



E-NEWSLETTER



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Army Institute of Management

The Army Institute of Management, Kolkata is one of the leading management schools in India. Established on 28th July, 1997 by the Army Welfare Education Society (AWES), New Delhi, the Institute is the first of its kind in India. It has, along with other vocational institutes under the aegis of the AWES, made quality management education available at affordable cost to the wards of Army personnel. Students from general category(20%) can also apply here.

Initially, AIMK was known as National Institute of Management Calcutta (NIMC). The Institute's current name was given on 11th Feb, 2005.

The Institute's MBA program is approved by the All India Council for Technical Education (AICTE) and the Institute is affiliated to Maulana Abul Kalam Azad University of Technology, West Bengal (MAKAUT) formerly known as West Bengal University of Technology (WBUT).

VISION

To become a premier business school recognized internationally for professional excellence in management education.

MISSION

- Promote excellence in all dimensions of management.
- Empower students by offering practical, innovative and technology-driven management programs.
- Prepare management professionals with a global mindset.
- Focus on building intellectual capital and foster an interactive learning environment through faculty development, interaction with industry, research and publications.



Message From Director

Army Institute of Management (AIM) Kolkata is a unique and unparalleled educational Institution committed to craft an ambience for nurturing innovation, creativity and excellence in our students. “Growth with Education” is the common understanding amongst the fraternity of AIM. Personalized attention given to the students by each faculty member, coupled with the knowledge, experience and skills that they share with the students, help transform them to professionals and bring them to a threshold from where they can achieve anything in their life they aspire to.

Maj Gen Deepak Dhanda ,SM (Retd)

Director

Faculty Members

Maj Gen Deepak Dhanda, SM (Retd)

M.Sc in Def Studies (Madras Univ),
M.Phil (Madras Univ), MMS (OU)
Director

Malini Majumdar

MA (Annamalai Univ), MBA (CU),
Ph.D (CU)
Area : Marketing

Protik Basu

BE (JU), PGDBM (IIMC)
Area : Operations Management

Swapna Datta Khan

M.Sc. (Univ of Roorkee), M.Stat (ISI),
M.Phil (MKU), Ph.D(Univ of Pune)
Area : Quantitative Methods

Ayan Chattopadhyay

B.Tech (CU), MBA (Visva-Bharati),
PhD (NSOU)
Area: Marketing

Sougata Majumder

MBA (Visva-Bharati)
Area : HR&OB

Surajit Malakar

MBA (Kalyani Univ)
Area : Finance

Ravi Chatterjee

MBA (WBUT)
Ph.D. (Barkatullah Univ)
Area : Marketing

Abhishek Bhattacharjee

MBA (WBUT)
Area : Gen Management

Surajit Malakar

MBA (Kalyani Univ)
Area: Finance

Anindya Saha

B.Tech (WBUT), MBA (WBUT))
Area : System / IT

Asmita Basu

MBA(WBUT)
Area: Finance

Archita Chatterjee

MBA (SMU)
Area : HR&OB

Sweta Rani

PGDM (IIBM), M.Phil (TGOU),
Ph.D (Magadh Univ)
Area : General Management

Preeti Sinha

MBA (Magadh Univ), UGC-NET
Area : General Management

Somarata Guha Chakraborty

M.Sc (CU), PGDM (AIMA)
Area : General Management

Debaleena Chatterjee

M.Sc,(CU), PGDM(AIMA)
Area: General Management

Non-Teaching Members

Name

Designation /
Department

Col S Chakraborty (Retd) Registrar & Head of
Administration

Mr. Sayan Palit Asst Librarian

Mr. Subhrajyoti Das Library Assistant

Mr. Rajeev Karmakar Academic

Mr. Goutam Saha Admission

Mr. B.K. Sardar Bengal Area

Mr. Tarak Sarkar PA to Director

Puja Singh Ghosh Placement Officer

Mr. D Chakraborty Administration

Mr. Arun Kr. Roy Placement

Mr. Biplab Kumar Ghosh Accounts

**Mr. Paranab Kumar
Ghosh** Accounts

Mr. Kajal Kumar Das Estate Supervisor

Ms. Anjali Sidhu Girls Warden

Mr. A K Mondal Boys Warden

Mr. Sanjoy Bose Computer Lab Asst

Mr. Arijit Sanyal Computer Lab Asst



ACTIVITIES OF COLLEGE



NEN E-WEEK

The Army Institute Of Management took part in E Week - NEN event organised by Wadhvani Foundation an entrepreneurship Network. The event was Coordinated by the faculty members Prof. Ashmita Basu and Prof. Dr. Ravi Chatterjee and students coordinators. The event lasted for 7 days from 10th February 2018 to 16th February 2018. More than 50 Students took part in 7 different events like Talks, Boot Camp, Movie, B-Plan, Ad-Mad etc. The idea behind having this E-week is to find a entrepreneur in Students. NEN is the celebration of bold visions that re-imagine the world, and in doing so, change it forever. NEN provides an opportunities for all to unlock their growth and to solve their toughest problems. Overall all it was a great week and students learned a lot from it.



GUEST LECTURE BY MR. DEBDIP GHOSH

There was a guest lecture by Mr. Debdip Ghosh (Alumni) from MBA 12 on 16th February, 2018. Mr Debdip Ghosh is a Brand Manager of Pepsodent, Hindustan Unilever Ltd. It was mainly based on the ideas and ways to connect in a corporate scenario. He gave the students a real structure of the market as a whole. The session was very interactive and informative and it lasted for about one and a half hour, and proved to be a very enriching and educative experience for all the students. He inspired the students to work hard and shared his success stories.





INTERCOLLEGE FEST



GUEST LECTURE BY MR. NILOY BISWAS

Army Institute Of Management, Kolkata organised a Session held by Mr. Niloy Biswas. The Session was attended by the students and the director of the Institute Maj. Gen Deepak Dhanda himself. Mr. Biswas briefly explained the role of Management students in Power Transmission and Distribution sector. The session provided the information related to the workplace and environment in Power and Wire sectors and how an MBA student can contribute to these companies. Overall the Session benefited all the students to know how they can set their career in Power generation companies.



GUEST LECTURE BY COL PRABIR SENGUPTA

Colonel Prabir Sengupta, VSM has a unique background; from boarding school to Commanding an infantry battalion – of 1000. Honoured by the President of India with a **Vishisht Seva Medal** . There was a guest lecture by Col Prabir Sengupta on 22nd February 2018. It was mainly based on the ideas and ways to crack a Group Discussion. The session was very interactive and informative and it lasted for about two and a half hour, and proved to be a very enriching and educative experience for all the students. He inspired and influenced our students by his leadership track record; his successes, failures and





INDUSTRIAL VISIT



BRITANNIA INDUSTRY

AIMK organised an industry visit at Britannia Industries Ltd (Taratala, West Bengal) on 22nd Feb, 2018. Britannia Industry is an Indian Food Product Industry famous for its Biscuits. The students visited the whole factory, saw the production, packaging of different products. It was an awesome experience for all the students. This gave them an opportunity to see the overall procedure for



SHAPOORJI PALLONJI INDUSTRY

An industrial visit to “Shapoorji Pallonji Real Estate”, New Town, Salt Lake, Kolkata, and WB-700058 was organized by the Army Institute of Management, Kolkata on Friday, 23 February 2018. Fifteen management students of MBA-21 with one faculty visited to Shapoorji Pallonji Real Estate to interact with the industry to understand current market scenario, about the development in the project. In this visit students were eagerly waiting for listening to industrial higher authorities. They explained what sort of management decisions are required to be taken in such industries and what sort of difficulties they face while taking construction projects. They also explained about the challenges they face like inventory management, social and environmental view, land issues, labour issues and many more challenges and they also explained how they handle such challenges. It was an informative, interesting and a successful visit.





INTERCOLLEGE FEST



JD BIRLA FEST

The students Army Institute Of Management, Kolkata took part in the marketing fest organised by J.D. Birla Institute, Kolkata on 24th February 2018 in which nine students from Army Institute Of Management took part in that marketing fest. There were several events like Start with an Idea, Reality Check, Corporate attitude to contribute, Madvertising, 360 Speak and Contradict in which students participated in. As a Student Of Management Institute it was the great platform one can show his management skills and teamwork qualities. Overall participants learned a lot from such an resourceful event.



St Xavier's College(XMC 2018)

St Xavier's college hosted Xavier's Management convention 2018 from 24th Feb to 25th Feb in which 18 top colleges like SRCC & Kirori mal College from Delhi university and many other college from different universities participated. Salim Khan from our college participated in MERCARI (Best Marketing Management). He stood 3rd position after competing in 17 rounds. Competition includes advertising of a product through radio and TV commercials, product designing, presentation, creating pamphlet, brochure, creating a blog, solving a riddle, hard core field sale and many more.





IISWBM FEST

College cultural events are some of the most happening events in the city. The inauguration of Genesis 2018 – the annual inter collegiate cultural fest organized by IISWBM College from 27th Feb to 28th Feb, 2018 where our institute took part in various activities such as debate, quiz-up, treasure hunt and three minutes to fame. Our college gave splendid performance and won two of the events being at the first positions in 3 minutes to fame by Ms. Payal Singh (dance) and Mr. Diljod Singh (dance) and Vstar team in treasure hunt.



DRISHTIKON (BUDGET SESSION)

College organised Drishtikon, a special session on Union Budget 2018 by Mr. Anurag Singal on 27 Feb 2018 for the students. The session was very interactive and informative and it lasted for about one hour, and proved to be a very enriching and educative experience for all the students. The event showcased the inquisitiveness of the students and also educated and made students understand the our Union Budget, 2018 and its broader perspective in every field whether it is an entrepreneur or a common man. This special session is not only going to help students in enriching their general knowledge, but it will also help them in GDPI.





DEZWEB

The Army Institute Of Management, Kolkata organised DEZWEB competition on 27th Feb, 2018. In which students are presenting website ideas and solutions to make it best. In this jury members are Director Maj. Gen. Deepak Dhanda, Prof. Anindya Saha and one Quest faculty. Every participant gave their best points regarding the improvements and solutions. In this Reena Aggarwal and Priya Singh won 1st prize, 2nd prize was bagged by Deepak Singh and 3rd Prize by Anirudh.



HOLI CELEBRATION

The most colorful and vibrant festival of India - Holi - is marked with much fun and fervor throughout the country and other parts of the world. Just like that we celebrated holi in Army Institute of Management on 1st and 2nd March. Celebrating the triumph of good over bad, this colorful festival falls on Phalgun Purnima. On 1st March we celebrated choti holi with Holika Dehan. Songs, water balloons and bright colors are the major highlights of this vivid and lively festival. Bright colored powders, known as Gulal are smeared on everyone's faces accompanied by splashing of colored water. These bright colors are believed to signify energy, life and joy.





SWACHH AIMK

The Army Institute of management kolkata organised a Swachh AIMK campaign on 5th March 2018. The campaign was declared open by the Institute Director Maj Gen Deepak Dhanda and coordinated by the core Faculty Dr. Sweta Rani. The Students and the teaching faculty members of the Institute took part in Swachh AIMK. The main purpose of this campaign was to make students aware about the importance of Clean and green society. The campaign was officially launched on 2 October 2014 at Rajghat, New Delhi by Prime Minister Narendra Modi. It is India's largest cleanliness drive to date with 3 million people participated in it. The students of the Institute with teachers shared the ideas how to take this campaign as a successful note. Overall, The Swachh AIMK was a successful campaign and students learned how cleanliness and hygiene can make a better and healthy India for tomorrow.





GD & PI FOR SELECTION FOR MBA 22 BATCH



GD & PI session was conducted for the selection of new student for MBA 22 batch on 07th March 2018 and 08th March 2018. It was started from 9 AM in the morning where students were registered at the registration desk in front of visitor's room by volunteers. Thereafter they were taken to LH2 and their parents were taken to the LH3. Students were divided into four panels and they were directed to fill their forms and put all the documents in order to make document verification easy. All the students were taken to their respective 4 panels for GD and side by side there documents were getting verified by the faculty. Meanwhile snacks and tea was provided to parents and students. After the documents were verified they were taken for their PI one by one to their respective panels. As soon it got over they were directed towards mess so that they can have their lunch.



CONTACT US

Army Institute of Management
Judges Court Road, Alipore,
Opposite Alipore Telephone Exchange,
Kolkata – 700 027 Email: aim_kol@rediffmail.com



E-News Letter Team

Prof. Anindya Saha (Head E-Magazine)
Niharika Nupur, Reena Aggarwal, Payal Singh, Vikas Choudhary, Ishita Banerjee