

## 1. Particulars of Organization, Functions and Duties:

### (a) Establishment

#### **About IIM Shillong**

IIM Shillong has been set up with a vision of expansion and mobilisation of facilities for offering good quality management education and research in the North Eastern region of India. The decision of coming up with an Indian Institute of Management in the North East was unanimously taken by the Union Minister of Human Resource Development along with the Chief Ministers of the North Eastern States in the Review Meeting held at Shillong during June 2004. Shillong was drafted as the permanent location for the institute after consultation between the Ministry of Development of North Eastern Region (DONER) and the Chief Ministers of States of the region.

The **Rajiv Gandhi Indian Institute of Management (RGIM)** offers a comprehensive two years Post-Graduate Diploma in Management Programme (PGDM). The course has been designed to provide a holistic approach towards addressing business problems of the new millennium and beyond. The Institute aims to develop unbeatable leaders for an economically and ecologically sustainable society, with the help of a unique curriculum that comprises a mix of compulsory and elective courses, supplemented by specialized courses on industry sectors.

**(b) The Mission**

The Mission of RGIIM is to create an Institution of excellence having a national character while also considering the needs and aspirations of the people of the region.

(c) Objectives

- To provide learning facilities to men and women of exceptional caliber for pursuing careers in management or becoming teachers and researchers in different management fields.
- To promote knowledge through research, applied and conceptual, relevant to management, and to disseminate such knowledge through publications.
- To participate in and contribute to the formulation of public policy, which would provide answers to questions of social importance.
- To enhance the decision-making skills and the administrative competence of practicing managers and assist organizations to solve their managerial problems by providing them with consulting services based on actual requirements.
- To collaborate with other institutions in India and abroad with a view to further professionalizing management education and assisting in institution building, in a meaningful manner.

(d) **Main activities/functions of the Institute**

RGIIM's activities comprise teaching, management development, research, consulting.

The RGIIM has set itself a target of carrying out the following programmes:

- Post-graduate Diploma in Business Management (PGDBM)
- Fellowship Programme in Management (FPM)
- Management Development Programme (MDPs)

Besides these programme, it plans to focus on:

- Tourism and Hospitality Management
- Management of teleservices and telemedicine
- Management of information systems and technology
- Subjects of local relevance such as tourism, horticulture, hydel power etc.

### 1. **The Post-Graduate Programme in Management**

The Institute offers the Post-Graduate Programme in Management [PGP], a two-year full time residential programme for graduate students from all disciplines who aspire to choose a career in management.

The Post-Graduate Programme has commenced from the academic session 2008-'09 (in the temporary accommodation) at "Mayurbhanj Palace", which has been renovated by State Government for the purpose. A flagship programme called Post-Graduate Diploma in Management (PGDM) with an annual student intake capacity of 60 in the first year has also been implemented. The Institute plans to enhance it to 120 seats in the third year and 180 seats in the sixth year respectively. The Government of Meghalaya has disbursed about 120 acres of land free of cost for setting up the permanent campus of RGIIM at Umsawli, Mawdiangdiang, Shillong.

A cohesive network of academicians, intellectuals and industry professionals drawn from across the globe makes RGIIM a centre of quality management education. The students from many corners of the country look forward to acquiring their management training from here. A quick impetus in the infrastructural upliftment of the region rests on the shoulders of the Institute. It would assist the government to take a big step forward to execute one of its prime plan agenda, the promotion of a sustainable and balanced development of the nation.

The Post Graduate Programme in Management is designed to develop professional managers who can shoulder varied responsibilities in organizations in different sectors of our economy. The objectives of the programme are to enable its graduates to:

- Understand the socio-economic, political, technological and ecological environment of modern societies and their characteristic values;
- Acquire the prevailing state-of-the-art knowledge and skills in the basic discipline and functional areas of management;

- Develop analytical and innovative attitudes and skills so as to facilitate change and increase the effectiveness and efficiency of organizational systems; and
- Develop values and proactive attitudes for societal problems and work for its well being.

## 2. Fellowship Programme in Management (FPM) (Proposed)

The Fellowship Programme in Management is a Doctoral Programme. Its objective is to provide students with necessary skills to identify and research complex issues in the field of management. FPM seeks candidates with brilliant academic backgrounds, intellectual curiosity and discipline needed to make scholarly contribution.

## 3. Management Development Programmes (MDPs)

The Management Development Programme (MDP) is another major academic activity at the Institute. It provides innovative and practical ideas about critical management challenges facing the administrators. The programme encourages participants to think beyond the scope of their own disciplines and areas of responsibility to become better leaders of their field of activity.

The MDPs are designed with the objective of providing insights into managerial concepts and techniques relevant for formulating and implementing strategies in functional areas, and an overall perspective for decision making by integrating functional and general management approaches.

Moreover, the MDPs are designed to address specialized needs in areas such as business policy, communications, economics, finance, marketing, organizational behaviour, personnel and industrial relations, production and quantitative methods, information systems, agriculture, public systems, health and education. These MDPs enable participants gain insights into managerial concepts and techniques for formulating and implementing strategies and enhance their overall perspective for effective managerial decision-making.

In response to the growing challenges of environmental degradation through business operations, the Institute is looking at Sustainable Business Management and Education as a key thrust area aimed at integrating environmental stewardship into business strategy, operations and product designs. The response of the corporate, government and non-government sectors to MDPs has been very encouraging.

## 4. Short Term Courses

For enhancing managerial acumen of the local people RGIIIM has set up **Accelerated Learning Centre (ALC)**.

By leveraging strong network of academicians, intellectuals and industry professionals drawn from across the country, ALC is envisaged to train the talented educated youth, business executives, officers and entrepreneurs of the country for imparting them with professional knowledge, live skills and also to motivate them to participate in the globalised economy.

The Institute is offering a series of practice oriented management development courses at various levels through its Accelerated Learning Center (ALC). The first program offered was the **Certificate Course Retail Management (CRM)** which aimed at moulding the young talented youth of North

East and other parts of the country to participate in the service economy. The second programme offered was in **Sustainable Enterprise and Retail Management (SERM)**

SERM course is focusing on bringing people together to learn how to build and lead thriving sustainable enterprises that are in and for the world from India. By sustainable we mean being able to generate and regenerate the natural, social, human, manufactured, and financial capital for both short and long-term prosperity, we tap the emerging opportunities in the modern India. SERM also attempts to zero down the challenges that inhibit sustainable innovations in product process, services and even in Business Models from managerial mindsets to standard operating procedures in the world of retailing.

Mentors of ALC are of the opinion that the participants of the course will see business and social problems as business opportunities not as a cost of doing business. ALC has further emphasized that organized retailing is the best option for anyone to startup business as the sector is projected to grow 13% annually and expected to touch the annual turnover of \$590 billion by 2011/2012 from the present \$322 billion.

The participants of Accelerated Learning Center Program have also taking up part time projects with RNB Groups and COSMOS Retail during the course of study while attending the lectures. During Project works students are engaged to develop a deep theoretical and practical understanding of a complex set of interrelated economic, social, and environmental issues. ALC also focuses on building the skills and capabilities needed to formulate and implement practical, operational solutions that have value in today's marketplace. Combining the business and retailing expertise of the IIM Shillong, the Center is attempting to advance the global knowledge base in sustainable enterprise and retail management.

ALC also maintains a global network engaged in corporate research and field work focused on strategy formulation and implementation in two domains: sustainable innovation and the enterprise management in the domain of organized retailing. By combining the business and retailing expertise ALC, is attempting to advance global knowledge base in Sustainable Enterprise and Retail Management. SERM course applies innovative pedagogy through **e-books, Web Exercises, video case studies, corporate lectures and training** in the verticals of Sustainable Innovations and Enterprise Management in the domain of Retailing for the SERM Course.

### **Upcoming Courses**

ALC has offered Advanced Course on Relationship Marketing in the 10 module capsule format for a period of six months with vertical domain specialization of Software, Retailing, Telecom, BFSI, Airlines and PC industry. The course includes 2 months industry on the job projects and lectures from the corporate and professors from IIM and abroad.

(e) Services being provided by the Institute

1. Teaching
2. Research
3. Consulting

(f) Address of the Institute

Rajiv Gandhi Indian Institute of Management Shillong  
Mayurbhanj Complex, Nongthymmai, Shillong – 793014  
Meghalaya, India

(g) Institute working hours

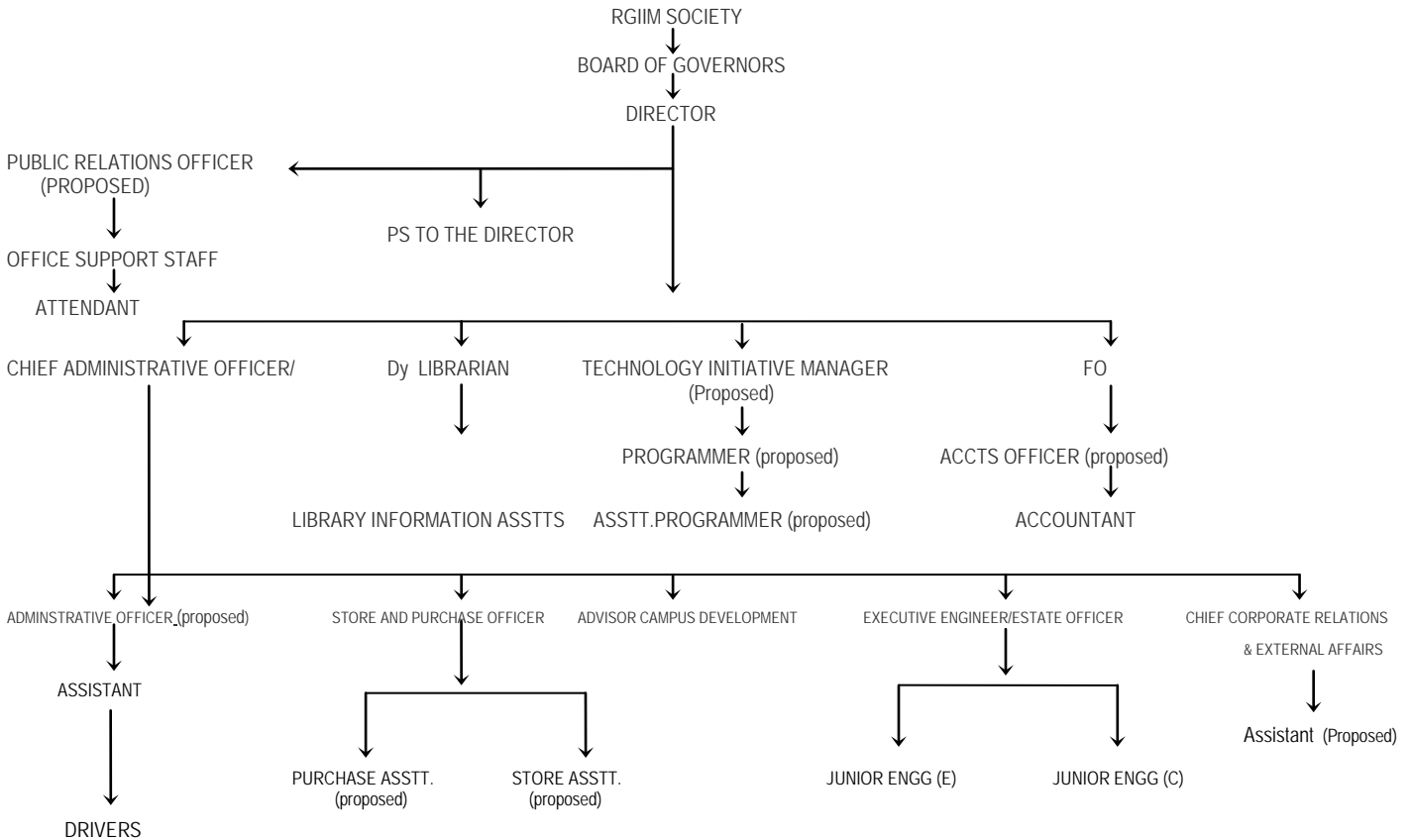
Teaching: (as per academic calendar)

Administration: 9.00am to 5.30pm (Monday to Friday)

Saturday and Sunday – Holidays

(h). Organizational Structure

ORGANISATION CHART OF RAJIV GANDHI INDIAN INSTITUTE OF MANAGEMENT SHILLONG



PROGRAMME/ACADEMIC AREAS

