



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



ORIENTATION PROGRAM

19th July 2018 was a memorable day for MBA-22 batch. It was the day when they became the part of the Army Institute of Management, Kolkata family. The day was started with the warm welcome note by the Director, Maj Gen Deepak Dhanda, SM (Retd.) and College Student president Ravi Raj Singh Shekhawat. He quoted, “Enjoy the life to the fullest in these two years along with studies”. Then the newcomers were introduced with all faculty members. The session came to an end with interaction with each other along with faculty members through fun and game.



PLAN OF ACTION FOR NEXT 2 YEARS OF MBA

On the 20th of July the new MBA-22 batch of Army Institute of Management, Kolkata was all set to receive their first lecture. It was that moment of time in life that an oath was sworn, to work hard relentlessly toward their goals.

The very first lecture was taken by Col Prabir Sengupta, VSM (Retd.) a man of vast and diverse understanding. The lecture informed the students how to increase one’s knowledge about the industry and organisations, new technologies, domains and business acquisitions. The lecture envisioned students to push our horizons and to realise our own potential. These two years one could enroll into various online certification courses to develop one’s own skill set and to be so good that it is hard to be ignored. The lecture even proclaimed the importance of staying motivated and happy.



BUSINESS COMMUNICATION AND ITS IMPORTANCE

On the 23rd July 2018 Col Prabir Sengupta, VSM (Retd.) gave a talk on business communication in organization and how to excel in it. He also spoke about the quality of a leader and mentioned no person on earth has ever been born with the particular skill set, with this reference he mentioned practice is the main motto to reach to one's desired objectives. He also shed light on doing the same thing repeatedly rather than doing different things in the same time. The session was a very interactive and enriching for all of the students.



CRACKING THE CHALLENGES ON PERSONAL INTERVIEW

On 24th July, 2018 Army institute of Management, Kolkata has organized a guest lecture on “Cracking the challenges on personal interview” by Col Prabir Sengupta, VSM (Retd.) has a unique background; from boarding school to Commanding an infantry battalion – of 1000+ men deployed under arduous conditions, sidestepping a bullet or working in minus 40° temperature. His sessions are tailored to meet the intent of the organization and participants have consistently given feedback for them being passionate, engaging, energetic and humorous.

The guest lecture session was interactive and intellectual, as he discussed about the challenges students face in an interview with numerous examples. The event lasted for about 2 hours and proved to be a very enriching and educative experience for all the students as well as the teachers. All the students actively participated in the event.





GUEST LECTURE



GROUP DISCUSSION CONUNDRUM

Army Institute of Management, Kolkata organized a session on “Group Discussion” on 25th July, 2018 by Col Prabir Sengupta, VSM (Retd.). In the session he explained students about the importance of Group Discussion, that how in today’s world Group Discussion has become an important part of the short-listing process for recruitment. He addressed about various skills that an individual must possess while participating in a GD process, such as having good verbal skills, non-verbal skills, persuasive skills and interpersonal skills. The session also gave students an in-depth idea of “PESTLE” strategy covering aspects related to Political, Economic, Social, Technology, Legal, and Environment for any GD preparation. The students have well understood the importance of minute things in a GD such as good communication, discussion and not arguing, welcoming others viewpoints, having patience and not losing temper.



MAPPING YOUR CORE COMPIETENCY

The ever dynamic economy and the ever changing desire of the human society possess tough challenge to the corporate fraternity to which there is a constant need for appraisal of skills. On the 26th July 2018 Col Prabir Sengupta, VSM (Retd.) advised the MBA-22 batch of Army Institute of Management to acquire knish skills to stay relevant in these situations of ever changing market trends. The lecture informed the students of general skills, personal traits and personal domain knowledge. The companies are attracted to people who have analytical skills and are familiar with both sides of the coin. Col Prabir Sengupta, VSM (Retd.) shaded light upon Groucho Marx’s statement “Only one man in a 1000 is a leader of men.... The other 999 follow women”. It is also very important to know the requirement of the industry and to calibrate one’s traits and skills accordingly.



SESSION BY COCUBES

A session was held on 26th July 2018 by CoCubes founded by Harpreet Grover and Vibhore Goyal. Mr Abhishek, the guest lecturer spoke about the utility of CoCubes in the Corporate world such as it helps in connecting Candidates directly to Corporate by conducting a series Assessment tests and hire on the basis of its results. The Assessment tests are based on six criteria - Aptitude, Test writing skill, Behavioral, Domain knowledge, MS Office and Management fundamentals. A Health Card is generated in the end through which candidates can identify skill gap, measure job fitment and have access to job opportunities. It works with 600+ corporate clients and has access to more than a million candidates. This session helped the students to understand about the criteria which a company requires and work on them to move ahead on their career path.



CELEBRATING VIJAY DIWAS

Kargil Vijay Diwas is celebrated on 26th of July every year to mark the success of operation Vijay. This year's event began with the inauguration speech by the Director, Maj Gen Deepak Dhanda, SM (Retd.). He shared many interesting anecdotes and incidents of the KARGIL War. The students got an insight of the difficulties faced by our Indian soldiers in the harsh climate and difficult terrain of the KARGIL-DRASS region. It was followed by short speech by the Registrar & Head of Administration Retd Col Sushen Chakraborty, he explained us the importance of this day and the sacrifice made by our soldiers in the Kargil war. The students maintained two minutes silence in the memory of KARGIL War Martyr's. The ceremony was ended by lighting candles by all Faculty members and students to commemorate the sacrifices made by our soldiers and paid our homage to them.





GUEST LECTURE



FOREIGN LANGUAGE WORKSHOP

Army Institute of Management, Kolkata organized a workshop on “Foreign Language” on 27th July, 2018. The workshop was conducted by “Cucchiaio d’Argento (CdA) Global Language Centre”. Learning Languages apart from mother tongue has gained a prime importance in today’s world. The workshop explained the students about the importance of learning foreign languages, that how, especially in the field of business and management one can understand the psychology and the language of their foreign clients and work accordingly. The workshop laid a strong emphasis on two major languages, “French” and “German”, which are mostly used apart from “English” throughout the world. At last the workshop made the students understand, that how learning a foreign language can enrich their career growth, provide a better personality, and gives wide opportunities to work in foreign countries.



GUEST LECTURE BY MS. SOMA BANERJEE

On 28th July, 2018 the Army Institute of Management, Kolkata organized a guest lecture by Ms. Soma Banerjee, an Alumni of our college from MBA-1 Batch. While interacting with the students she had talked about the broad prospect of today’s marketing Ideas. How companies are planning out their proposal on new product development and also targeting on which sector will bring more profit to them. The motto which she had followed in her career is “It is always good to comeback where you started & enjoy what you do” the same she had suggested to the students. As holding interest for something will let you do the work in more finished manner. The impression she was able to left with us is “may be your calling is later but definitely you will achieve a position to stand with by being focused and dedicated.” Students had absorbed many positive vibes from her.



GUEST LECTURE BY MR. SOUGATA RAY

Army Institute of Management, Kolkata organized a guest lecture on 28th July, 2018 by Mr. Sougata Ray on “How to deal with Corporate World”. The session was focused on how one should groom one’s personality, SWOT Analysis, Non-Verbal Behavior & Interpretation, Impression Building, Build your confidence, Maslow’s Theory of need, Pareto’s 80-20 Rule, Pillars of Relationship, Categories of People and habits of highly successful people. The best teaching which we have taken from his lecture was “Sacrifice few years of your life like others won’t so that you can spend the rest of your life like others can’t.” The Session tends to be fruitful to the students as they got a clear vision on how to face their Interviews in future and how to build a stable stage for oneself in corporate world.



GUEST LECTURE BY MR. MEDHADEEP BANERJEE

Mr Medhadeep Banerjee, an alumnus of Army Institute of Management, Kolkata from MBA-5 batch came on 28th July 2018 to motivate the students to have a dream and a clear pathway to achieve it. He shared his wife, Dola Banerjee’s example of how her dream to represent India at International level came true, as she had won Gold Medal in Women’s Achery. He reminded us- “An Institute inculcate values, not only career” He further explained steps of Management i.e. first an objective has to be set, then strategy or plan how to achieve it. Then comes implementation and finally monitoring yourself when you achieved it finally. He further added that students have to take care of their health, as he still takes part in marathons which keeps him healthy and his mind fresh. His words were heartily accepted by the students





GUEST LECTURE



GUEST LECTURE BY MR. NISHANT MUKHERJEE

On 28th July Mr. Nishant Mukherjee an alumnus of MBA-5 came back to his roots to motivate the new MBA-22 batch. Sharing his memories about his life, his struggles and the difficult situations he faced, and how he overcame those hurdles in life. Tracking through those painful remembrance, he told that how he gave up on his dream of becoming an ARMY OFFICER and came to Army Institute of Management, Kolkata. He also shared the changes he made in his life at Army Institute of Management, Kolkata along with his entry in corporate world to becoming the zonal HR in INDUSIND BANK. As he was summing up he told us to use ESCALATOR theory. He also said, “Firstly, we get a few seconds before reaching the next level, make them count. Secondly, be really interested in the other person and sell well”. Finally he wined up his speech by asking the students to keep a clear vision.



GUEST LECTURE BY MR. PRAKASH MUNDHRA

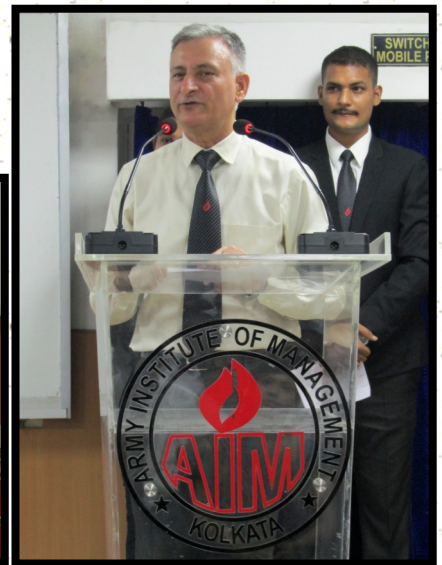
On 30th July 2018, the Army Institute of Management, Kolkata organized an interactive session on “Effective Social Media Marketing for SME Entrepreneurs” by Mr. Prakash Mundhra. He shared his experience on connecting the learning Dots of MBA, Arthashastra Approach in Marketing, DBC (Differentiation, Benefits & Communication) Marketing and the importance of E-mail subject line. The path travelled by him to be an entrepreneur made us aware about the challenges that we are going to face to be an Entrepreneur. He routed our minds towards how opportunities are created and the way to grasp it. The session provided a clear light over how to be an entrepreneur and there was a lot for students to take away from the session.



On Wednesday, the 1st August 2018, Maj Gen Atul Bajpai, Commandant of Command Hospital, Eastern Command, Kolkata, came to give us the welcome lecture.

On the day of his visit we started the function by worshipping Goddess Saraswati, followed by the candle lighting ceremony. After the ceremony the honourable guest was called upon stage to address the gathering, He started by emphasizing on the importance of dreaming big, and creating a road map to achieve success. He also asked students to always stay motivated, stay focused and cherish each and every moment of their college life.

This function was attended by Director Maj Gen Deepak Dhanda, SM (Retd.), faculty members, and all the students of the institute .





FOUNDATION DAY



On Wednesday the 1st August 2018, the 21st Foundation Day was celebrated by the Army Institute of Management, Kolkata fraternity. Foundation day programme was attended by Director Maj Gen Deepak Dhanda, SM (Retd.), faculty members, wardens, and students of the institute.

The day started by paying tribute to the goddess Saraswati, followed by a group song, after this mesmerizing performance we had a classical dance performance by Riya Banerjee and Rashmi Bisht. This was again followed by a melodious song sung by Sabyasachi Roy and Arya Hari Kumar. A wonderful skit on women empowerment was performed and it was directed by Rohit Yadav, and last but not the least a bhangra dace was orchestrated which filled the audience with energy, zeal and enthusiasm.

The director Maj Gen Deepak Dhanda, SM, (Retd.) also gave a valuable speech at the end of the programme. In his speech he emphasised on never letting the spark fade away, never letting that “josh” die. In all, the function was a great success.





NLP PROGRAMME



On 4th August 2018, Mr. Sourabh Mukherjee gave guest lecture on Neuro-Linguistic Programming (NLP) which is a technique or set of tools to program the sub-conscious mind using language. He explained about goals and how to make them more precise which helped our mind to work towards completing it on time. He told students that the first step to solving a problem is to convert the problem into a challenge and then the challenge into an issue. He took volunteers and explained to all students about problem solving question loops and prioritizing, by making a task list and dividing it into four quadrants on the basis of their priority. Students came forward to take part in these exercises and helped remaining students to understand by giving their problem as examples. On the whole, students appreciated his efforts and gave him standing ovation in the end.





STEM CELL DONATION



On 6th August, 2018 an HLA testing drive had been organized at Army Institute of Management, Kolkata campus in order to fetch participation for stem cell donation. Prof. Ananya Ghosh describe the background and put forward the workings of DATRI organization which is to save lives of those suffering from life threatening blood disorders like Blood Cancer, Thalassemia, Aplastic Anemia etc. A blood stem cell transplant can save the lives of such patients. After that the method for collecting the tissue was shown with the help of a volunteers. Students actively volunteered for their HLA testing by giving tissue from inner side of cheek. DATRI is working towards creating a wide and diverse database of potential blood stem cell donors that can be accessed by any patient, living anywhere in the world, in need of a blood stem cell transplant. Through systematic donor drives, DATRI seeks to build awareness and enroll potential blood stem cell donors.



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