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.

Paper Presentation Award

Achieving Best Paper Award at PIMR International E-Conference on Surviving in Tough Times: Strategies for Success & Sustainability

Retail Therapy

Retail Therapy is a Process of Shopping for the Purpose of Making Yourself Feel Better.

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

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

REPORT ON PAPER PRESENTATION AWARD

-Neetu Shah

Great achievements are nurtured with the teamwork of many minds, having a common vision working toward a common goal.

Army Institute of Management, Kolkata & fraternity shows gratitude and feel proud on our Institute's professors, **Prof. Sougata Majumder**, **Prof. Archita Chatterjee** and **Prof. Anindya Saha** for their endless effort and achieving best paper award for the paper "**A Contextual Study of Herzberg's Theory-Instrument of Employee Satisfaction in VUCA Environment with Special Reference to IT and ITES Companies in India**" at **PIMR International E-Conference on Surviving in Tough times: Strategies for Success & Sustainability** held on 6th of June 2020.

The paper was judged in the technical session on HRM. The E-Conference involved vast knowledge sharing on different ideas on how to survive in the tough times and work for the improvements and to achieve success.

@ QUARANTINE

-Trishna Pal

They say, "Time and Tide wait for none", but since the beginning of lockdown it has been stagnant, might not be in reality but in our mind as we don't have a count on days and dates any more.

Initially, the lockdown began with mixed emotions of shock, fear, restlessness then it gradually went towards creativity where we were nurturing our lost hobbies or passion and also building new ones.

The creativity phase has made the pandemic a blessing in disguise as the days are now lived with attaining lost hobbies. In this phase, some have learn a few notes of guitar, tried new recipes, baked few cakes, tried hands on painting, started writing journal as well, but not for long as everyday seems the same

All these passions seem fulfilling for a very short span. The reason for this is that we are used to living in a certain way since childhood and that has been our habit which is difficult to forgo now.

Well now this creativity phase is still going on and we have become much more calmer and sensitive as we no longer have the urge to go out or hang around any more. We just want to be healthy and pray that everyone overcomes the situation without losing their old self and adjusting with the new one as well.

Hope this gets better and we get back to "The ordinary normal routine" rather than accepting the "New Normal routine".

DEPRESSION

-Suparna

Depression is classified as a mood disorder. It may be described as feeling of sadness, loss, or anger that interfere with a person's everyday activities. People experience depression in different ways. It may interfere with your daily work, resulting in lost time and lower productivity. It can also influence relationships and an individual might get a chronic health conditions too. It's important to realize that feeling down at times is a normal part of life. Sad and upsetting events happen to everyone. But, if you're feeling down or hopeless on a regular .basis, you could be dealing with depression.

Depression is considered a serious medical condition that can get worse without proper treatment. Depression can cause a variety of symptoms. Some affect your mood, and others affect your body. Symptoms may also be ongoing, or come and go.The symptoms of depression can be experienced differently among men, women, and children differently. Depression is a common illness worldwide, with more than 264 million people affected. Depression is different from usual mood fluctuations and short-lived emotional responses to challenges in everyday life. Especially when long-lasting and with moderate or severe intensity, depression may become a serious health condition. It can cause the affected person to suffer greatly and function poorly at work, at school and in the family. At its worst, depression can lead to suicide. Close to 800 000 people die due to suicide every year. Suicide is the second leading cause of death in 15-29 year olds. Depending on the number and severity of symptoms, a depressive episode can be categorized as mild, moderate or severe.

A key distinction is also made between depression in people who have or do not have a history of maniac episodes. Both types of depression can be chronic (i.e. over an extended period) with relapses, especially if they go untreated. There are effective treatments for moderate and severe depression. Health-care providers may offer psychological treatments such as behavioural activation, cognitive behavioural therapy (CBT) and interpersonal psychotherapy (IPT), or anti-depressant medication such as selective serotonin reuptake inhibitors (SSRIs) and tricyclic antidepressants (TCAs). Health-care providers should keep in mind the possible adverse effects associated with antidepressant medication, the ability to deliver either intervention (in terms of expertise, and/or treatment availability), and individual preferences. Different psychological treatment formats for consideration include individual and/or group face-to-face psychological treatments delivered by professionals and supervised lay therapists.

Is Retail Therapy Good?

-Noreena Singh

Remember that saying, **"When the going gets tough, the tough go shopping?"** Turns out there's some truth to that adage. Love it or hate it, shopping is a regular norm of modern life. Probably, you're the kind of person who can easily spend hours in stores, comparing prices on everyday items or shopping for the perfect gift. Or maybe you prefer to browse online for groceries, new clothes, and everything in between them. A study in 2013 found that retail therapy was an effective way to turn a low mood around. Interestingly, it appears to be more beneficial for sad moods, not necessarily angry ones. Feeling of sadness , stress or anxiety are often rooted in feelings of powerlessness. Retail therapy offers people a sense of control that counteracts these feelings.

Retail therapy is a process of shopping for the purpose of making yourself feel better. However, retail shopping often happens when we are vulnerable, and that is when our impulse control often goes unchecked. Financial psychologist Dr. Tracy Thomas, explains that there is a psychological connection between your emotions and how you spend and save money, which explains how emotional purchasing can have such a positive, uplifting effect on our state of mind.

Retail therapy can also be rewarding. If one plans it out and says, I'm going to save for this or I'm going to reward myself and accumulate those funds to do a little retail therapy, then that can feel really good. However, some may argue emotional shopping can actually have its repercussions such as unnecessary expenditure on items that one may not really require.

 A little retail therapy in moderation probably isn't the worst way to cope with a bad day (or even a few bad days). Just make sure one isn't using it to distract from anything that one should address.

THE INDIAN RAILWAYS – AN OVERVIEW

Kshitij Pal

India has the world's 4th largest railway network in the world by size, covering around 67,368 kilometres in length as of 2017, and it is still being expanded to cover more areas. The national railway system employs around 1.3 million people of the country. With around 20,000 trains plying daily for long distance and suburban routes, the railways promise to serve every citizen of the country.

The catering, tourism and online ticketing operations are taken care of by the Indian Railway Catering and Tourism Corporation (IRCTC), a subsidiary of the Indian Railways, which handles around 5,50,000 to 6,00,000 bookings every day. The Indian railways reduced its shareholding in the company to 87.40% by holding one of the most successful IPO's in September 2019, that got an oversubscription of 112 times.

With 30 million registered users3, IRCTC claims to be the world's second busiest website. And as stated in the case study, there are more than 10 mn plus searches for "IRCTC PNR STATUS". This is mainly because of the type of tickets that are sold by IRCTC. Apart from the "confirmed" ticket, there are numerous types of wait listed tickets that are sold with a lot of different categories. Since, only registered users can make a reservation, and that too only through IRCTC's website, there are some companies that have taken the advantage of showing the current PNR status of a booking, thus diverting a huge number of users.

Traditionally, this market was dominated by companies like RailYatri, Trainman, Confirntkt, Ixigo, etc. One of the biggest players in here has been RailYatri, which was launched in 2013, to provide information on trains, passenger amenities at stations, platforms and the speed of the train, along with personalised alerts for the users via the mobile app, mobile web and SMS. They claim to have served over 20 million users since its inception and clocks and estimated 35 lakh monthly active users. The use of deep – analytics helps the users to make smart decisions for their upcoming travel.

After seeing such a huge number of users, soon other players followed suit by providing similar services, and thus opening the market for more competitors.
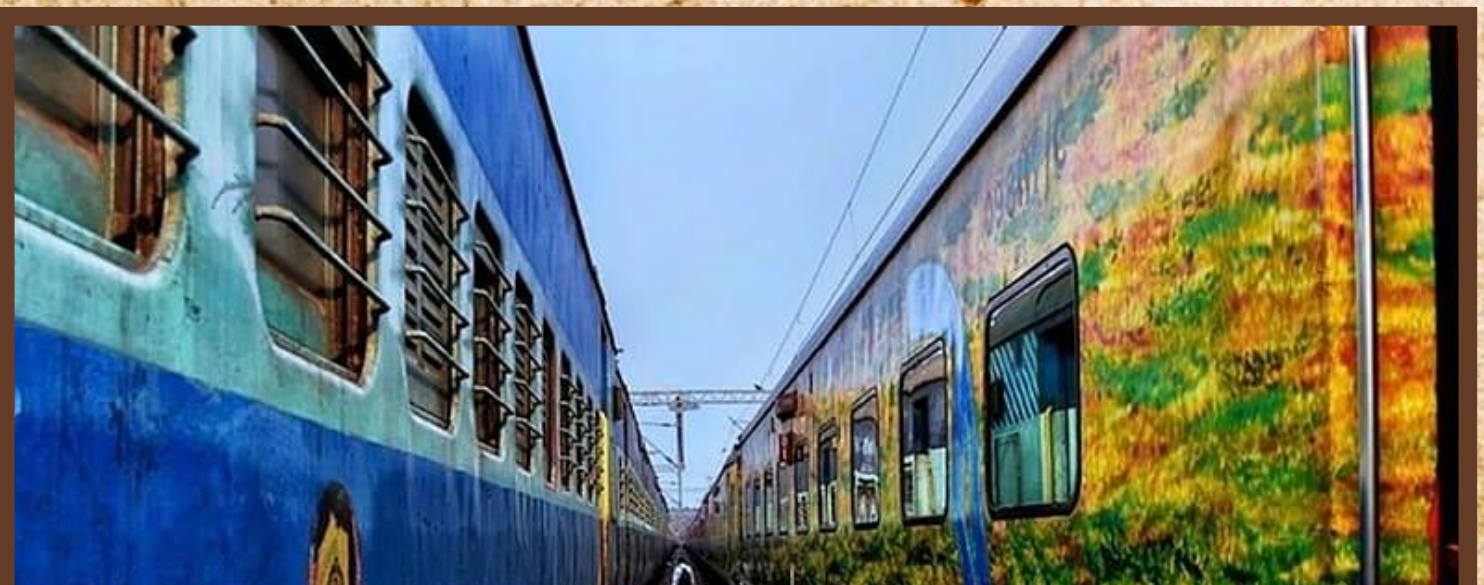
As the competition to enter the market of having portals grew, it caught the eye of some of the big players in the industry. Thus, leading to a paradigm shift of how one books as well as keeps a track of the booking. With some of the leading brands in the travel tech industry, backed by a strong IT infrastructure and with the ability to leverage data and turn them into valuable insights, have set out to steal the show yet again. With an astronomical active user base, companies like MakeMyTrip, PayTm and Google, have incorporated the functions of railways. Though, for making a reservation in a train, one still needs to have an authorised ID with the IRCTC. But these companies have simplified the search for trains in all possible ways and to make it as simple as possible, unlike IRCTC. Hence, making sure that users visit the space to check the availability of trains by applying filters and then making a well thought of decision.

The latest innovation regarding Indian railways, is the introduction of getting food delivered on the train. An opportunity for vendors to expand their customer base and the option of eating something else, rather than what is provided by IRCTC. This decision has been accepted whole heartedly and everyone is happy about this. Seeing this as an opportunity, the companies incorporated the option of ordering food as well on their existing platform.

From 1st class to Non-AC Chair cars, the Indian Railways aims to serve every citizen of the country, with a population of around 130 crores. This serves as the most important means of transport for daily commute between cities. With companies like RailYatri claiming to have an active user base of around 20 million and companies like Paytm and Google setting up their own IT Infrastructure to serve these customers, this means that there is an opportunity to penetrate deeper in to the Indian market for rail travel.

Currently, the companies solely focusing on the Indian railways are just providing the Booking information, live train status and optimised predictions by leveraging data. On the other hand, the umbrella travel technology companies have taken up the optimization of the search modules of the trains. Their focus is to be the one stop solution for every type of travel.

With the advent of the penetration of digitization, it is seen that a major chunk of the users of the rail related websites and apps are from the tier 2 and tier 3 cities. And these numbers will only increase with time as the user base for Indian Railways is only increasing, it is just the number of people who are using technology to make their rail experience simpler, that matters here.