



ARMY INSTITUTE OF
MANAGEMENT, KOLKATA

SNEHODIYA

SECURITY

SBI

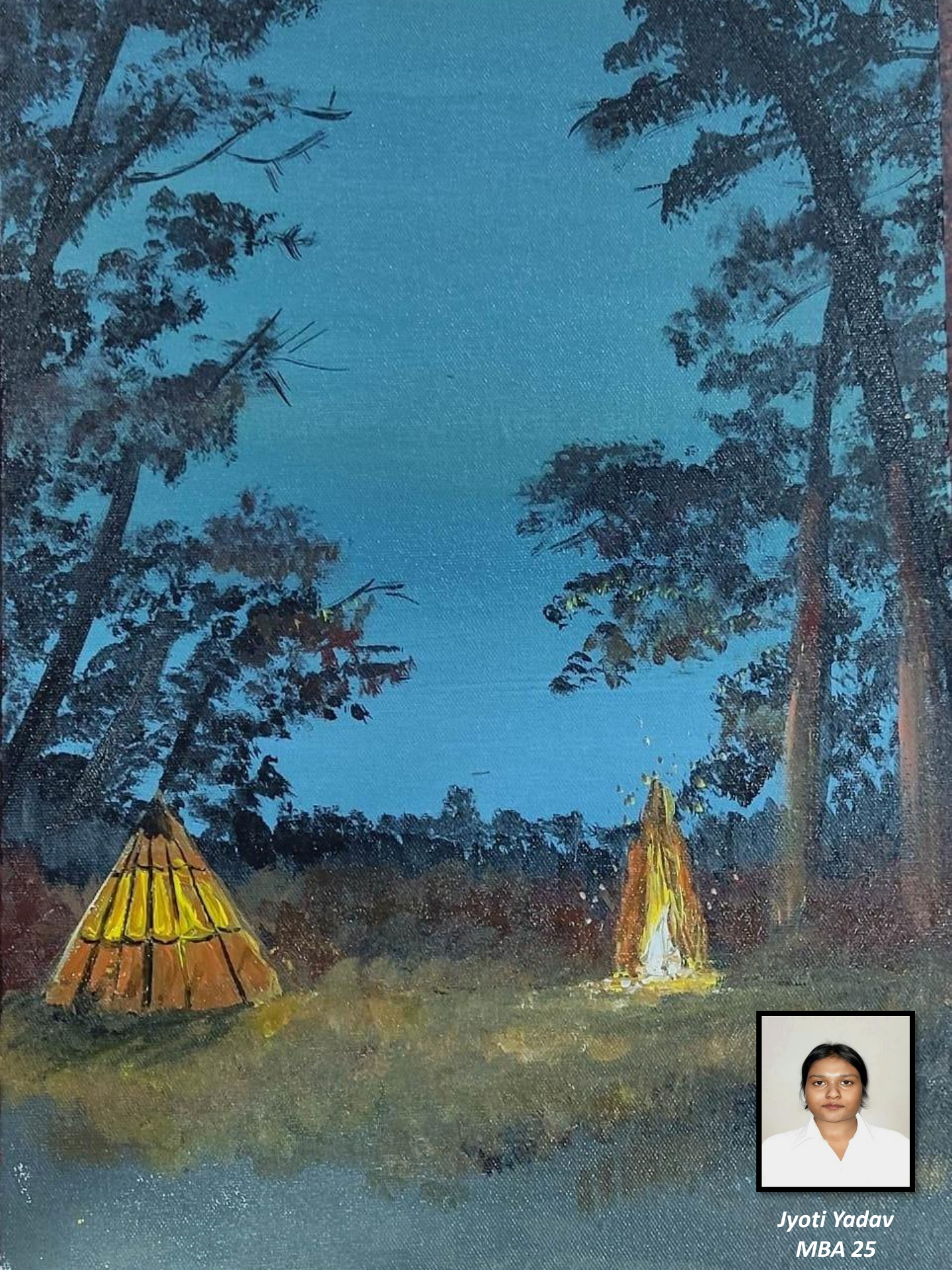


1997-2022

MANAGERS' MUSINGS

September 2022





Jyoti Yadav
MBA 25

EDITOR'S EDICT



Army Institute of Management, Kolkata, formerly known as **National Institute of Management, Calcutta**, has fostered more than two thousand and five hundred marvellous professionals and big-wig entrepreneurs in the past two and a half decades.

With 25 batches aggregating to myriads of events and innumerable memories, AIMK is exhilarated to celebrate its **Silver Anniversary** this year, that is, 2022.

Founded on 28th July 1997, by the Army Welfare Education Society (AWES), New Delhi, our institute has persevered through every season and every storm. AIMK has not one but two Halls of Ivy, formerly in Alipore, Kolkata, which later shifted to Newtown, Rajarhat.

Backed by the support and succour of the Indian Army, led by Directors who have formerly served and defended the nation, this institute very well takes pride in having alma matered gems like Martyr Lt. Navdeep Singh Bains (Batch-11).

AIMK has emerged as a premier business school that has not only served quality education and remarkable placement guidance to its students, but also imbibed a disciplinary, holistic lifestyle that has benefitted them greatly in the longer run. The rich culture of organising and participating in a wide spectrum of events ranging from sports to arts to social responsibility, the *josh* has not for once dimmed among the AIMKians.

Some of the signature academic and non-academic programs of AIMK such as industrial visits, MOU with Bangladesh, Inferno, MAF and Chakravayuh have been the greatest panaches of the Institute of all times. Organised and put into effect with meticulous planning and absolute sincerity, bringing to light the sheer enterprising essence of the Institute's force. And to mark this milestone, we raise a toast to all those who have ever been a ménage of the Army Institute of Management.

This very distinctive edition of the newsletter will steer you through the joyride of the cruise and completion of a quarter of a century. An out-and-out pictorial as well as penned-out summarization of all the past 25 years of grandeur that make the moments float before your eyes...

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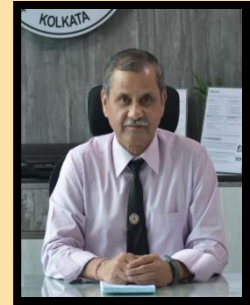
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- ◆ **Manegeromatrix**

From the Director's Den

..... Sands of Time

1994 was a landmark year when the then COAS Gen BC Joshi took a leap of faith to open professional colleges for the children of Army personnel. We are part of that dream which saw us come into existence in 1997 at Kolkata Alipore. The Indian Army was instrumental in our growth.

“Time has flown, and we have grown”



The journey was not without challenges and our predecessors overcame these challenges to nurture the institute which saw name changes from National to Army, from Alipore to New town Rajarhat in a new state of art facility We owe it to them. Our students made us proud by making name for themselves in the corporate world. We at the institute aim at the all-around development of the student and not only concentrate on academic content but non-academic content which is so very important in the process of growing. We not only make corporate leaders but make responsible citizens.

Today we look back on our journey and pledge ahead to do well. The challenges, the ups, and downs inspire us to grow and handle these vicissitudes of life.

*Should auld acquaintance be forgot
And never brought to mind?
Should auld acquaintance be forgot
And days of auld lang syne?*

We welcome a new tomorrow and pledge to strive hard to bring glory to our institute.

- Maj. Gen. Vijay S. Ranade (Retd.)

Director, AIM

Rogues' Gallery



Dr Sujit K. Basu
01 Aug 1997 to 25 Jun 2001



Dr. K. K. Chaudhuri
01 Sep 2001 to 30 Apr 2013



Maj Gen (Dr) S. C. Jain, VSM (Retd.)
01 May 2013 to 18 May 2017



Maj Gen Deepak Dhanda, SM (Retd.)
18 Sep 2017 to 17 Apr 2019

Present Rogue



Maj Gen V. S. Ranade (Retd.)
19 Jan 2022 onwards



Maj Gen A. K. Sapra, VSM (Retd.)
01 Aug 2019 to 09 Oct 2021

...Lest we forget

For those nights we sleep peacefully, for the country we possess love for, that has aided us with employment, it is a blessing in disguise to have survived here as a free person. Our Indian flag doesn't flutter because of the wind; it beats with the last breath of every soldier protecting it. Martyr **Lt. Navdeep Singh Bains (Tiger of Gurez)**, an alumnus of batch-11 of Army Institute of Management, proved this with his sacrifice for his country. So we can have a bright future and hoist our National Flag with respect and proudly say, "India Is My Country".

A soldier can be born anywhere, yet talking about Martyr Lt. Navdeep Singh Bains, he was born and brought up in Gurdaspur, Punjab. He was a child of a retired Subedar Major. Graduated, but still dedicated to the Army, his father never stopped him from working on himself and bringing out the best version of himself, letting him pursue his Master's from Army Institute of Management, Kolkata. While working in Chandigarh, he left his job as soon as he got commissioned in the Indian Army and afterward opted for AOC as his father's regiment (**indeed a very proud moment**).

A soul that embraced hardships; on 19th March 2011, a tiger in the form of a soldier graduated from Officer's Training Academy at a proud moment. When the time had come for him to join his first posting in Srinagar, the 45 minutes of meeting with his parents at the railway station gave him the courage to move forward with their blessings. Who says a soldier dies because he does everything for his country, to live forever in their hearts with their sacrifices and contributions?

On 19th August 2011, 4 days after Independence Day, some boats stopped by the Kishan Ganga River, which flows from LOC near Gurez Valley, Kashmir. The information was given to the 15 Maratha LI Infantry secretly that 17 terrorists loaded with ammunitions were approaching the area. The appointed Lieutenant, Navdeep Singh sir, was commanded to take control of the situation, after which he ambushed the terrorists and started to fire with his AK47. He saved the troops, but unfortunately got Martyred while saving one of his injured soldiers.

At just 25, a young hero left us while killing three terrorists and was awarded with India's Highest Peacetime Gallantry Award, "**Ashoka Chakra**," for his sacrifice. Not all can be heroes, and not all can have the courage to do what he had done for his country, but the Army builds a soldier to be a dedicated servant. A soldier not only sacrifices himself for his country, but also motivates us to be patriotic, work hard and achieve anything we want to in our life, fearlessly. **JAI HIND!!!**

- *Abhishek Sharma (MBA 25)*





Through the Eyes of the Trail-Blazer

Our current student-body President, Mr. Akhilesh Kr. Behera had the honor of conversing with the very first Director of the Army Institute of Management, Kolkata (then National Institute of Management, Calcutta), **Dr. Sujit K. Basu**. Here is how it rolled out...

The president opened by asking Dr. Basu how his experience was working with AIMK as a newly established institution. Dr. Basu called to mind that he stepped onto the role of Director in 1997 and continued for four years from then, that he genuinely liked it, as it was his first time out of IIM. When asked if he had any role model institute, Dr. Basu replied that IIM Calcutta was his role model as he has worked there for 27 years prior to NIMC.

Dr. Basu also shared that there were challenges faced by him, along with the whole management of NIMC.

He highlighted, “When you start out on a new venture, a lot of new things need to be done. Well, the Army was very cooperative with this Institute so it was not too difficult for us”. He also mentioned that he brought in a lot of renowned faculty members from IIMs, significantly adding to the academic excellence in the nascent stage of our Institute.

Taking the discourse forward to co-curricular activities, Dr. Basu said that the first of batches did have those but on a minor scale, as they were mostly preoccupied with setting up of computer laboratories. It was delayed by a month or so, but they made it. He also touched upon the MCA course that was run by NIMC in the initial few years. Coming to the placement scenario, Dr. Basu recalled Philips and HDFC to be some of the numerous major national and international companies that came for recruitment to the Institute.

All said, Dr. Basu emblazoned NIMC/AIMK by saying that it was a wonderful experience for him, leading this institution. He added that the students were diligent and implemented every suggestion and advice into their daily deeds.

We heartily thank Dr. Sujit K Basu for his time and valued participation, letting us see through his eyes what AIMK was as a newly born and how far we’ve come ever since.

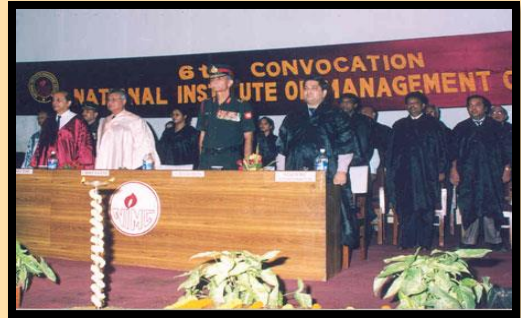


Dr. Sujit K. Basu
Director, NIMC
(01 Aug 1997 to 25 Jun 2001)

Picturesque



MBA 1 Alumni meet



**MBA 6
Convocation Ceremony**



MBA 9 Annual Day Celebration



**MBA 10 Inter College Debate
Competition**



MBA 12 Fashion Show



MBA 13 Medal Award Function



MBA 14 Blood Donation Camp



MBA 15 Symposium



MBA 16 Flash Mob



MBA 17 Foundation day Celebration



MBA 19 Fashion Show practice



MBA 21 Drishtikon



MBA 22 Holi Celebration



**MBA 23 Industry visit to HPCL
Vishakhapatnam**



MBA 23 Nostalgia



MBA 24 Swachh Bharat Mission



MBA 24 Football Tournament



MBA 24 Sanchalan



MBA 24 Christmas Eve



MBA 25 Industry 4.0 Summit



MBA 25 Bazarre 2022



**MBA 26 Independence Day
celebration**



MBA 26 Snehodiya ISR event

*To the days of "The Iron Lady of AMMK –
Mrs. S. Makar*

I met (Makar) ma'am when I came to this college in 2019. She is more like a mother to me. I still remember the times when we had to go for the attendance, sharp at 10:00 pm. Even when the attendance had been done, we would still sit with ma'am and talk to her for hours.

Especially for me, who was experiencing the hostel-life for the first time in my life, warden ma'am was more like a parent to us.

Once, we students decided to cook 'chicken masala' in the college hostel and had bought one kilogram of chicken and masala as well. But when ma'am came to know of it, she had denied us permission to cook in the college kitchen. We tried to convince ma'am on this, but she told us that we could use her kitchen and cook in her room. After we cooked, we ate with ma'am. Altogether, it was a very special moment and feeling. She was the sweetest person there in our hostel life.

**- Elizabeth Ann Paul
(MBA-20)**





Bona Fides

"Just past down the cellular jail...The sun stands with its heavy red head...In a black stanchion of banyan trees...A long day in green pastures where I too spent my days grazing...Hosting and feasting on every green moment. But as it's eleven and the darkness calls...Calls to one and others reply... With whistles by one and others on the learning...I walk away into the Panchudi's night, swinging the little tin bell of my name..."

"They say its never safe to long for something until you're absolutely certain there's no chance of its coming back. But I'm sure the NIMC times would always reverie us back to the lovely place. NIMC was our grammar lesson. We found the present tense and the past perfect."

"People who saw the things happening, people who looked into how they happened, and people who made them happen, were all from NIMC"

- *Wg Cdr Siddharth Kharbanda*
(MBA-5)

Congratulations to my Alma Mater on achieving such a grand milestone. The occasion of AIMK's Silver Jubilee celebration is one filled with tremendous joy and pride! I was a student of this college from 2002 to 2004 (Batch - MBA 4), while it was still known as National Institute of Management Calcutta (NIMC). The transformation of NIMC to AIMK is laudable, in every way. As one of the leading management schools in India, AIMK is truly the first of its kind. The work done by our college in the field of management education, and the many accolades it has won over the years, is praiseworthy. My dream for our college is that one day, this sacred shrine of learning will compete itself with the best B-schools across the globe.

Heartly congratulations and best wishes to Director Sir, core faculty, visiting faculty, office bearers, non-teaching staff, students, and alumni of the college on this happy occasion. May AIMK achieve continued success and glory in the years to come.

Wishing the Silver Jubilee celebrations grand success.

- *Nisha Chandran*
(MBA-4)

Congratulations to the AIMK family for completing 25 years successfully. AIMK – an institution that not only imparts world-class education, but also strengthens the core values of an individual. I am grateful to my Professors - Malini Majumdar, Robin Sengupta, Parveen Alam, Kaushik Guhathakurta, Moushumi Bhattacharya, Saibal Sir, to name a few, whose deep subject knowledge has helped me implement the theoretical concepts to advance my career. The interaction with Alumni gave me a realistic idea about the industry challenges faced in different roles. The camaraderie during the course has ended up in strong bonds of friendship with few members of the batch. We are still in touch, even after the course ended in 2011. Along with academics, the exposure to co-curricular activities, sports, Nostalgia resulted in an all-round development. I feel proud to be an AIMKian.

- *Devika Das*
(MBA-13)

Harmony Divine

I carry only my flute,
As I enter the solitude of the natural jungle
Leaving behind the cacophony of the concrete jungle

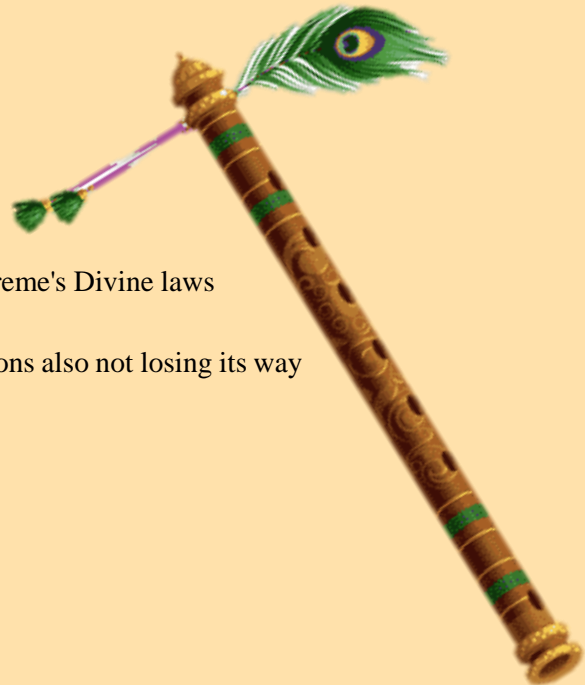
Beneath the limitless blue sky
Below the scintillating sunshine
Under the shade of the tree
I sit sublime

The sun sets and stars lit up the sky
Amazed I look at the night sky
All the mighty planets and stars following the Supreme's Divine laws
Moving for thousand years in total harmony
Realize that the humble bosons, electrons and protons also not losing its way
Creating total symphony

Now it's time to go back to the city
to rejoin the race
without a finishing line

So want to pray to the Supreme
For higher designation and remuneration

But the only prayer that comes out to the Supreme
Please come and hold my hand
Play the flute
Let me realize Harmony Divine



*- Dr. J. N. Mukhopadhyay
Professor of Finance
AIM*



AIMK Silver Jubilee



An institute that stands strong and tall,
A beacon of hope for many aspirants,
Army Institute of Management Kolkata,
Completes twenty-five years today.

Through the years it has grown and prospered,
Nurturing talent and molding leaders,
For the country and the world to see.

We salute the institute on this special day,
And wish it many more years of success,
May it continue to produce great minds,
And make a difference in the world.

*- By Anwesha Pal
(MBA-26)*

A New Chapter

My life took a turn, out of the blue ;
Suddenly for me, everything was new.
New home, new friends, a new routine,
These were something I had never seen.

The struggle feels like a curse, but I'm sure
The results will be a boon ;
Waiting to turn into a butterfly
When I break out of my cocoon.

Now, that I'm part of the AIMK family,
I'm glad to be here for its silver jubilee.
But, how can I explain my feelings in a few lines well?
How can I write twenty five years of
legacy in a nutshell?!

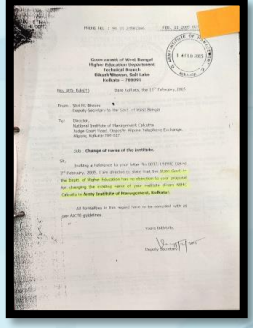
**- By Aditi Roy
(MBA-26)**





Institute gets affiliated to WBUT

2002



Institute gets rechristened as Army Institute of Management (AIM)

2003



Institute gets approved to take admission through CAT

2001

First nostalgia takes place

2005



Calcutta Institute of Management Studies (CIMS) gets established



3 years MCA Programme gets launched

1999

Institute gets approved by AICTE as a B-School

1998

1997



Celebrating 25 glorious years of academic excellence



AIM receives Certificate of Excellence, gets A+++ ranking



AIM gets declared the recipient of the World Education Congress Global Award

AIMK receives the "Eastern India Leadership Awards" by Times Ascent

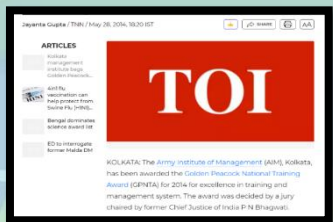


AIM gets selected for Business School Affair & Dewang Mehta National Education Award



AIM campus shifts from Alipore to Rajarhat

Batch size increased to 120



AIM gets awarded Golden Peacock National Training Award

Manageromatrix



Organized By : GK Software Group
Held on 15th July, 2022
Ranked : 5th Worldwide

Fourth place went to Team Universidade Federal de Alfnas in Brazil. The Army Institute of Management Kolkata in India came in fifth. The student team from the Chinese University of Hong Kong was delighted with 6th place, and the participants from Perm National Research Polytechnic University in Russia came 7th. The second German team in this years top ten comes from the University of Mannheim with place number 8. The two participating teams from Grand View University in the USA won 9th and 10th place.

Participants



Sai Anand
MBA-25



Bhupendra Singh
MBA-25

Drawing Competition held on 11th September, 2022



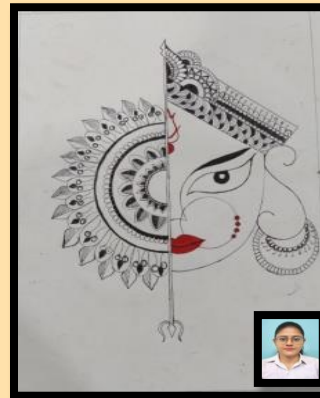
Princi
MBA 26



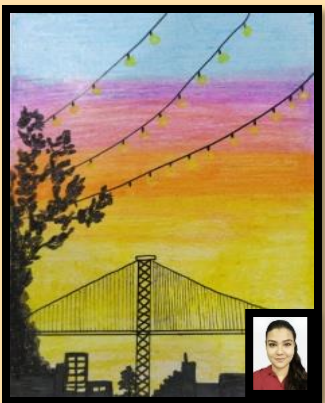
Ananya Singh
MBA 26



Trina Sanyal
MBA 26



Mounisha Mishra
MBA 25



Shivani Thakur
MBA 26

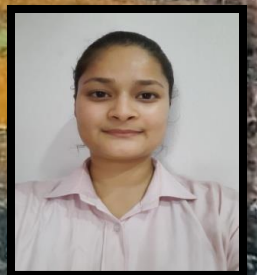
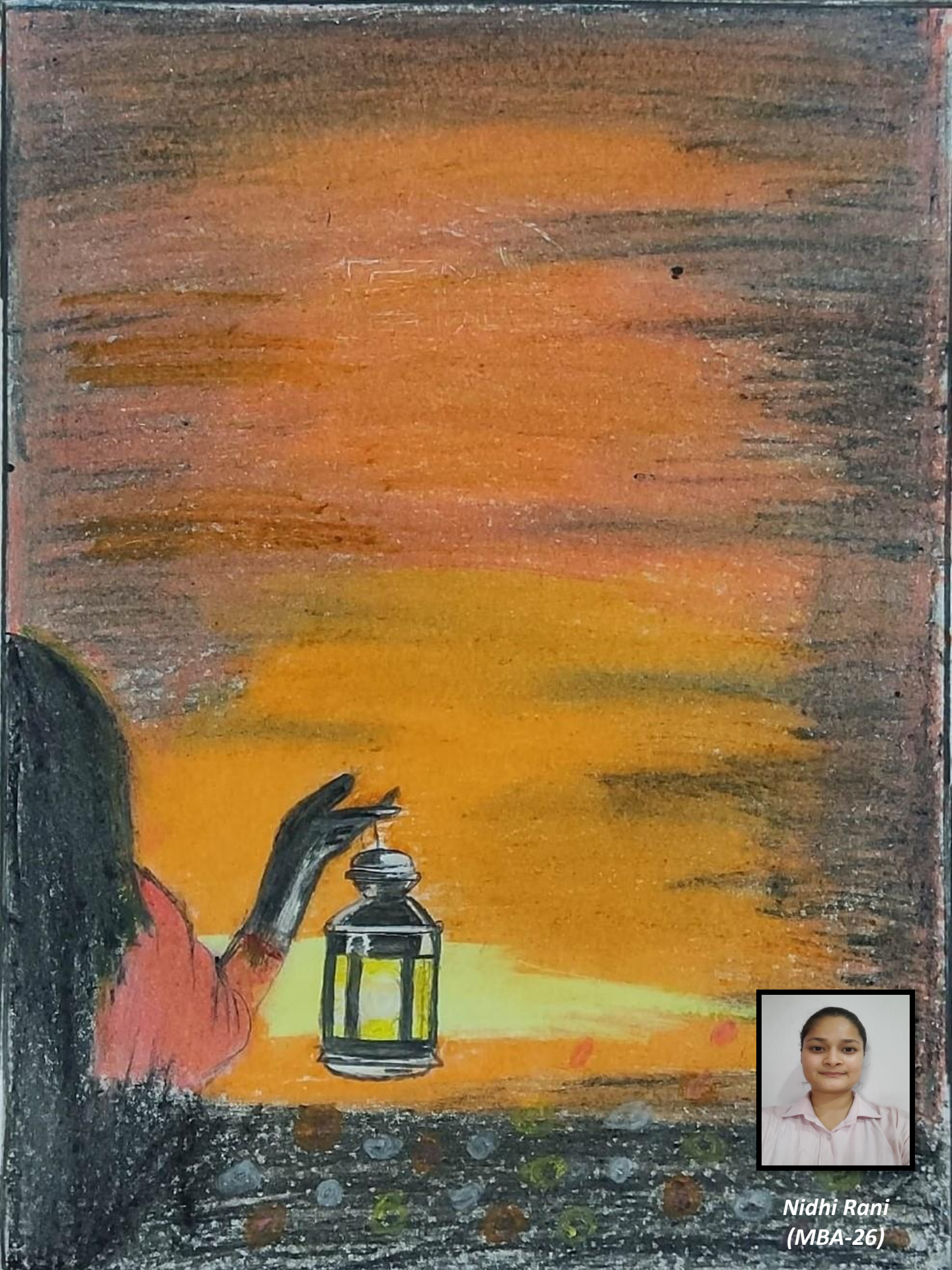


Akhila S S
MBA 26

Together we'll cross the horizon,
perpetrating the art of Management,
standing firm on our four pillars of virtue —
discipline, dedication, perseverance and
esprit de corps!

Au Revoir

— Manideepa Dey



Nidhi Rani
(MBA-26)



ARMY INSTITUTE OF MANAGEMENT, KOLKATA

विद्याधनं सर्वधनप्रधानम्

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