



## E-NEWSLETTER



**Issue Date**  
13th September, 2018

**Vol. 2, Issue 1**

# Army Institute of Management

## IN THIS ISSUE

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.



### Asha School Event

An Event Organized To Give Sweet Memories To The Specially Gifted Children And Shared Some Happy Moments With Them.



### Swachata Abhiyan

An Awareness Campaign Of Cleanliness Was Held Among The Common People To Inculcate The Necessities Of A Clean Environment.



# GENERAL INFORMATION



## 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

### **Preeta 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





# OUT CAMPUS SESSIONS



## DATA SCIENCE SUMMIT

The 6th Data Science Summit which was organized by the Data Science Foundation took place on 10th August 2018, at Biswa Bangla Convention Centre, New Town, Kolkata. The Summit provided an unique insight into the creation of a data-driven culture in organizations and the benefits of using data and analytics to drive the decision making processes. It started with a speech by the president of Data Science Foundation, Mr. Gautama Banerjee, who explained that DSF is a non-profit platform that sets up an overarching vision in the world of analytics. Students from the Army Institute of Management, Kolkata accompanied by their faculty members and Director attended this summit. They had a discussion about the importance of Data Science and how the demand for it would increase in the coming years.



## CAMPUS CONNECT BY NPCI

On Friday, 31st August 2018, the Army Institute of Management, Kolkata participated in a seminar conducted by the National Payment Corporation of India (NPCI), which was hosted at the International Management Institute, Kolkata. The seminar had participation from different reputed business schools of Kolkata. The event conducted by the National Payment Corporation of India (NPCI) was an awareness programme which highlighted the services provided by the company in banking and payments. The company is a not-for-profit organization owned by a consortium of major banks and is promoted by the country's central bank, the Reserve Bank of India. It provides services like the Unified Payments Interface (UPI), National Financial Switch (NFS), RuPay, Bharat Interface for Money (BHIM), etc. The interactive session conducted by the company ended with a Q&A session in which the students of the Army Institute of Management, Kolkata fared with flying colours.





# IN AND OUT CAMPUS EVENTS



## AWANISH DEV MEMORIAL LECTURE

On 1st September 2018, Maruti Suzuki, along with XISS conducted the 6th Awanish Dev Memorial Lecture at JW Marriott, Kolkata - it was a collaborative event of Maruti Suzuki, NHRDN, and XISS, Ranchi. The theme was “Realigning ER Strategy for Sustained Manufacturing Excellence”. Opening remarks were given by the Director of XISS, Fr. Alex Ekka. Students from Army Institute of Management, Kolkata attended the event where speeches were given by HR Heads, Executive Directors, CFOs, etc., who shared the latest news and shone light on the current issues like future challenges in the engineering & manufacturing industry which would revolve around the need for increased flexibility, dealing with the digital era, AI automation, mass customization, better quality and improved productivity following aspiration towards Sustainable Manufacturing Excellence.



## TEACHERS DAY CELEBRATION

Teaching is the one profession that creates all other professions and a teacher is a person who inspires hope, ignites the imagination and instills the love of learning through his or her teachings. On 05th September 2018, Army Institute of Management, Kolkata celebrated Teacher's Day. The event was organized by the students in the main hall of the college, which was beautifully decorated by them. They had put up various shows and performances. The event started with a group song, followed by a skit, dance, solo song and still dance. The solo song was completely dedicated to the teachers and it stole their hearts. Then the dance was just like a cherry on the cake for the entire event. The event ended by a speech by the Director - Maj Gen Deepak Dhanda (Retd.) - where he addressed the students by thanking them for all the performances and emphasized that for any teacher being with their students and giving best learning is their biggest happiness.





## TOPIC: DISRUPTIVE HR

On 24th August 2018, the Army Institute of Management, Kolkata organized Session on “Disruptive HR” by Mr. Debargha Deb, Ms. Sushmita Choudhary, Mr. Abhirup Banerjee, and Mr. Saswat Kumar. While interacting with the students they had circulated their views on the ongoing trend of Disruptive HR in the corporate world. The trend focuses on the techniques of converting the tiring task into a simpler one. Later they floated the viewpoints of HR before inducting fresher’s by keeping disruption revolution concept into their mind. On note of concluding their discussion they made students aware of the realistic fact that People management can’t be automated. So in order to stand out in this competitive world developing people managing skill is must with which we can exist in the corporate world. The session sighted a clear picture of the corporate world after disruption came into the picture and allows the students to prepare themselves as per that situation.

## TOPIC: HR ANALYTICS

Army Institute of Management, Kolkata organized a session on “HR Analytics” on 24th August 2018, by Dhrubajyoti Majumdar and Himadari Das. The part of the HR profile which deals with Data, Graphs, Statistics and Value of measuring Human Capital is coined as HR Analytics. Guest Speakers quoted the need of Data Analytics for an HR as it helps them to relate research data with real-world events and to find answers to a particular problem based on research pattern. They informed the students about the preference they might get in the corporate world by having knowledge of HR Analytics and the ability to build an edge over others as they can suggest their organization with better manpower budgeting, cutting on training costs, shortening the recruitment cycle and suggestions related to many more daily activities. They highlighted HR Analytics as a field which can help students add value to their resumes. Students received detailed knowledge about this field and a proper guided path to work on it.





# IN CAMPUS EVENTS



## MARTYRDOM DAY OBSERVATION

On 20th August 2018, Army Institute of Management, Kolkata, observed the Martyrdom Day of Shaheed Lieutenant Navdeep Singh Bains. Lieutenant Navdeep Singh Bains was a Ghatak Platoon Commander of 15 Maratha Light Infantry regiment in the Indian Army. He was an alumnus of Army Institute of Management, Kolkata, MBA 11. Owing to his bravery, on 20th August 2011, he successfully led an operation to mitigate the threat posed by 17 well trained and lethal terrorists who infiltrated the state of Jammu and Kashmir. He was conferred the highest peacetime gallantry award of India Ashoka Chakra by the then President of India, Pratibha Rao Patil, on the 63rd Republic Day. In his memory, the Institute organized a gathering of its own pool of students, respected faculty, Administrative Officer, and Director, Maj Gen Deepak Dhanda, SM (Retd.). A minute of silence was then observed to honor the sacrifice Lieutenant Navdeep Singh Bains made for the nation, following this, candles were lit in remembrance by the Director, Administrative Officer, faculty and lastly by the students.



## DEBATE COMPETITION SEMIS ROUND

Army Institute of Management, Kolkata organized the semi-final debate round on 25th August 2018. It was an intra-college event which took place within 4 teams of section A and 6 teams of section B. Each team consisted of 2 students, one spoke “For” and the other spoke “Against” the motion. The event was judged by the institute’s esteemed faculty members, Dr. Ravi Chatterjee and Dr. Shweta Rani for section A and Dr. Debaleena Chatterjee, Mrs. Preeta Sinha and Mr. Surajit Malakar for section B. The competition was very informative and interactive. Some of the topics of the debates were - “social media more of a harm”, “money motivates more than any other factor in a workplace”, “examination is the biggest learning process”, and “credit cards are more harmful than life-saving”. The debate ended with the selection of 5 participants from Section A and 7 participants from Section B.





## GUEST LECTURE ON BANKING

On 23rd July 2018, Army Institute of Management, Kolkata invited Mr. Harsh Poddar and Mr. S.K. Chakrabarti for a lecture on the different types of banking systems and the risks involved in the same. Mr. Harsh Poddar, Director of ATO INDIA LTD, one of India's leading logistics and transportation companies, Managing Director of Aris Capital, and Director of PFH OIL & GAS (which operates oil and gas fields in India). He started his lecture with numerous precedents, he explained many things in detail, for example, mutual funds, its regulator, et cetera. Mr. S.K. Chakrabarti is an independent Director of the boards of the following - Bandhan Bank Ltd, Merino Industries Ltd, and Merino Panel products Ltd. He explained to the students of the institute the structure and workings of the public and private sector banks, corporate banking & investment banking. The event showcased the inquisitiveness of the students and also educated them on the various aspects of the banking system, its functioning, and the various challenges faced in the banking sector nowadays.



## GUEST LECTURE ON SAP

On 28th August 2018, Army Institute of Management, Kolkata organized a seminar on 'An overview on SAP' by Shailendra Tiwari (AIMK, MBA-14) on SAP (Systems, Applications, Products in data processing). While interacting with the students he focused on the importance of SAP, shared some very interesting facts like the current valuation of SAP (\$16 trillion, 86% of the global fortune companies are SAP customer), et cetera. He also mentioned that 98% of the top 100 most valued brands are SAP customers, top 18 out of 20 refineries are using SAP, and that the security of SAP is very dependable as it's highly encrypted and leak-proof protected by N.D.As (Nondisclosure Agreement). In the end, he also talked about stress management and had a very informative question-answer session with the students of the institute. This session provided a clear idea of the importance of SAP.







# INDEPENDENCE DAY CELEBRATION



“Long years ago, we made a tryst with destiny, and now the time comes when we shall redeem our pledge, not wholly or in full measure, but very substantially. At the stroke of the midnight hour, when the world sleeps, India will awake to life and freedom.” - these were the words spoken by the first Prime Minister of India, Pandit Jawaharlal Nehru from the pulpit of the Red Fort on 15<sup>th</sup> August 1947.

On 15<sup>th</sup> August 2018, the 72<sup>nd</sup> Independence Day of India was celebrated by the Army Institute of Management, Kolkata. The celebration started with the hoisting of the Indian national flag by the Director, Maj Gen Deepak Dhanda SM (Retd.) followed by the national anthem. The celebration involved a cultural event which included a small skit, a dance performance, and patriotic songs. The cultural event was truly devoted in remembrance of the freedom fighters and the hardships they had to face to make India free from the British rule.

The celebration was concluded by a speech by the Director, which was followed by a sweet distribution ceremony.







# ASHA SCHOOL EVENT



'ASHA', a centre for differently abled children came into existence on 01st July 1991 with the aim to provide an environment which offered a combined curriculum of education and therapy, counselling, and rehabilitation. Since the time of its inception up till now, the school has proceeded step by step to establish its aims and achieve its goals.

On 29th August 2018, Army Institute of Management, Kolkata organized an event to motivate and appreciate the work done by them. The volunteers escorted the children and their teachers to the event hall where the program was scheduled. Great performances including a skit, dances, and songs followed. The Asha school students also participated in different activities making the program a grand success. The director of the institute gave a wonderful speech on motivation and gifts were distributed to the students of Asha school.







# FRESHERS WELCOME OF MBA-22



On 01st September 2018, the new batch of students, MBA-22, got their fresher's welcome. The day was filled with fun and frolic through and through, it started with the welcoming party which was, to the wonder of the new students, a theme party; the theme that the seniors decided upon was Halloween - Halloween came early this year. In the welcoming party, the infamous titles were bestowed upon the chosen ones - Renu Devi (Ms. Fresher's), Jitender Singh (Mr. Fresher's), Puja Kumari (Ms. Personality), Adhiraj Mishra (Mr. Personality), Prachi Srivastava (Ms. Dudette), Paramjeet Kour (Best Costume) & Deepak Kumar (Mr. Moustache). Even after sunset, the party continued, the students did justice to the music and the dance floor. Afterward, a sumptuous dinner followed and then it marked the end of the day with an excited uproar from the new batch.



Duisque risus et odio consectetur tincidunt. Aenean in urna neque. Suspendisse sodales tincidunt adipiscing. Quisque quis porttitor. Etiam in mauris a nulla adipiscing placerat. Praesent urna lectus, blandit vitae tempus. Et, commodo sit amet est.





# SWACHATA ABHIYAN



On 7th September 2018, Army Institute of Management, Kolkata organized Swachata Abhiyan nearby the college premise. The ISR (Institute Social Responsibility) committee took the initiative to spread awareness regarding cleanliness and hygiene among people, for that they conducted a campaign for around two hours. Students performed a street play to spread the message “How to dispose of daily household waste and consequences of improper disposal of hazardous waste”. The street play was followed by an interactive talk with the cleaning team; the institute thanked them for carrying out their duties sincerely. Talk comprises of what precautions they should take while carrying out their duties to keep themselves safe and what are the methods to be brought in use for different types of waste disposal, i.e., dry waste and liquid waste. For their ease, the entire interaction was carried out in both the languages (Hindi & Bengali). The Campaign was a great success and the initiative that was taken by the institute resulted in a clean premise of the nearby Housing Complex and adequate awareness among people.



## ARMY INSTITUTE OF MANAGEMENT

### CONTACT US

Army Institute of Management  
Judges Court Road, Alipore,  
Opposite Alipore Telephone Exchange,,  
Kolkata – 700 027 Email: [aim\\_kol@rediffmail.com](mailto:aim_kol@rediffmail.com)



### E-News Letter Team

Prof. Anindya Saha (Head E-Magazine)

Himadri Sasmal, Rohit Roy, Deepika Thapa, Rahul Yadav, Riya Banerjee, Srijin Vinto, Nagen Behara, Abhishek Tripathi  
Sourav Adhya, Subham Singh, Reena Aggarwal, Payal Singh, Vikas Choudhary, Ishita Banerjee