



## E-NEWSLETTER



**Issue Date**  
13th May, 2019

**Vol. 2, Issue 9**

# 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.



### Swacchata Pakwada

In Tribute To Gandhiji 150th Birth Anniversary Swacchata Pakwada Organized. For This A Rain Water Harvesting System Is Developed By Students.



### Industrial Visit-HPCL

An Industrial Visit Organized In Order to Exposed Student To The Industry Life And To Enhance Knowledge About The Same.



# 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

**Ravi Chatterjee**

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

**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. 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



# INDUSTRIAL VISITS



## DIAMOND BEVERAGES PVT. LTD

.On 10th of April 2019, twenty students from MBA-22 batch of Army Institute of Management, Kolkata had gone to the bottling partners of Coca-Cola-Diamond Beverages Private Limited For an industrial visit. Diamond Beverages Pvt. Ltd (DBPL) is an authorized bottler of the Coca-Cola Company, manufacturing and selling different products under the Coca-Cola brand name. The students of AIMK got to learn How Coca-Cola family is committed to making a better family through Environmental sustainability, Healthy Lifestyle, Local Economic Development, Reducing Poverty and Promoting woman.



## HINDUSTAN PETROLEUM CO. LTD.

Army Institute of Management, Kolkata organized an industrial visit from 08 - 11 April 2019 to Hindustan Petroleum Corporation Limited, Visakhapatnam. On 10 April, a group of 20 students accompanied by the institute's two faculties, Dr. Debaleena Chatterjee and Mr. Protik Basu went to HPCL Corporation Ltd. Mr. Raja Rao, the HR Chief, General, and Mr. Padnaban welcomed the students and gave a presentation on the overall history of HPCL. Mrs. Sudha Mohan, the Training Coordinator of HPCL informed the students about the career and training programs that are in HPCL. Mr. Chandrasekhar, the senior manager, gave an in-depth knowledge about the processes that are involved in order to convert the crude into products and by-products. He also told about the future projects of HPCL and the efforts of HPCL in reducing the sulfur emission for the safety of the environment. After the presentation session, Mr. Udit Ranjit, the process manager, accompanied the students in a bus to show all the refining units in the HPCL Campus which were about 723 acres. At Last, the students were taken to the DHT Control room which is currently coordinated by Mr. Balaji. Overall the students felt the visit very interesting. With an aim to go beyond academics, this visit developed the insights of the students – attaining practical knowledge and their theoretical applications thereof.





# OUT CAMPUS EVENTS



## ADMIRAL ADHAR KUMAR CHATTERJEE MEMORIAL LECTURE

The biennial lecture was held to commemorate the memory of the late Admiral Adhar Kumar Chatterjee, who was the first Indian Chief of the Naval Staff (CNS) in the rank of Admiral in 1967. He retired on 28 February 1970 and passed away on 6 August 2001. This lecture was organized by Indian Navy on 30 March 2019 at Bhasha Bhawan, The National Library, Alipore. Army Institute of Management, Kolkata witnessed the lecture with the presence of 20 students along with faculty members. The keynote address was delivered by Commodore C Uday Bhaskar (Retd) on “India and Indo Pacific Challenges and Opportunities”. Commodore Bhaskar is on the Advisory Panel of the India International Centre (IIC) and India Habitat Centre (IHC) in New Delhi. He is also President Association for Middle Eastern Studies, New Delhi and a Council member of the Takshashila Foundation, Bengaluru. He is currently the Director of Society for Policy Studies (SPS), New Delhi. Students of Army Institute of Management, Kolkata present there were able to make themselves tuned with this part of defense and the knowledge would definitely pay them somewhere in the near future.



## TEDx - IMI KOLKATA

The event was organized by IMI Kolkata one of the premier –B school in Kolkata on 18th April 2019. The esteemed guests present at the seminar were- Prithviraj Dasgupta is an entrepreneur and chairman of Ortiva Realty, Damayanti Mukherjee, Harshad Khadilkar, he has done his B.Tech from IIT Bombay and an MS and Ph.D. from the Massachusetts Institute of Technology. Shoummo Kanti Acharya, a chemical engineer from Jadavpur University. Students of Army Institute of Management, Kolkata took away few important points about deep learning of machines and how robots made by Boston dynamics are taking places of humans, AI for making human-like decision using Quantum Physics and Quantum dynamics, which helps to make computer more shrink such as “Quantum Computer” and most importantly that the “Revolution is needed at the bottom of the pyramid”.





# GUEST LECTURE



## SWACCHATA PAKWADA

Army Institute of Management, Kolkata organized SWACCHATA PAKWADA for the week 25-30 March 2019 to pay tribute to Gandhiji on his 150th birth anniversary and students of MBA 22 were invited to participate in developing a system on Rain Water Harvesting in AIMK campus during the abovementioned time period. Four students from MBA 22 (Riya Banerjee, Himadri Sasmal, Krishna Mohanty, and P. Santosh Reddy) carried out the project successfully and were able to install a working model of Rain Water Harvesting within Campus. This project was carried out to cater to the need of the college on a smaller scale. Keeping in mind (i) increasing water demands, (ii) quality of water supply, (iii) variation in water availability, (iv) advantages of collection and storage of rainwater near the place of use. With this kind of opportunity Army Institute of Management, Kolkata provides platforms to harness the potentials of the students and makes wise use of available resources with minimum investment, which actually teaches management students a proper lesson which they can carry out practically in their life ahead.



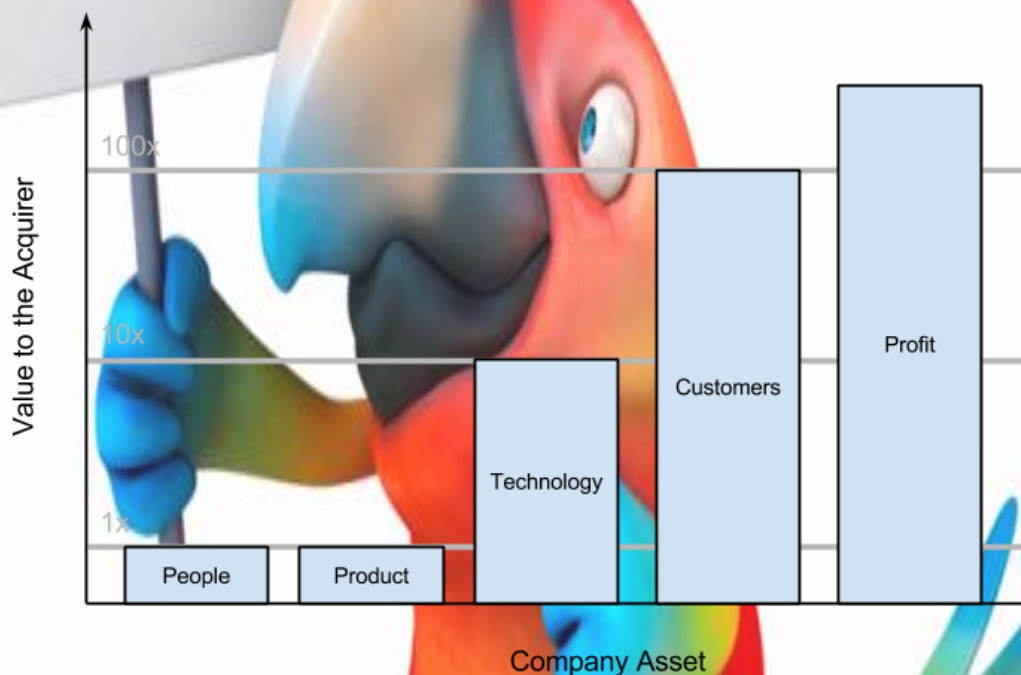
## GUEST LECTURE ON LEADERSHIP

Mr. Harsh Poddar is a Director of ATO India Limited, one of India's leading logistics and transportation companies. Army Institute of management, Kolkata organized the guest lecture for the students on How to be a Good Business Leader on 13 April 2019, The students got to know ways of becoming good business leader such as work with the team, not just over them, be humble, inspire people, keep learning, understand no one is perfect et cetera. Sharing his own ups and downs in business and organizing at Beijing Energy week, the lessons he got and the mistakes he made being a Founding member of Vasco Da Gama institute Beijing, he shared his experience and valuable elements to be a good leader. The students of AIMK got enlightened with his great Knowledge. There was a lot that the students of AIMK took away from the session.



What is the aim of a company, to boost sales or profit? Most would say both, most would say either (based on the entrant's position in the market), and quite a lot would say one leads to the other, so as to say that more sales mean more profit. Here is how most people get it wrong while setting their short term and long term goals, the whole idea is to make more sales so as to generate more revenue and in turn more profit but is it so? More revenue? Of course; More profit? Maybe not. Now, the basic thing to understand is that profit depends on a couple of things, important of which are manufacturing efficiency, inventorying, supply cost, the demand for the product, etcetera. There are numerous other externalities and internalities involved but the core of the matter is how your revenue is distributed after one achieves humongous sales for a certain period; you would have to pay your suppliers, maintain your costly machinery, deal with wastages and defective outputs, make allowances for your workers, etcetera.

End of another quarter and your sales touch a 40% growth and profits go down by 10%. Your accountant hasn't mistaken, rather you haven't taken into consideration the efficiency that was prerequisite to sustain a 40% sales growth along with a pertinent balanced profit. Hence, more sales would mean more revenue but never more profit.



### CONTACT US

Army Institute of Management  
Judges Court Road, Alipore,  
Opposite Alipore Telephone Exchange,,  
Kolkata – 700 027 Email: [aim\\_kol@rediffmail.com](mailto:aim_kol@rediffmail.com)



E-News Letter Team

Prof. Anindya Saha (Head E-Magazine)

Himadri Sasmal, Rohit Roy, Deepika Thapa, Riya Banerjee, Srijin Vinto, Nagen Behera, Rahul Yadav