



## E-NEWSLETTER



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# 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.



## Yoga Day Celebration

As Fast Moving World And Comprising Ourselves With It, People Forget To Take Care Of Their Precious Temple. In Order To Remind, The World Celebrate The Day. Proud Moment Is That, It Is Originated From India.



# 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.

***Dr. Prof. Malini Majumdar***  
***Offg. Director***

## Faculty Members

**Malini Majumdar**

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

**Offg. Director****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

**Abhishek Bhattacharjee**

MBA (WBUT)  
Area : Gen Management

**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

NameDesignation / Department

<b>Col S Chakraborty (Retd)</b>	Registrar & Head of Administration
<b>Mr. Sayan Palit</b>	Asst Librarian
<b>Mr. Subhrajyoti Das</b>	Library Assistant
<b>Mr. Rajeev Karmakar</b>	Academic
<b>Mr. Goutam Saha</b>	Admission
<b>Mr. B.K. Sardar</b>	Bengal Area
<b>Mr. Tarak Sarkar</b>	PA to Director
<b>Puja Singh Ghosh</b>	Placement Officer
<b>Mr. D Chakraborty</b>	Administration
<b>Mr. Arun Kr. Roy</b>	Placement
<b>Mr. Biplab Kumar Ghosh</b>	Accounts
<b>Mr. Paranab Kumar Ghosh</b>	Accounts
<b>Mr. Kajal Kumar Das</b>	Estate Supervisor
<b>Ms. Anjali Sidhu</b>	Girls Warden
<b>Mr. A K Mondal</b>	Boys Warden
<b>Mr. Sanjoy Bose</b>	Computer Lab Asst
<b>Mr. Arijit Sanyal</b>	Computer Lab Asst



# IN CAMPUS EVENT



## YOGA DAY CELEBRATION

Army Institute of management, Kolkata celebrated 'Yoga Day' in its college campus on 18 June 2019. Under the visionary leadership of India's Hon. Prime Minister Shri Narendra Modi, 21 June has been declared as INTERNATIONAL YOGA DAY. Today, Yoga has not been limited and restricted to any community, religion, area, nation, society or any individual economy, but today the entire world has accepted and started practicing yoga.

International Yoga Day was celebrated by the students and professors at the college with great enthusiasm. Mrs. Asmita Basu, Assistant Professor (Finance) of the college, demonstrated various asanas and the students followed the asanas simultaneously along with Omkar chanting. Warm up exercises were also done and all the students performed sitting and standing asanas. The importance of every asana and exercise was also explained simultaneously. Various types of yoga were taught to the students like Yogasan, Tadasan, Savasan, Kapalbhati and many more. The celebration concluded with a synchronized recitation of shlokas. In the end, the students were encouraged to practice yoga regularly to remain fit and improve concentration. Regular practice of yoga will help achieve a better life, physically, mentally and spiritually as well.

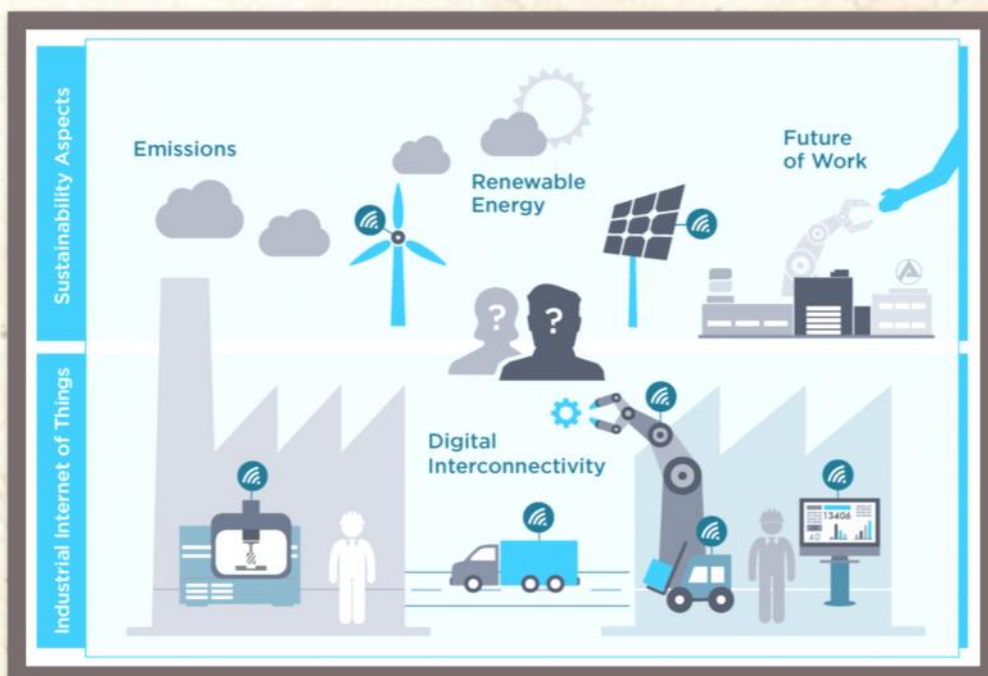


## EMERGENCE OF SUSTAINABLE INDUSTRY

In today's market, everyone is moving towards sustainability. This is the new feature which attracts shoppers to buy. Everyone is showing concern for the environment and it is our responsibility to save our planet, Earth. The best possible way is to be plastic conscious. It means to understand that you are using plastic which is harmful to our planet as it is non-renewable and is very difficult to re-use. So, you consciously choose substitutes, for example, jute bags, cloth bags or getting polybags personally, i.e., the old ones that are kept at home and refuse to take new ones from the shop.

According to the National Oceanic and Atmospheric Administration (NOAA)'s Marine Debris Program, the quantity and range of plastic waste found in the marine environment have expanded with the increasing use of plastics in our society. Daily items like plastic bags, polystyrene foam glasses and plates, plastic balloons (these fall under domestic plastic), industrial plastic and common items used in fishing (nets, buoys and traps) often enter oceans and other marine environment because of various reasons – be it improper management of waste or illegal dumping into water bodies. Once it enters the ocean, plastic can take almost 500 years to biodegrade. This awareness has led to the development of a sustainable industry which deals with eco-friendly products, for example, Bio-Lutions, they offer sustainable packaging and disposable tableware solutions made of agricultural residues, Green Mart, they market pollution free products, which are compostable and biodegradable, etc.

In the end, it is safe to say that there are people who are trying to save Earth, but the question is are you one of them? Are you conscious of the plastic waste you are generating? Are you choosing to use its replacements?



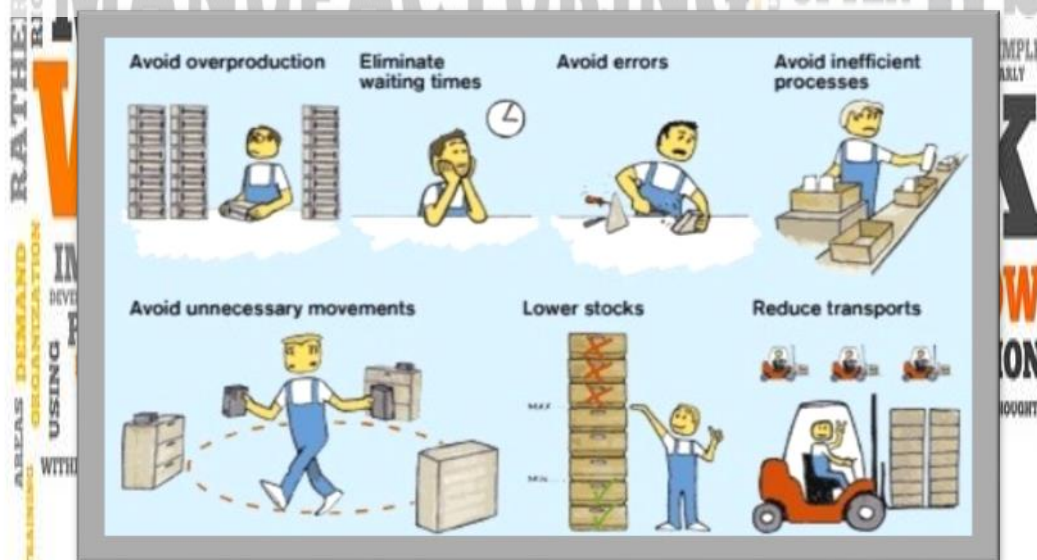
## LEAN PRODUCTION

In today's world, the knowledge of how to make something is not adequate rather how to make it efficiently and cost-effectively is what matters and what entrepreneurs are looking for. The production scenario today asks either to innovate or improve, and not just do, it is imperative for success.

Talking about production or simply manufacturing, managers all around the globe struggle in only one aspect, i.e., to devise the effective way of doing it. Of course, bigger companies employ more labour and invest more in capital assets, but is it the way to go?

In a 1990 publication of 'The Machine That Changed the World', a five year long, \$5 million MIT study, the ways of the Toyota Production System was researched; this was the inception of the concept of lean production, the integrated sociotechnical approach based on the Toyota Production System, still used by that company, as well as myriad others, including Caterpillar Inc. and Nike.

Lean manufacturing or lean production is a systematic method for the minimization of waste within a manufacturing system without sacrificing productivity, which can cause problems. Lean also takes into account waste created through overburden and unevenness in workloads. Working from the perspective of the client who consumes a product or service, "value" is any action or process that a customer would be willing to pay for. Lean manufacturing attempts to make obvious what adds value, through reducing everything else (because it is not adding value). Toyota Production System (TPS) is renowned for its focus on reduction of the original Toyota seven wastes to improve overall customer value, but there are varying perspectives on how this is best achieved. The steady growth of Toyota, from a small company to the world's largest automaker, has focused attention on how it has achieved this success.





# Reminiscence...



Wish the life pedals back to the warm lap of my mother,  
To the age of my childhood where I had nothing to bother,  
Hoping the touch of her soft palm on my forehead,  
Be a panacea for the grief of my soul when I am dead.

I wish the days go back!!!

Now when the life is full of bars,  
I still wonder about the night which had the dreams of moon & stars.

Those days were joyous with child fantasy I play  
And now the doom of the death approaches with each passing day.

I wish the days go back!!!

When I have stepped into the hypo critic life of adulthood;  
I mock at my childhood curiosity to peep into adult's mood.  
The memories of my school life showers its fragrance & essence.  
Beeping in my heart & mind, the sweet friendship's crust  
Satirising on adult's life where a child is innocence makes

No sense

And the complication in relations to trust

I earnestly wish the days go back!!!

When my life started floating in my mother's womb  
And now when my soul wants rest under the death tomb  
I am ready to dream again of the stars falling on me  
No matter then the stars were the partners of my night's sleep,  
And now I am going to shine as one to be dreamt by aeons to come

But Alas!!! The days won't Go Back....

**NAGEN BEHERA**

## CONTACT US

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