growth, capacity building, and policy innovation across the North Eastern Region. Discussions centred on the Institute's ongoing collaborations with state governments, central ministries, and regional institutions aimed at strengthening governance, entrepreneurship,

and inclusive development.

The meeting also explored potential avenues for collaboration with the Government of Mizoram in areas such as public policy formulation, entrepreneurship development, capacity building of government officials, and youth empowerment, aligning with IIM Shillong's mission to contribute meaningfully to the socio-economic transformation of the North East.

IIM Shillong reaffirmed its commitment to serving as a knowledge and policy partner for the states of the region, driving impact through research, innovation, and leadership development inspired by the vision of Dr. A. P. J. Abdul Kalam.

Conflict, Communication, and Leadership: Session by Mr. Nayan Parikh

IIM Shillong had the privilege of hosting Mr. Nayan Parikh, Managing Director, Nayan Parikh & Consultants, for an insightful session on understanding and managing conflict. Drawing from his rich professional experience, Mr. Parikh offered a fresh perspective on conflict resolution, underscoring the importance of empathy, self-awareness, and principled negotiation as essential elements of effective leadership.

The practical frameworks he introduced—such as “Ask, Don't Assume” and “Be Curious, Not Critical”—struck a strong chord with participants, encouraging thoughtful engagement and mindful communication. The session not only equipped attendees with actionable tools to navigate challenging situations but also inspired them to view conflict as a constructive opportunity for learning, growth, and collaboration.

Corporate Alumni Workshop



The Corporate Alumni Workshop (CAW) was held on the 27th of October, featuring Mr. Ashish Kumar Kashyap as the notable speaker for the session. Mr. Kashyap, Vice President of Sales and Marketing at Giva, delivered an engaging talk on the Jewelry Industry in India – A Comparative Study of Brands. During the session, he traced the evolution of the jewellery industry from the 1990s to the present day, highlighting major transformations in consumer preferences, branding strategies, and market dynamics. He also discussed how emerging brands such as Giva, Palmona, Caratlane, and BlueStone have positioned themselves uniquely through

innovative differentiation strategies.

Towards the end of the session, Mr. Kashyap encouraged active participation by dividing the audience into groups and assigning each a jewellery brand. The teams were tasked with devising three creative strategies to help their respective brands thrive in the jewellery industry of 2030. The session was highly insightful and interactive, offering students valuable exposure to real-world marketing perspectives. Mr. Kashyap also took time to reconnect with faculty members and visited the Nongthymmai campus, describing the experience as a nostalgic and enjoyable visit.

Industry 4.0 in Focus: Expert Session on Digitalization in Manufacturing at IIM Shillong

IIM Shillong had the privilege of hosting Mr. Chandrashekhar Shrotri, Executive Vice-President, Siemens, for an insightful session on “The Role of Digitalization and IT in the Manufacturing Industry.” The session offered students a comprehensive view of how emerging digital technologies are transforming contemporary manufacturing practices.

Mr. Shrotri shared valuable industry perspectives, clearly distinguishing between

automation and digitalization, and explaining advanced concepts such as digital twins through practical, real-world examples from Siemens. His discussion highlighted how digital transformation enhances operational efficiency, drives innovation, and delivers measurable business impact, enabling participants to gain a deeper understanding of Industry 4.0 and its evolving landscape.

The Institute extends its sincere gratitude to

Mr. Shrotri for sharing his rich professional experience and for inspiring future managers to

leverage technology as a powerful catalyst for sustainable progress.



Ideas in Action: IIM Shillong Hosts Hindustan Times 'Ideas Matter Most' Dialogue on India@2047



IIM Shillong successfully hosted the Hindustan Times – Ideas Matter Most event, a flagship platform that fosters meaningful dialogue and collaboration among policymakers, industry leaders, and academia. The programme brought together distinguished thought leaders, innovators, and changemakers to deliberate on the theme “Together Towards India@2047: Community–Industry Synergy for Innovation and Growth.”



The discussions emphasized the importance of collaborative innovation and collective action in addressing key socio-economic challenges while unlocking sustainable growth opportunities. The event reaffirmed IIM Shillong’s commitment to nurturing visionary leadership, strengthening community–industry partnerships, and contributing to inclusive development in the North East and beyond.

Speaker Session with Mr. Nilabh Kumar

The Speaker Session with Mr. Nilabh Kumar, Vice President at Gartner, held on 11th October 2025, provided PGP 25 students with valuable insights into the evolving consulting landscape through the session titled "From Insight to Impact: The Future of Consulting in an AI-First World." Mr. Kumar highlighted how Artificial Intelligence is redefining consulting — shifting the focus from intuition-based advisory to data-empowered, foresight-led strategic decision-making. While AI enhances analytical precision, speed, and operational agility, he emphasized that the human elements of judgment, creativity, and contextual understanding remain irreplaceable in driving true consulting impact. The session outlined key shifts shaping the consulting domain:

- The emergence of AI-augmented consulting models enabling faster and more precise client solutions.
- The consultant's evolving role from execution-

focused to strategic leadership and business impact.

- The rising importance of ethical awareness and adaptability in navigating AI-driven business ecosystems.

Mr. Kumar further shared actionable guidance for aspiring consultants to thrive in this AI-first era — build deep domain expertise, strengthen interpersonal and emotional intelligence, become AI-native by mastering relevant tools and prompting skills, and create a portfolio of proof through hands-on AI projects that demonstrate real-world application. The session was highly interactive, with engaging discussions that encouraged students to view consulting as the bridge between technological innovation and strategic business transformation. With active participation and thought-provoking insights, the event was a resounding success, reinforcing IIM Shillong's commitment to fostering forward-looking consulting excellence.

Iconic Quiz League

1-5th October – IIM Shillong recently concluded the spectacular IIM Jobs - Iconic Quiz League, a five-day intellectual marathon that saw unprecedented enthusiasm and participation across the campus. This mega-event, dedicated to celebrating knowledge and competitive spirit, was a resounding success, earning the prestigious distinction of "Best Campus" and receiving a great response from IIM Jobs.

Unprecedented Scale and Domain Diversity

The Iconic Quiz League delivered five days of non-stop, action-packed quizzing. The event's scale was immense, with more than 500 participants engaging in the competition each day.

The quizzes were strategically designed to test a comprehensive understanding of the business landscape, covering key domains:

- Marketing
- Finance (Fin)
- Operations (Ops)
- Human Resources (HR)
- Consulting

This diverse structure ensured that all participants gained a valuable and good experience across various fields. The five-day league culminated in the crowning of 15 amazing winners across all the daily events.

IIM Shillong Concludes Hindi Fortnight 2025 with Grandeur and Cultural Fervour



The closing ceremony of Hindi Fortnight 2025, organized by Indian Institute of Management Shillong, was held in a dignified, inspiring, and festive atmosphere. Throughout the fortnight, a series of cultural and literary activities were conducted to promote the use, enrichment, and creative expression of the Hindi language within the Institute.

The programme featured a wide range of engaging and intellectually stimulating competitions, including commentary and article writing, essay writing, spelling contests, poetry recitation, solo performance, antakshari, and singing competitions. Participants showcased remarkable enthusiasm, creativity, and confidence, making the events both enriching



and vibrant.

The valedictory ceremony held on 17 October 2025 witnessed a festive and celebratory ambience at the Institute's auditorium. During the ceremony, all winners were felicitated with prizes and certificates by the Director (In-Charge) and the Chief Administrative Officer of the Institute, in recognition of their outstanding performances.

The successful organization of Hindi Fortnight 2025 not only reflects IIM Shillong's commitment to the promotion of the Hindi language but also reaffirms the Institute's dedication to preserving and nurturing India's rich linguistic and cultural heritage alongside its pursuit of academic excellence.

Infusion – Flagship Case Writing Competition Infusion

Infusion, the flagship case writing competition organized by ConQuest – The Consulting & Strategy Club of IIM Shillong, was launched to inspire creativity, analytical depth, and strategic storytelling among management students. Held from 10th to 17th October 2025, the event offered participants a unique opportunity to experience the other side of consulting – not just solving cases but crafting them. The competition

encouraged students to conceptualize original business cases across diverse domains such as marketing, finance, operations, technology, and sustainability. By blending real-world challenges with structured problem-solving narratives, participants showcased their ability to connect business logic with innovative thinking. Infusion received an overwhelming response, with submissions pouring in from top B-schools

across India, reflecting its growing national reach and credibility. Each case displayed strong analytical thinking, creative framing, and a deep understanding of strategic dilemmas faced by modern organizations. Through Infusion, ConQuest reaffirmed its mission to foster experiential learning and critical thinking within

the IIM Shillong community, while positioning the institute as a hub for innovative consulting and strategy initiatives. The competition not only celebrated the art of case writing but also strengthened the culture of problem-solving and strategic thought leadership across campuses.

Quizathon 2025

The campus of IIM Shillong was charged with competitive spirit as Markathon, the Marketing Club, successfully concluded Quizathon 2025 from October 27th to 29th. This premier three-round marketing challenge was an acute test of participants' business acumen, strategy, and teamwork, designed to push their intellectual boundaries. Event Structure: Three Rounds of Intense Marketing Combat

Quizathon 2025 was a meticulously designed gauntlet that filtered the best minds through progressive stages:

Round 1: The Online Trivia Challenge (October 27th)

- The competition kicked off with an online quiz featuring 100 teams of two members each.
- This initial stage tested broad knowledge of marketing concepts, brands, and

marketing trivia.

- Only the top 24 teams secured their spot in the subsequent offline round.

Round 2: Fast-Paced Offline Quizzing (October 29th)

- The qualifiers moved on to the high-stakes offline Round 2.
- This round featured fast-paced, marketing-focused questions that demanded quick thinking and accuracy under pressure.

Round 3: The Grand Finale Treasure Hunt

- The ultimate challenge was the final Treasure Hunt, testing lateral thinking over rote memorization.
- Teams had to use analytical thinking to solve complex brand riddles, racing against time and each other to claim the championship title.

Stock Auction 2025 – Round 1

The first round of Stock Auction 2025 was conducted on 16th October in the form of an online quiz that tested participants on a wide range of topics like stock market basics, recent IPOs, personal finance, financial ratios, and current affairs. The event witnessed an enthusiastic participation of 100 teams from PGP24, PGP25, and IPM25, all competing to

showcase their financial acumen. After an intense and engaging round, 15 teams emerged at the top and qualified for the next stage.

The upcoming Round 2 will be an in-person auction scheduled for 5th November, where the shortlisted teams will get to experience the thrill of live bidding and portfolio building in a competitive market simulation.

World Mental Health Day 2025



As part of World Mental Health Day, Team Oasis organized a series of simple, yet meaningful activities designed to help the IIM Shillong community pause, reflect, and express themselves freely.

Wall of Thoughts:

A creative space with four unique corners—Q&A, Quote Corner, Recommendation Zone, and Everything Space—encouraging everyone to share thoughts, seek advice, exchange uplifting quotes, and spread positivity through doodles and affirmations.

Message to Self-Box:

Participants wrote heartfelt letters to their future

selves, capturing their emotions, reflections, and hopes. These letters will be returned in six months as a reminder of personal growth and resilience.

Stress Box:

Anonymously penned worries and burdens were dropped into the box and symbolically released during a bonfire event—a small act of letting go and starting anew.

These initiatives, held across both campuses, created a space for students to express what they feel. Through small acts of sharing and reflection, Team Oasis hopes to remind everyone that no one walks alone and that kindness—both to us and others—can go a long way.

Movie Screening – Delhi Belly

In October, Zeitgeist organized a movie screening on October 25, held simultaneously at both campuses - Umsawli and Nongthymmai from 9:30 PM to 11:30 PM.

The evening was filled with laughter, fun, and

a shared sense of camaraderie as students came together to enjoy a relaxing break from their schedules. It was wonderful to see such enthusiastic participation and cheerful engagement across both campuses.

Optimus 25.1 – Round 1

In the month of October, Op-Era has coordinated the event “Optimus 25.1” which is a quiz competition hosted on Unstop. The registrations started on 14th October and was till 29th October. The quiz happens in 2 rounds: first round on 30th October and second round (for the top 50 teams) on November 3rd. Round 1: This round will be a quiz comprising questions testing candidates' acumen in general aptitude and operations. Round 2: This round will be a quiz covering recent operations and supply

chain developments. The performance will be evaluated based on accuracy and time. The registration was open to MBA and Engineering students, and the event emails were sent to IIMs and IITs. The final registration number was: 1240 As part of improving engagement and increasing registrations for Optimus, we also conducted a 3 day quiz through Instagram stories from 23-25 October and the top 3 were tagged on Op-Era's Instagram Story.

Volleyball Match: Siddhatva vs Illumina



Some nights at IIM Shillong truly capture the heart of campus life and this was one of them. The volleyball court came alive as Siddhatva and Illumina faced off in a thrilling match that was as much about passion and pride as it was about points.

From the very first serve, the energy was electric. Every rally drew cheers, every save sparked excitement and every point was celebrated like a victory. Siddhatva played with calm coordination

and experience, while Illumina brought unmatched energy and determination to every move. The game went down to the wire, with the seniors narrowly clinching the win but the real triumph was the shared spirit that filled the court.

It wasn't just a match it was a reminder of what makes IIM Shillong special -the friendships, the fun, a sense of togetherness echoed across campus and the unshakable spirit that binds us all.

Inter-IIM 2025 Selection Trials

The campus came alive with excitement as IIM Shillong hosted its Selection Trials for Inter-IIM 2025, set to be held at IIM Bangalore. From the crack of the cricket bat to the echo of sneakers on the basketball court, every corner of the campus pulsed with energy and anticipation.

Students gave their all across multiple sports — cricket, football, basketball, volleyball, badminton, and table tennis — showcasing

not just skill, but the passion and perseverance that define IIM Shillong's sporting spirit. The trials were a perfect blend of friendly rivalry and mutual encouragement, with every player pushing a little harder to make their mark.

As the final teams gear up to represent IIM Shillong on the inter-IIM stage, there's a shared sense of pride and support across the campus. Here's to the athletes who play with heart, compete with grit, and carry forward the spirit.

Shillong Literary Festival – Campus Prelude Celebrates Literature, Learning, and Youth Voices at IIM Shillong



IIM Shillong hosted the Shillong Literary Festival – Campus Prelude, a thoughtfully curated initiative by Meghalayan Age Ltd., organized by NE-CCIE in collaboration with Nurturing Minds (NM). The event served as a vibrant intellectual platform, bringing together literature, dialogue, and student perspectives within the campus community.

The programme featured an engaging book discussion on “M. S. Swaminathan: The Man Who Fed India” by author Priyambada Jayakumar, offering rich insights into the life and legacy of one of India's foremost visionaries. This was followed by stimulating, student-led panel discussions that explored the purpose of education and its role



in addressing contemporary challenges such as unemployment, stress, and substance abuse.

The panels were evaluated by Ms. Saloni Varma, IAS, along with esteemed faculty members of IIM Shillong. Students from IIM Shillong, Synod College, Laikyntiew College, and MIT University participated actively, fostering meaningful inter-institutional exchange and collaborative learning.

The Campus Prelude successfully set the tone for the upcoming Shillong Literary Festival 2025, celebrating the confluence of youth voices, literature, and community engagement while reinforcing the power of dialogue in driving social impact.

Festival of Lights, Unity, and Joy at IIM Shillong



The IIM Shillong community came together in a spirit of joy and togetherness to celebrate Diwali, the festival of lights. With the campus corridors aglow and hearts filled with warmth, the evening beautifully captured the essence



of harmony and shared celebration. Laughter, music, and festive cheer illuminated the surroundings, creating a memorable experience that reflected the strong sense of unity and community at IIM Shillong.

NECCIE Advances Community Well-being through Free Eye Check-up Camp at Mawdiangdiang



The North-East Centre for Community Impact and Engagement (NECCIE), IIM Shillong, in collaboration with Mission Nethralaya, successfully organized a free eye check-up camp on 8 October at Mawdiangdiang. The community-focused initiative aimed to promote accessible eye care and raise awareness about vision health among local residents.

The camp benefited 94 participants, including

schoolchildren and members of the local community, who received comprehensive eye examinations, vision assessments, and consultations. Free medication and spectacles were also provided to those in need. With the active support of the Mawdiangdiang Dorbar, the initiative underscored NECCIE's continued commitment to strengthening healthcare access and fostering community well-being across the North-East region.

CONGRATULATORY NOTE



Congratulations to Team SD of IIM Shillong for securing a place among the Top 16 teams out of over 7,900 participants in the DS TrenDSetter Case Competition. The team showcased remarkable creativity and innovation by developing a compelling product enhancement strategy for the company's flagship offering, focused on revamping and repositioning it for a wider audience.

Their rigorous research, sharp analytical approach, and effective problem-solving skills exemplify the academic excellence and competitive spirit of IIM Shillong. We applaud their outstanding achievement and wish them continued success in their future endeavours.

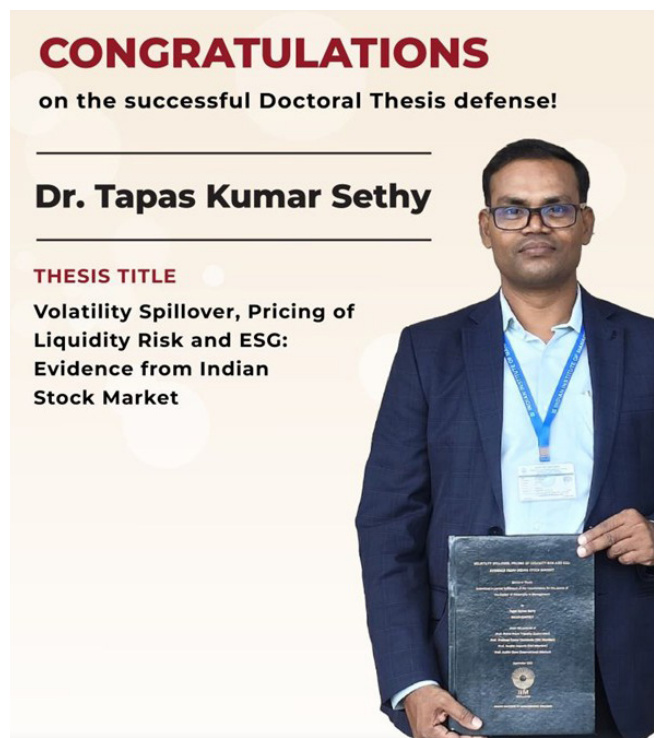
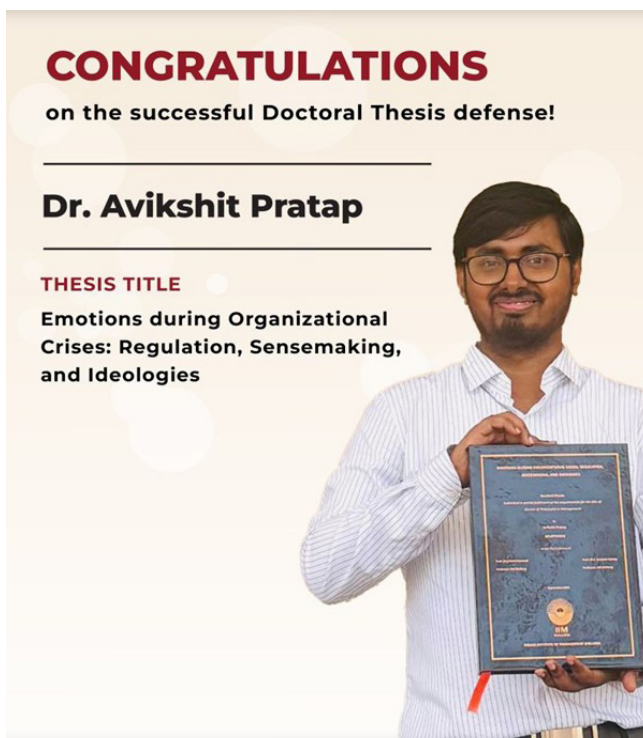


Heartiest congratulations to the teams for their remarkable achievements at the Flipkart WiRED 9.0 Case Competition. With over 65,000 registrations from premier institutes across the country, Flipkart WiRED 9.0 emerged as one of the most prestigious national platforms for aspiring business leaders to demonstrate strategic thinking, innovation, and problem-solving excellence.



Team Wired Minds, comprising Diya Raghava, Shankar Balasubramanian, and Yash Saxena, achieved an outstanding milestone by emerging as the National Winners in the Business Track. In the Product Track, Grishma Joshi secured the Runner-up position, while Team Hire Minds, consisting of Chandreyee Das and Dhariya Handa, were recognized as National Finalists in the HR Track.

Their exceptional performance amidst intense competition reflects their creativity, analytical acumen, and ability to deliver impactful solutions under pressure. We applaud their success and wish them continued achievements and many more milestones in their professional journeys ahead.





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