Army Institute of Management

IN THIS ISSUE

"Out With The Old, In With The New: May You Be Happy The Whole Year Through.

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.

Alumni Meet

To Cherish Their Moments In Their Days, MBA-01 Batch Visited The Campus After 21

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 AK Sapra, VSM (Retd)

Faculty Members

Maj Gen AK Sapra, VSM (Retd)
M.Phil (DAVV),M.Tech Civil (IIT Kanpur), M.Sc (Univ of Madras), M.Sc. (National University, Dhaka, Bangladesh)
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

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

| 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 Chakrabarty	Administration
Mr. Arun Kr. Roy	Placement
Mr. Biplab Kumar Ghosh	Accounts
Mr. Paranab Kumar Ghosh	Accounts
Mr. Kajal Kumar Das	Estate Supervisor
Mrs. Shamima Akhtari	Girls Warden
Mr. A K Mondal	Boys Warden
Mr. Sanjoy Bose	Computer Lab Asst
Mr. Arijit Sanyal	Computer Lab Asst

Christmas Day Celebration

Christmas which refers to the "feast day of Christ" is celebrated all over the world on 25th December. It is one of the most essential days of the year for Christians, along with Easter when the death and rebirth of Jesus are celebrated. The traditions differ from country to country, but they almost every time comprise a feast, providing gifts or cards, and enjoying church or public festivities such as singing Christmas carols and songs. In addition to this, Santa Claus is a ritual in many countries of the world.

The modern era of Christmas chiefly emphasis on the giving of gifts. The period for retail supplies to sell gifts, foods, greeting cards, Christmas trees, and decorations originate the day about a month beforehand Christmas Day. In addition to these things, Christmas is also a time for people to have parties, sending messages to family and friends, giving presents and

It's true, Christmas can feel like a lot of work, particularly for mothers. But when you look back on all the Christmases in your life, you'll find you've created family traditions and lasting memories. Those memories, good and bad, are really what help to keep a family together over the long haul.
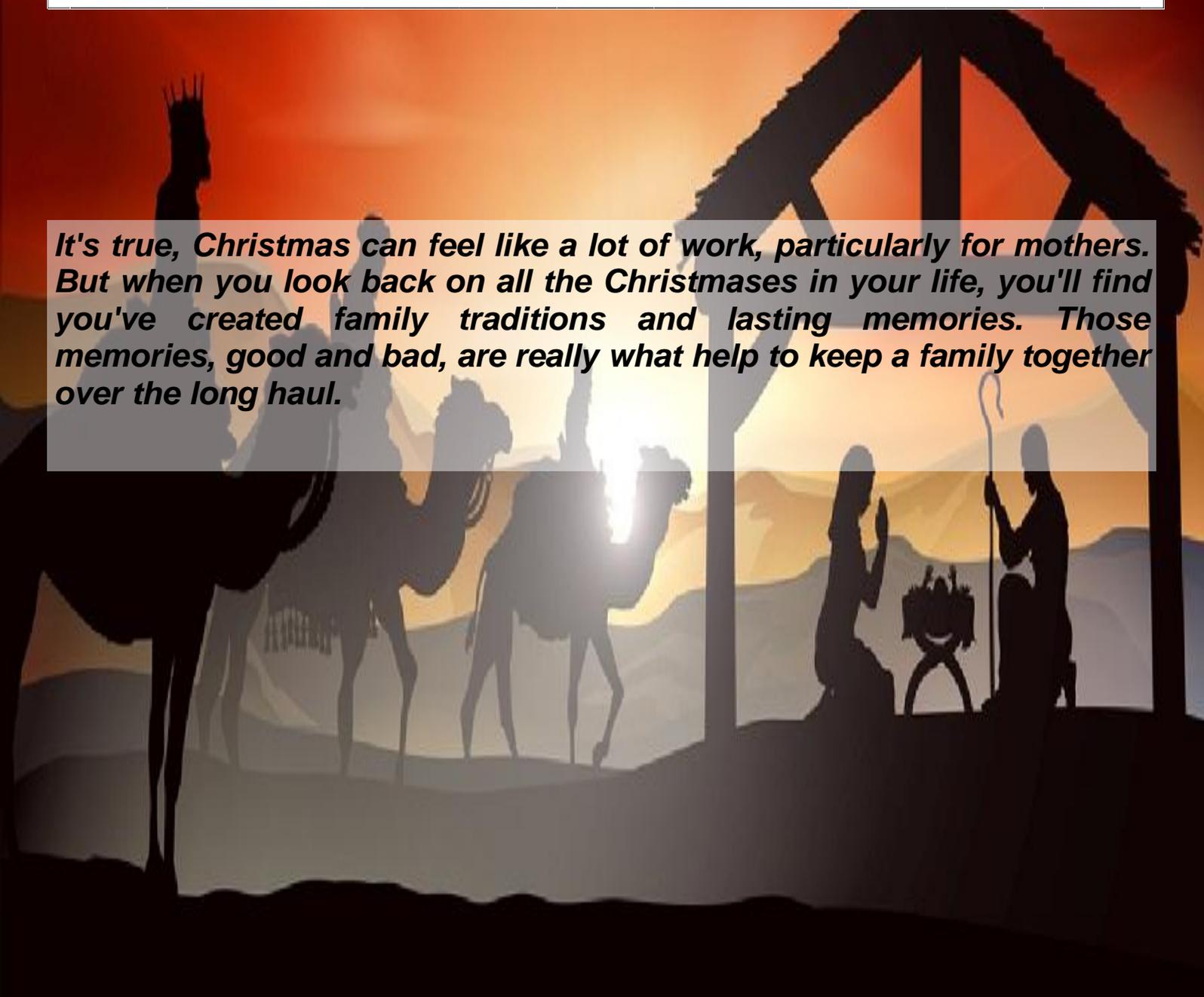
NPS Decoder

How many times have you made a transaction from a nearby grocery store, a retail store, a restaurant or from an e-commerce website and been asked just one simple question?.

"How likely are you to recommend our place to your friend/relatives?"

The same question in different forms that end up meaning the same. And all you need to do is rate them on a scale of ten. A question so trivial and convenient to approach that we barely put much attention towards it and just get it over with. We might wait for a second to actually think about it or don't bother thinking about it at all.

While we might not be paying much attention to this, but the companies are keeping a keen eye on it. The company classifies the customers into three broad segments, as per what score they have given to the question. So, for the company, the customer would be a Promoter, a detractor or passive. The companies closely monitor each and every response and have their own way of averaging out the score. This score is known as the "Net Promoter's Score".

Though it might sound like a competition among firms operating in the same segment, it not. It is purely for the company's own interest. Using the NPR, the company tries to understand how many of its customers can become their brand ambassadors and acquire new customers. Earlier when this used to happen, it was more or less an added benefit, but not today.

With the outburst of data, the companies have started to dig deeper. And they have found out that the cost of acquiring a new customer affects the business is so many ways that it is extremely important to cut it down.

The cost of acquiring a new customer is said to be 5 times as much as to keep an existing one. The costs include search engine optimization, awareness advertisements, lead magnets, internet influencers, customer education, sales staff, etc. Basically, everything that transforms a normal person to a potential customer and finally into a customer. Right from creating brand awareness to convincing to finally making that transaction, everything.

It is also noted that the probability of selling to an existing customer is around 60 - 70 percent, while the new customer is 5-20 percent, therefore building a relationship with the existing customers is probably a way ahead. Hence, the NPS awareness forces the companies to work on customer retention, which in turn gets the customer acquisition down.

Though the legitimacy of the NPS is widely debated, the scoring completely depends on the customer's behavior and mood at that very point in time. But it is still a step closer to perfecting customer retention and improving customer satisfaction. So maybe the next time you are asked

Gone!!

It's because people are so perishable, that's the thing! Because for everyone you meet there is the last moment, there will be the last moment when your hand slips from theirs and everything ripples outwards from that, the last firmness of a hand in yours that every moment after that becomes a little less firm until you look down at your own hand and try to imagine just what it felt like before their hand slipped away. And you cannot, then you cannot quite see them their blurry bits like you're looking through this watery haze and you're fighting to see, you're fighting to hold on but they are perishing right before your eyes they are becoming a little bit more of a ghost.

There is beauty in every step in Kolkata, only if you feel it

One can hear it straight from the horse's mouth, Calcutta (presently Kolkata) is hard to love at first sight but its distinction from the rest of the country can be felt from the very beginning. Beauty in Kolkata, also known as the "City of Joy", is scattered at every step with nearly every sight, sound and smell and in spite of the broken, faded facade, its grandeur is apparent and undeniable.

Watch the Sun going down at Princep ghat.

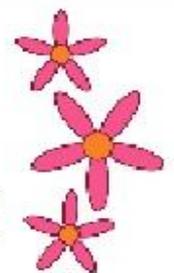Experience the beauty of architecture at Victoria Memorial Palace, and Indian Museum for Antiques.

Explore the city of joy in Tram, the cultural heritage and relish on bengali dishes at authentic Bengali Restaurants.

Howrah Bridge, the pride of Kolkata one must visit to capture a beautiful landscape.

In spite of all this, poverty still remains in an objectionable amount in kolkata and it has often been termed as a poor man's metro. Kolkata is home to a huge population of migrant workers, especially manual laborers' who move into the city for better prospects and the movie featuring Patrick Swayze (also by the name of "City of Joy") portrays their heart-rending tale beautifully.

One of the favorite memories of people of kolkata is the evening walks through the Southern Avenue part of the city. The walk is a part of the evening routine for many. West Bengal is puddled with lakes and rice fields and their fish is king. Fish and rice along with noon siesta, are our daily staple and we, kolkatans would love to have both every day.

INDIAN CULTURE

India has a rich culture and that has become our identity. Be it in religion, art, intellectual achievements, or performing arts, it has made us a colorful, rich, and diverse nation. The Indian Culture and tradition essay is a guideline to the vibrant cultures and traditions followed in India.

Indian Culture and traditions are something which has now become renowned all across the world. We all refer to India and its culture as something very diverse and unique.

India was home to many invasions and thus it only added to the present variety. Today, India stands as a powerful and multi-cultured society as it has absorbed many cultures and moved on. People here have followed various religions, traditions, and customs.

Although people are turning modern today, hold on to the moral values and celebrates the festivals according to customs. So, we are still living and learning epic lessons from Ramayana and Mahabharata. Also, people still throng Gurudwaras, temples, churches, and mosques.

The culture in India is everything from people's living, rituals, values, beliefs, habits, care, knowledge, etc. Also, India is considered as the oldest civilization where people still follows their old habits of care and humanity.

Indian Culture and traditions are something which has now become renowned all across the world. We all refer to India and its culture as something very diverse and unique. Additionally, culture is a way through which we behave with others, how softly we react to different things, our understanding of ethics, values, and beliefs.

People from the old generation pass their beliefs and cultures to the upcoming generation. Thus,

The AIMK Family
Best memories from 2019

Alumni Meet

Alumni were welcomed back to NIMC/AIMK campus for the "Relive" moment on Saturday 21 December 2019.The Alumni Meet took place for the Batch MBA 1 who were celebrating twenty-one years since graduating from the NIMC. We were delighted that this Alumni Meet had the good turnout, with 16 alumnis and ex-professors in attendance. A long conversations was held regarding different company prospects and career opportunities, growth and development of any Business also about their family and responsibilities . The alumni shared their experience as well as interesting moments of campus life. Special thanks to Dr. Sujit Basu, Professor Anindra Halder