



# E-NEWSLETTER



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**Vol. 2, Issue 5**

## 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.



*“Write it on your heart that every day is the best day in the year.”*

**- Ralph Waldo Emerson**



## Down The Memory Lane 2018



# 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 Deepak Dhanda ,SM (Retd)***  
***Director***

## Faculty Members

### **Maj Gen Deepak Dhanda, SM (Retd)**

M.Sc in Def Studies (Madras Univ),  
M.Phil (Madras Univ), MMS (OU)  
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

### **Surajit Malakar**

MBA (Kalyani Univ)  
Area : Finance

### **Ravi Chatterjee**

MBA (WBUT)  
Ph.D. (Barkatullah Univ)  
Area : Marketing

### **Abhishek Bhattacharjee**

MBA (WBUT)  
Area : Gen Management

### **Surajit Malakar**

MBA (Kalyani Univ)  
Area: Finance

### **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

**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

**Ms. Anjali Sidhu** Girls Warden

**Mr. A K Mondal** Boys Warden

**Mr. Sanjoy Bose** Computer Lab Asst

**Mr. Arijit Sanyal** Computer Lab Asst

“FAREWELL”  
Of  
MBA-20 Batch

Workshop On Data  
Science Hosted By  
Mr. Jayanta Adhikary  
From  
Tata Consultancy  
Service

Motivational Talk  
On Stress  
Management By  
Didi BK Ashmita



**JANUARY**



**JUNE**

**DOWN THE  
MEMORY LANE  
2018**

**MAY**



**APRIL**



“NCCMP 2K18”  
(National Conference  
on Contemporary  
Management)

“INFERNO  
2K18”

“NEN  
E-WEEK”

**FEBRUARY**

**MARCH**



**“FOUNDATION DAY”**

**“YOGA DAY CELEBRATION”**

**“CHILDREN’S DAY CELEBRATION”**



**JULY**



**DECEMBER**



**AUGUST**

**DOWN THE MEMORY LANE 2018**

**NOVEMBER**



**OCTOBER**



**“MEDAL AWARD FUNCTION & NOSTALGIA”**

**“BLOOD DONATION CAMP”**

**“HR CONCLAVE”**

**PROJECT LOVE**



# STUDENT'S CORNER



**ARMY  
INSTITUTE  
OF  
MANAGEMENT,  
KOLKATA  
MAKE  
STUDENTS  
INDUSTRY  
READY**

Recruiters often Cite “Skill Gap” as the biggest obstacle in hiring fresher’s, the new age B-schools should prepare the students keeping this objective in mind as there is a direct relationship between management education and employability. The school of management should aim to be a premier institute known for holistic development of future managers, leaders & entrepreneurs. “Making students Corporate Ready” and to develop “Leaders who work with a spirit of service, integrity, professionalism, and accountability leaving a positive and lasting impact on people, firms & society” is the mantra closely followed at School of Management. In order to achieve this mantra School of Management follows the principle of “Learning by Doing” and Inter-Disciplinary and trans-Disciplinary approach for teaching & Learning.

Army Institute Of Management, Kolkata conducts developmental workshops to enhance soft skills, analytical skills, corporate etiquette and self-grooming of the student. Encourages student’s participation in live projects and internships from the industry to provide hand-on experience, promote the use of professional networking through LinkedIn to help them connect with the top brass of the industry and conducts aptitude tests, Group Discussions, Classroom Quiz & mock Interviews to enhance the Employability skills of the students. Students of Army Institute of Management, Kolkata having skills that distinguish them from their counterparts.





# STUDENT'S CORNER



## THE STORY OF MUMBAI DABBAWALAS - CORPORATE LESSONS

The story is about a 119- year old successful business operation now carried out by 5000 semi-literate people in India. The story of the Mumbai Dabbawalas!

The Dabbawalas date back to late 19th century when Bombay's rapidly growing population needed feeding at work. More than a century later Mumbai's middle classes still prefer their chapattis, that are cooked at home and is supplied at the right time and place.

A Dabbawala is a person whose job is to collect lunch boxes from homes, which are packed in an aluminum container, known locally as 'Dabba', which they deliver to customers in their respective offices. Started way back in 1890, today it is a registered Charitable Trust with 5000 Employees, each of them a shareholder. The trust, Nutan Mumbai Tiffin Box Supply Trust has a turnover of nearly 50 crores. Each dabbawala earns Rs.5000/- to Rs.6000/- per month and what makes them unique is that they have never gone on strike in the last 119 years!

Every morning the Dabbawala visits each home (client), collects the lunch boxes, and then transports them through the suburban rail network. They are then handed over to another group of Dabbawalas assembled at different railway stations. Each container of lunch boxes bears a distinguishing number and is then sorted out, allocated to each pick-up man for the onward journey, and handed out to the rightful owners.

These lunch boxes are delivered exactly at 12.30 PM on every working day without fail, despite hurdles during the monsoon season or a strike announcement made by a political party. Again, in the evening the empty container's are collected from offices and delivered back to homes before 5.00 PM for another round of journey the next day morning. On an average, every tiffin box changes hands four times and travels 60-70 kilometers in its journey to reach its eventual destination!

Can you believe that more than 200,000 lunch boxes are transported to and fro every day ( i.e, 400,000 transactions every day ) by a dabbawala force of about 5000 people? What's stunning is the fact that in this delivery of 200,000 lunchboxes every day. There is only one mistake in every 16 million deliveries which makes a Six Sigma performance of 99.9999!

Continued to next page....

## THE STORY OF MUMBAI DABBAWALAS - CORPORATE LESSONS

Continued from previous page....

In today's globalization that boasts of the modern transport system, this unique human feat of delivering lunch boxes, using a non-polluting and cost-effective primitive mode of transport like bicycles and pullers of wooden carts, is unparalleled anywhere in the world.

The Dabbawalas are semi-literate, but their efficient delivery and time management skills would shame our professionally managed corporates. The American business magazine 'Forbes' has given a six-sigma performance rating to them. The dabbawalas were also featured in a 'BBC' documentary, 'Ripley's Believe it or not' and is mentioned in the 'Guinness World Records'. The Dabbawala story is an inspiring success story and demonstrates that simple ideas, when executed with discipline and dedication, can bring amazing results at the base of the pyramid. "Mumbai's Dabbawala's are providing lessons to Corporate India on Leadership, Honesty & Integrity, Team Work, Supply Chain Management and Time Management. And above all, it is a classic example of how sustained success can lead to fame.





# EXPERIENCE TO SHARE



“It was 30th Nov, 2018, Friday. HDFC bank came to the Army Institute of Management after 2 years. Overall 86 students registered for the process. There were three round of the selection process. First aptitude was conducted which was not so difficult one and 75 students cleared this out of 86 students. Almost after a month HDFC came to campus for GD & PI round. Now around 40 students were into the process because other students got selected into some other companies. I knew that HDFC is recruiting on mass scale this year so I was quite relaxed in my mind and I think that helped a lot. In group discussion we were given the trending topic #metoo-justice or publicity stunt. 19 of us cleared GD round. Personal Interview had some focused questions to me like - why MBA after B.Tech, explain what I did in my internship and past job experience. A situation was also given and asked how would I handle that. In the evening result was announced and the most awaited moment was there, I got selected.”

**- Ravi Kumar**

“Interviews are all about knowing ‘who you are’ and how can you convince the panel of interviewers about your personality. The college campus drive taught me quite a few things. It was about learning from your mistakes, evaluating your weak zones, and strengthening your knowledge areas. Before getting selected, I had appeared in few Personal Interview rounds and got eliminated. The main focus is to learn to adapt to different interview situations and try not to repeat one’s mistakes and stay motivated. I am greatly thankful to my friends, teachers, mentor who helped me a great deal in overcoming my mistakes and helping me to present myself more confidently during the interviews.”

**- Sourish Kundu**







# EXPERIENCE TO SHARE



“I got placed on 27th October 2018 in OYOROOMS.

My experience of campus placement has been very interesting & I was among those 14 students who got placed in the 4 different companies in the starting month of the placement.

An internship helps to develop an understanding of the world of the work and an awareness of your own skills & abilities, and in my case, my internship from FAB HOTELS played a very important role in my placement. The internship helped me to gain first-hand experience of working in the real world. Some of the key pointers I realized that can be helpful to students are

1. The most important suggestion is that don't chase money. Chase the profile you want to work in for first three years, focus on learning at a great organization.
2. Dress properly and smartly.
3. Interviewers are not God. The answer to the question they ask you are not known to them most of the times. All they see is your confidence & approach to solve a problem.
4. Companies do not shortlist student on the basis of just one criterion, they look for grades across your career, your work experience, your internship, your subject knowledge and finally their mood also.

*- Anu Goit*

“Last day on 30/11/2018 got placed in Bajaj Allianz General Insurance I wanted to share that we should Never dream for anything in life, because dreams are unshorted and imaginary. Our Confidence comes not from always being right but from not fearing to be wrong and one should never hate rejections in life, it totally depends on you how you want to take them in your life and convert them in Positive vibes. Because ‘There Is Always Better Than The Best’

*- Vikas Choudhary*





# OUT CAMPUS EVENT



## SYMAPRASAD COLLEGE FEST PARTICIPATION

Students of Army Institute of Management, Kolkata participated in “Spardha 2K18” event organised by Syamaprasad College, Kolkata from 3rd- 5th December 2018. Over three days different events took place in an organised manner by the help of two co-ordinators: Divyansh Srivastava and Prachi Srivastava who co-ordinated with participants regarding date and time of various events. Many reputed colleges participated in the events. The Institute showed its presence by participating in events like Beg-Borrow-Steal, Debate Competition, Poetry, Dance Competition, Mehendi Competition, PUBG etc. Prizes were brought home by Riya Banerjee (Debate), Divyansh Srivastava and Sabyasachi Roy (Beg-Borrow-Steal).



### CONTACT US

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