



ARMY INSTITUTE OF MANAGEMENT
KOLKATA



Managers' Musings

March 2022

NEWSLETTER

कर्मण्येवाधिकारस्ते मा
फलेषु कदाचन।
मा कर्मफलहेतुर्भूर्मा
ते सङ्गोऽस्त्वकर्मणि ॥

ARMY INSTITUTE OF MANAGEMENT

EDITOR'S EDICT



Only a few months back, most of us were immured to the confines of our houses. Some hitting the books, while others devising game plans for the online examinations that they hadn't studied for.

Now that the post pandemic phase has finally

dawned upon us, Army Institute of Management, Kolkata, along with most other educational bodies, has recommenced since the December of 2021.

The academe of AIMK has been repositioned from its prior campus at Alipore to the newly inaugurated one at Newtown, which marks the turning of a new leaf in the staggering history of the Institute. Correspondingly, the Newsletter has been reconceptualized to add to the bargain.

This issue takes us on a joyride where we shall traverse through sundry emotions, eye-popping facts around the world and most significantly, a glimpse into our inner self. Let's learn to tame the winds that are impetus to the storms inside. A tour down the philosophical staircase that will lead you to a whole new perception about pain. And a view of the ghastly pandemic through a kid's pair of eyes.

Marching on to take a glance at everything that cooks in our campus, in the 'Campus Cauldron' section. We are exhilarated to bring to you "Managers' Musings", all that keeps the managers driving!

"People often say that motivation doesn't last. Well, neither does bathing – that's why we recommend it daily."

– Zig Ziglar

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From the Director's Den

March 2020, an iconic date and month which changed our lives. We adjusted to new NORMAL and life adjusted to new word in our vocabulary "Social Distancing" – gave new meaning to our environment, and life style. We learnt yet another Acronym 'WFH' – it was in the realms of dream that day will come when we all will work from home which gives so much freedom and flexibility, well nature heard it and lo behold you have got it WFH.



We pledged to fight the pandemic and we succeeded to come out victorious. AIMK is again buzzing with life, getting populated laughter and shrieks of students coming out of shackled of home confinement. We learned the life of aloofness, being alone, conversation restricted to WhatsApp or Facebook with social get-togethers on Zoom or Duo. We forgot human nature human behavior, the richness in social and professional interaction, so very much required in the competitive world of corporate. We have come a long way and we will now get back at what we lost.

We are now ready to launch the much awaited AIM Newsletter in 'New AVATAR New Look and vibrant'. A Platform for the budding future corporate leaders to express themselves. We launch our newsletter 'MANAGERS MUSINGS'.

Let's get back and relive those golden moments which we so longed to live, let's get to yet another new Normal.

"BACK TO NORMAL"

- **Maj Gen Vijay S. Ranade (Retd.)**
Director, AIM



We have all in the past faced criticism from our seniors, peers and juniors. Most of the time we have felt it was unfair and unjust. It left us feeling remorseful, angry and shook our confidence. It sapped our energy trying to justify our self and affected our future performance.

The bad news is that we are all definitely going to face criticism in the future also, perhaps with more intensity, due to social media. We can be unjustly criticized in Facebook (Now Meta), Instagram etc or quoted out of context. We shall not be able to control what others think or say about us. But how we are going to react and respond to this depends on us.

It is also true, that if someone praises us for something for which, we are not fully responsible, we are quite happy accepting it. But the reverse gives us pain.

Here we try to apply our Knowledge from one of the greatest book Bhagavad Gita. According to Pandit Nehru, the Gita deals essentially with the spiritual foundation of human existence. It is a call of action to meet the obligations and duties of life; yet keeping in view the spiritual nature and grander purpose of the universe. Swami Vivekananda also emphasized that the discourse in the Gita, related to the war, could be taken allegorically. When we sum up its esoteric significance, it means the war which is constantly going on within man between the tendencies of good and evil. Through the message of the Gita, Vivekananda sought to energize the people of India to claim their own dormant but strong identity.

The longest running Hindi films like Sholay may have lasted for 45 years. But we know it shall fade away. We know the Mahabharata and Gita are more than 2000 years old. Yet when Mahabharata was first telecast in 1990s the roads were empty during the time of its telecast. The truths enunciated in the Gita are eternal. It is up to us to apply them in our daily life and get solace and handle the vicissitudes of life.

The Gita consists of 18 Chapters with 700 slokas. Here we only shall refer to a couple of slokas and the quintessence of the Gita to try and resolve the problem in hand. We refer to the Sloka 24-25 of Chapter – 14.

sama-duḥkha-sukhaḥ sva-sthaḥ sama-loṣṭāśhma-kāñchanaḥ
tulya-priyāpriyo dhīras tulya-nindātma-sanstutiḥ

mānāpamānayos tulyas tulyo mitrāri-pakṣhayoḥ
sarvārambha-parityāgī guṇātītaḥ sa uchyate

The essence for the above sloka for our problem in hand is to remain alike in happiness and distress; to remain the same amidst pleasant and unpleasant events; to accept both blame and praise with equanimity; to remain the same in honour and dishonour.

As a student, one faces stress due to the various assignments, exams, adjustment to our peers, facing a strict teacher etc. But as we grow older and wiser, we realize it was the easiest part of life. Corporate jobs have become increasingly stressful. 25 years back there used to be yearend targets and pressures, then it became quarterly, then monthly Now due to technology, people are being monitored daily. 25 years back, only seniors monitored you. Increasingly more corporate are now adopting 360 degrees feedback i.e., your peers and juniors shall also appraise you.

Most people want to work sincerely and excel. But thinking of criticism and anticipating unpleasant situations builds up stress.



Stress saps the mind and makes one unhealthy. It is common now to see people as young as 40 years with stress related diseases like hypertension, high sugar, Cholesterol, Triglyceride etc.


The Gita reminds that human beings role should be limited to perform our work sincerely. The fruits and consequences are not in our hands. So it is futile to worry and have sleepless nights. We shall have no control on our peers, boss or juniors. So worrying and fretting over their action is also futile.

We have to keep reminding our self to maintain equanimity under all situations. You may say that this is so difficult. True it is difficult. But we have nothing to lose. But by following the eternal truth of Gita, we can get Bliss!

- **Dr. J.N. Mukhopadhyay**



“Dr. J.N. Mukhopadhyay is currently a core faculty of Finance at AIMK, and has been an alumnus of IIT & IIM. He did his PhD from Jadavpur University. He has 17 years experience in industry, culminating as Senior Vice President. He was Dean of Globsyn and Director of J D Birla and Heritage. He has been a Visiting Faculty at several IIMs.”



*"Pain Is Temporary;
Glory Is Permanent"*

Pain: A word that has a lot of gravitas in it. Some perceive it positively and others negatively. But what makes this word so unique? When life began on earth, the first living organism didn't know how to sustain itself on this ruthless planet. It struggled a lot to be adaptive for in order to thrive. While trying, it had fallen seven times but stood up eight. The struggle experienced by that organism when it was standing for the eighth time created a revolution. Still, the pain it exhibited when it counted its downfall for those rough seven times, proved its worth to be one of those that gave rise to "The Survival of The Fittest- The Darwin's Theory", which came much later than this incident. Do you know the name of the first survivor of the earth? If you guessed Bacteria, you hit the bull's eye.

As matured individuals, we always infer No-Pain-No-Gain type of quotations. Then why are we afraid of taking this pain to prove our worth? History is filled with such exemplary performance of some great men who took this pain to the next level and set a benchmark for humanity; hence, history speaks of their "Shaurya Gaatha-Heroic Tales." Heroes are not born. The intrinsic character makes them extraordinary from an ordinary personality, and the glory they get is a return gift to them. The grit that they have is worth learning. Remember the case of bacteria we just read. Imagine the power of patience it had when it was continuously failing to sustain on this blue planet.

On a daily basis, we encounter several problems and fail to prioritize them. Both the problem and the pain start with the letter "P." What is to be understood is that there are two more words called Practice and Perseverance. You have it; you will nail those odd situations troubling you. The pain experienced will be gone with a blow. You will be invincible.

"When Death Strikes Me Before I Prove My Blood, I Swear I Will Kill Death." These were the lines given by Capt. Manoj Kumar Pandey, PVC (Posth) of 1/11 Gorkha Rifles while he, was a part of Op Vijay, known as the Kargil War of 1999. An officer with audacious courage and leadership. When the first bullet pierced his shoulder, it might have shredded his body but not his firm intention of capturing the Khalubar Top- a strategic location in the Batalik Sector. Can you feel the essence of the pain he was going through? Still, he succeeded, and those odd situations failed to break him; this is called temporary pain. Actions speak louder than the voice, and the conditions sometimes favor the individual, but maximum times test our skills. Perception of the goal and the intention to achieve it is what that is needed. Therefore, Pain is Temporary, but the Glory is Permanent.

"One moment of pain is worth a lifetime of glory."

- Louis Zamperini

- Kali Prasad Kar



"Kali Prasad Kar is the Student's Council President of Army Institute of Management, Kolkata. He is Currently pursuing MBA in the 24th batch of AIMK, with Marketing as his major specialization and Operations Management as minor. He is currently Placed in DHL Global Forwarding. His preferred pastimes are writing poetry, singing and Playing synthesizer."




Expressing Myself

It's hard to define myself,
As if I don't know about myself.
It's about me still,
Can't utter a word about myself.

I know the day I was born
I heard a lot about myself.
My relatives were so carrying that
everyone seems to be my parents then.

My mother's love & care,
I can see every time by myself.
Still knowing all,
Why can't I express it all by myself?



While father's scolding was so furious
That I used to freak out.
Before he asks for the work,
I used to obediently complete out.

From schooling to college,
From shyness to openness
From friendless to besties,
All helped me to know about myself.

It's ok, even if can't show my expression
to dear ones,
As it makes me humble & carrying
towards them.

Even after having so much of
understanding,
Still a part of me, always wants to know
more about myself

- **Amit Kumar Singh**



“Amit Kumar Singh is currently pursuing his MBA at Army Institute of Management Kolkata. His major is Marketing, while minor is Operation. He is placed in ICICI BANK as a Deputy Manager. His hobbies are playing basketball, diary writing and recently developed, table tennis.”



Tulip

Tamed to society's vivacious yielding, the symphony of life made a drift to the surface of the world. Remembering the happiness is just a flashback of the past, and it started haunting everyone suddenly. Grieving in the nightmare of COVID-19, the only thing highlighted in the news was the death ratio. "Life is unfair sometimes," yet we make up our minds to stay calm and positive. Don't we? The answer is beyond our imagination, and the happy soul also gets dragged into depression.

Remember when things were too ordinary, lost, and lost? Embracing life is not a thing anymore. Immense thoughts urged in the mind of a young boy; the time has invaded his life in a way where he was self-independent for the past six years. Cult in the generation where life was too fast, relations with the family was so obsolete for him. Postulated the desire to spend time with their parents in the worst situation altogether made his heart cry, feeling of being left broken!!

*“Flower of this purple dye, Hit with Cupid’s archery, Sink in
apple of his eye.”*

- A Midsummer Night’s Dream

Reminiscing his school days when life was just about wrapping up with homework, playing with little siblings, and getting scolded by parents for coming half an hour late to home. Smiled the young boy thought, "I wish to live that life again!! The symphony screamed in his mind like a time machine. It felt like a cage, and surviving in the pandemic added cherry to the cake for his thoughts.

Extending lockdown was merely any option left for the government, and the torture was roaring in his entire body like a devil.

Escaping from the negativity left him with no option, and the scars tore him apart every day. But why were these things even bothering him? Are we too selfish that our life is surrounded by the energy that can keep us happy for a while, or is it the right approach to get engraved in solitude?

The young boy shouted, seeing the beautiful "TULIP," and murmured how you could symbolize "perfect love" when I can't even shift with my family in this bounded strictness by the government?

The phone rings all of a sudden!!

How are you, son?

Everything is fine,' dad'!! I hope you are doing great?

Yeah!! We take every precaution, but your mom and I are tense about you!!

It's just for a few days, and you have a strong son; even though life is unpredictable, I wish I was there with you.

Silence took a remark, and the conversation ended after 2 hours!!

Took a deep breath; all of a sudden young boy revived with positivity. Life is not all about working or earning money, your mental state is an asset to rule over this cruel world that we assume often. God has gifted us with lovely parents and the feeling of positivity is dispersed in the knowledge they cater to our well-being. Respect and always try to be the "TULIP" for your parents!!!..... Time heals everything, After all, COVID is just a past thing.

- **Abhishek Sharma**



"Abhishek Sharma is a student at Army Institute Of Management currently pursuing Masters in Business Administration, where his major is Business Analytics and minor is Marketing. His interests lies in Gym, Photography and writing."




A Girl Behind Me

A Girl behind me .
Laughs with many,
Happy with nobody,
She smiles randomly,
Who knows!
She screams so badly.

A Girl behind me .
Locks her face within the pillow,
Saying everything's all right,
The reality she locks her pain
And cry all night.

A Girl behind me .
Say's she don't care,
The world says she's rock hearted.
Who Knows!
She's broken inside!



Even the darkest night
Will last one day and
She will rise and shine.
Who knows the power she carries inside!
Who knows!
A Girl behind me .

- **Sonu Chourasia**



“Sonu Chaurasia is a student of Batch 25 of Army Institute of Management, Kolkata, where she is studying Masters of Business Administrations from. She has opted for Human Resources as her Major and Business Analytics as her minor specializations. She loves to do creative writing, make art, play video games and read novels.”



Procrastination

Procrastination is the action of unnecessary and voluntarily dealing or postponing something despite knowing that there will be a negative consequence to doing so. According to google but procrastination is a unique character among many people and it difficult to stop procrastination after a period of time , but also a way of coping with challenging emotions and negative moods that are caused due to — insecurity, frustration, boredom, resentment, anxiety, self-doubt, and beyond.

But of course, these are only compounds that drag you backward, and only increase your work and time by time the only thing that is increasing is work and load as well

There are several best books to stop procrastination like 'Eat That Frog' by Brian Tracy, 'Think Straight' by Daris Foroux, 'The More You Do The Better You Feel' by David Parker, and many more. But what I feel is that motivation can keep procrastination away and as a student of the Army Institute of Management, I feel discipline is the key for us to be less procrastinating.

Make a habit of making a to-do list every early morning and working according to it. As I always make a to-do list according to my lecture and assignment due date which helps remind me to complete the task.

After you start working on yourself, continue working on it until it's complete. When you stop working on the current task it will delay and delay and when new task arises it would simple increase the task and work which lead to a lot of hard work and task that become a problem after period of time. "When you want success as badly as you want air then you will get it" - Unknown. These types of motivational quotes always keep the josh high as we all have a purpose in life we all are management students and to manage time and complete the task on time should be our strongest strength.

According to Eat That Frog by Brian Tracy, here are some tips to stop procrastination:

- ✓ Define your goals and write them down (gives you crystal-clear picture about a day).
- ✓ Break those goals down into tasks: Break the goal into the sub-task and try to complete.
- ✓ Prioritise your tasks, and delete/delegate tasks you don't need to do.
- ✓ Schedule time on your calendar every single day, ideally first thing in the morning, to work on your highest priority goal task.
- ✓ Focus on your goal task during your scheduled time, and work on it until it's completed.
- ✓ Prepare thoroughly before you begin.
- ✓ Use the famous ABCDE method that is "A" tasks are things you must do. If you have more than one must-do task, you can prioritize further by adding numbers: A-1, A-2, A-3, etc.
- ✓ Prepare for your work before you start on it.
- ✓ Focus on one task at a movement.
- ✓ Identify the things that are holding you back.
- ✓ Become an optimistic.
- ✓ Don't let technology distract you, can turn off your mobile or put them on DND mode.
- ✓ Find your flow.
- ✓ Work on the task until it's done.

"Decide to practise these principles every day until they become second nature to you. With these habits of personal management as a permanent part of your personality, your future success will be unlimited."

- Brian Tracy from the book Eat That Frog

- **Pratiksha Pathak**



"Pratiksha Pathak is pursuing MBA from Army Institute of Management Kolkata in Marketing as Major and Business analytics as minor. Her hobbies are reading books, exploring new places, love traveling and interest in reading history and painting."

Campus Cauldron

Republic Day

Freedom comes with responsibilities. A day that has been vaunted by every age group is an excursion to propound India as a motherland with a "National Anthem". Army Institute of Management witnessed the glory to synchronize with the beats of drums for our very own "Tiranga". The venue for hosting the flag started right in front of the leading Academic Block "Kalpvriksh", a proud moment relived every year all over India. On this 76th Republic Day, students were addressed by the Director Sir himself. Once again, a pledge was taken for the faith and glory of the country. As the flag signifies "unity in diversity", the nation has again stood up as a unique and significant of its own.



Saraswati Puja

With the resonance of mantras and chants on the auspicious day of *Vasant Panchami* Army Institute of Management welcomed the goddess of wisdom, language, music and knowledge. The holy morning began with the worshipping and remembering of the god mother, as the campus was donned in yellow and the spirit of divinity was felt in every nook and cranny. There was a celebration with a lot of gusto and zeal as the idol covered in flowers sat beside books and musical instruments. Next followed a grand feast which was arranged by students. Once every one had their meal along with *prasadam*, the melodious aarti singing ended the holy day. With a lot of fanfaronade and enthusiasm the very next day, after *havan* the idol was carried by the students to the nearby lake for immersion, where the devotees bid adieu to the mother of knowledge and received her final blessings.



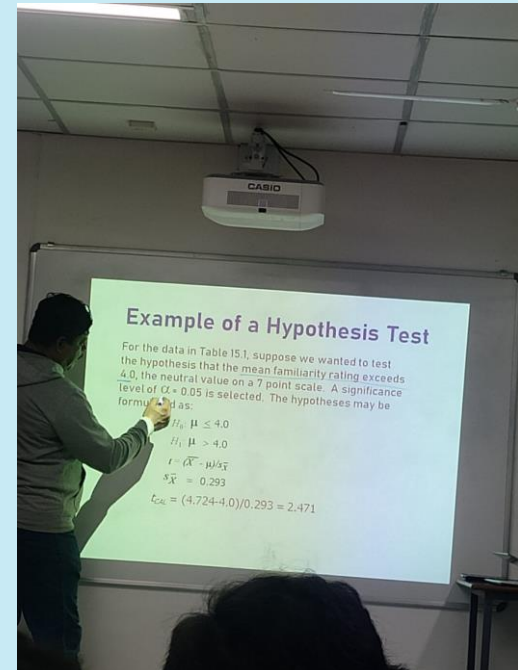
Chakravuyh

The institute's sports council hosted its highly awaited event after the pandemic break under the guidance of Dr Debaleena Chatterjee. Inspired by the military formation in the epic of Mahabharata, Chakravuyh, a three day event featured two games, basketball and football. The event commenced after the inauguration by respected Director sir in attendance with the participants and all the campus dwellers. Cheers of hurray equally distributed on all three days kept the spirits high as the institute team secured 2nd runner up position in basketball games which ended with the medal ceremony. While the sun beheld the basketball games the moon was given the opportunity to enjoy the football event. After great scrutiny and examination the organizers selected NKDA stadium as the battlefield for the football teams to collide. Lit up in the flood lights the stadium resonated with the sounds of "go go AIM-K". The institute's football team won the silver medal and with congratulations in order the medal ceremony was duly held. With the josh still high and the dedicated efforts of Vivek Kushwaha and Sourav Guleria the council closed the chapter of a successful Chakravuyh 2022 event.



Statathon

Revision is not going back and fussing around but in the future into the process of creation. Dedication can lead you to success, and the Statathon is the best example for the First Year MBA25 Batch students. Twenty hours week-long session about Statistics conducted by Prof. Tamojit Ghosh Roy has embraced students with knowledge and commitment to score the best during exams. It was a rapid session; a lot of work was to be done in a low amount of time. The pressure was to guide students of various backgrounds present there; thus, the difficulty level to make them understand was worst. Here, the perfect thing that was noticeable was that sir made a few students pitch and delegated the work professionally. This showed that leadership skills are within us; we need to be confident, So this is how the statathon was conducted ideally and smoothly.

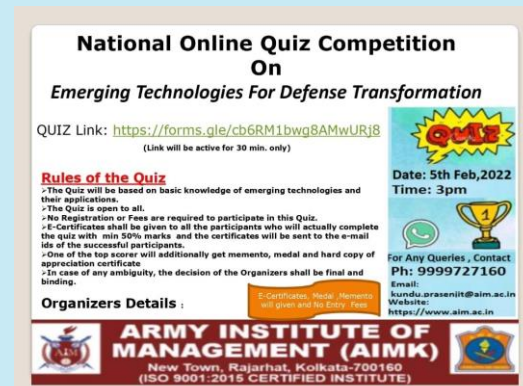


Quiz on “Emerging Technology for defense Transformation”

Through the occasion, and as a gesture of respect to the Indian brains behind the advancements of defence technology, the institute organised a national level quiz competition on “Emerging Technology for Defence Transformation” on 5th of February. The ultimatum of the quiz was to test the audience's understanding on how the Indian defence forces are infusing cutting edge technologies in their operations. Questions ranging from quantum computing, big data, modern bio-technology were being asked. Under the patronship of Dr Prasenjit Kundu, the quiz was conducted in online mode. More than 150 institutions from all over the country took part in the competition. Mr. Navin Kumar from Govt. Karmahi Devi School, Punjab secured the first position. Mr. Arup Mitra from Bengal School of Technology & Management, West Bengal stood second in ranking and Mandar Nitin Patne of Dr. DY Patil Institute of Technology, Pune came third respectively. All the winners were commended with Medals and Certificates from the Director.

Bazzare

With everyone coming out of a long and tiring pandemic break AIM-K announced its much awaited annual fiesta event-BAZZARE dated 26 March 2022 organized at the recently inaugurated campus. The guidance from the faculty members was very helpful in organising the event student body coordinator Dr. Debaleena Chatterjee spearheaded the event along with event coordinator Sayantika Lowha and Mridul kundu. Participating students set up their food and games stalls like chai pakora point and hoola hoop, applying various marketing techniques to attract the crowd while the organizers learn the art to engage and manage a diverse crowd of people. Garnished with music and dance this fiesta honed the financial skills as well as gave the students a practical lesson of entrepreneurship.



National Online Quiz Competition
On
Emerging Technologies For Defense Transformation

QUIZ Link: <https://forms.gle/cb6RM1bwg8AMwURj8>
(Link will be active for 30 min. only)

Rules of the Quiz
The Quiz will be based on basic knowledge of emerging technologies and their applications.
The Quiz is open to all.
No Registration or Fees are required to participate in this Quiz.
E-Certificates shall be given to all the participants who will actually complete the quiz with min 50% marks and the certificates will be sent to the e-mail ids of the successful participants.
One of the top scorer will additionally get memento, medal and hard copy of appreciation certificate
In case of any ambiguity, the decision of the Organizers shall be final and binding.

Organizers Details :
E-Certificate, Medal, Memento and given to the Faculty Team

ARMY INSTITUTE OF MANAGEMENT (AIMK)
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(ISO 9001:2015 CERTIFIED INSTITUTE)

Date: 5th Feb, 2022
Time: 3pm

For Any Queries, Contact
Ph: 9999727160
Email: kundu.prasenjit@aim.ac.in
Website: <https://www.aim.ac.in>



Winners of The National Online Quiz Competition on “
Emerging Technologies For Defense Transformation For 5th
Feb 2022 are:

1st  Mr. Navin Kumar Govt. Karmahi Devi School, Punjab	2nd  Mr. Arup Mitra Bengal School of Technology & Management, West Bengal	3rd  Mr. Mandar Nitin Patne Dr. DY Patil Institute of Technology, Pune
--	---	--

Total Different Participating
Institutes/Company/Organizations:
195

Participating Zones : All Over India

**Congratulations
Winners**

Winners Will receive appreciation
certificates, Medals and letters from
AIMK Kolkata shortly.

ARMY INSTITUTE OF MANAGEMENT (AIMK)
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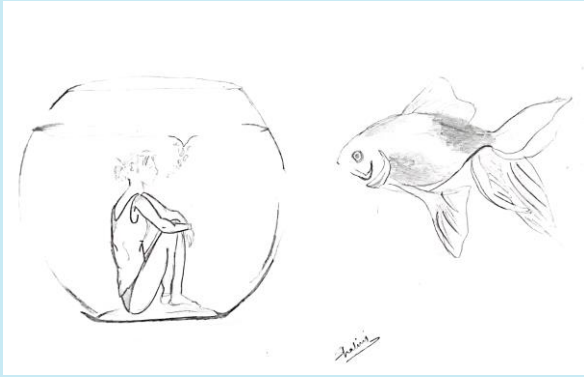


ISR Activity (Asha School)

The ISR Council headed by Rakesh Ghoshal and Kiran P Nair organized a visit to the ASHA SCHOOL KOLKATA. Under the guidance of Prof. Debaleena Chatterjee 25 students were selected and a series of activities were planned for the school's children. ASHA SCHOOL which takes care of the specially abled children welcomed our students, followed by the inaugural address on IAY and a briefing on history of activities. The students started off with a race event and a drawing activity which left the students full off glee. The elated and curious gems of the school were then engaged in a ball game which was followed by a group dance with a comical theme that made students joyful and ebullience. The students with a great lesson on love, care and empathy gave a vote of thanks to the respected chief guests and other faculty members bid adieu to the children.



Managero Matrix



R. Shalini (MBA-25)



Shadma Taskin(MBA-25)

The start has been made, a platform curated for the launch. We will continue to connect with you

Au Revoir

- Manideepa Dey

Army Institute of Management Kolkata

www.aim.ac.in

विद्याधनं सर्वधनात् प्रधानम्

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