



E-NEWSLETTER



Issue Date
13th March, 2020

Vol. 2, Issue 18

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.



Matrabasha Diwas

AIMK took to the stage and showcased the colors and cultural influence on languages of their own state.



Rollicks Industrial Visit

As a part of industrial visit, students got an opportunity to visit Prestige Pvt Ltd – parent company to Rollicks ice-creams.



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 AK Sapra, VSM (Retd)
Director

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

Preeti 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

<u>Name</u>	<u>Designation / Department</u>
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
Mrs. Shamima Akhtari	Girls Warden
Mr. A K Mondal	Boys Warden
Mr. Sanjoy Bose	Computer Lab Asst
Mr. Arijit Sanyal	Computer Lab Asst



OUT CAMPUS EVENT



ROLICKS INDUSTRIAL VISIT

As a part of industrial visit, students got an opportunity to visit Prestige Pvt Ltd – parent company to Rollicks ice-creams. The students were shown the functions of the factory, starting from the freezing room to the packaging rooms, the visit gave the students an interesting first-hand experience of the industrial functioning and helped develop the technical knowledge in a realistic and practical way. There the students understood the practicality of the 7 Ps of marketing with respect to the place – Area of sales, pricing – different pricing in different locations, product – production process, promotions – advertising and other sales strategizing process, people – the stakeholders of business, process – the method of transportation and sales.

Incorporated about 30 years ago, today Rollick ice cream is one of the largest manufacturers of frozen desserts in Eastern India.



With the state of art HACCP certified manufacturing units in Kolkata, Ranchi and Guwahati, Rollick has successfully established itself as a pioneer in the ice cream industry.

With state of art quality control laboratory, pure ingredients and carefully selected flavours are some of their norms and practices to keep the process alive. The endeavour is further strengthened with ISO 22000 automated production units in Kolkata, Guwahati and Ranchi and a network over 250 distributors.





OUT CAMPUS EVENT



MUKHAROCHAK INDUSTRIAL VISIT

Mukharochak is a 70 year's old and one of the most popular, respected and time-tested brands of India, hails from Kolkata, West Bengal, India it has pioneered in savory's snack industry (popularly known as Chanachur industry). It offers varieties of chanachur in different segments along with traditional sweets ranging from Rasgulla to Sonpapri.



The company grew in immense popularity through the decades. Mukharochak's entire unit is spread across 6-7 acres of intensively maintained property with highest hygienic surroundings and standards. It is an ISO 9001:2008 and 22000:2005 certified company with a production capacity of about 10 tons per day. Further the company is planning to expand its distribution across India and beyond.

The students of AIMK (batch- MBA 23), got an opportunity to visit the production unit of the company in Kolkata. The visit provided us with an insight to the Distribution channels, Inventory, production process, promotion strategies, marketing strategies etc. of the company. The interaction with the various departments provided a holistic view of the company which is focused mainly on the nutritional value of the products. The visit was quite insightful.

MOU WITH UNIVERSITY OF DHAKA

AIMK signed its maiden international exchange programme with Faculty of Business Studies (FBS) University of Dhaka on Sunday the 23 rd of February 2020 at Dhaka, Bangladesh.

AIMK was represented by Maj Gen A.K. Sapra (Retd), Director and Dr. Sweta Rani, Asst. Professor. Prof. Shibli Rubayat Ul Islam, Dean and Md. Kamal Uddin, Ph.D., Treasurer, signed the MOU on behalf of FBS, DU.

On the sideline of the event, members were also exchanged with Deputy Vice Chancellor of Blekinge Institute of Technology, Sweden Prof. Andreas Larsson.





IN CAMPUS EVENT



Blood Stem Cell Donation Writeup

DATRI Blood Stem Cell Donors Registry is an organization, helping blood cancer patients find a donor, who can donate blood stem cells and give the dying patient, a second lease to life. It was setup by Mr. Raghu Rajagopal, Co-Founder and Director from BITS, Pilani in the year 2009 in India with 3000 registered donors. DATRI is a registered member of the World Marrow Donor Association (WMDA) and Bone Marrow Donors Registry (BMDW). DATRI is working toward creating a wide diverse database of potential blood stem cell donors that can be accessed by any patient, living anywhere in the world, in need of a blood stem cell transplant. The session was successfully organized for the students and staffs in Army Institute of Management Kolkata. The cheek Swab sample were taken of all students and they were provided the registration number for the future use. Overall the session was very informative and everyone had a learning awareness experience.

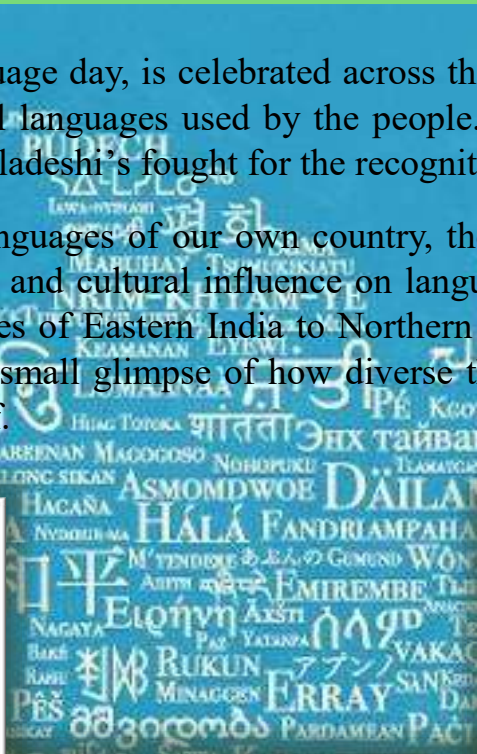


MATRABASHA DIWAS



The International Mother Language day, is celebrated across the globe to promote the initiative of preserving and promoting all languages used by the people. The idea of this initiative took birth in Bangladesh, when Bangladeshi's fought for the recognition of the Bangla language.

To celebrate the diversity of languages of our own country, the students of AIMK took to the stage and showcased the colors and cultural influence on languages of their own state. Performances spreading from the states of Eastern India to Northern India filled up the hearts of the spectators with joy and gave a small glimpse of how diverse this small group of students was and yet so united under one roof.



CONTACT US

Army Institute of Management
Judges Court Road, Alipore,
Opposite Alipore Telephone Exchange,,
Kolkata – 700 027 Email: aim_kol@rediffmail.com



E-News Letter Team

Prof. Anindya Saha (Head E-Magazine)
Spoke Person & Proof Reader : Noreena Singh
Editing & Publisher : Divyansh Mishra
Photography: Ananya Sinha, Pradeep Singh Deol, Vishal Pandey
Content: Kshitij Pal, Noreena Singh,
Suparna Menon , Neetu Kumari, Trishna Pal