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NEWS, VIEWS & CREATIVE EXPRESSIONS

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**LEAD-2025 at IIM Shillong:
Unlocking Human Potential Through
Technology and Analytics**

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 शिल्लॉग
Indian Institute of Management Shillong
Umsawli, Shillong-793018
Website: www.iimshillong.ac.in
Phone: 0364-2308000

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COVER STORY

LEAD–2025 at IIM Shillong: Unlocking Human Potential Through Technology and Analytics



IIM Shillong inaugurated the Leveraging Emerging Technologies and Analytics for Development (LEAD)–2025 Conference on December 10, 2025, setting the stage for a thought-provoking dialogue on the theme “Unlocking Human Potential.” The conference brought together eminent scholars, policymakers, industry leaders, and practitioners to explore how emerging technologies and data-driven insights can drive inclusive growth, strengthen governance, and enable evidence-based decision-making.

Setting the context for the conference, Prof. Pradeep Kumar Dadabada, Co-chairperson, LEAD–2025, underscored the imperative of responsible and ethical use of technology in addressing complex societal challenges. He highlighted the role of analytics and information systems in bridging developmental gaps while ensuring inclusivity and sustainability.

Welcoming the gathering, Prof. Naliniprava Tripathy, Director (I/C), IIM Shillong, offered a distinctive perspective on the conference theme by drawing from Vedic philosophy,



linking ancient wisdom with contemporary approaches to technology and development. She emphasized that unlocking human potential requires a balanced integration of technological advancement with human values and ethical grounding. Reaffirming IIM Shillong’s commitment, she highlighted the Institute’s role as a convenor of academia, industry, and government in co-creating scalable and sustainable solutions for societal progress.

The inaugural session was further enriched by insights from Dr. Viswanath Venkatesh, Eminent Scholar and Verizon Chair of Business Information Technology at Virginia Tech, who shared global perspectives on the transformative potential of context-aware technologies. He stressed that the success of technological interventions depends not only on innovation, but also on a deep understanding of human behaviour and local contexts in design and implementation.

Adding a practitioner’s perspective, Mr. Anand, Technology Advisor, Assam Electronics Development Corporation Ltd. (AMTRON), highlighted the critical role of public–private

collaboration in scaling digital infrastructure and enabling AI-driven governance. He emphasized the need for rapid yet inclusive digital transformation to ensure that technological progress remains accessible and future-ready.

A significant moment of the inaugural session was the release of the LEAD–2025 Book of Abstracts by the dignitaries, symbolising the conference's rich and diverse body of scholarly contributions and its growing stature in the information systems and analytics domain.

The session concluded with a vote of thanks by Prof. Parijat Upadhyay, Co-chairperson, LEAD–2025, who acknowledged the efforts of the organizing team, speakers, participants, and partners in shaping LEAD as a vibrant and evolving platform for academic and practitioner engagement.

LEAD–2025 thus reaffirmed IIM Shillong's commitment to advancing conversations at the intersection of technology, analytics, and human development—placing people at the heart of innovation and progress.

PHOTO GALLERY

GLIMPSES OF DECEMBER EVENTS



TIMELINE

Panel Discussion on Emerging Technologies at LEAD-2025



An insightful panel discussion on “Leveraging Emerging Technologies and Analytics for Industry Innovation and Social Good” was held at LEAD-2025, featuring Shri Aneel Kr Bonu (TalentSpotify, GHRMODC), Smt. Gayathri Devi Jayan (AIDVICE; former L&T Technology Services), Mr. Anil Rao M (The Nudge Institute; former CIO, Sun Pharma), and Shri Partha Sengupta (ITC Ltd.).

The panelists shared industry examples of

using AI, digital twins, and blockchain to drive innovation while balancing growth and social impact. The session offered valuable insights on responsible technology adoption and practical guidance for aspiring entrepreneurs.

The discussion was moderated by Prof. Pradeep Kumar Dadabada, Faculty, IIM Shillong, who synthesized key perspectives into actionable takeaways on leadership and responsible innovation.

Context at the Core: Keynote at LEAD-2025 Highlights Human-Centred Research



An engaging keynote session at LEAD-2025 featured Dr. Viswanath Venkatesh, Eminent Scholar and Verizon Chair of Business Information Technology at Virginia Tech, who



emphasized the critical role of context in theory development and technology design. Speaking on “Context Isn’t Just Important, It’s Everything,” he highlighted how social,

cultural, organisational, and market contexts shape meaningful research outcomes.

The keynote underscored that data and analytics alone are insufficient without contextual interpretation, as overlooking local

nuances can limit effective decision-making. Aligning closely with the conference theme “Unlocking Human Potential,” the session reinforced the importance of grounding technology and analytics in people’s lived realities.

Embassy of Japan Representatives Visit IIM Shillong for Collaborative Discussions



IIM Shillong had the pleasure of hosting representatives from the Embassy of Japan for an interactive meeting with Prof. Naliniprava Tripathy, Director (I/C), IIM Shillong, and faculty members. The discussions centered on exploring avenues for future collaboration between IIM Shillong and Japanese institutions.

Key areas of interest included academic partnerships, joint research initiatives, student exchange programmes, and the potential introduction of

Japanese language and cultural learning modules on campus. Both sides expressed keen interest in building a long-term relationship aimed at fostering cross-cultural learning, enhancing global exposure, and promoting meaningful academic cooperation.

The visit marked a significant step towards strengthening institutional ties between IIM Shillong and Japan, paving the way for diverse opportunities for students and faculty in the years to come.

Strengthening International Academic Ties: Embassy of France Delegation Visits IIM Shillong

IIM Shillong had the honour of welcoming a delegation from the Embassy of France for an engaging interaction with Prof. Naliniprava Tripathy, Director (I/C), along with members of the faculty. The meeting focused on exploring potential avenues for academic and institutional collaboration between IIM Shillong and leading

French institutions.

The discussions spanned a broad range of opportunities, including academic partnerships, collaborative research initiatives, student mobility programmes, and the possible introduction of French language and cultural enrichment courses

on campus. Both sides expressed keen interest in fostering a long-term association aimed at promoting cross-cultural exchange, enhancing global exposure, and encouraging impactful academic cooperation.

The visit marked a meaningful step towards strengthening ties between IIM Shillong and France, paving the way for new and diverse opportunities for students and faculty in the years ahead.



IIM Shillong's Growth Journey Recognised Among India's Top B-Schools

IIM Shillong's steady and purposeful growth has been reaffirmed with its recognition among the Top 10 Government B-Schools in India, securing the 6th position in the Business Today–MDRA 2025 rankings and the 7th position in The WEEK–Hansa Research Survey 2025.

These achievements reflect the Institute's continued progress in strengthening academic excellence, research impact, and holistic management education. Driven by a shared vision

and the collective efforts of faculty, staff, students, alumni, and partners, IIM Shillong has consistently advanced its commitment to nurturing responsible leadership and meaningful societal impact.

As the Institute builds on this momentum, it remains focused on continuous learning, innovation, and sustainable growth—shaping the future of management education while contributing positively to the nation's academic and developmental landscape.

Battleground 2025: A Platform for Strategic Excellence

Battleground 2025 tested participants' strategic thinking, business acumen, and problem-solving skills through real-world managerial challenges. The competition saw 847 registrations from students across top management and undergraduate institutions

nationwide.

The event offered a competitive platform to apply structured frameworks, data-driven analysis, and innovative thinking, reinforcing IIM Shillong's commitment to academic excellence, leadership development, and industry-relevant learning.

AIMS 23 at IIM Shillong: Shaping the Future of Ethical and Responsible AI



IIM Shillong proudly inaugurated the 23rd AIMS International Conference on Management (AIMS~23) on December 3, 2025, in collaboration with AIMS International – The Association of Indian Management Scholars International. Anchored in the timely and thought-provoking theme, “Managing AI: Ethics, Risks, and Opportunities,” the conference brought together scholars, industry leaders, and practitioners to engage in critical conversations on technology, sustainability, and evolving global management practices.

Setting the tone for the conference, Prof. Omprakash K. Gupta, University of Houston–Downtown and Editor-in-Chief of the AIMS International Journal of Management, reflected on the inception and evolution of the AIMS International Conference on Management. He underscored its enduring role in fostering global academic collaboration and highlighted the growing imperative of ethical frameworks in navigating the expanding influence of artificial intelligence across business and society.

Delivering the Inaugural Address, Prof. Naliniprava Tripathy, Director (I/C), IIM Shillong, emphasized the urgent need for responsible AI adoption—one that balances innovation with ethical considerations, proactively mitigates risks, and unlocks opportunities for sustainable growth. She

reiterated that the future of AI must be guided not merely by technological advancement, but by trust, transparency, and human-centric values, aligning innovation with societal well-being.

The conference was further enriched by a compelling keynote address by Shri Subrat Tripathy, CEO, Adani Ports & SEZ, who offered a visionary outlook on the future of India’s maritime and logistics sectors. Highlighting strategic priorities for ports, he emphasized sustainability through reduced carbon footprints and the transformative role of AI in enhancing efficiency across supply chains. Drawing on India’s geographical advantage and historical context, he articulated an ambitious vision of a trillion-dollar economy, anchored in collective responsibility and the ethos of “Vasudhaiva Kutumbakam”—the world as one family.

Throughout the deliberations, a unifying message resonated strongly: the path forward lies in embracing People, Planet, and Prosperity, while harnessing technology to build resilient, inclusive, and future-ready systems. AIMS~23 at IIM Shillong thus emerged as a powerful platform for shaping discourse on ethical AI and reaffirming management education’s role in driving responsible global transformation.

Unlocking AI for Viksit Bharat 2047: Perspectives on Society, Governance, and Self-Reliance



An engaging panel discussion on “Empowering Society and Governance: Unlocking AI for Viksit Bharat 2047” brought together voices from banking, industry, government, entrepreneurship, and academia to examine how artificial intelligence can drive inclusive national development. The session reflected a shared commitment to aligning technological progress with societal needs and governance priorities.

Distinguished panelists including Smt. Gayathri Devi Jayan (AIDVICE; Applied AI Association, India), Shri Manjit Nath (Digital India Corporation, MeitY), Shri Rajib Kumar Phukan (Numaligarh Refinery Limited), and Dr. Viswanath Venkatesh (Virginia Tech) highlighted AI’s potential to enhance innovation, productivity, and data-driven decision-making across sectors. A strong emphasis

was placed on building AI self-reliance through robust indigenous research, digital infrastructure, and skilled talent.

The discussion underscored the significance of the IndiaAI Mission as a key enabler in democratizing access to AI tools and resources, thereby supporting India’s progress towards the Sustainable Development Goals. Panelists also emphasized the critical role of academia in adopting AI and preparing students to work effectively alongside intelligent systems.

The session was ably moderated by Prof. Basav Roychoudhury, Faculty, IIM Shillong, who synthesized diverse perspectives into a cohesive narrative on AI-driven self-reliance and its pivotal role in India’s journey towards Viksit Bharat 2047.

Understanding Stakeholder Compliance Through the IGIA Airport Case Study

IIM Shillong had the honour of hosting Mr. Subir Hazra, Sector Head – Stakeholder Compliances, GMR Group, for an insightful session titled “Managing Stakeholder Compliance: IGIA Airport Case Study.”

During the session, Mr. Hazra provided an in-

depth perspective on the complex stakeholder ecosystem that underpinned the successful Public–Private Partnership (PPP) model of Indira Gandhi International Airport (IGIA), one of India’s busiest airports. He highlighted the strategies adopted to navigate regulatory frameworks, strengthen ESG leadership, and effectively manage stakeholder

expectations and complexities.

The session offered valuable practical insights into the governance, collaboration, and strategic

foresight required for managing large-scale infrastructure projects, enriching participants' understanding of stakeholder compliance in dynamic and high-impact environments.



IIM Shillong Successfully Hosted MDP on Strategic Leadership for WBSETCL Officers



IIM Shillong hosted the Management Development Program (MDP) on “Strategic Leadership and Operational Excellence” for mid-level officers of WBSETCL from 13–15 December 2025.

Designed around the evolving needs of India’s power sector, the program featured expert-led sessions, case-based discussions, and peer learning, enabling participants to navigate complexity and change. The MDP



focused on sharpening strategic thinking, translating strategy into effective execution, and fostering cross-functional collaboration to support reliable, future-ready operations.

The initiative reaffirmed IIM Shillong’s commitment to shaping ethical and innovative leadership, delivering long-term value, and contributing to organizational excellence and societal progress.

IIM Shillong Concludes MDP on Pedagogical Leadership for SCERT Delhi Officials



IIM Shillong successfully conducted the Management Development Programme (MDP) on “Pedagogical Leadership for School Education” for officials of SCERT, Delhi, from 8th to 12th December 2025.

The programme was designed to strengthen leadership capabilities within the school education ecosystem, emphasizing innovative

pedagogical practices, strategic decision-making, and transformative leadership to drive meaningful change in academic environments.

The sessions fostered engaged learning and collaboration, reflecting IIM Shillong’s commitment to nurturing responsible leaders and promoting excellence in education for a sustainable future.

IIM Shillong Concludes MDP on Creative Problem-Solving for ONGC Executives



IIM Shillong successfully conducted the Management Development Program (MDP) on “Creative Problem-Solving using Design Thinking” for executives of Oil and Natural Gas Corporation Ltd (ONGC) from 1st to 5th December 2025.

The program empowered participants with design thinking principles—empathize, define, ideate, prototype, and test—enabling them to tackle complex challenges with creativity, empathy, and collaboration. Through interactive sessions and experiential learning, executives developed human-centered, iterative solutions for their organizations.

This initiative reflected IIM Shillong’s mission to shape leaders who drive meaningful change for both organizations and society.

Festive Cheer and Fellowship: Christmas at IIM Shillong



At IIM Shillong, the spirit of Christmas was celebrated with warmth and enthusiasm in an evening that beautifully captured the essence of joy, laughter, and togetherness. The campus came alive as members of the IIM Shillong community gathered to celebrate the festive season, reflecting on cherished memories and the enduring bonds that unite the IIM Shillong family.

The celebration provided a welcome pause from the rhythm of academic life, offering an opportunity for faculty, staff, and students to come together in a spirit of camaraderie and shared celebration. The atmosphere was marked



by heartfelt conversations, festive cheer, and moments of collective joy, reinforcing the values of inclusivity, gratitude, and community that define life at IIM Shillong.

As the evening unfolded, it served as a gentle reminder that beyond classrooms and conferences, it is these shared moments that strengthen relationships and foster a sense of belonging. The Christmas celebration thus stood as a testament to the close-knit spirit of the IIM Shillong family, celebrating not only the festive season but also the unity and warmth that continue to bind the community together.

Vanguard Session at IIM Shillong Explores Emerging Opportunities in Startup Finance

The Vanguard Session held on 6 December at IIM Shillong featured Mr. Somjeet Behera (PGP 2010–12), Head – Credit Solutions and Structuring, HSBC, and offered an enriching learning experience for the IIM Shillong community.

Mr. Behera delivered an engaging session on “Evolving Business Models in the Startup Ecosystem – New Opportunities in Finance,” distinguished by a well-structured and visually compelling presentation. His clarity of thought, logical progression of ideas, and practical industry insights reflected both deep professional expertise and effective storytelling.

The session successfully combined insight,

inspiration, and impactful delivery, leaving participants with valuable perspectives on the evolving landscape of startup finance.



IIM Shillong Drives AI Innovation in the North East through DRISHTI-NE Hackathon and Regional AI Impact Conference



bTeSys – The Business & Technology Club of IIM Shillong, in collaboration with the Government of Meghalaya and MATH T-Hub, successfully conducted the DRISHTI-NE Hackathon, a flagship Artificial Intelligence innovation initiative exclusively focused on the North Eastern Region. Organized under the broader IndiaAI Mission ecosystem, the hackathon aimed to foster responsible, scalable, and high-impact AI solutions addressing region-specific challenges such as climate resilience, healthcare accessibility, smart governance, education, and language inclusion.

The hackathon was officially launched on 3rd December 2025 at the Regional AI Impact Conference, Shillong, by the Hon'ble Chief Minister of Meghalaya, marking a significant milestone in Meghalaya's digital and innovation journey. Open to students, professionals, and startups from the North East, the DRISHTI-NE Hackathon guided participants through ideation, prototype development, and impact-driven solution

building, offering opportunities for incubation, mentorship, and government pilot implementation.

As part of the conference, bTeSys members actively contributed in their role as Rapporteurs, documenting and covering key sessions including the Inaugural Session and the IndiaAI-focused session, both graced by the Chief Minister. The conference featured Panel Discussions on AI policy, governance, and sectoral applications, alongside a Showcase Arena and Exhibition highlighting innovative AI solutions, startups, and institutional initiatives. Through meticulous documentation, session coverage, and on-ground coordination, bTeSys played a vital role in ensuring the successful execution and knowledge dissemination of the event.

This dual engagement underscores IIM Shillong's commitment to driving AI innovation in the North East and creating a platform for impactful, region-specific technological solutions.

WinterLude 2025: IIM Shillong Celebrates Christmas with Festive Cheer



WinterLude, the annual Christmas celebration of IIM Shillong was held bringing together students for an evening of festivity, fun, and community spirit. Organised by the Cultural Committee, the event aimed to create a lively and engaging campus experience to mark the Christmas season.

The celebration featured fun games and activities, with winners receiving exciting prizes, alongside a Secret Santa gift exchange that encouraged students to embrace the spirit of giving. Food



stalls by Burger Singh and Keventers offered popular food and beverages, while Monster Energy engaged students with product sampling, adding to the excitement.

The evening concluded with a high-energy DJ performance, creating a vibrant atmosphere and bringing the celebrations to a lively close. WinterLude 2025 successfully reflected the spirited culture of IIM Shillong, fostering a sense of community, joy, and festive togetherness among students.

Zeitgeist Hosts Book Launch and Signing with PepsiCo CFO Kaushik Mitra



On 1st December 2025, Zeitgeist organized a book launch and signing event featuring Mr. Kaushik Mitra, CFO of PepsiCo. The session offered students a unique opportunity to engage with an industry leader, learn from his professional journey, and interact during the book signing.

The event sparked thoughtful discussions and curiosity, providing an enriching experience for attendees across the campus and fostering meaningful engagement between students and corporate leadership.

Driving Innovation: IIM Shillong Hosts Insightful Session with Shri Ramanan Ramanathan



On 13th December 2025, the IIM Shillong Foundation for Incubation and Enterprises (IIMSFIIE) hosted an engaging session with Shri Ramanan Ramanathan, Former Mission Director of Atal Innovation Mission (AIM) and Former Additional Secretary at NITI Aayog. Titled “Creating Impact Through Innovation: Experience from AIM & NITI Aayog”, the discussion delved into India’s evolving innovation ecosystem, policy-driven entrepreneurship, and



the transformative role of government initiatives in nurturing startups.

Members of the Entrepreneurship Cell (E-Cell) actively participated, leading discussions and engaging with the speaker on topics like innovation-led nation building, startup policy, and ecosystem development. The session offered practical insights and inspiration for aspiring entrepreneurs and student leaders alike.

Bonfire Night 2025: Warming Hearts and Building Community

The Hostel Committee hosted Bonfire Night 2025 across the Umsawli and Nongthymmai Campuses, bringing residents together for an evening of fun, music, and camaraderie. Curated Spotify playlists, light refreshments, and dance around the fire created a warm and engaging atmosphere, fostering stronger community ties during the winter season.

With safety procedures in place, students participated actively, making the event a safe and memorable celebration, reflecting the Hostel Committee’s commitment to nurturing interaction and student life on campus.



X-Marketer 2025 Elevates Marketing Case Competition at IIM Shillong

X-Marketer 2025, the marketing case competition under Markathon, built on the success of Round 1, which saw 400+ registrations and strong, insight-driven participation. Teams advancing to Round 2 faced a more immersive challenge, with two distinct case-study tracks designed to test flexibility, analytical depth, and strategic thinking.

Participants analyzed real-world marketing scenarios and developed well-structured, actionable solutions, with the winning teams standing out through innovative, holistic approaches. The top performers were recognized and awarded from the ₹20,000 prize pool, highlighting IIM Shillong's commitment to fostering practical marketing skills and creative problem-solving.

IIM Shillong Students Inspire Team Spirit at Assam Rifles Half Marathon 2025



On 14th December 2025, students from IIM Shillong participated with enthusiasm and purpose in the Assam Rifles Half Marathon, held in Shillong, featuring 21 km, 10 km, and 5 km categories. For many, it was not just a race, but a shared experience of fitness, teamwork, and community spirit.

Whether running a marathon distance for the first time or aiming to beat previous timings, students cheered and supported each other from start to finish, making every high five, cheer, and smile along the route a memorable moment. The event's warm and welcoming atmosphere,



combined with the stunning landscapes of Shillong and the support of Assam Rifles personnel and spectators, made the experience even more special.

Students expressed their heartfelt appreciation to Assam Rifles for promoting wellness and community engagement. The marathon inspired many to embrace sports, fitness, and a healthy lifestyle as part of campus life. More importantly, the memories and motivation from this event have sparked the desire to return next year, not just to compete, but to grow, connect, and be part of something bigger.



भारतीय प्रबंध संस्थान शिलाँग
 Indian Institute of Management Shillong
 Umsawli, Shillong-793018
 Website: www.iimshillong.ac.in
 Phone: 0364-2308000

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