



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.

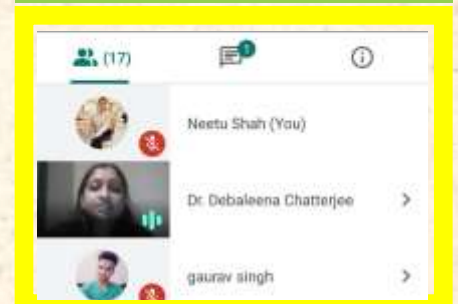
MISSION

- 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.



AO SIR FAREWELL

The farewell ceremony was conducted by the students of AIMK at the college premises. Students organised a small scale event consisting of *Shayris and songs*.



ONLINE CLASSES

Army Institute of Management, Kolkata is conducting regular academic classes through the online mode where the university syllabus is covered



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



IN CAMPUS EVENT



AO SIR FAREWELL

— Trishna Pal

The two hardest things to say in life are **Hello** for the first time and **Bye** for the last time.

As the saying goes, we bid farewell to our beloved Administrative Officer, Col. Susen Chakroborty (Retd.) on 30th April, 2020. The farewell ceremony was conducted by the students of AIMK at the college premises.

The ceremony started with the speech of our president (MBA-22) Mr. Rajesh Kumar Yadav followed by Warden (boys) Nayak Subedar A. K. Mondal, expressing their gratitude and thanks to Sir on behalf of all of us. They also shared some good memories that we all have heard about him.

Students organised a small scale event consisting of Shayris and songs to mark the day memorable, followed by speech of our Director, Major General A. K. Sapra (Retd.)

The ceremony came to end, with AO Sir sharing his experience while working in the college and giving us advice for life.





WRITER'S COLUMN



Impact of Covid-19 pandemic on Education sector

—Neetu Shah

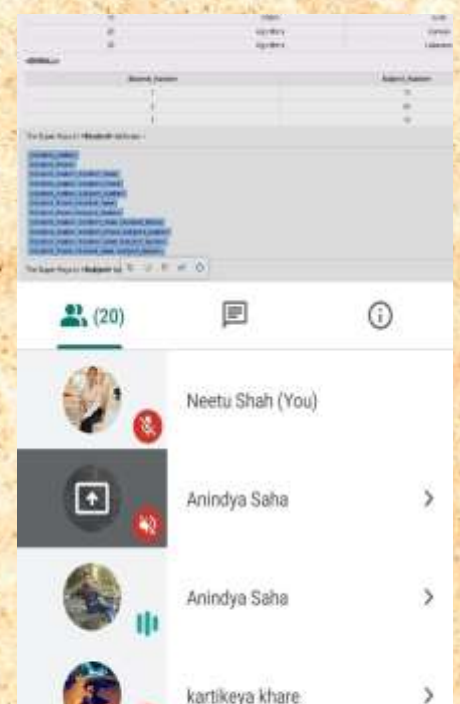
Almost every appearance of ordinary life has been affected by the pandemic Coronavirus, leading to the lockdown of industries, banks, businesses and educational institutes including schools, colleges, coaching centres and Universities.

In the rise of this emergency state, educational institutes all over the globe the educational institutions have shifted their teaching-learning process to the online mode.

Army Institute of Management, Kolkata too is conducting regular academic classes through the online mode where the university syllabus is covered , discussions are done, study materials are made available and the assignments are given to the students.

Apart from this, additional skill development courses including Entrepreneurship, Excel course and the online quizzes are also conducted by the Institute.

At last, the whole AIMK family is wishing good health to everyone, Advising to take precautions, keep a safe distance and stay at home.





WRITER'S COLUMN



Report on Telecom Sector

— Kshitij Pal

Since the last couple of years, the telecom sector in our country has seen massive ups and down. But unfortunately, all the whole sector has been pulled back and seen a continued slump. An attempt to explore options to revive these companies was made. The most interesting idea was to introduce the idea of handset leasing. A thorough study was done regarding this, and it seems like a viable option.

Below are the reasons why this move is recommended:

The current telecom market's scenario

- The telecom companies around the world are facing the similar problems about the limitations of the ability of 4G network to handle the enormous traffic, without any upgrade in the infrastructure. The shift to 5G will be gradual and is still far sighted.
- An annual contraction of 5% has been projected for the mobile sector of Singapore, mostly driven by the sim-only plans.

Regarding customers

- Give the customers the opportunity to always be with the best and the latest technology by shortening the mandatory replacement cycle of handsets.
- Customers save the huge upfront payment for the latest flagship phones. Even if customers are going for other financing options, they will be paying monthly EMI. Handset leasing could target those customers and give a better deal.

Competition from MVNO's

- The mobile virtual network operator's have introduced lower priced sim – only plans which have gained massive popularity with the customers, which has resulted the incumbents to engage in price wars.
- Therefore, most of them have formed partnerships with the MVNO's to offer similar sim – only options with a high take rate.

Competitors who have introduced this model

- It has been observed that all the major players of the telecom sector are suffering from less profitability and are constantly trying to improve on that. Sprint and T – mobile from USA and StarHub and Singtel from Singapore have adopted the handset leasing model.
- According to the financial report of 2017, right after the launch of the handset leasing program by sprint, the take rate of Sprint's leasing plan reached 43%². In the Q1 2017 earning call, the CEO claimed that the mobile leasing generates the most revenue and profitability for Sprint.

In conclusion, by looking at the above points, leasing handsets can generate more revenues and be profitable. As the transition happens to 5G, the telecom companies should invest in this and try to figure the shortcomings by looking at the competitors and let this be the best deal for customers. The sim only plans of the telecom companies have led to the downfall in profitability and everyone is at a loss. Offering handset leasing plans aims to reduce net loss to as low as 5 % per customer. Therefore, handset leasing could be an absolute game changer.

Sources:

- 1) Singapore Telecom Industry report by DBS Research group
- 2) <https://marketrealist.com/2017/04/why-sprint-is-focusing-on-handset-leasing-to-accelerate-growth/>
- 3) https://investor.t-mobile.com/files/doc_financials/sprint/quarterly/2017/q1/S-US-20170801-1970936-C.pdf



Internet Influence on Kids

— Suparna

The side effects of constant media exposure in children continues to be a growing public health concern. In the past 20 years, Internet usage among children has steadily increased. More than two-thirds of 8-year-old children go online each day.

In the past few years, there has been a rapid increase in internet users. Among these users, there are many users who are children. Internet usage by children has been readily increased. The Internet is useful for children.

However, there are some negative impacts that can directly affect children. If a proper check is not ensured and guidance not given to children, then it can lead to some dangerous situations.



By sitting long hours in front of the screen using the internet affects the health of children. First, it affects their eyesight and increases obesity. Sitting long hours in front of the computer lessened the time of their physical activity, and they hardly give any time to play outside.

Chances are there that the kids can fall into traps because of the internet through their online games for friends. Online games that promote violence attract children's attention easily. Influenced by the game kids try to do these kinds of stuff is not at all good. Trying these violence things can lead to accidents and there can be some severe consequences too.

But, there are some positives too if internet is used under proper guidance. Online games and activities can enhance teamwork and creativity. The Internet's wealth of information can add to the child's store of knowledge, provided that the child has learned to discriminate between good and bad information sources.



WRITER'S COLUMN



AN AFFAIR OF TRANQUILLITY

— Noreena Singh

“In an age of movement, nothing is more critical than stillness.” Pico Iyer

Earth is currently haunted by the novel coronavirus which if we perceive from a positive and hopeful mind to be a transience of life. Our lives have undergone a drastic change, the last change of this magnitude was seen during the world war II where in we knew who the enemy was and the combat was prepared accordingly. But this pandemic if considered as world war III, will go down in history books as a virulent which took more than a lakh lives in mere hundred days.

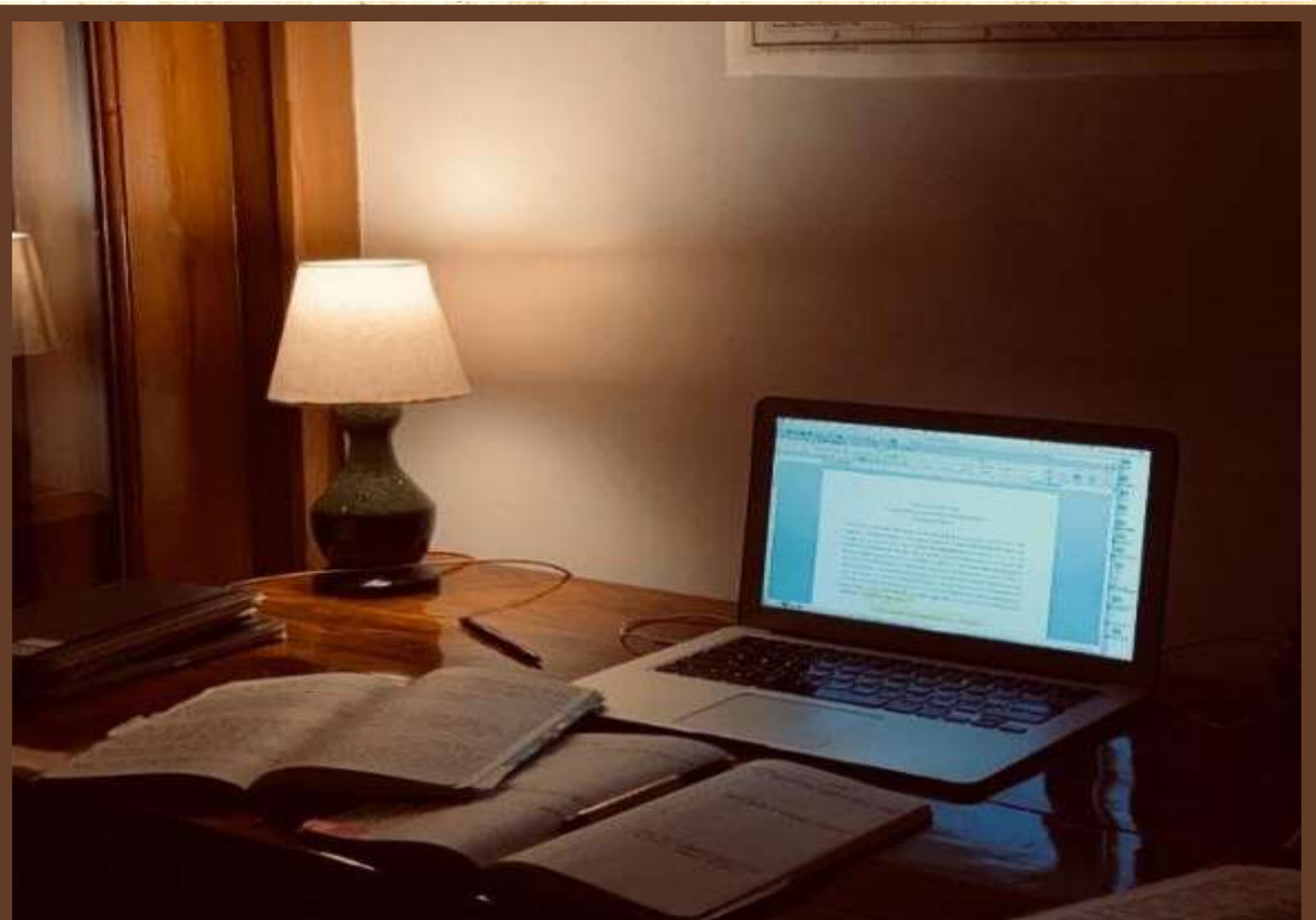
The virus has bought the whole world at a standstill of cessation, yet it has made us human realise the value of contrivance as well as how lightly we took Mother Earth; and small pleasures of life such as to eat at a cafe with friends which now would be a mere thing of past in future. It has made us all halt and ponder of what we had and what will the future look like. What once we thought as requisite can be actually done away with. It has united all 195 countries in the fight against the virus; the concept of borders has faded away. The virus has acted as a great equaliser; it doesn't differentiate on the basis of sex, religion, caste, creed, class or country. The entire human race for the first time in history, are all in the same boat where in all are looking out for each other. The virus if not else, has taught us humans how to be humane.

Due to the Industrial Revolution and before that the race for who conquests and wages more wars and acquires land and wealth made humans run in the rat-race but due to this tiny virus, it has virtually paused everything and has forced the humans to introspect. It has made us accept the concept of stillness and has made us find solace in the arms of our family members.

I am not trying to downplay the seriousness of the current pandemic situation. It would be foolish to live in denial of the current situation, we need to accept the reality and act accordingly. Our lives are disrupted and there are economical losses as well as personal life losses too but if we sit back and dare to think differently on a brighter note, I am just writing a way forward for life that we left behind in past . When was the last time before lockdown we lost the sense of time and oneself? When was the last time we spent time with our loved ones without keeping a track of time? When was the last time you spent the whole day with your parents under one roof? When was the last time we had ample time to clean our cupboards ? When was the last time when you played board games with your family? When was the last time you had an ample of time to draw, sketch, paint, dance, sing or do anything apart from making the ends meet!

Before lockdown we had forgotten the simple pleasures of life, we had forgotten to be still and yet appreciate the calmness within the art of being still. We had forgotten to harness the stillness of heart, the joy of being alive everyday, to be full of gratitude or to practice heartfulness. I, have started to appreciate the rotation of earth (day and night) earlier there was no sense , the chirping of birds, the breeze, infact the still corners of my house!

The phase we are in today, is a blend of everythingness and the nothingness; which is attained during a moment of stillness . So, this affair of tranquility happens when the human mind lets go of the self, ego and frees his mind from expectations; and is there alive in the moment of NOW. Nothing is in our control during this pandemic except from just sitting and practicing social distancing along with basic hygiene and yes, to have an affair with stillness which for humans was the last thing to think about. Thank your blessings and be full of empathy and gratitude for family, friends and health which earlier in the race of conquest we didn't have time for. In this unusual time of pandemic use it as a blessing in disguise to have an affair with tranquility. As Morgan Freeman says, **“Learning how to be still, to really be still and let life happen – that stillness becomes a radiance.”**



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