

NUKSA

THE PINE CHRONICLE

NEWS, VIEWS & CREATIVE EXPRESSIONS

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Community Immersion Programme
Transforms Management Education

ABOUT NUKSA

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COVER STORY

Beyond the Classroom: IIM Shillong's Community Immersion Programme Transforms Management Education



Students Partner with Grassroots Enterprises Across Meghalaya to Drive Inclusive Growth

In a powerful demonstration of management education's potential to create real-world impact, students from IIM Shillong recently completed an intensive Community Immersion Programme that took them deep into the heart of Meghalaya's entrepreneurial ecosystem. Moving beyond traditional case studies and theoretical frameworks, students engaged directly with grassroots and early-stage enterprises, gaining invaluable insights into the challenges and opportunities that define sustainable business growth in rural and semi-urban contexts.

Immersion in Action

The programme brought students face-to-face with the realities of enterprise building in Meghalaya. Working alongside entrepreneurs, farmers, and community stakeholders, participants witnessed firsthand the operational complexities that textbooks often overlook—from supply chain constraints in remote areas to the delicate balance of preserving traditional practices while scaling modern business models.



This wasn't merely an observational exercise. Students actively collaborated with local enterprises, conducting needs assessments, analyzing market dynamics, and understanding the unique socio-economic factors that influence business decisions in these communities. The immersion provided a rare window into how businesses operate when infrastructure is limited, markets are informal, and trust is the primary currency of commerce.

From Insights to Impact

What distinguished this programme was its emphasis on translating field observations into actionable, context-driven recommendations. Students developed structured proposals that respected local realities—recognizing that solutions effective in urban markets often require fundamental adaptation for rural settings.

The experience highlighted several critical lessons:

Trust as Foundation: In communities where formal institutions may be distant or inaccessible, trust networks form the backbone of business relationships. Students learned how

enterprises build credibility through consistent engagement and culturally sensitive practices.

Local Relevance Matters: Cookie-cutter business strategies rarely work in diverse regional contexts. Successful enterprises demonstrated deep understanding of local customs, preferences, and resource availability, adapting their approaches accordingly.

Sustainability Beyond Profit: The immersion revealed how truly sustainable enterprises balance economic viability with environmental stewardship and social responsibility—not as separate initiatives, but as integrated core values.

Redefining Management Education

The Community Immersion Programme represents a significant evolution in how management education can be delivered and experienced. By stepping into the field, students developed competencies that no classroom simulation can fully replicate—adaptability, cultural sensitivity, systems thinking, and the humility to learn from communities often overlooked by mainstream business discourse.

For the entrepreneurs and communities involved, the programme offered fresh perspectives and structured analytical support. Many reported

that the student interactions helped them articulate challenges they had intuitively understood but struggled to systematize, opening pathways to new solutions.

Looking Ahead

As IIM Shillong continues to strengthen its commitment to inclusive and socially conscious management education, programmes like this community immersion stand as powerful examples of what's possible when academic rigor meets ground-level reality. The experience has reinforced an essential truth: meaningful business education doesn't just produce competent managers—it cultivates leaders who understand that sustainable growth must be equitable, context-aware, and deeply connected to the communities they serve.

The insights gained during these weeks in Meghalaya will undoubtedly shape how these students approach business challenges throughout their careers, carrying forward a management philosophy that places people and place at the center of enterprise development.

The Community Immersion Programme exemplifies IIM Shillong's vision of creating business leaders who drive not just economic growth, but inclusive, sustainable development that uplifts entire communities.

PHOTO GALLERY

GLIMPSES OF DECEMBER EVENTS



TIMELINE

i-MarC V 2026: Bridging Marketing's Past and Future



IIM Shillong successfully hosted the 5th International Marketing Conference (i-MarC V) on January 21, 2026, exploring the timely theme **"People, Privacy, and Personalization: Bridging Traditional and Digital Marketing in a New Era."**

The conference demonstrated remarkable global reach with 387 paper submissions from six countries—India, Australia, the Philippines, the USA, the UAE, and Tanzania. Prof. Bidyut Jyoti Gogoi, Chairperson, welcomed participants and acknowledged their scholarly commitment to advancing marketing discourse.

Prof. Naliniprava Tripathy, Director (I/C), outlined IIM Shillong's vision for research-led conferences and emphasized the responsibility of marketers in India's growth trajectory, drawing on Chanakya Neeti. Distinguished speakers brought diverse perspectives: Dr. Manu Korulla (Former DG, DRDO) highlighted India's transformation from defence importer to indigenous innovator



through the four pillars—Reform, Perform, Transform, and Inform. Mr. Nishit Jain (Founder & CEO, Edu Total) addressed global accreditation and responsible data practices through the 3Cs—Consent, Context, and Consequence. Prof. Debabrata Das, Advisor to the Government of Assam, stressed integrating traditional consumer psychology with digital marketing for inclusive growth.

The formal release of digital conference proceedings symbolized the event's rich scholarly contributions. In his valedictory address, Prof. Basav Roychoudhury, Dean Research, commended five years of sustained trust from the scholarly community and reaffirmed IIM Shillong's commitment to multidisciplinary research excellence. Prof. Bidyut J. Gogoi announced i-MarC-VI, expressing gratitude to all stakeholders for making this platform a resounding success.

Advancing Excellence: IIM Shillong Charts AACSB Accreditation Journey

IIM Shillong welcomed Mr. Prathap Das, Regional Head – South Asia, AACSB International, for an engaging interaction with faculty and staff members. The session focused on the Institute's

strategic roadmap toward AACSB accreditation, one of the most prestigious hallmarks of quality in business education globally.

The discussion provided valuable insights into the



accreditation process, quality standards, and best practices that define excellence in management education. Faculty and staff actively engaged with Mr. Das, exploring pathways to align institutional practices with AACSB's rigorous benchmarks while strengthening the Institute's commitment



to continuous improvement and academic excellence.

This interaction marks an important milestone in IIM Shillong's ongoing efforts to enhance educational quality and reinforce its position among leading business schools worldwide.

Celebrating Constitutional Values: IIM Shillong Commemorates 77th Republic Day



IIM Shillong marked the 77th Republic Day with a dignified celebration that brought together students, faculty, and staff in a collective reaffirmation of constitutional values and civic responsibility.

Addressing the gathering, Prof. Naliniprava Tripathy, Director (I/C), IIM Shillong, spoke about the significance of the occasion, emphasizing the importance of upholding constitutional principles in daily life and professional practice. The Director



highlighted how management education must be grounded in the values of justice, liberty, equality, and fraternity, urging the community to embody these ideals both within and beyond the campus.

The celebration featured thoughtfully curated cultural performances that showcased India's rich diversity and democratic spirit. Through vibrant expressions of art and tradition, the campus community came together to honour the Constitution and the vision of a progressive nation

it represents.

The observance served as more than ceremonial tradition—it strengthened institutional participation in moments of national significance, fostering a shared sense of purpose within the academic community. The occasion reaffirmed IIM Shillong's commitment to nurturing leaders

who understand their responsibility not just as professionals, but as conscientious citizens dedicated to building an equitable and just society.

As the national anthem echoed across campus, it carried with it a quiet yet powerful reminder of the ideals that continue to guide the nation forward.

Strengthening Financial Literacy: IIM Shillong and NSE Explore Strategic Partnership



IIM Shillong is advancing its commitment to financial education in the Northeast through a significant collaboration initiative. Prof. Naliniprava Tripathy, Director (I/C), IIM Shillong, held a productive meeting with Shri Ashishkumar Chauhan, MD & CEO, National Stock Exchange of India, to explore strategic partnerships aimed at enhancing financial literacy and education across the region.

The discussion focused on leveraging NSE's expertise and resources to strengthen financial

awareness and capability-building initiatives in the Northeast, a region with immense potential for economic growth. This collaboration aligns with IIM Shillong's vision of fostering inclusive development and empowering communities through knowledge-driven interventions.

The meeting marks a promising step toward creating impactful programs that will democratize access to financial education and contribute to the region's economic advancement.

Sim-bTe 12.0: Exploring AI-Augmented Customer Experience

IIM Shillong's flagship analytics competition, Sim-bTe 12.0, organized by bTeSys – The Business & Technology Club, returns with the theme "AI-Augmented Customer Experience & Trust." The competition challenges participants

from leading institutes nationwide to explore responsible AI deployment while balancing personalization, transparency, and customer trust.

The competition unfolds in two rounds:

a quiz assessing analytics fundamentals, logical reasoning, data interpretation, and AI concepts, followed by a case competition requiring structured analytical solutions and video presentations. Participants engage with industry-relevant datasets to address real-world business challenges through data-driven strategies complemented by ethical

considerations.

With a prize pool of INR 30,000, Sim-biTe 12.0 continues to attract strong participation from premier B-schools and undergraduate institutions, serving as a vital platform for aspiring analysts to develop expertise in data-driven decision-making and the strategic application of analytics in modern business.

Bid-Han Sabha: Strategic Thinking Meets Real-Time Decision-Making



The E-Cell at IIM Shillong organized Bid-Han Sabha, an experiential learning event designed to test entrepreneurial thinking, financial discipline, and strategic decision-making under competitive pressure. The two-round competition challenged students to apply business fundamentals in high-stakes scenarios.

Competition Structure

Round 01: Quiz Round served as an elimination stage, assessing teams on startup concepts, finance, governance, and market logic. The format demanded clarity, speed, and precision, with only the top 10 teams advancing to the finale.

Round 02: Auction Round transformed theory into practice through a dynamic bidding simulation. Teams navigated limited resources, evaluated risks, formed tactical alliances, and competed strategically while maintaining financial discipline. The simulation authentically mirrored real-world scenarios of capital allocation, negotiation, and strategic restraint.



Winners

Following an engaging and closely contested finale, the winners emerged:

Winners: Team Dhurandhars (Aman Bhargava, Apoorv Nautiyal, Atharva Chouhan)

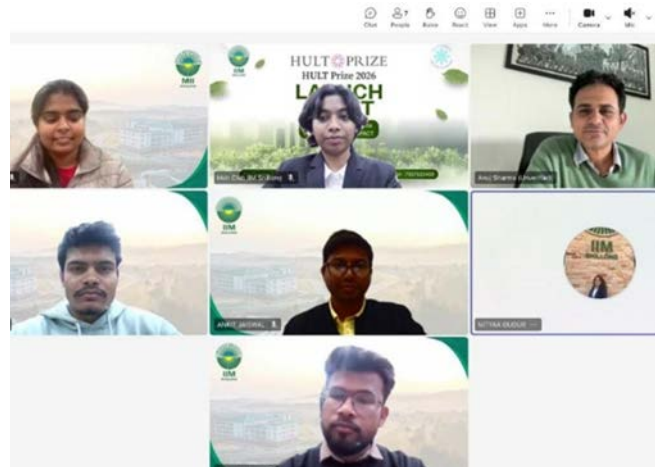
First Runner-Ups: Team Apex Circle (Sai Shankar Sahoo, Prathamesh Sanjay Supe, Sivan K)

Second Runner-Ups: Team Papercut (Bhuswarna Kashyap, Mihir Rishi, Sumandip Dutta)

The winning teams demonstrated exceptional composure under pressure, sharp analytical thinking, and disciplined bidding strategies throughout both rounds.

Bid-Han Sabha successfully blended competitive spirit with experiential learning, providing participants a practical platform to understand how strategy, clarity, and credibility shape outcomes in high-stakes business environments.

Impact-Driven Entrepreneurship: Hult Club Hosts Session on Purposeful Venture Building



The Hult Club at IIM Shillong organized an insightful session designed to inspire students to explore impact-driven entrepreneurship beyond conventional business models. The discussion centered on the Hult Prize, a prestigious global competition that challenges young leaders to develop scalable startups addressing critical social and environmental challenges while gaining access to mentorship, funding, and international exposure.

The session featured Mr. Anuj Sharma, Founder of ALSiSAR Impact, who brought valuable perspectives from his extensive experience in impact-led entrepreneurship across underserved ecosystems. Drawing from his entrepreneurial journey, Mr. Sharma provided practical insights on building context-rooted ventures, addressing

regional and climate-related entrepreneurship challenges, balancing scale with sustainability and social impact, and transforming purpose-driven ideas into viable enterprises through platforms like the Hult Prize.

The session fostered meaningful dialogue and encouraged students to view entrepreneurship as a catalyst for inclusive growth and responsible value creation. The discussion reinforced IIM Shillong's commitment to nurturing future business leaders who prioritize impact alongside innovation.

The Hult Club expresses gratitude to Mr. Anuj Sharma for his valuable contribution to strengthening the Hult Prize 2026 journey at IIM Shillong and looks forward to supporting ventures that create lasting impact beyond financial returns.

OASIS Initiatives: Fostering Well-Being and Creative Expression

OASIS organized two impactful initiatives in January 2026, focusing on mental wellness and holistic student engagement at IIM Shillong.

Mental Well-Being Classroom Sessions

Dr. Malvika Rao conducted a series of Mental Well-Being Sessions designed to address student

challenges identified through a preliminary survey. The sessions combined insightful discussions with activity-based learning to help students understand mental processes, recognize

challenges, and develop effective coping strategies. The interactive format encouraged reflection and practical application, making mental health concepts accessible and actionable for students navigating academic and personal pressures.

OASIS Night: An Evening of Expression and Connection

On January 24, 2026, OASIS hosted an Open Mic Night with Interactive Activity Booths at the Nongthymmai Campus, creating an informal platform for creative expression and community

bonding. Students showcased their talents through poetry, music, storytelling, and stand-up performances, while activity booths featuring painting corners and games allowed flexible participation throughout the evening.

The event witnessed enthusiastic student engagement and successfully fostered creativity, social connection, and collective well-being. By creating spaces that balance expression, recreation, and meaningful interaction, OASIS continues to strengthen its commitment to holistic student development beyond academic pursuits.



Zeitgeist: Fostering Community Through Culture and Dialogue



Zeitgeist organized two distinctive events in January 2026, creating opportunities for students to connect through entertainment and intellectual engagement.



Movie Screening: A Shared Cinematic Experience

Zeitgeist hosted movie screenings across both Umsawli and Nongthymmai campuses, providing students with a relaxed environment to unwind

beyond academic commitments. The screenings fostered community bonding as students gathered to enjoy cinema together in an informal, comfortable setting. The initiative offered a valuable space for collective leisure, laughter, and shared cultural experience.

Debate and Roleplay: Perspectives in Character

A unique Debate and Roleplay session challenged participants to engage in debates while maintaining assigned character roles, encouraging them to explore ideas from diverse perspectives.

The innovative format combined critical thinking with creative performance, promoting articulate expression and imaginative engagement. The session successfully balanced intellectual rigor with entertainment, creating lively interactions that enriched both analytical and performative skills.

Through these initiatives, Zeitgeist continues to cultivate a vibrant campus culture that values both relaxation and intellectual stimulation, strengthening community bonds while nurturing diverse forms of expression.

Celebrating Together: Makar Sankranti and Lohri at IIM Shillong



The Hostel Committee organized a vibrant combined celebration of Makar Sankranti and Lohri bringing students together for a day of festive warmth and community bonding after the winter break.

The celebration began with kite flying on the lawn next to the basketball court. Students gathered in groups, filling the sky with colorful kites as laughter and friendly competition created an atmosphere of joy and camaraderie.

As evening approached, a bonfire between

E and F Blocks at Umsawli became the focal point. Students gathered around the warmth, sharing conversations, laughter, and capturing memories together. The relaxed setting fostered meaningful connections among hostel residents.

The event successfully balanced energetic daytime activities with peaceful evening celebration, strengthening bonds within the hostel community and embodying the spirit of tradition, togetherness, and festive joy.

CONGRATULATORY NOTE

IIM Shillong Team Reaches Amazon ACE Challenge 2025 National Finals



Congratulations to Team Konnects from IIM Shillong for qualifying as National Finalists in the Amazon ACE Challenge 2025!

The team comprising Prathaa Soni, Kashvi Khandelwal, Yash Jain, and Rajas Ajay Kulkarni from the Batch of 2025-27 has demonstrated exceptional problem-solving and innovation skills to reach this prestigious stage of the competition.

The Amazon ACE (Ace the Case) Challenge is a premier case competition that tests participants on strategic thinking, analytical rigor, and business acumen. Reaching the national finals is a testament to Team Konnects' collaborative excellence and deep understanding of real-world business challenges.

IIM Shillong extends its best wishes to the team for the final round. This achievement reflects the caliber and competitive spirit of our student community on the national stage.

Team Resolvers Reaches GSK ECube 2025 National Finals



Congratulations to Team Resolvers from IIM Shillong for qualifying as National Finalists in the GSK ECube 2025!

The team comprising Rajat Agrawal, Ankit Pugalia, and Ridhima Gupta from the Batch of 2024-26 has demonstrated exceptional analytical and strategic capabilities to reach this prestigious stage of the competition.

GSKECube is a renowned national case competition that challenges participants to develop innovative solutions for complex business problems in the healthcare and consumer goods sectors. Reaching the national finals is a significant achievement that reflects Team Resolvers' collaborative strength and business acumen.

IIM Shillong extends its best wishes to the team for the finals and celebrates this accomplishment as a testament to the competitive excellence of our student community.

Team Catalysts Wins GSK ECube 2025 National Championship



IIM Shillong proudly celebrates Team Catalysts—Gurmeher Kaur, Mahesh Pathrikar, and Sneha Baheti from the Batch of 2024-

26—for winning the GSK ECube 2025 National Championship!

GSK ECube is a prestigious national-level case competition that challenges participants to develop innovative, sustainable business solutions addressing real-world healthcare and consumer goods challenges. Team Catalysts' victory reflects exceptional strategic thinking, analytical depth and presentation excellence.

This achievement underscores the competitive strength and problem-solving capabilities of IIM Shillong students on the national stage. The institute congratulates Team Catalysts for this outstanding accomplishment and wishes them continued success in their future endeavors.

Team ValueVerse Secures First Runner-Up Position at SBI Life IdeationX 2.0



IIM Shillong proudly celebrates Team ValueVerse—Namita Gupta, Sakshi Agarwal, and Nitika Bansal

from the Batch of 2024-26—for securing the National First Runner-Up position at SBI Life IdeationX 2.0!

SBI Life IdeationX is a premier national competition that challenges participants to develop innovative solutions for the insurance and financial services sector. Team ValueVerse's outstanding performance reflects exceptional creativity, strategic thinking, and presentation skills.

This remarkable achievement highlights the innovative capabilities and competitive spirit of IIM Shillong students on the national platform. The institute congratulates Team ValueVerse for this impressive accomplishment and commends their dedication and collaborative excellence.



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