



Army Institute Of Management, Kolkata

E-Newsletter



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 or 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,

In This Issue

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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

Dr. Malini Majumdar

MA (Annamalai Univ), MBA (CU), Ph.D (CU)

Area : Marketing

Protik Basu

BE (JU), PGDBM (IIMC)

Area : Operations Management

Dr. Swapna Datta Khan

M.Sc. (Univ of Roorkee), M.Stat (ISI),

M.Phil (MKU), Ph.D(Univ of Pune)

Area : Quantitative Methods

Dr. Ayan Chattopadhyay

B.Tech (CU), MBA (Visva-Bharati), PhD (NSOU)

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

Dr. Jayanta Nath

Mukhopadhyay

B.Tech (IIT-BHU), PGDM (IIM-C), Ph.D (Jadavpur Univ).

Area - Finance

Dr. Debaleena Chatterjee

M.Sc.(CU), PGDM(AIMA)

Area: Business Analytics

Dr. Prasenjit Kundu

B.Sc (H), -CU, MCA - IG-NOU, MBA - NIBM, M-Phil - CMJ , Ph.D (Utkal Univ).

Area - Business Analytics

Mrs. Madhurima Sengupta

B.Com(H), MBA - ICFAI,

Area - HR

Mr. Abhilash Acharya

BE (Electronics & Inst Engg) - Burdwan Univ, Diploma - Business Laws - (NUJS), MFM-NIFT (Kol)

Area - HR

Non-Teaching Members

<u>Name</u>	<u>Designation / Department</u>
Col MKR Varma (Retd)	Registrar & Head of Administration
Dr. Sayan Palit	Asst Librarian
Mr. Subhrajyoti Das	Library Assistant
Mr. Rajeev Karmakar	Academics
Mrs. Sphurti Pathak	Head Placement and Corporate Relations
Mr. Nirmal Chandra Sarkar	Coordination
Mr. Goutam Saha	Admission
Mr. Uttam Kumar Kar	PA to Director
Mr. D Chakrabarty	Administration
Mr. Binod Sharangi	Placement
Mr. Biplab Kumar Ghosh	Accounts
Mr. Kajal Kumar Das	Estate Supervisor
Maj Tukun Kansa Banik (Retd)	Girls Warden
Mr. Sagar Kumar Dalal	Boys Warden
Mr. Sanjoy Bose	Computer Lab Asst
Mr. Arijit Sanyal	Computer Lab Asst



MAINTAINING YOUR MENTAL HEALTH DURING COVID

We have been facing the wrath of unprecedented disease for over a year now. Sure, it has been hard but what sets human apart is the resilience to fight. Time and again when humanity is hit hard by the uncertainty, the unknown, we have made sure that we emerge out victorious, with more knowledge, more strength and a heightened sense of gratitude towards life.

Focusing on how to slow the spread of the virus is important for our physical health, however, identifying ways to manage our mental health is also crucial. Mind and body are connected. Hence, taking out time to reflect on your emotions and ensuring your well-being will help you immensely to cope up with the current situation,

Things we can do to increase our resilience right now:

- **Less of Social Media and News-** Although social media has been a great tool to connect and get exposure on many topics, nonetheless it comes with its own set of flaws. Any kind of news spreads across the screens of billions of people like a wildfire. Refreshing your own social feed and finding a new piece of news or stats to ponder upon can be overwhelming and exhausting. Give yourself healthy breaks from this routine. Try to do some other activities you enjoy to return some normalcy back to your life as much as possible. Make time to unwind and remind yourself that these strong feelings will fade.
- **Take care of your body-** Getting into the habit of regular exercising can make a lot of difference to your mood and mental state. The more you exercise, the more 'feel good' hormones are released in your brain which has a positive impact on your emotional well-being. Even your sleep cycles can improve once you start exercising on a regular basis which further will boost your immune system as well.
- **Get a Healthy Diet-** This should be a treat to the foodies out there. You might not be able to consume and try different cuisines by going out to restaurants or treat your taste buds with the delicious street foods, but that should not stop you from eating healthy & heartfelt meals. Learning to cook is a beautiful feeling, so get that apron on and cook yourself some healthy, delicious food.
- **Connect with others-** Never feel that you are alone in all of this chaos. Each of us is fighting our own battles and sharing a conversation always helps in creating a safe and open place for everyone. Express yourself to your close ones and let them express their emotions to you as well. A visceral feeling of safety is essential for healing.
- **Dive in to your hobbies-** This is the time you get back to your hobbies. Learn to play that song on guitar that you've always wanted to play, pick up those paint brushes and let your creativity fill the blank canvas with colors of your imagination, invest your time in honing that skill which you've always wanted to take to the next level. Embrace this time with all your creative energy and relax in the realm of happiness and fulfillment.

Let go of the anxious spiraling thoughts. It leads to anxiety and stress in the body. Stress can store up in the body and cause many diseases and illnesses.

We surely will come out as a stronger and better version of ourselves. Take care of yourself and of your mental health.





A PANDEMIC OR A CURSE ON MANKIND?

With the 2nd wave of covid hitting India hard, it came with more than just Dalgona coffee to baking banana bread. Almost everyone around has fallen prey to it. Well, to be honest my covid experience has made me realize how important our health is, I consider myself lucky to have received medical assistance at a beck and call throughout my journey, yet not everyone around is as blessed as I was. With people willing to pay anything for a glimpse of their dear ones, to the ones who do not even have a chamber to isolate in, to some just watching their loved ones die right Infront of their eyes. We all have seen a lot in only a month. For assurance we are often told “it’s just a bad phase, it’ll pass”. Well, will it? Or are we stuck in an endless loop until everything ends?



If there’s one thing which is being equally feared as covid is “isolation”. Those 14 days of exile, with the constant anxiousness of the disease, to checking your oxygen and temperature every now and then and having no one around to talk to about it, is something no one would want to endure in their life. For me, every single day lasted a lifetime, my dad would often stand by the door and peek in to cheer me up, and make sure I was doing okay.

Since the power above us has nearly failed, we all are trying our best to be a helping hand in whatever way we can, from posting leads to arranging for oxygen, plasma donation, to just being there for them, we indeed shall overcome.





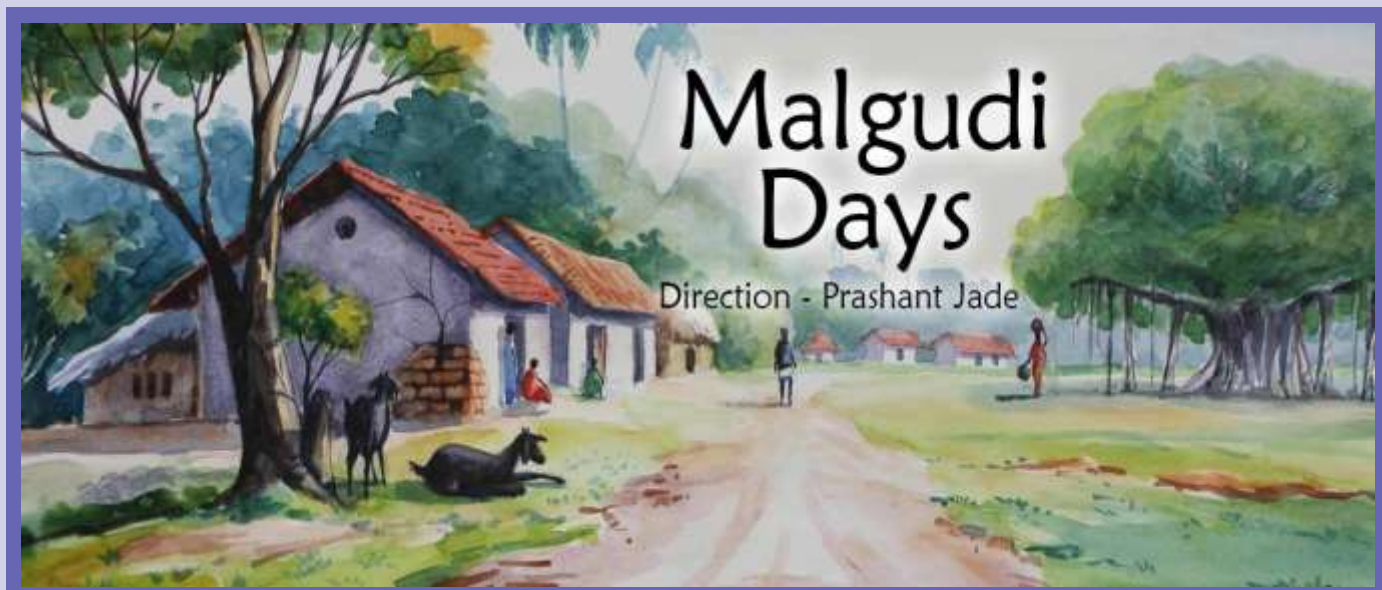
MALGUDI DAYS: MY COMFORT ABODE!

IF you're a 90s kid like I am, I bet you could hear the classic 'ta na na ta na..' accompanied with a flute melody in the back of your head as you read the title. I remember dropping everything, I had been doing for the next 25 something odd minutes and keeping my eyes glued to the screen, when I was a little girl. Witnessing Swami's adventures was a part of my daily routine and surely something I most looked forward to each day.

Malgudi Days, as a show was simple yet very moving. The stories were characterized by some unique crisis, little Swami had to face on an everyday basis. Swami despised school, like we all did back in our days. I watched him making immense efforts with his excuses for why going to school was a bad option for him and then me reaching out my parents with my version of those excuses. A never-ending list of failed attempts! What made Malgudi Days so epic and special in every sense, was its simplicity and how relatable were Swami's struggles with school, family and friends.



I have always been a sucker for nostalgia inducing narratives. I suppose we all are. In this awfully fast world, there remain some things which reminds us of the good old times. Malgudi Days is one of such shows which will embark you on a journey to an imaginary town of Malgudi, away from this rat race. It's not just a series with a couple of episodes but fun and frolic vacation trip in Malgudi Town.





WRITER'S COLUMN



GRATITUDE TAKES YOU A LONG WAY

Practicing gratitude is a vital antidote to most of emotional imbalances there exists. When we fail to appreciate the people around us, we are gradually dismissing the part they play in our lives. The part can be as small as the delivery boy from the nearby store or a big one like your parents. Acknowledging one's efforts and being grateful towards the ones making them illumine us from the inside and brighten the environment we live in.

We have become so self-absorbed and egoistic that we have forgotten to practice this simple gesture of taking a few nano seconds off our lives and acknowledging things others do for us. It is every day we witness little acts of kindness and courtesy happening around us but we brush them off as trivial or small. It was George Mathew Adams who said, "He who appreciates another enriches himself far more than the one whom he praises. To praise is an investment in one's own happiness. The poorest human being has something to give that the richest could not buy."

We often fail to appreciate little things in life, expecting that it will be the bigger things that'd source our happiness, we also fail to realize how wrong we are in that very moment. It is our besetting fault that we take others and those little moments for granted. We constantly thrive on support from friends and family but we fail to be grateful towards them for always being there for us.

In times this uncertain, I believe it's very important to let people know how even the things they do, howsoever trivial, matter so much. It's high time to show a little more generosity with appreciation and encouragement, for everyone we know is fighting their own battle with the prevailing circumstances. So, learn to express gratitude, for a silent expression is a wasted expression. It is not of much use if not expressed. A kind word said, goes a long way.

Good luck!





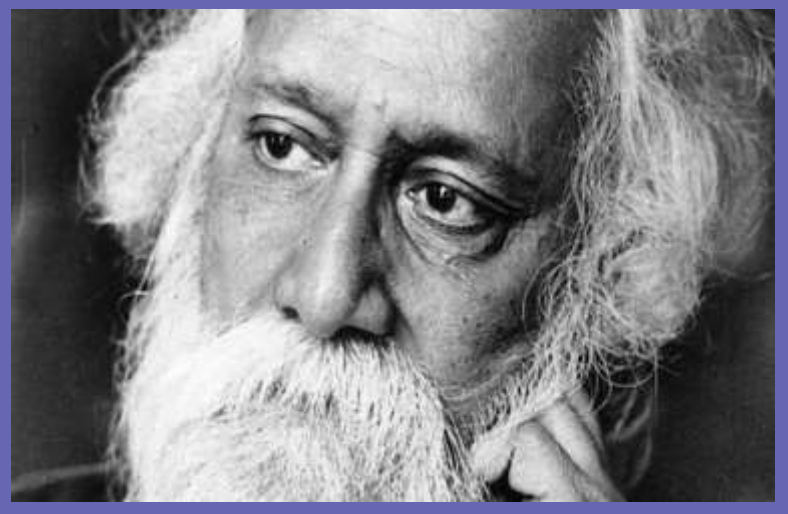
WRITER'S COLUMN



REMEMBERING RABINDRANATH TAGORE

25th of Baisakh 1268 (7th May 1861) was the day Rabindranath Tagore, popularly known by the name of কবিগুরু (Kavi Guru) was born. The birth place was Jorasanko, Kolkata. He was born in a Bengali Bramhin family. He was the youngest son of Debendranath Tagore, who was the leader of Bramho Samaj at that time. His entire education was done at his home after which he was sent to England for his further studies, which he did not finish. It was at a very young age when he was started taking interest in literature. Later on he started devoting his time towards the poetry.

He was very keen to introduce Indian culture to the west and vice-versa. He was a poet, short story writer, musician, painter who changed the colloquial language of Bengali Literature. In late 1870s he returned back to India without completing his studies and then in 1880s he published many books and completed the Manasi in 1890. Later on he got inclined towards social service and established a school at Shantiniketan at 1901 and then he established Visva Bharati University there in the year 1921.



The atmosphere was flourishing with Indian culture, Kavi Guru believed that colonial schools were robot producing factories which made students fit for nothing but to be cogs in the wheel of colonial administration. Instead of teaching facts, Kavi Guru believed in experimental learning. That's why presently we see Shantiniketan as a model of education which is very different from the rest of the educational institutions. He has contributed to so many poems, literature, short stories and among them he won Nobel Prize for GITANJALI in 1913 but he repudiated it in 1919 as a protest against Jallianwala Bagh Massacre (Amritsar). On 7 th August' 1941, Tagore passed away.

His contributions will remain immortal in our country which is why his birth day is celebrated with so much zeal across the country specially in West Bengal.

“Faith is the bird that feels the light when the dawn is still dark.”





WRITER'S COLUMN



NOSTALGIA 2K21

“Nostalgia 2k21” was a huge success albeit it being conducted online. The event was conducted on 24th & 25th April. It became special because of the esteemed alumni who agreed to share their knowledge and experiences on interesting topics with us as a part of the Coffee Table Sessions. We had to choose our area of interest and a different time slot was allocated for all the sessions, which made it very convenient for us to attend more than one session. The different areas in which these sessions were conducted included Digital Marketing; E-Commerce; Research and Analytics, Prospects of HR and BFSI etc., and our speakers were our acclaimed alumni who are currently Global leaders and are holding very important positions in corporations based in India and abroad. They took their time out to talk about their experiences and also to relish their time at AIMK.

The session was very interactive and inspiring. The final session was followed by a question and answer round in which the participants got their doubts cleared. And we bade goodbye to our honorable guests with awards. On 25th April, a Podcast session was organized by our alumni Mr. Vikram Jeet Bhayana in which guests were welcomed again. The driving idea behind this session was- “:Why go outside, when we have leaders inside” i.e., our AIMK family. It was an exhilarating experience, interacting with our alumni, packed in those two days of the Coffee-table sessions.



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