

# NUKSA THE PINE CHRONICLE

NEWS, VIEWS & CREATIVE EXPRESSIONS

## HIGHLIGHTS

IIM Shillong's Batch of 2026 Secures Strong Final Placement Outcomes

page 07

Winter Workshop 2026: Nurturing Young Minds

page 09

iNTakt: Experiential Learning in Operations Management

page 11



Youth for Impact: Driving Equity and Innovation in Sports Leadership

## ABOUT NUKSA

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

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# CONTENT

## 03 Cover Story

Youth for Impact: Driving Equity and Innovation in Sports Leadership

## 05 Photo Gallery

### International Collaboration

06 MoU with Groupe ISM, Dakar

06 MoU with Université de Montpellier, France

### Timeline

07 IIM Shillong's Batch of 2026 Secures Strong Final Placement Outcomes

07 Courtesy Visit by Government of Mizoram Delegation

08 Awareness Session on Women's Health and Preventive Care

08 Women's Wellness Session on Holistic Health

09 Winter Workshop 2026: Nurturing Young Minds

10 ProdUX '26: Designing the Next Era of Growth

10 Practical Immersion Session with Hitesh Kumar Khatpalani

11 iTakt: Experiential Learning in Operations Management

11 Community Screening of ICC Men's T20 World Cup Final

## 12 Congratulatory Note



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# COVER STORY

## Youth for Impact: Driving Equity and Innovation in Sports Leadership



The Indian Institute of Management Shillong hosted the International Seminar “Youth for Impact: Driving Equity and Innovation in Sports Leadership” from March 5–7, 2026, bringing together policymakers, academicians, sportspersons, and industry leaders to deliberate on the future of sports leadership in India.

The seminar opened with Prof. Pradeep Rathore, who set the context by emphasizing the need to empower India’s sports ecosystem—particularly in the North-East—through dialogue on equity, inclusivity, and innovation. In her welcome address, Prof. Naliniprava Tripathy, Director (I/C), highlighted the transformative role of youth in shaping the nation’s sporting future, underscoring how sports foster discipline, resilience, and inclusion, while aligning with national initiatives such as Khelo India and the vision of Viksit Bharat@2047.

The inaugural session was graced by Chief Guest Shri Hari Ranjan Rao (IAS), Secretary, Department of Sports, Ministry of Youth Affairs and Sports, Government of India, who spoke on the transformation of India’s sports ecosystem and the need for an athlete-focused, coach-led



framework. Guests of Honour, Prof. Deepak Kumar Srivastava, Director, IIM Ranchi, and Prof. Kalpana Sharma, Vice Chancellor, Lakshmi Bai National Institute of Physical Education, highlighted the importance of professionalism, infrastructure, corporate engagement, and youth participation in shaping sports leadership. The session concluded with the launch of the seminar proceedings and a vote of thanks by Prof. Devansh Pandey.

A key highlight of the seminar was the Round Table Discussion titled “Sport 2.0 – Technology, Inclusion, and the New Meaning of Success,” which brought together diverse voices from sports administration, elite athletics, academia, and grassroots development. The discussion explored how technology, inclusion, and structured development pathways are redefining success in sports.

Dr. Subhash Basumatary, former Regional Director of the Sports Authority of India, emphasized the integration of sports science, governance, and long-term athlete development, while highlighting the North-East’s strengths in community support and talent identification. Olympian Mr. Jayanta

Talukdar reflected on the evolving definition of success, stressing mental wellbeing, career sustainability, and the need for greater exposure to high-performance training environments.

From an academic perspective, Prof. Laishram Thambal Singh highlighted the growing role of sports science, biomechanics, and data analytics in athlete development, while Mr. Dulon Banjop Kharsati underscored the importance of structured grassroots ecosystems and school-level competitions through private and community-driven initiatives.

The discussion also featured insights from administrators and emerging sportspersons. Shri Kausar Jamil Hilaly (IAS) emphasized the need for robust governance and coordinated policy efforts, while Rifiness Glory Warjri shared her journey of resilience as the youngest mountaineer from Meghalaya to scale Mount Everest. Phoebe Dale Nongrum, a rising

motorsport athlete, spoke about the demands of professional racing and the importance of determination and focus in overcoming challenges.

Key themes that emerged included the growing role of technology in athlete preparation, the centrality of inclusion in expanding access to sports, the importance of educational institutions as talent pipelines, and the need for collaboration between government, academia, and private stakeholders to build sustainable athlete pathways. The session was moderated by Prof. Ravi Shankar Bhakt, who facilitated engaging and insightful exchanges.

The seminar stood as a significant platform for dialogue, collaboration, and knowledge exchange, reinforcing IIM Shillong's commitment to fostering innovation, inclusivity, and leadership in the evolving landscape of sports.

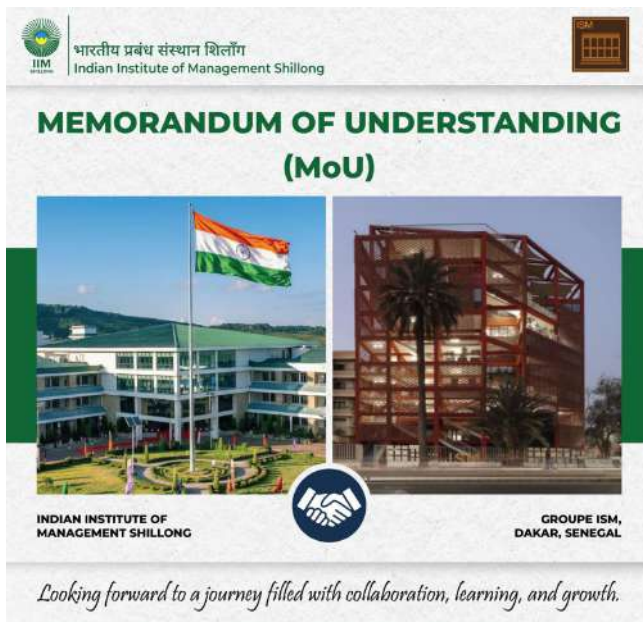
# PHOTO GALLERY

## GLIMPSES OF MARCH EVENTS



# INTERNATIONAL COLLABORATION

## MoU with Groupe ISM, Dakar



The Indian Institute of Management Shillong has signed a Memorandum of Understanding (MoU) with Groupe ISM, Dakar, Senegal, marking a significant step in strengthening international academic collaboration.

The partnership aims to promote academic excellence and global engagement through initiatives such as faculty and student exchange, joint research, and international immersion programmes.

This collaboration reflects IIM Shillong's commitment to advancing internationalization and fostering cross-cultural learning, creating valuable opportunities for students and faculty alike.

## MoU with Université de Montpellier, France



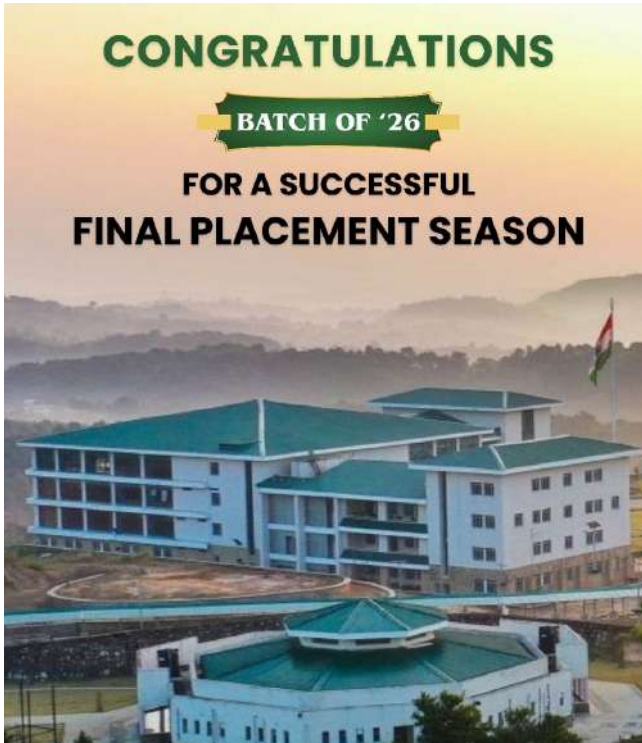
The Indian Institute of Management Shillong has signed a Memorandum of Understanding (MoU) with Université de Montpellier, France, further strengthening its international academic partnerships.

The collaboration focuses on faculty and student exchange, joint research initiatives, and international immersion programmes, reflecting a shared commitment to academic excellence, global engagement, and knowledge exchange.

This partnership marks an important step in advancing IIM Shillong's global integration, fostering cross-cultural learning and expanding opportunities for students and faculty.

# TIMELINE

## IIM Shillong's Batch of 2026 Secures Strong Final Placement Outcomes



The Indian Institute of Management Shillong warmly congratulates the Batch of 2026 on the successful completion of the Final Placement Season.

This milestone reflects the cohort's dedication, resilience, and pursuit of excellence, along with the continued confidence of industry in the institute's talent. We extend our sincere appreciation to our esteemed recruiters and all stakeholders for their invaluable support and trust.

We wish our students every success as they begin their professional journeys and go on to make a meaningful impact across industries.

## Courtesy Visit by Government of Mizoram Delegation



IIM Shillong hosted Dr. Lalrinchhana, Principal Adviser-cum-Additional Secretary, Planning & Programme Implementation Department, Government of Mizoram, on a courtesy visit to the Institute. He was accompanied by officials from the State Support Mission, Planning Department



and was welcomed by Prof. Naliniprava Tripathy, Director (I/C), IIM Shillong.

The visit included discussions on potential areas of collaboration, particularly in policy research, consultancy, and capacity building through the Dr. APJ Abdul Kalam Centre for Policy Research and

Analysis. The interaction focused on strengthening institutional partnerships to support evidence-based policymaking and developmental initiatives in the North Eastern Region.

The visit underscored IIM Shillong's continued commitment to contributing to regional development through academic expertise and collaborative engagement.

## Awareness Session on Women's Health and Preventive Care



The Indian Institute of Management Shillong, in collaboration with Apollo Trinity Medical Centre, organized an Awareness Talk Session on Women's Health and Preventive Healthcare to promote informed health choices and overall well-being among women.

The session was led by Dr. Kerlin Mihsil, Gynaecologist, who provided valuable insights into key health challenges faced by women across different stages of life. Emphasizing the importance of early awareness and preventive care, she highlighted the role of regular health check-ups and healthy lifestyle practices in ensuring long-term well-being.



The discussion covered critical topics such as anaemia, PCOS (Polycystic Ovary Syndrome), mental health, and menopause, focusing on symptom recognition, preventive measures, and the importance of timely medical intervention. The session also encouraged open dialogue on often-overlooked aspects of women's health, fostering greater awareness and understanding.

The initiative served as an empowering platform, encouraging participants to prioritize their health and well-being. Through such efforts, IIM Shillong continues to reinforce its commitment to health awareness and community well-being.

## Women's Wellness Session on Holistic Health

IIM Shillong, in collaboration with the National Institute of Ayurveda (NIA), Jaipur—an apex institute under the Ministry of AYUSH, Government of India—organized a Women's Wellness Session under the Make Your Campus Healthy campaign.

The session, themed "Women's Wellness and Holistic Health," featured interactive discussions, simple yoga practices, guided meditation, and relaxation techniques aimed at promoting overall

well-being. Led by Dr. Punit Chaturvedi, Senior Assistant Professor at NIA Jaipur, the session highlighted the importance of yoga and healthy lifestyle choices in enhancing physical, mental, and emotional health.

The initiative provided a meaningful platform for participants to engage with holistic wellness practices, reinforcing the importance of preventive and balanced living.



## Winter Workshop 2026: Nurturing Young Minds



IIM Shillong, through its North East Centre for Community Impact and Engagement (NE-CCIE) and Nurturing Minds initiative, conducted the Winter Workshop 2026 at Quidotto Memorial SSA RCLP School from March 9–11, engaging students from Nursery to Standard 5 in interactive learning and creative activities.

The workshop focused on holistic development across three key areas. Sessions on personal safety and hygiene introduced concepts such as Good Touch–Bad Touch, stranger awareness, and the NO–GO–TELL framework,

along with menstrual hygiene awareness for older girls. Science and creative exploration activities, including experiments and art-based exercises, fostered curiosity and expression. Sports and team-building activities encouraged confidence, cooperation, and active participation.

The initiative created a vibrant and inclusive learning environment, strengthening community engagement while nurturing curiosity, creativity, and confidence among young learners.

# ProdUX '26: Designing the Next Era of Growth



ProdUX '26, organized by bITeSys – The Business and Technology Club of IIM Shillong, was a week-long initiative centered on the theme “*Designing the Next Era of Growth.*” The event brought together a curated mix of competitions, workshops, and industry interactions, creating a platform for experiential learning and collaboration across business, technology, and analytics.

The initiative featured *TechVentures*, a first-of-its-kind workshop led by Dr. Kaustubh Dhargalkar, focusing on ideation, business model development, and startup pitching. Industry engagement was further strengthened through *bITeCast* with Mr. Prabhat Kumar and Product Pioneers with Ms. Sonali Nanda, offering insights into product



ecosystems and career pathways.

A key highlight was *Boardroom Battleground*, powered by Cesim, where participants assumed CXO roles and navigated complex business simulations. Skill-based learning was enhanced through *Precise Prompt* on prompt engineering and *FigmaForge*, a hands-on UI/UX design workshop.

Parallel initiatives included *Tech Bridge*, aimed at enhancing digital proficiency among staff, alongside student engagement activities such as *bITeWars* and *Virtuosphere*.

ProdUX '26 successfully blended competition, learning, and innovation, reinforcing the Institute’s focus on building future-ready capabilities.

## Practical Immersion Session with Hitesh Kumar Khatpalani

The Institute hosted an engaging Practical Immersion Session with Hitesh Kumar Khatpalani, Director of Product at Swiggy (PGP 2011–13), offering students a unique opportunity to move beyond theoretical concepts and experience the realities of product management.

Designed as a hands-on learning experience, the session emphasized building, thinking,

and executing like product managers. Students were guided through the process of ideation to implementation, where they developed real solutions using no-code tools. This approach enabled participants to translate product ideas into tangible outcomes while navigating practical constraints.

The session focused on bridging classroom learning with real-world application, fostering

a deeper understanding of product thinking and execution. Students engaged in structured problem definition, rapid prototyping without reliance on technical expertise, and user-centric design through iterative development.

Key takeaways from the session included:

- Developing a structured approach to product thinking and problem-solving
- Leveraging no-code platforms for rapid

prototyping

- Emphasizing user-centric design and iterative refinement
- Building confidence to independently conceptualize and execute ideas

The session stood as a strong example of meaningful alumni engagement, bringing valuable industry insights into the classroom and enriching the overall learning experience.

## iNTakt: Experiential Learning in Operations Management

In March, the Op-Era team successfully organized its flagship event, iNTakt, a two-day immersive experience aimed at bridging the gap between theoretical knowledge and practical application of operations management concepts.

Day 1, held on March 9, featured Prakriya, a Kanban-based pizza simulation game. Sixty participants from the PGP25 batch were divided into 10 teams and engaged in a fast-paced 30-minute exercise simulating a production process. The activity introduced core principles of lean operations, workflow optimization, and waste minimization. Participants gained hands-on experience in resource allocation, communication, and adapting to operational constraints.

Day 2, held on March 10, introduced Opstrail, a campus-wide treasure hunt combining physical activity with operations-based problem-solving. Teams navigated multiple checkpoints, solving challenges related to supply chain coordination, process optimization, and decision-making under uncertainty. The 75-minute event fostered collaboration, strategic thinking, and sustained engagement.

Overall, iNTakt was a resounding success, delivering a well-rounded experiential learning platform. By blending simulation and dynamic activities, the event reinforced classroom concepts while equipping participants with critical real-world skills such as teamwork, communication, and decision-making.

## Community Screening of ICC Men's T20 World Cup Final

While March did not feature any major standalone events, regular community engagement continued through curated screenings. Responding to strong student interest, a special screening of the ICC Men's T20 World Cup Final was organized on 8th March 2026 at G03 and G05 of NAB, Umsawli.

The screening witnessed enthusiastic participation from both PGP and PGPEX cohorts, bringing together the campus community for an

evening of shared excitement and camaraderie. As the match unfolded, the energy in the halls reflected the collective passion for the game, culminating in a memorable celebration as Team India secured a record third T20 World Cup title.

The initiative highlighted the role of such informal engagements in fostering community spirit and providing a platform for students to unwind and connect beyond academic commitments.

# CONGRATULATORY NOTE



**CONGRATULATIONS**  
on your research article publication!!

**Prof. Teidorlang Lyngdoh**  
Marketing, IIM Shillong

**ARTICLE TITLE**  
Anthropomorphic AI traits and roles in customer journeys: A systematic review and the interaction-activation-outcome framework

**JOURNAL**  
Internet Research - (ABS 3, ABDC A)

This significant contribution advances the understanding of how anthropomorphic AI shapes consumer perceptions and behaviors across the entire customer journey. By synthesizing insights from 122 studies, the research introduces a comprehensive Interaction-Activation-Outcome framework, offering a nuanced perspective on the alignment between AI traits and roles in influencing key behavioral, experiential, utilitarian, and sustainable outcomes.

The study not only enriches academic discourse but also provides valuable managerial insights through a strategic matrix for deploying anthropomorphic AI effectively. Its forward-looking exploration of areas such as human-AI collaboration and applications in sustainable and base-of-the-pyramid contexts further underscores its relevance and impact.

This achievement is a testament to your scholarly excellence and meaningful contribution to the field. Wishing you continued success in your research endeavors.

their publication in the Australian Journal of Management (ABDC-A, Scopus, Web of Science).

This impactful study provides strong empirical evidence from BRICS economies, highlighting the unintended consequences of financial inclusion on banks' financial reporting behavior. While financial inclusion enhances access to credit and reduces funding costs, the research reveals its association with increased credit risk due to limited borrower histories, leading to pressures that may incentivize earnings management—particularly among state-owned banks, within regulatory boundaries.

By bringing attention to this important trade-off, the study offers valuable insights for policymakers, regulators, and academia on the need to align financial inclusion efforts with robust credit risk management frameworks to ensure sustainability and transparency in the banking sector.

Heartiest congratulations to Prof. Teidorlang Lyngdoh, Ph.D., along with co-authors Md Al Amin, Prof. Sayed Elhoushy, and Prof. Tana Cristina Licsandru, on the publication of their research article, “Anthropomorphic AI traits and roles in customer journeys: a systematic review and the interaction-activation-outcome framework,” in Internet Research (ABS 3, ABDC A).



**Congratulations**  
on your research article publication!!

**Prof. Sharad Nath Bhattacharya**  
Finance & Control, IIM Shillong

**Prof. Mousumi Bhattacharya**  
Finance & Control, IIM Shillong

**ARTICLE TITLE**  
Does financial inclusion create incentive for earnings management? Evidence from BRICS

**JOURNAL**  
Australian Journal of Management (ABDC- A, Scopus, Web of Science)

Heartiest congratulations to Prof. Mousumi Bhattacharya, Prof. Sharad Nath Bhattacharya, Prof. Sarit Biswas, and Prof. Justin Y. Jin on

This achievement reflects your continued contribution to advancing research with real-world relevance. Wishing you many more such successes ahead.

Read the full article here:

<https://journals.sagepub.com/doi/10.1177/03128962261425912>



**H**earty congratulations to both achievers on this well-deserved success! Your dedication, hard work, and perseverance have truly paid off. Wishing you continued excellence and many more milestones ahead in your professional journey.



**C**ongratulations on being named National Finalists! This remarkable achievement reflects your dedication, hard work, and excellence. Wishing you the very best for the final round—keep shining and make us proud!



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