



E-NEWSLETTER



Issue Date
13th February, 2019

Vol. 2, Issue 6

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.



Republic Day

Event To Celebrate 71st Republic Day With The Recalling of Martyr Who Give Their Life To Achieve This.



Women Empowerment

An Open Discussion Session To Empower Women And To Aware About Certain Real Facts. Main Motto Is to Change The Mind-set Of Yong Generation.



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 |
| 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 |
| Ms. Anjali Sidhu | Girls Warden |
| Mr. A K Mondal | Boys Warden |
| Mr. Sanjoy Bose | Computer Lab Asst |
| Mr. Arijit Sanyal | Computer Lab Asst |



OUT CAMPUS EVENTS



CARPE DIEM 2K19 - IIM CALCUTTA

Carpe Diem, a Latin phrase, which means pluck the day as if it's a ripened fruit. Well, that's what it literally means, but figuratively it means to seize the moment.

But Carpe Diem is really not just about a few events or stars, it is about having a truly splendid three days that live on in the memories many years hence. It is about creating new friendships. True to the name, it is about seizing the moment and making the most of it. The theme this year was "Unleash your imagination". Army Institute of Management Kolkata got a chance to immerse itself into the world of immense possibilities or fantasies that one can only wish for before! The students of the institute participated and won a position in three events - Intercollege Basketball Match, and Nitin Kumar Sharma from MBA-22 positioned second in Endo-fanatics and positioned third in Joka Roadies which were held between 18th-20th January at IIM Calcutta.



RIPPLES 2K19 - THK JAIN COLLEGE

When the sky turns clear and the clouds sway with positivity letting the sharp rays of the sun pass through them to hit the eyes of young artists which fills them with youth and desire to become more than what they are, to create their own destiny by rising above their fate, to live like a free star with utmost dedication and passion in their hearts, this was the land where you could fill your dreams in your pocket and become THE ONE.

Ripples was an inter-college fest in THK Jain College, with more than 30 colleges participating in over 25 events. More than 1000 participants coming to feel the victory and challenges, the students of Army Institute of Management, Kolkata, participated in various events like Quiz, MR. RIPPLES, Non-gas cooking, etc. held on 17th & 18th January at THK Jain College.

This time it was Arjun Kanungo to grace the event with his young and touching voice to fill the hearts of youth with motivation and love.





OUT CAMPUS EVENTS



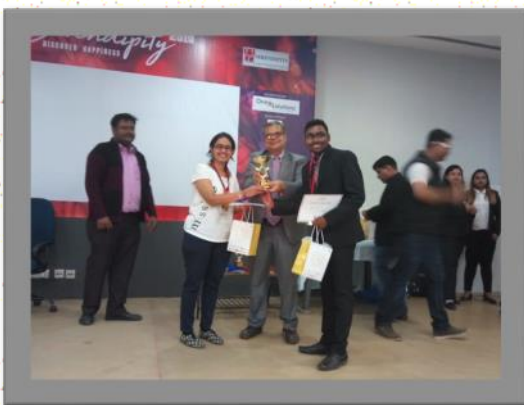
CALEDONIA 2019 - SCOTTISH CHURCH COLLEGE

The Scottish Church College Students' Union organized their annual fest CALEDONIA 2019 from 30th January – 2nd February 2019. Army Institute of Management, Kolkata had successfully participated in many of the events like debate, carom (doubles), badminton (doubles), table tennis (doubles), Bollywood dance (duet) and mini football. Their fest was carried forward by hosting Cultural and Sports events.

Students from different colleges within Kolkata took participation in the events. Fifteen students from the Army Institute of Management represented the college and had put up outstanding performances. Renu Devi and Kajal Singh won the 1st runner's up position in the badminton doubles (girls). The Army Institute Football team with their excellent efforts reached the semifinal round in the Mini football match.



SERENDIPITY 2K19 - GLOBSYN BUSINESS SCHOOL



On 1st February 2019, the Globsyn Business School organized their annual fest SERENDIPITY in which Army Institute of Management, Kolkata had successfully participated. Participation was in many of the events like Treasure Hunt, Mock Parliament, Show your talent, et cetera. Their fest was declared open with Treasure Hunt followed by other Management Games. For all the events students from different colleges within the state took part and six students from the Army Institute of Management, Kolkata represented the college. With their performances, they were able to win 1st prize in Mock Parliament, bagged by Riya Banerjee and Sanjay Das. Experience at Globsyn Business School was a great learning opportunity for them.

The institute always seeks to be a part of such business tech fests. The event successfully ended with the prize distribution ceremony.



WOMEN EMPOWERMENT



Army Institute of Management, Kolkata organized a session on “Women Empowerment” on 25th January 2019. The session was conducted by Dr. Shikha Mukherjee and Dr. Chandrima Banerjee. This session was a training module designed for the students by DSL center (Don’t Survive... Live), which is run by Dr. Chandrima Banerjee. The session was started by Dr. Shikha Mukherjee, who explained the reasons and history of women empowerment. She explained that until the 20th century, all over the world, men were considered superior and stronger than women. But in India women were considered as worthy of worship. However ever since women empowerment has been started, women are now seen to be equal to men. It is rightly said, “Both men and women have the same soul, therefore they are equal”. Dr. Chandrima explained to the students that mere survival is not enough, one must survive with excellence, hobbies, and high performance. The session ended with a note that “There is no male and no female, it is just humans”.



DE-STRESSING SESSION

Army Institute of Management, Kolkata organized a “De-Stressing” session on 25th January 2019. The session “Anweshā – A journey into yourself” was conducted by Dr. Chandrima Banerjee. The session started with the students doing a breathe-in and breathe-out exercise; Dr. Banerjee told the students to breathe in all the positive things from the environment and to breathe out all the negative things from mind, body, and soul. Dr. Chandrima sang a beautiful song which was translated into three languages namely, English, Hindi, and Bengali. By listening to the song, the students were able to de-stress themselves. By the end of the session, the students were able to meditate deep into their minds and souls.



DEVELOPING EXCELLENCE IN INDUSTRY



“If you are going to achieve excellence in big things, you develop the habit in little matters. Excellence is not an exception, it is a prevailing attitude.” No matter the field of work, this statement holds true for each and every field of work.

On 21st January 2019, Mr. Ajoy Ghosh advised MBA-22 of Army Institute of Management, Kolkata how to develop excellence in the industry. Mr. Ajoy Ghosh with his thirty years of domain knowledge in marketing explained the importance of excellence at a corporate level. He also explained how confidence in one work is necessary for excellence. Few key take away points from the session were to analyze the customer requirements at all times and deliver goods and/or services to the customers as is required by them. The changing taste and preferences of the customer should also be taken into account.



“HRM TO HRD” - A PARADIGM SHIFT

On 21st January 2019, Mr. Niloy Biswas gave a talk on the subject “HRM to HRD” - A paradigm shift. Mr. Biswas with his vast experience in the corporate world brought out the differences between the two beautifully with real-life examples. HRM is a management function and HRD is a subset of it. Basically, HRM is concerned with making the best use of enterprise human resource or employees with best working conditions, whereas, HRD is a wing of HRM which focus on the development of employees for better performance by enhancing skills, knowledge or competency. He also highlighted the benefits of a proper selection of manpower and how it helps to reduce the cost for the company.

The session was a very informative one and there were many keynotes for the students to take from the session.





IN AND OUT CAMPUS EVENTS



ONLINE SESSION BY MHRD'S INNOVATION CELL- IIC

MHRD's Innovation Cell- IIC organized the second episode of "India First Leadership Talk Series" with Dr. Anand Deshpande, Founder, Chairman & Managing Director Persistent Systems Ltd, on 24th January 2019 at 11:30 AM. It was a live session on various social media and government platforms. He talked about the importance of learning and networking for an Entrepreneur. Learning includes that one should be expert at one specific skill, for example, marketing techniques, software developing, et cetera. According to him the future of our country is in Entrepreneurship or self-employment, i.e., creating job opportunities. For students of Army Institute of Management, Kolkata it was a beneficial talk.



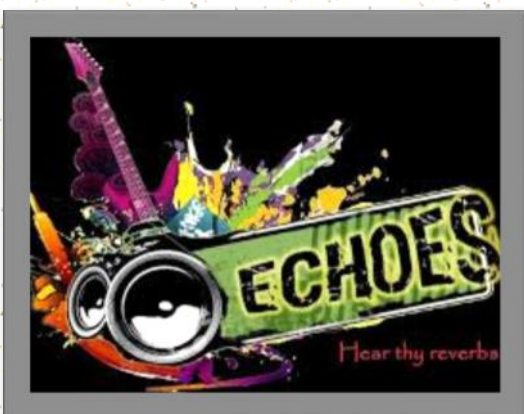
6TH INTERNATIONAL B-PLAN CHAMPIONSHIP



On 2nd February 2019, five students, who were selected from the Business Analytics workshop (by MakeIntern.com) held last year in October, represented Army Institute of Management, Kolkata on the prestigious stage of Indian Institute of Management, Kozhikode at the 6th International B-Plan Championship conducted by MakeIntern.com. The competition was a two-day affair and AIM K made it to the final day and the final round, fighting it out among 50 colleges AIM K stood in the top 10.

The business plans presented by the many colleges were amazing and thought-provoking. With a medical service-based startup/B-plan the students from Army Institute of management, Kolkata made it to the top 10. Although the college could not secure a place in the top 3, it earned a lot of applause from the judges and the audience.

KCES IMR JALGAON stood first with their product-based water solution plan and the competition ended with the top colleges receiving the trophies and certificates of appreciation and participation.





REPUBLIC DAY CELEBRATION



On 26th January 2019, Army Institute of Management, Kolkata celebrated the day which grants right to the fact that we all are equal irrespective of our caste, creed, religion, gender, ethnicity, language spoken or financial status; with this view, the institute celebrated the 70th Republic Day of India. The celebration started with the flag hoisting followed by the National Anthem, a group song, and a skit, which was performed based on the real-time scenario of the army families, and finally a group dance. Individually, motivational thoughts were shared by the MBA-21 students and the Director of the Institute. As we all are familiar with the fact that the flag does not fly because the wind moves it, it flies with the last breath of each soldier who died protecting it and with these thoughts in our mind and patriotism in our heart celebration for the day came to an end. Jai Hind!



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