



# ARMY INSTITUTE OF MANAGEMENT

KOLKATA

MBA PROSPECTUS

2026



“ TO BECOME A PREMIER BUSINESS SCHOOL  
RECOGNISED INTERNATIONALLY FOR  
PROFESSIONAL EXCELLENCE  
IN MANAGEMENT EDUCATION.” ”

1997-2026

29 GLORIOUS YEARS

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# MESSAGE FROM THE CHAIRMAN



It gives me an immense sense of pride that within a span of 28 years, the Army Institute of Management (AIM), Kolkata has become a premier B-School in India. The Institute was established with a vision of providing a platform for the wards of Army personnel which would groom them into motivated, disciplined young managers, capable of steering and driving their corporate organisations to successfully achieve its goals in a fiercely competitive environment. The Institute has carved a niche for itself amongst the elite B-Schools in India, through its academic excellence and comprehensive strategy. It has successfully met the aspirations of the management students, kept pace with the changing economic environment and has consolidated its professional excellence and acumen, to emerge as an institution of reckoning. This has been possible due to the dynamic, pragmatic and dedicated efforts of the Management, Faculty and Staff of the Institute.

I would like to compliment AIM, Kolkata for its dedication and persistent efforts to provide quality education and service. I am confident that the Institute will continue on its path of growth and create more effective managers capable of matching the changing needs of Industry and making a difference. I wish AIM Kolkata, 'All the Best' in its future endeavours.



(Sibdas Bhattacharjee)

Station : Kolkata-700160  
Dated : 01 Oct 2025

Maj Gen S Bhattacharjee  
Chairman, AIMK

# MESSAGE FROM THE DIRECTOR



Army Institute of Management Kolkata (AIMK), formerly known as National Institute of Management Calcutta (NIMC), was established on 28 July 1997 at Alipore, Kolkata by the Army Welfare Education Society, New Delhi. This Institute has shifted to an eco-friendly campus with state of the art infrastructure in its present location at New Town, Kolkata on 27 May 2021. The Institute runs AICTE approved two years full-time MBA programs and is affiliated to Maulana Abul Kalam Azad University of Technology, West Bengal.

Since its inception, the bedrock of our Institute remains our committed faculty members, who play a pivotal role in shaping the academic environment, fostering learning, providing intellectual leadership and guidance necessary for students to evolve as innovative and successful business leaders of tomorrow. Our faculty members are our heroes who keep the gears of this Institute turning smoothly.

We, in AIMK, believe in crafting a unique learning experience for our students that goes beyond conventional methodology. We emphasise on interactive learning that are industry relevant and with real-world applications. We pursue a holistic approach to both personal and professional development of our students.

We are on an exciting trajectory of growth and are committed to creating a conducive environment for academic excellence and overall development of students, driven by the rich traditions and ethos of the Great Indian Army. Our alumni, torchbearers of positive change, embodying the spirit of excellence and empathy, are already making significant impact in making our Nation a developed country.

Henry Ford said, and, I quote, "Coming together is a beginning, keeping together is progress, and working together is success." Come, join, and, be a part of the success story of AIMK, and, at the same time, undertake a memorable journey of your lifetime with AIMK.

Brig (Dr) Sujay Ranjan Chaudhuri (Retd)  
PhD, M Phil, M Tech, MBA, MSc, FIE

**DIRECTOR - AIMK**

**Station : Kolkata-700160**

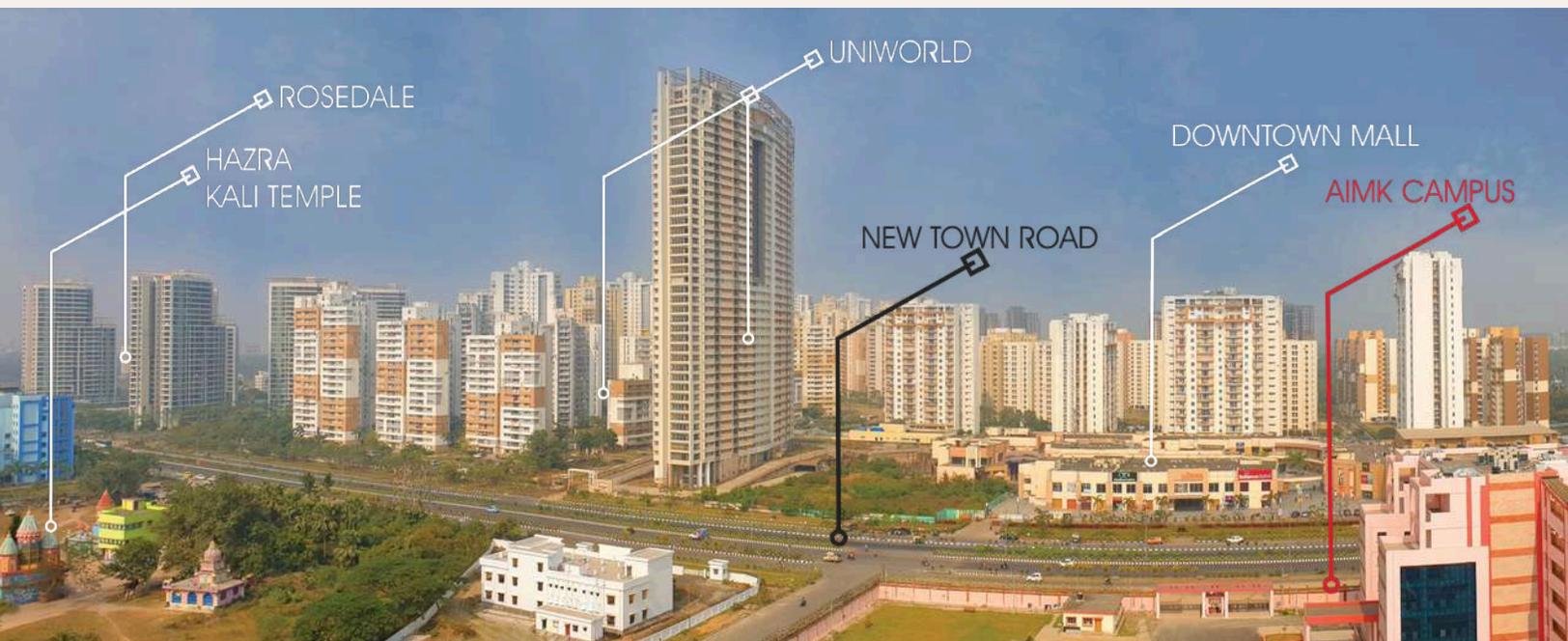
**Dated : 01 Oct 2025**

# THE INSTITUTE

Army Institute of Management, Kolkata (AIMK) is an over two decade-old Management Institution established on 28 July 1997, under the aegis of Army Welfare Education Society (AWES). AIMK provides affordable quality higher education in the field of management studies. It is approved by the All India Council for Technical Education (AICTE) and affiliated to Maulana Abul Kalam Azad University of Technology (MAKAUT), West Bengal. The Total Affiliated intake for MBA programme is one hundred twenty (120) students, out of which 80% seats are reserved for Indian Army (IA)/ Indian Navy (IN)/ Indian Air Force (IAF) and the balance 20% seats are for General category, including 02 candidates from Op Sadbhavana scheme.

It is a fully Residential Co-Educational institution, which is committed to the 360° development of the students with a curriculum that draws a balance between Scholastic and Non-Scholastic activities to mould the students into professionally competent young leaders in the field of Business Administration. After spending over two glorious decades in the Alipore Campus, the Army Institute of Management, Kolkata shifted to its newly constructed permanent campus at Rajarhat, Kolkata.

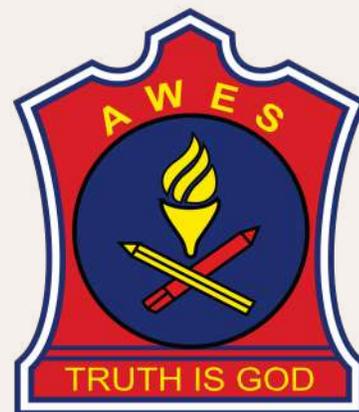
Spread across 6 acres, the campus is designed to meet the global standards of ecological sustainability to ensure the efficient use of resources. The campus is located in the ultra-modern part of Kolkata: New Town, Rajarhat and is surrounded by other educational institutes like West Bengal Judicial Academy (WBJA), St. Xavier's University, University of Engineering & Management (UEM), and IIT Kharagpur Research Park to provide a congenial environment for promoting education.



## THE AIM ADVANTAGE

KOLKATA

1. AFFORDABILITY – Best Return on Investment.
2. ARMY CONNECT – Leadership, Management & Control.
3. ARMY ETHOS.
4. Near 100 percent PLACEMENT every year.
5. Brand NEW CAMPUS with State-of-the-Art facility.
6. Awarded NATIONAL BEST INSTITUTE in 32nd Business School Affaire in November 2025.
7. Fully Residential Programme with Cosmopolitan Student Profile.
8. Reputed Faculty with CORPORATE and Academic experience.



# THE MISSION

1. To promote Excellence in all dimensions of Management.
2. To Empower students by offering a Practical, Innovative, and Technology-driven Management programme.
3. To prepare Management Professionals with a Global & Entrepreneurial Mindset.
4. To focus on building Intellectual Capital and foster an Interactive Learning Environment through Faculty Development, interaction with Industry, Research and Publications.

## AIM HISTORY 1997 - 2026

KOLKATA

### DATE

### EVENT

## 1997

- July - 1997 ● **Calcutta Institute of Management Studies (CIMS)** established with Dr. Sujit K. Basu as its First Director  
**Affiliated with Viswa Bharati, Shantiniketan.**  
Batch size: 60 (80% reservation for wards of Army Personnel)
- Dec - 1997 ● Rechristened as **National Institute of Management, Calcutta (NIMC).**
- Jun - 1998 ● Approved by All India Council for Technical Education (AICTE) as a B-School.
- Jun - 1999 ● 3 year MCA Programme was run. Ends in 2006 (Batch Size: 30)
- July -2002 ● Affiliated to West Bengal University of Technology (WBUT), rechristened as Maulana Abul kalam Azad University of technology (**MAKAUT**) in 2015.
- July -2004 ● Admission through Common Admission Test (CAT) of IIM. (Batch Size: 90)
- Feb - 2005 ● Rechristened as **Army Institute of Management, Kolkata.**
- July - 2006 ● (Batch Size: 120)
- May - 2015 ● Accredited by National Assessment & Accreditation Council. Expired on 30 April 2020.
- May - 2015 ● ISO 9001 : 2008 (Now ISO 9001 : 2015)
- Feb - 2020 ● International Exchange Programme with Faculty of Business Studies, DHAKA UNIVERSITY
- Dec - 2020 ● AIMK Alumni Association Registered
- Mar - 2021 ● AIMK relocated to its new campus at New Town, Rajarhat.
- Sep - 2022 ● Silver Jubilee Celebration.
- Apr - 2024 ● Defence seats introduced for Indian Airforce & Indian Navy.
- Sep - 2025 ● Inauguration of **1<sup>st</sup> Batch of BBA** program
- Sep - 2025 ● Inauguration of Museum dedicated to **Martyr Lt. Navdeep Singh Bains, Ashok Chakra (Posthumous)**

## 2026

# A HERO FOREVER: TRIBUTE TO LT. NAVDEEP SINGH BAINS (MBA 11 BATCH)

Army Institute of Management, Kolkata (AIMK) paid tribute to its proud alumnus **Martyr Lt. Navdeep Singh Bains, Ashok Chakra (Posthumous)** on 23rd September 2025. The ceremony began with a wreath-laying event accompanied by the Army Band, in the presence of his parents, close friend, and alumni, including his batchmates. Key highlights included the unveiling of his full-scale statue in the museum, cultural performances. Through the Director's address and alumni tributes, the event honored his courage and sacrifice, reinforcing his enduring legacy in the institute's ethos.

## WALL OF VALOR



**The Legacy**

**EARLY LIFE**

Born: 1985, Gurdaspur  
Punjab  
Education:  
Alumnus MBA 11  
AIMK

Of

LT. NAVDEEP SINGH BAINS  
Ashok Chakra (Posthumous)

**OPERATION GUREZ**

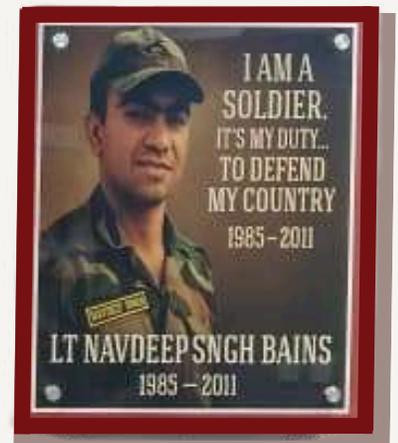
August 2011  
Counter Infiltration in  
Jammu & Kashmir  
Neutralized 9  
Terrorists Before  
Achieving Martyrdom.

**MILITARY CAREER**

Training:  
OTA, Chennai  
Commission:  
15 Maratha Light  
Infantry, Ghatak  
Platoon

**HONOURS**

Ashok Chakra  
(Posthumous)  
India's highest  
peacetime gallantry  
Award.



# NOTABLE ALUMNI



**Soma Banerjee**  
Co-Founder  
Business Brio,  
MBA-1



**Aji Mathew**  
CEO  
Tech Shu,  
MCA-3



**Neetha Nair**  
CHRO, Prudential  
Assurance, Singapore,  
MBA-04



**Anand Mihir**  
Partner & Leader,  
Ernst & Young (EY),  
MBA-04



**Nivedita Bal**  
IBM Oracle  
PaaS Leader,  
MCA-04



**Sunaina K KAUL**  
Director - Global  
Employee Relations,  
QUALCOMM  
MBA-05



**SUMEER CHOPRA**  
M.D, Head Wholesale  
Business Risk CoE,  
HSBC,  
MBA-04



**Rohit Golani**  
Proprietor - Property  
Consultant in Kolkata,  
MBA-9



**Dr. Pardeep Kumar**  
Associate Professor,  
Chandigarh University,  
MBA-10



**Ria Mandal**  
Chief Manager,  
Union Bank of India,  
MBA-10



**Arpan Roy Choudhury**  
Associate Director  
PwC,  
MBA-10



**Shatadru Gupta**  
Associate Director,  
Unifi Capital,  
Mba-11

The institute runs a two-year full-time Residential MBA Programme with 120 students per batch. The two-Year residential MBA programme emphasises on fostering an integrated understanding Of Theory And Practice. Every student has to undergo Six to Eight weeks of Summer Project during June – July, at the end of the first year programme.

Special emphasis is given to developing leadership traits, communication skills, all-round awareness, and practical knowledge of managing resources. Continuous interactions with Industry Captains are maintained through Colloquia, Seminars & Discussions. Several Industrial Visits are organised as a part of the programme.



## AWARDS & RECOGNITIONS

The Institute has received many Prestigious Awards & Rankings like :

1. 'B-SCHOOL LEADERSHIP AWARD' for subsequent three years (2014, 2016 & 2017) by DNA & Stars of the Industry Group.
2. The prestigious 'GOLDEN PEACOCK NATIONAL TRAINING AWARD (GPNTA)' for Excellence in Training and Management System in 2014.
3. AIM Kolkata has been selected for BUSINESS SCHOOL AFFAIRE & DEWANG MEHTA NATIONAL EDUCATION AWARD and declared the winner of "BEST B-SCHOOL" for the year 2015 and 2016, for its excellence in Academics and as recognition of Leadership, Innovation, Development, and Industry Interface of Institute.
4. The Institute has added another feather in its cap by receiving World Education Congress Global Award 2016 as the Educational Institute with Best Academic and Industry Interface.
5. Times of India, in its survey in 2018, adjudged AIMK in the category of 'TOP 100 B-SCHOOL' in the country.
6. AIM Kolkata has been conferred with the CERTIFICATE OF EXCELLENCE by Chronicle in 2018.
7. AIM Kolkata has been ranked in the A+ + + category by Business India in their B-SCHOOL RANKING in 2019.
8. EASTERN INDIA LEADERSHIP AWARD, 2022 (FOR BEST ACADEMIC INSTITUTIONS) On behalf of the Army Institute of Management, Kolkata Maj Gen VS Ranade (Retd), Director, received Eastern India Leadership Award, under the category of Best Academic Institutions.
9. Army Institute of Management Kolkata features among the "Trusted Institutes of India, 2023" according to The Knowledge Review.
10. AIM Kolkata received the National Best Institution Award and also grabbed The Eastern India Leadership Award in the year of 2024.





# THE STATE OF THE ART CAMPUS

@New Town

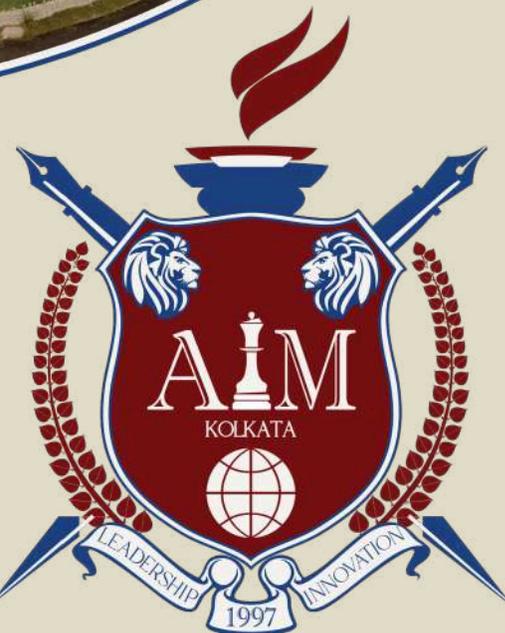
MULTI-STOREY GIRLS  
HOSTEL BLOCK "Kalindi"

NEW TOWN ROAD

ACADEMIC BLOCK "Kalpvriksh"

MULTI-STOREY BOYS  
HOSTEL BLOCK "Kailash"

AMENITIES BLOCK "Kshitij"



# OBJECTIVES

The objectives of Team AIMK to achieve its noble mission are :

1. To synergise efforts towards providing a Holistic Enabling Environment, which fosters positivity and is conducive for the actualisation / realisation of the potential of the students as successful career professionals, in the emerging field of Business Management, in a branch or discipline of their choice.
2. To try to meet the legitimate and reasonable aspirations of all stakeholders in the Eco-System (Students, Teaching & Non-Teaching Staff, Parents, The Business Environment and the Nation at large).
3. To develop an organisational Ethos / Culture which promotes Excellence and a relaxed Efficiency in all facets of work or functioning at AIMK.
4. To adopt a dynamic curriculum and adapt it periodically to the emerging business environment while planning and catering for future expansion and growth. The best learning resources be made available and modern teaching practices be adopted to empower the students & faculties.
5. To build the Brand AIMK through the collective, synergised and sustained efforts of all stakeholders and conform in letter and spirit to the stipulations of various regulatory and controlling bodies and organisations (AWES, MAKAUT, AICTE, ISO, NBA, etc). It would be prudent to benchmark our performance with other institutions in the NIRF framework.
6. To be committed to the Saliency Of Education – Employment Linkage and empower the students with the necessary competencies and skillsets for successful placements in a field and firm of their choice.
7. To provide reasonable infrastructure and facilities to the AIMK fraternity with a long-term perspective. Adopt affordable Green and Smart technologies, conserve and maintain existing assets.
8. To strengthen student affairs function to make Campus Life a wholesome, balanced, and enriching experience.

## THE INDIAN ARMY CONNECT

1. Our Army Partner is **HEADQUARTERS EASTERN COMMAND**.
2. Discipline, Fitness, Chivalry, and Integrity are some of the qualities which the Indian Army is known for, and these are imbibed in the AIMK Fraternity.
3. A mandatory High Attendance percentage in classes, Punctuality, a heightened sense of Self Grooming and Turnout, subscribing to Physical Fitness and outdoor pursuits, maintaining high Moral & Ethical Standards in Conduct, Gender Sensitivity, Social & Emotional Vibrancy and inculcating Team Spirit are what we promote at the campus.

# ACADEMICS

1. The primacy of empowerment of our Future Business Managers, through the steadfast pursuit of an updated and Contemporary Academic Curriculum, approved by the AICTE and run under the aegis of MAKAUT ( Maulana Abul Kalam Azad University of Technology ), West Bengal needs no reiteration.
2. The Two-year long Academic Experience is divided into Four Semesters with 6 papers in each semester. The curriculum consists of 13 Compulsory Papers and 11 Specialisation Papers.
3. The Institute offers all the 6 Specialisations prescribed by the MAKAUT University subject to reasonable subscription or demand. Of the 11 Specialisation papers, each student opts for 7 Papers from 1 Major Specialisation & 4 Papers from 1 Minor Specialisation. Each paper is of 40 contact hours of instructions.
4. In addition to the prescribed curriculum, each student has to subscribe to one Non-Credit Online course in each semester in consultation with his / her Mentor.
5. In each semester the continuous assessment (CA) mandate warrants our Internal Assessments (30% weightage) and an External end of Semester Examination (70 % Weightage) is conducted under the aegis of the University.
6. In the intervening period between the two years, the students undergo a 6 to 8 weeks Summer Internship Programme (SIP).
7. The course curriculum is further enriched through a mix of Industrial Visits, Seminars, Guest Lectures, Certificate Courses, Exchange Programmes, etc.



8. Value addition programmes in FOREIGN LANGUAGES (In Voluntary Basis) Quantitative Techniques, IT Skills in Office 365, & Advanced EXCEL are routinely offered to students voluntarily. These programmes are heavily subsidized (2/3rd cost).

9. The Graduation Ceremony which is conducted after a year marks the culmination of the programme.

10. The following awards are awarded during the graduation ceremony :

- Army Commanders Incentive Award(Total Three)
- Chief of the Army Staff (COAS) All Round Best Student Rolling Trophy



## INDUSTRY BODY ASSOCIATIONS

- Member of BENGAL CHAMBER COMMERCE & INDUSTRY, KOLKATA
- Member of ASSOCIATION OF INDIAN MANAGEMENT SCHOOLS (AIMS)
- Member of ASSOCIATION OF INDIAN MANAGEMENT ASSOCIATION (AIMA)
- Institutional Membership of BRITISH COUNCIL LIBRARY



## PLACEMENT RECORD

The Placement Support Function is the final stage & strength of AIMK. For almost a decade the Institute has been achieving a near cent percent placement record which makes us the envy of our competitors.

130 plus companies recruit our students every year. The Average Annual CTC bagged by the 2023-25 batch is an impressive Rs 8.08 Lakhs. Students can also return to their alma mater for deferred Placement Assistance.

# CAMPUS ETHOS

1. Students are encouraged to play an active role in the affairs of the Institute. The student's voices & views are echoed by the Students Council members, elected by the students.
2. The Alumni Connect is the strength of the Institute. The Alumni Association (which was registered in December 2023) plays a vital role in Mentoring and Placement functions. All students on passing out of the Institute become lifetime members of the AIMK Alumni Association.
3. To develop the Creative and Social side students have options to join various clubs. Our students have been regularly participating and winning Awards in Fests and Competitions organized by other Colleges and Organizations. Our Fest "*Inferno*" is eagerly awaited by the city.
4. Students are motivated to look after the assets of the Institute through a system of Incentives / Disincentives.



INDUSTRIAL VISIT



DEBATE COMPETITION



1st BATCH OF MBA

# SEMESTER FLOW & COURSE STRUCTURE



## ADMISSION

Graduation Required  
Merit : CAT, GD & PI, Marks of 10th, 12th,  
graduation & extracurricular activities

## ORIENTATION (07 DAYS)

## 1<sup>ST</sup> YEAR : I & II SEMESTERS

I & II SEM : 6 Compulsory Courses / Semester  
Scholarship

## SUMMER INTERNSHIP PROGRAMME

Duration 2 Months

## II<sup>ND</sup> YEAR : III & IV SEMESTERS

III Sem : 1 Compulsory &  
(3+2) Specialisation Courses  
IV Sem : (4+2) Specialisation Courses

## EVALUATION - CGPA

4 Continuous Assessments per Semester  
4 University Semester Exams  
Viva Voce



## PLACEMENT

Pre - Placement Mentoring  
130+ Companies



## GRADUATION CEREMONY

After 1 Year

## WORKING HOURS

9 Am To 5 Pm  
6 Days A Week except 1st & 3rd Sat  
Saturday - Mentoring

## INSTRUCTIONAL MODE

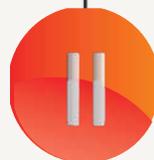
Faculty Lecture  
Guest Lecture  
1 Online Course per Semester  
Industrial Visit  
Conference & Seminar

## SCHOLASTIC ACTIVITY

Research & Consultancy  
Institute Journal - Kindler

## NON SCHOLASTIC ACTIVITY

Clubs  
Games & Sports  
Institute Social Responsibility  
Annual & Sports Day  
Boot camp & PDEP Session



# CURRICULUM

AIMK follows the MBA course curriculum (syllabus under revision) of Maulana Abul Kalam Azad University of Technology (MAKAUT), West Bengal, erstwhile West Bengal University of Technology, as given below :

## FIRST SEMESTER :

### 6 COMPULSORY COURSES

- Economics for Managers
- Organizational Behavior (Individual, Group, and organization)
- Business Laws, Ethics and Governance
- Accounting for Managers
- Research Methodology & Business Statistics
- Entrepreneurship and Digital Transformation

## SECOND SEMESTER :

### 6 COMPULSORY COURSES

- Operations Research
- Financial Management
- Marketing Management
- Operations and Project Management
- Management Information System
- Human Resource Management

## THIRD SEMESTER :

### 1 COMPULSORY & 5 SPECIALISATION COURSES, SIP & Viva Voce

- Corporate Strategy
- SIP & Viva Voce
- 5 Specialisation Courses  
( 3 from Major area & 2 from Minor area )

## FOURTH SEMESTER :

### 6 SPECIALISATION COURSES

- Comprehensive Viva Voce
- 4 from Major Area & 2 from Minor Area

Note: Elective Papers are offered only if Twelve or more students opt for the same.

# SPECIALISATION COURSES ( SEM 3 & 4 )

## MARKETING SEM 3

- Marketing Research and Analytics
- Integrated Marketing Communication
- Consumer Behaviour

## MARKETING SEM 4

- Product and Brand Management
- Retail Management
- Sales & Distribution Management
- Service Marketing

## SYSTEM MANAGEMENT SEM 3

- System Development and Project Management
- Relational Database Management System
- Business Decisions Using Advanced Excel

## SYSTEM MANAGEMENT SEM 4

- Business Intelligence and Big Data
- Managing Digital and Social Media Platforms
- Strategic Management for IT
- E-commerce and Digital Markets

## OPERATIONS SEM 3

- Operations Strategy
- Supply Chain and Logistics Management
- Quality Toolkit for Managers

## OPERATIONS SEM 4

- Operations Research Applications
- Supply Chain Analytics
- Sales and Operations Planning
- Management of Manufacturing System

## FINANCE SEM 3

- Security Analysis and Portfolio Management
- Taxation
- Financial Market and Services

## FINANCE SEM 4

- Derivatives and Risk Management
- Financial Modelling and Corporate Valuation
- Managing Bank and Financial Institutions
- Personal Financial Planning

## HUMAN RESOURCES SEM 3

- HR Analytics and Applications
- Manpower Planning, Recruitment, and Selection
- Learning & Development

## HUMAN RESOURCES SEM 4

- Employee Relations & Labour Laws
- Managing Diversity, Equity Inclusion (DEI) and Change
- Strategic HRM
- Performance and Compensation Management

## BUSINESS ANALYTICS SEM 3

- Data Visualization for Managers
- Modelling Techniques
- Data Science using R

## BUSINESS ANALYTICS SEM 4

- Big Data Technology
- Data Mining
- Data Analytics using Python
- Application of Analytics in Business

# AREA CHAIR'S VISION

## BUSINESS ANALYTICS :

Area Chair's Vision:

Exponential growth of digital data posed great challenges to Business in term of diversifying, multiracial nature of data .Organizations needs revisiting their past performances and by using high-quality data as a reference for future decisions. Hence, there are goring demands across the world for such individuals with a professional degree in Business Analytics to help organizations to achieve their targets. MBA in Business Analytics will be primarily a business administration professional but with additional expertise in analytics.

### Members of the faculty:

- Dr. Ayan Chattopadhyay, Associate Professor (Area Chair)
- Dr. Payel Sadhukhan, Associate Professor

## FINANCE :

Area Chair's Vision:

Finance is the 'lingua franca' of business. The current environment is characterized by Volatility, Uncertainty, Complexity and Ambiguity making the Finance function increasingly important. After familiarizing the students with basic concepts of Accounting and Financial Management in the first year this Area aims at providing in depth knowledge about some of the advanced Concepts in Finance.

Another key objective is to relate theory to practice and develop a Global perspective.

Value Added Interventions: The Area does its flagship annual event 'Dristikone'. Besides it plans to hold seminars. It also invites specialist Visiting faculty in areas of Taxation, Advanced Accounting and Finance. Guest lectures from industry experts are held to supplement the efforts of the full time faculty.

Visit to National Stock Exchange(NSE) is conducted for the Finance Students.

### Member of the faculty:

Dr. Asmita Basu, Associate Professor (Area Chair)

## HUMAN RESOURCE MANAGEMENT :

Area Chair's Vision:

The Human Resource Management Area at AIMK specifically facilitates learning in modern concepts, techniques and practices in the management of human resources and exposes the student to develop -

- (i) the analytical, problem-solving and decision-making abilities,
- (ii) the awareness of the socio-economic environment, and

(iii) the personality with socially desirable values and attitudes in the students. Towards these objectives and to suit the contents of each subject, a variety of teaching methodologies, such as case studies, role-play, problem solving exercises, group discussion, audio visuals, etc. are used in the programme.

Value-added interventions like theme-based workshops / panel discussions / seminars / guest lectures by industry-experts are organized from time to time.

### Member of the faculty:

Prof. Pankhuri Sharma, Assistant Professor (Area Chair)

## MARKETING :

### Area Chair's Vision:

In a world driven by competition, every organization—whether in FMCG, technology, education, healthcare, retail, or start-ups—needs strong marketing professionals to understand customer needs, build brands, and drive growth. This makes marketing one of the most versatile and in-demand fields of management. The specialization equips students with skills in consumer behaviour, branding, advertising, sales, international marketing, and digital strategies—all of which are highly relevant in today's globalized, technology-driven economy. With the rise of social media and data analytics, marketing roles are no longer confined to traditional sales but extend to digital marketing, market research, strategy, and global business development. AIMK offers the specialization that fits the needs of Indian (and global) market environments, where digital transformation, international trade, and service sectors are growing fast.

### Members of the faculty

- Dr. Malini Majumdar, Professor (Area Chair)
- Dr. Samip Baruah, Professor, Principal
- Dr. Ayan Chattopadhyay, Associate Professor
- Dr. Abhishek Bhattacharjee, Assistant Professor
- Dr. Kausik Chakraborty, Assistant Professor
- Dr. Zeba Naseem, Assistant Professor

## OPERATIONS MANAGEMENT :

### Area Chair's Vision:

Operations Management is now central to MBA learning, preparing future leaders to drive sustainable transformation by shifting from the linear “take–make–dispose” model to a circular economy built on reuse, recycling, and repurposing. With Industry 4.0 technologies such as AI, IoT, and automation reshaping production and supply chains, companies are embedding sustainability into their strategies, unlocking new value streams and career opportunities.

Students gain expertise in Supply Chain and Logistics Management, Quality Tools, Sales and Operations Planning, and Manufacturing Systems Management— knowledge and skills that are vital in the Industry 4.0 era. AIMK offers a specialisation in this area to equip students with the skills needed to excel in the evolving world of operations management.

### Members of the faculty

Prof. Aniruddha Kundu, Assistant Professor (Area Chair)

# INFRASTRUCTURE

**1. LOCATION :** The Institute is laid over 6 acres of real-estate in the well-planned suburb of New Town, Rajarhat with modern Socio-Economic infrastructure and facilities. Wide roads, High Rise Residential societies, Malls, Parks, IT, Educational Institutions, and Corporate Offices, modern Transportation facilities are characteristic of New Town. The campus is at a 30 minutes drive time from the airport and is connected to the city with an elevated rapid-transit corridor.

**2. TRANSPORT SERVICES :** The campus is well served with public and private transport services. The city road transport service has a Bus Stop at our main gate with Air-Conditioned E-buses operating to most places in the city regularly. Cab and auto aggregator services are also easily available. The Institute has a limited transport pool including an Air-Conditioned Traveller bus, Tata Sumo & Omni Van which can be hired on nominal charges. E-Scooters are being added to the pool and geared bicycles are available with the Cycling Club.

**3. OVERALL :** The campus has an air-conditioned Academic Block, a well-equipped Amenities Block and separate high-rise Hostel Blocks for Ladies And Gentlemen. Hostel accommodation is mandatory for all the students. The Director and Registrar also stay on the campus.



**4. ACADEMIC BLOCK :** The Academic Block `Kalpvriksh` ( On Cover Page ) is Fully Air-Conditioned with an impressive **ENTRANCE FOYER** inspired by " the Galaxy ", **350 SEATER AUDITORIUM**, Library, **LECTURE HALLS** 120 Seater Seminar Halls, Tutorial rooms, Language Lab, IT Lab, Conference rooms, and offices. The Teaching / Learning facilities have advanced SMART features.

**5. LIBRARY :** The library is a vibrant learning hub that promotes both group discussions and quiet study. With advanced technology supporting circulation and cataloguing, it also hosts engaging book-related events to spark new interests among students.

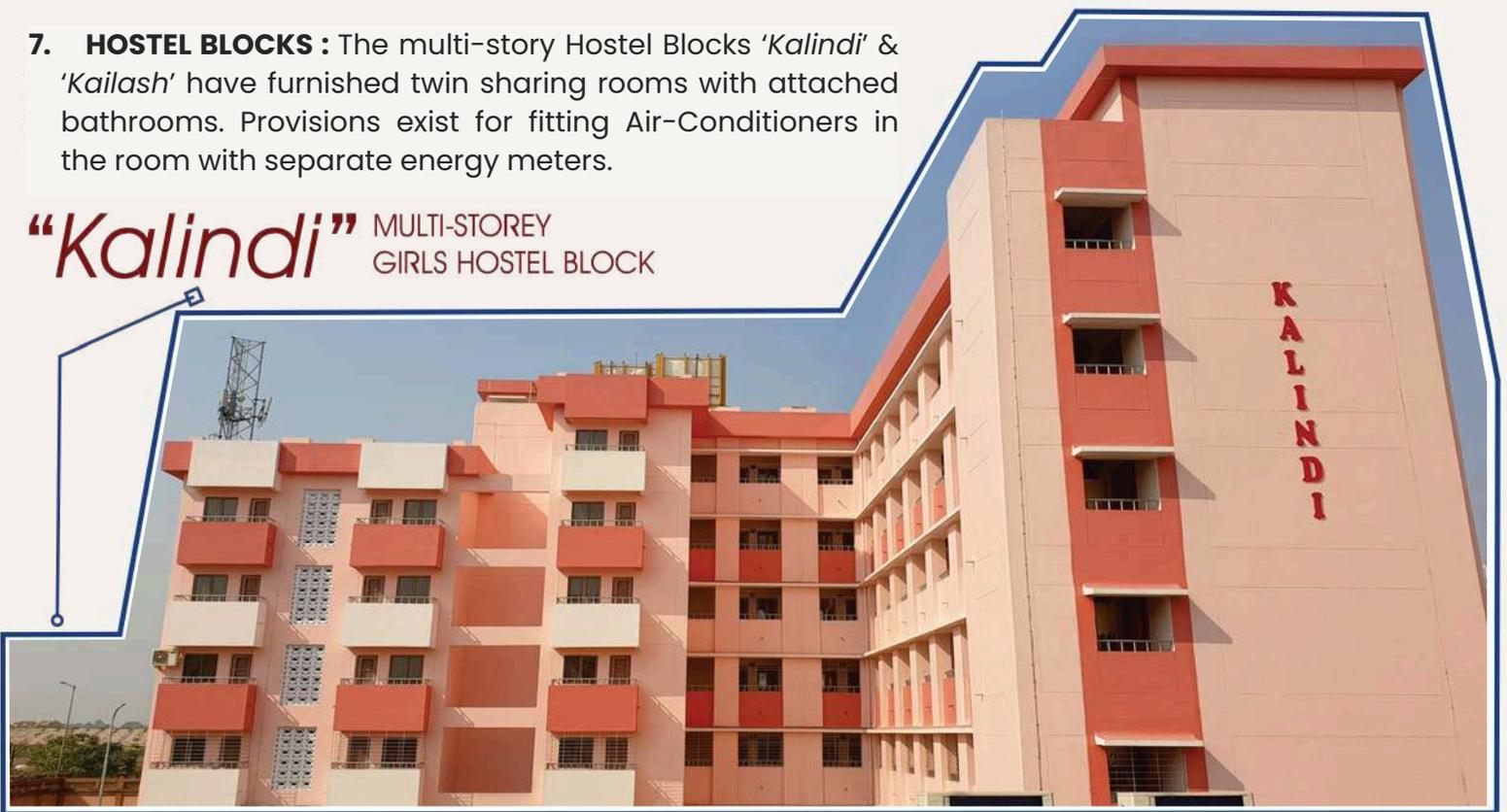
Featuring air-conditioning, high-speed Wi-Fi, and reprographic facilities, the library supports all academic needs. It houses over 13,500 management books along with a curated non-text collection that encourages interdisciplinary learning. An extension in the student hostel offers a fiction section to promote leisure reading, and the book bank provides semester-long access to essential course materials.

The library also subscribes to a wide range of reputed national and international journals, magazines, and newspapers. In addition, it offers access to high-quality e-resources, including the EBSCO eBook Business Core Collection with more than 12,000 e-books.

**6. IT LAB :** The elaborate It Lab is geared for conducting Online Tests with ease. The campus is WI-FI enabled through a 200 MBPS leased line connection. IT lab can accommodate 100 students with individual PCs.

**7. HOSTEL BLOCKS :** The multi-story Hostel Blocks 'Kalindi' & 'Kailash' have furnished twin sharing rooms with attached bathrooms. Provisions exist for fitting Air-Conditioners in the room with separate energy meters.

**"Kalindi"** MULTI-STOREY  
GIRLS HOSTEL BLOCK



RECEPTION LOUNGES



COMMON ROOM

# “Kailash” MULTI-STOREY BOYS HOSTEL BLOCK



COMMON ROOM



HOSTEL ROOMS

Bathrooms have been equipped with Haier Geysers & Jaquar fittings. Mosquito proofing arrangements have been made in the rooms. Mattresses and Curtains are also provided by the Institute.

Each floor has been provided with a Samsung washing machine, Ironing station, and water coolers fitted with RO water filters. The Hostel Blocks have Air-Conditioned common rooms and Reception lounges. The Warden's suites are located within the hostels.

# “Kshitij” AMENITIES BLOCK



**8. AMENITIES BLOCK :** The Amenities Block `Kshitij` houses the Mess, Cafeteria, Gymnasium, Indoor Studio, Thrift Shop, Salon, and Guest Rooms. All facilities within the Amenities Block are air-conditioned. Central Laundry facilities have been provided in the Staff Block. The massive Ultra Modern Central Kitchen has been equipped with automated kitchen equipment, ventilation ducts, and gas banks.



KITCHEN



DINING HALL

**9. SPORTS :** Reasonable Sports facilities have also been integrated into the campus to include a Synthetic Basketball court, a multi-use playground, E-Gymnasium, and an indoor games arena.

**10. LEISURE :** The Institute is located nearby to several Retail Malls & Multiplexes including Downtown Mall, City Center 2, Axis Mall & Central. All of them offer everything from Clothing, Electronics, Multi-Cuisine Restaurants to Daily needs.



**11. MEDICAL CENTRE :** The Institute has a well-equipped air-conditioned Medical Centre with an Isolation facility. Empanelled doctors visit the Medical Centre twice a week. Many Government and Private clinics and hospitals are there in the neighborhood. Ex-Servicemen Contributory Health Scheme covered Hospital is available at a distance of 3 KM (15 minutes traveling time).



**12. GUEST HOUSE :** The Institute maintains an air - conditioned guest house and four guest rooms for Parents, Dependants, And Guests. The guest room charges are very nominal.

**13. CAMPUS SECURITY :** For Security, the campus has a high boundary wall and Robust Access Control measures besides a pan-campus CCTV coverage.

#### **14. ENVIRONMENTALLY CONSCIOUS :**

The campus conforms to the regulatory stipulations and is E-Friendly with its own 30 KW solar power plant on top of the Hostels and Amenities Block. The construction has also incorporated Rainwater harvesting concepts in its design. A thoughtful arboriculture plan complements the infrastructure. To promote Energy Conservation students are billed for the electricity they consume in their hostel rooms through energy meters specifically installed for the purpose.



SOLAR PANELS ON ROOF

# CORE FACULTY

## Principal

**Name:** Prof (Dr) Samip Baruah

**Educational qualifications:** B.E. (Computer Science & Engineering), MBA, PhD

**Experience (in yrs): Industry:** 27 ;**Academic:** 5

**Organizations worked with: Industry:** AMUL, ITC Limited, LINC Pens & Plastics Ltd, Indo National Limited (NIPPO), Goyal Group of Industries; **Academic:** Tezpur Central University (Guest Faculty for Executive MBA) Tezpur, Royal Global University, Guwahati.

**Subjects taught:** Digital Marketing, Management Information System, Marketing Management, Brand Management, Emerging Technologies, Retail Management, Sales & Distribution Management.

**Awards and Recognition:** President's Gold Medal for 1st Class-1st Position in MBA in 1996.

**Research interests:** Consumer Behaviour, Leadership, Sustainability, IT Enablement in Business, Study of Fresh Water Supply Chain, Sustainability & Effective Drainage System.

**No. of research publications:** Books: 01, Chapters: 01 no., Conference Proceedings: 2 nos.

**MDP/ FDP/ Consultancy/ Research Projects:** MDP(Leadership), Consultancy: Postal Department

**Professional Affiliation(s):** Research Forum - India, Member in Editorial Board JBMCR International Journal.



**Name:** Dr. Malini Majumdar

**Educational qualifications:** B.Sc [H], MA, MBA, PhD

**Experience (in yrs): Industry:** 1 ;**Academic:** 23

**Organizations worked with: Industry:** Reliance; **Academic:** Narula Institute of Technology, Calcutta Institute of Engineering & Management, International Institute of Hotel Management

**Subjects taught:** Marketing Management, Advertising & Sales Promotion, Product & Brand Management, Consumer Behaviour, Service Marketing, Corporate Strategy, Digital & Social Media Marketing, Retail Management, Sales & Distribution Management

**Awards and Recognition:** National Scholarship, Best Professor Award [ESN], Academic Leadership Award (I20R), International Adroit Teacher 2021 [GT]

**Research interests:** Consumer Behaviour in contemporary business world

**No. of research publications:** Journals: 19, Conference proceedings: 16

**PhD guidance (if any):** 11 **MDP/FDP/Consultancy/Research Project(s):** MDP conducted for LIC, Redington [2 programmes], IHM [3 programmes]

**Professional affiliation(s):** Calcutta Management Association



**Name:** Dr. Ayan Chattopadhyay

**Qualification:** B.Sc[H],B.Tech, MBA [Mktg.],M.Sc [Data Analytics], Ph.D. [Mgt.]

**Experience (in yrs): Industry:** 15+; **Academics:** 09+

**Organizations worked with: Industry:** Sony, Samsung, LG, Videocon, GKB (Essilor); **Academics:** IISWBM [Calcutta University]; Kalyani University; Amity Global Business School; Management Institute of Durgapur [Visiting]

**Subjects Taught:** Marketing Management, Sales & Distribution Management, Marketing Research, Service Marketing, Advertising & Sales Promotion, Retail Management, Business Forecasting, Data Science using R, Digital and Social Media Marketing

**Awards & Recognition:** National Scholarship Award (GOI), 19%; 1st Class First in Graduation in College (all streams), 19%; 'Excellent Paper Award' at the 9th China International School Administration & Academic Seminar for Universities, Beijing, China, 2009; 'Best Paper in Conference Award at "Management, Technology, Innovation and Social Change" (Amity University, 2017; Best Paper Award' at "Bhavishya - ICMHM 2018"; 'Best Researcher Award by ESN Publications, 2019.

**Research Interests:** Business & Marketing Decision Making [MCDM/ MADM, MCGDM/ MAGDM, Fuzzy MCDM]; Business Forecasting (ARMA, ARIMA & SARIMA, Exponential Smoothing, ANN, Hierarchical & Grouped Time Series Models); Machine Learning [Decision Tree & Random Forest, Bayesian Learning, Support Vector Machine, Artificial Neural Networks, Clustering and Text Mining – Sentiment Analysis]

**No. of Research Publications:** Journals: 54, Book/chapter in a book: 03, Conference proceedings: 05

**PhD guidance (if any):** 04

**MDP/FDP/Consultancy/Research Project(s):** MDP for IHM Kolkata on Sales & Distribution and Research Methodology, 2018 & 2019 FDP: [1] Workshop on R Analytics at The Bhawanipur Education Society College, 2020 [2] FDP on Data Driven Approach in Management Science at IMS Kolkata in association with Suny University, Ukraine & ISCRA, India, 2020; [3] FDP on Forecasting using R at Amity University Kolkata, 2020.

**Professional affiliation(s):** Life Member of All India Management Association, Life member of Calcutta Management Association

**Name:** Dr. Asmita Basu

**Educational qualifications:** B.Sc Maths (H), MBA (Fin, Mrktg), PhD (NIT , Durgapur)

**Experience (in yrs): Industry:** 1, **Academic:** 13

**Organizations worked with :** MPS group , HSBC (Industry), Goenka College of Commerce & Business Administration, APEX, JD Birla College (Academic)

**Subjects taught:** Financial accounting, Financial management, Investment Analysis & Portfolio Management, Corporate Finance, Project Appraisal & Finance, Derivatives & Risk Management, International Finance, Financial Markets, Quantitative Methods.

**Awards and Recognition:** 1) Awarded "Best Young Faculty of the Year" by Integrated Chamber of Commerce & Industries (ICCI), New Delhi, Feb 2019.

2) Awarded "Endowment Fellowship" thrice by Calcutta University in 2013, 2014 & 2019.

3) Received Certificate of Appreciation vide letter no.202999/31/AIMK/AWES , dated 27 Mar 2019 from honourable Maj Gen R. S. Bhadauria, MG ic Adm and an honorarium of RS. 10,000/-.

4) Awarded OMF Grant of 400 Euros by EAA & Bern University Switzerland in 2019 to present my research work.



5) Certificate of Appreciation in Academic Excellence for outstanding contribution in imparting Technical Education to the youth of the country, awarded by Ardent Computech Pvt. Ltd., in 2021.

6) Best Paper Award at the International Conference organised by The Heritage College, Feb 2024.

7) Chief Editor of Kindler

8) Reviewer of reputed National and International journals

**Professional affiliation(s):** Member of WAC, EAA, EurASEAA, SHAM

Research interests: Derivatives, Portfolio management, Heritage management, Sustainable development

**No. of research publications:** Journals: 20, book chapter: 4, conference proceedings: 8



**Name:** Dr. Payel Sadhukhan

**Qualification:** B.Tech, M.Tech [CS], Ph.D. [CS]

**Experience (in yrs): Academics:** 11+

**Organizations worked with: Academics:** Fields Institute for Research in Mathematical Sciences (Canada), Indian Statistical Institute Kolkata, TCG CREST, Techno Main Salt Lake, The Neotia University, and NITMAS.

**Subjects Taught:** Business Analytics, Python Programming, Big Data Analytics, Machine Learning, Discrete Mathematics, and Data Visualization.

**Awards & Recognition:**

1. Outstanding Paper Award at the West Bengal Regional Science Congress 2025 (Region 5)
2. SERB-ANRF and AMCIS Inclusion Fund Grants to attend AMCIS 2024 in the USA
3. Nominations for Best Paper Awards at ICAART 2023 and 2024
4. Microsoft India Travel Grant for IJCNN 2019, Budapest
5. Best Paper Award at the 4th Regional Science and Technology Congress (2019)
6. Funded invitations to prestigious global events, including the Fields Institute's Data Science Program (Toronto, 2022) and the Workshop on Big Data Visualization (2015)
7. MHRD Fellowships for both her M.Tech and Ph.D. at ISI Kolkata

**Research Interests:** Explainable AI, applications of AI in finance and medicine, ethical and privacy concerns in AI, and social network analysis.

**No. of Research Publications:** Journals: 12, Book/chapter in a book: 02, Conference proceedings: 12

**Name:** Dr. Abhishek Bhattacharjee

**Educational qualifications:** BSc (H), MBA (Mktg.), PGD-IR&PM, PhD

**Experience (in yrs): Industry:** 2; **Academic:** 16

**Organizations worked with: Industry:** ICICI Prudential, Raspberry Reflections; **Academic:** BP Poddar Institute of Management & Technology, Techno India, Aliah University (Visiting)

**Subjects taught:** Consumer Behavior, Marketing Management, Advertising & Sales Promotion, Sales & Distribution Management, Service Marketing, Corporate Strategy, Legal & Business Environment, Business Communication, B2B Marketing & Retail Management

**Research interests:** E-retailing, Online Banking

**No. of research publications: Book:** 01, **Journals:** 12, **Conference proceedings:** 13, **Book Chapter:** 02

**MDP/FDP/Consultancy/Research Project(s):** MDP for IHM Kolkata on Sales & Distribution and Research Methodology, 2018, 2019 & 2020.





**Name:** Dr. Priyanka Jaiswal

**Qualification:** Ph. D. in Economics, NET, M.A., M.Ed., B.Ed.

**Experience (in yrs): Academics:** 11

**Organizations worked with: Academics:** ILEAD, Narayana School, Kendriya Vidyalaya

**Subjects Taught:** Economics, Research Methodology, Statistics, Organizational Behavior, Operations Management

**Awards & Recognition:** Mentor of the Year Award in 2019 at iLEAD

**Research Interests:** Technical education, Women education, Climate change, Skill development

**No. of Research Publications:** Journals: 04, Book/chapter in a book: 06, Edited book chapters: 07

**Professional affiliation(s):** Life member of UPU EA

**Name:** Dr. Kausik Chakraborty

**Qualification:** B.B.A (H), MBA (Marketing), Ph.D. [Mgt.]

**Experience (in yrs): Industry:** 05; **Academics:** 01

**Organizations worked with: Industry:** HDFC Bank, Flipkart, Reliance Retail;

**Academics:** Supreme Knowledge Foundation Group of Institutions (SKFGI)

**Subjects Taught:** Organization Behavior, Organization Development, Consumer Behavior, Business Economics, HR Analytics.

**Awards & Recognition:** Star Service Excellence Award for the month of February and March, 2021 from HDFC Bank for outstanding business performance in the Retail Branch Banking sector, Lean Six Sigma Yellow Belt certified from Flipkart on May, 2022 for cost saving project given.

**Research Interests:** Organization Development Interventions/ Strategies, Work Life Balance and Employee Productivity, Consumer Behavior.

**No. of Research Publications:** Journals: 08, Book/chapter in a book: 02, Conference proceedings: 10

**Professional affiliation(s):** Calcutta Management Association, NHRDN Kolkata Chapter



**Name:** Dr. Zeba Naseem

**Qualification:** B.Sc. (AMU), MBA (Marketing, AMU), Ph. D. (MANUU)

**Experience (in yrs): Academics:** 03

**Organizations worked with: Academics:** ACN Institute of Management, Aligarh and ITM College of Engineering and Management, Aligarh

**Subjects Taught:** Business Economics, Marketing Management, Consumer Behavior, Production Management, Working Capital Management, Business Ethics, and Integrated Marketing Communication

**Awards & Recognition:** Received Best Paper Award in the two-day national conference on "The Global Business Behavioural Strategies for Sustainable Management Practices: ESG to SDGs (GLOSMAN-2024)", jointly organized by Department of DoHSS & DoMS, NIT Hamirpur from February 19-20, 2024 through Hybrid mode, 2nd position holder in graduation, Women's College, AMU, Meritorious award in Women's College, AMU.

**Research Interests:** Social Media Marketing, Brand Communication, Consumer Behaviour.

**No. of Research Publications:** Journals: 06, Conference proceedings: 05

**MDP/FDP/Consultancy/Research Project(s):**

- Attended 8 days FDP on Universal Human Values conducted by AICTE, organised by SRM University, Ghaziabad from 27 June to 4 July, 2025.
- Attended the "Research Methodology Course in Social Science" for Ph.D./PDF scholars (Offline mode) conducted by the Centre for Social Studies, Surat by the Indian Council of Social Science Research, New Delhi.
- Participated in the training session "How to Publish in Oxford Journals" conducted by Oxford University Press.
- Participated in a Five-day online FDP Programme on "Research Methodology in Social Science" organized by the Department of Management Studies in collaboration with the Indian Council of Social Science Research (ICSSR)-SRC from 18<sup>th</sup>-22<sup>nd</sup> April 2022.
- Participated in Navigating the Pathways of Research Publishing in Scopus Indexed Journals at The School of Law, Presidency University, on 7 Feb 2022.
- Participated in UGC - Sponsored Online Short-Term Course on "Research Methodology in Social Sciences" (13<sup>th</sup> - 18<sup>th</sup> December 2021) in Collaboration with Tata Institute of Social Sciences, Mumbai and Department of Management & Commerce, MANUU.



**Name:** Ms. Pankhuri Sharma

**Education Qualifications:** BBA (CAM), MBA (HR), PhD (Organizational Behavior and Behavioural Science) – Pursuing

**Experience (in Yrs):** Industry: 02+ ; Academic: 06+

**Organization worked with: Industry:** Dainik Bhaskar Corp. Ltd, Noida.

**Academic:** MDI Gurgaon, IIM C, Pailan Group of Institutions, Chandigarh University.

**Subject Taught:** Organizational Behavior, Human Resource Management, Learning and Development, Business Communication, Industrial Relations, Performance Management, Compensation Management, Managing Diversity and Inclusion at Workplace.

**Awards & Recognition:** Best Paper Award at ISBM Kolkata, Certified Emotional Intelligence Coach Certification (Protouch) 2025, Session Chair – 18th ISDSI Global Conference 2024 (PIBM Pune), Speaker on Organizational Ethics (YouTube Webinar Series by AIMS and Uniathena.)

**Research Interest:** Organizational Citizenship Behaviour, Workplace Spirituality, Self-Transcendence, Diversity and Inclusion, Behavioral Science

**No of Research Publications:** Journal: 01, Conference Proceedings: 09+

**MDP/FDP/Consultancy/Research Project(s):** FDP on Qualitative and Mixed Methods Research (NIT Calicut); FDP on Case Method of Teaching & Writing (Xavier's Business School); Workshop on Data Analytics using R (St. Xavier's University, Kolkata); FDP on Cutting-Edge Research Analytics Tools and Trends in Academic Publishing (AIMT Noida); E-Workshop on Designing Systematic Literature Review (SWAN BERC)

**Name:** Mr. Aniruddha Kundu

**Educational qualifications:** BME (JU), PGDBA (VGSOM, IIT, Kharagpur), PhD (IIM, Sambalpur) – Pursuing.

**Experience (in yrs):** Industry: 07+ ; Academic: 16+

**Organizations worked with: Industry:** Cummins Diesel Sales and Services Limited, NCR Corporation (India) Private Limited, Diebold Systems Private Limited.

**Academic:** Institute of Leadership, Entrepreneurship and Development (ILead), NSHM Knowledge Campus, Kolkata, Charnock Healthcare Institute, International Institute of Business Studies, Kolkata Campus.

**Subjects taught:** Production and Operations Management, Operations Research, Quality Management, Supply Chain Management, Entrepreneurship.

**Research Interest :** Circular Economy, Product-as-a-Service, Sustainability.

**No. of research publications:** Book Chapter: 01



## Placement Head



**Name:** Mr. Tamojit Ghosh Roy

**Educational qualification :** B.Sc, M.Sc, MA, MBA

**Experience (in yrs): Industry: 14; Academic: 11**

**Organizations worked with Industry:** McGraw-Hill, Harvard Business School Press (HBSP), Oxford University Press (OUP), Tata – NCPA, Wolter's Kluwer;

**Academic:** University of Mumbai, University Utara Malaysia

**Subjects taught:** Marketing, General Management

**Awards and Recognition:** WEC Leadership Award, 2020; 50 Innovative Leaders in Education, 2019; 10th DNA Innovative Education Leadership Award, 2018, Dewang Mehta National Education Awards; AMP National Award for Excellence in Education, 2017; 100 Most Influential Directors of India (Education) of World Education Congress, 2016.

**Research interests:** Marketing Application of Emerging Technologies, Foreign Direct Investment, Innovations in Education.

**No. of research publications: Book / book chapter: 1**

**MDP/FDP/Consultancy/Research Project(s):** FDP conducted for VNS Business School & AICTE STTP, Bhopal on 'Sustainable Marketing', 2021

**Professional affiliation(s):** CII Education (Western Region)

## Librarian

**Name:** Dr. Sayan Palit

**Educational qualifications:** MA, MLIS, PhD, NET qualified

**Experience (in yrs): Industry: 1 ; Academic: 20**

**Organizations worked with: Industry:** C-DAC Kolkata; Academic: NCSM

**Professional affiliation(s):** Life Member – IASLIC, BLA

**Research interests:** Library & Information Science (specially Bibliometrics)

**No. of research publications:** Journals: 2, Conference proceedings: 2



# INSTITUTE ACTIVITIES

## DIGNITARIES @ AIMK



A session on Geopolitics by **Prof (Dr) Jagannath P Panda**, Head of the Stockholm Centre for South Asian and Indo-Pacific Affairs.



**Shri Sanjeev Sanyal**, Member of the Prime Minister's Economic Advisory Council, graced AIMK's Graduation Ceremony as the Chief Guest.



**Dr. Sujit Basu**, the founding Director of AIMK, visited our campus on the occasion of the BBA Inauguration Day.

## FACULTY DEVELOPMENT PROGRAMMES

AIMK organizes regular Faculty Development Programmes on key areas for practicing academic professionals. The keynote speakers are usually from the IIMs and leading Universities in India. The programmes are well received and appreciated by participants from other academic institutes.

## COMMUNITY DEVELOPMENT SERVICE

The Institute undertakes regular community services with various institutions including ASHA School and Kendriya Vidyalaya. AIMK has taken a step towards community service by establishing a forum "*AIMK – a Leap towards Better Earth.*"

## KINDLER

The Institute publishes a bi-annual journal, "*Kindler*" which showcases research papers and articles on different areas of management and provides valuable ideas to practicing managers, faculty and students of management.

# INDUSTRY ACTIVITIES

## CONSULTANCY SERVICES

The Institute undertakes regular consultancy assignments of the industry encompassing various facets of management to analyze different kinds of challenges faced by them and suggest new ideas of organisational management & profitability.

# INDUSTRY - INSTITUTE INTERFACE

The Institute invites senior management level experts from the Industry - at regular intervals to interact with the students. AIMK also organizes industrial visits for the students.

MoU with Cognitive AI Institute



## MANAGEMENT DEVELOPMENT PROGRAMME

The Institute conducts In-Company Training Programmes for professional managers working in Public and Private Sector Companies. It provides intellectual expertise to top-level educational institutions also. The Institute lends its academic resource to the Institute of Hotel Management - Kolkata. AIMK also conducted a 4-day Management Development Programme (MDP) for executives of LIC of India and a 2-day MDP for executives of Redington (India) Ltd.

# STUDENT ACTIVITIES



Sanchalan 2k25



International Yoga Day



Sports event @ XLRI

## CO-CURRICULAR ACTIVITIES

**COLLOQUIA** : The Institute regularly invites eminent personalities from the industry to speak on topics of current importance.

**SYMPOSIUM** : A Discussion on a specific topic.

**ALUMNI MEET** : "Nostalgia", the Annual Alumni Meet.

**ANNUAL SPORTS MEET** : Students' participation in various sports events.

**ANNUAL DAY FUNCTION** : Cultural programme organized by the students.

**CULTURAL EVENTS** : Students also participate in various cultural events organized by other B-Schools.

**INFERNO** : The Annual Inter B-School Meet.



Commemorating Day



Teachers' Day



Armed Forces Flag Day  
Fund Awareness Run



Faculty  
Felicitation

# SNAPSHOT OF ACTIVITIES AT AIMK



Visit of GOC-in-C, EC



Fresher's Welcome MBA 29



Podcast Shoot with Alumni



Session with Acharya Prashant Ji



Alumni Meet



Blood Donation Drive

# RESEARCH CONTRIBUTION BY AIMK STUDENTS

At AIMK, students are actively encouraged to develop a spirit of inquiry and innovation. Our MBA programme integrates research-driven learning, enabling students to work on contemporary industry issues through dissertations, case studies, and live projects. Many of our students regularly present and publish their research in reputed conferences and journals, with several ideas gaining recognition from industry leaders and academic bodies. This strong research culture not only sharpens analytical thinking but also empowers students to contribute meaningfully to the evolving business landscape.



Presented @ International Seminar in The Bhawanipur Education Society College



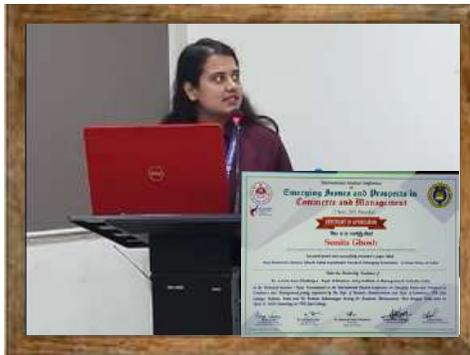
Presented @ NCLAVE-2025 (International Management Conference)



Presented @ International Student Conference in New Alipore College Kolkata & KBSAA



Presented @ Mastering AI – Social Impact Conference, IIM Ranchi



Presented a research paper "How Financial Literacy Affects Retail Investment Trends in Emerging Economies @ International Student Conference



AIMK student Kalyanam Manoj Naidu won the 2025 NHRDN – Prof. Ram Charan Young HR Icons Award for leadership



Presented research on "Redefining Fraud Detection: Generative AI in Banking" at the St. Xavier's/IAA Conference



AIMK's Anamica Awasthi was featured by IIM Calcutta for her insightful article on Green Bonds and sustainable finance



Two innovative AIMK student projects (Electric Mobile Vegetable Trucks and Air Purifier using Charcoal) were shortlisted for the Green Bengal Innovation Contest 2025

# PLACEMENT

AIMK has a dedicated placement cell to cater to the events and activities of placements. Being a front runner in the field of imparting professional management education, AIMK has an excellent track record of placements over the past 28 years.

During the present year 2025, the highest salary offered was Rs 19.00 lakh p.a and the average was 8.08 lakh p.a.

Over 130 companies participated in the Final Placement and 48 companies for the Summer Placement programme. The students have mainly been placed in the areas of Marketing, Finance, Human Resources, Operations, Business Analytics and Systems. 3000+ students are managing critical roles in leading corporates within and outside the country.

## LIST OF CORPORATES VISITED FOR SIP FOR MBA-28 BATCH

No	Company Name		
1	Aditya Birla Capital	25	ITC Ltd. (Foods Division)
2	AdStreet Digital	26	Medloop UK
3	Alo Frut (Axiom Ayurveda Pvt. Ltd.)	27	Neontech Labs
4	Aspire Consultants	28	Nestle India
5	Berger Paints	29	Nippon Life India Asset Management Ltd.
6	Bonhoeffer Machines Pvt. Ltd.	30	North Bengal Neuro Centre Pvt. Ltd.
7	Central Bank of India	31	PayU Payments
8	Chronicle Club	32	Procam Logistics Group
9	Dabur India Ltd	33	Purbasha Group (EVB Bread)
10	Datamaze Solutions Pvt. Ltd.	34	Reliance Retail
11	DCB Bank	35	Seeds Fincap Pvt. Ltd.
12	Dr PathLabs	36	Shadowfax Technologies Limited
13	Dr. Money	37	Shree Cements
14	DRDO	38	State Bank of India
15	Eastern Financiers Pvt. Ltd.	39	Stock Holding Corporation of India Ltd
16	Endorphins Entertainment Pvt. Ltd.	40	Taj Mahal Palace (IHCL)
17	Eveready Industries India Ltd.	41	TC Motors (TATA Motors)
18	Finoability	42	Texmaco Rail & Engineering Ltd.
19	Greenfield Financials	43	The Bharat Battery Manufacturing Co. Pvt. Ltd.
20	Haldia Petrochemicals Ltd.	44	The Hindu
21	HDFC Bank	45	Think Future Technologies Pvt. Ltd
22	HRD India	46	Ummeed Housing Finance Pvt. Ltd.
23	Hyphen Inc	47	Union Bank of India
24	ITC Hotels	48	Volume 9

## DETAILS OF CAREER DEVP ACTIVITIES CARRIED OUT FROM SEP. 2024 TO SEP. 2025

SI.No	Date	Batch	Subject/Topic
1	24-Sep-24	MBA 27	Pre-Placement Talk
2	30-Sep-24	MBA 27 & 28	Women's Empowerment Concepts, Practices and Policies (Online Seminar)
3	04-Oct-24	MBA 27 (Finance)	Online PPT of E & Y
4	29-Oct-24	MBA 27 & 28	Global Employability Test
5	06-Nov-24	MBA 27 & 28	East Tech 2024
6	22 & 23-Nov-24	MBA 27 & 28	POSH Act Workshop
7	23-Nov-24	MBA 27 & 28	Genesis 2024- IIM Calcutta's Entrepreneurship Summit
8	11-Dec-24	MBA 27 & 28	Guest Lecture on the Industry Application of Gen AI
9	17-Jan-25	MBA 27 & 28	Mission Innovate
10	18-Jan-25	MBA 27 & 28	Corporate Summit
11	25-Jan-25	MBA 27 & 28	Samvayaan an Alumni Session
12	21-Feb-25	MBA 27 & 28	Vyaakhyaan : When Motivation meets Life Lessons
13	9,12 & 25-Mar-25	MBA 27 (Selected students)	Coffee with C-Suite
14	29-Mar-25	MBA 27 & 28	Vyaakhyaan : Guest Lecture
15	02-May-25	MBA 28	Vyaakhyaan : Guest Lecture
16	13-May-25	MBA 28	session on Toasmaster Club
17	15-May-25	MBA 28	Samvayaan Alumni Connect Series
18	08-Jul-25	MBA 28	Pre-Placement Orientation Session
19	02-Sep-25	MBA 28 & 29	Samvayaan Alumni Connect Series
20	03-Sep-25	MBA 28 & 29	Road Safety Seminar by Maruti Suzuki India Ltd

1.	Highest Salary offered for 2025 (MBA 27 Batch)	-	19.00 LPA
2.	Average Salary offered for 2025 (MBA 27 Batch)	-	8.05 LPA
3.	Percentage of Placed students of 2025 (MBA 27 Batch)	-	98.26%
4.	Total company conducted interview process for final placement of 2025 (MBA 27 Batch)	-	133
5.	Total Company where students have completed their SIP of 2026 (MBA 28 Batch)	-	48
6.	Total No of students of 2026 (MBA 28 Batch) completed SIP	-	119
7.	Percentage of students of 2026 (MBA 28 Batch) completed SIP	-	100%



**ARMY INSTITUTE OF  
MANAGEMENT KOLKATA**  
(ISO 9001 : 2015 CERTIFIED)

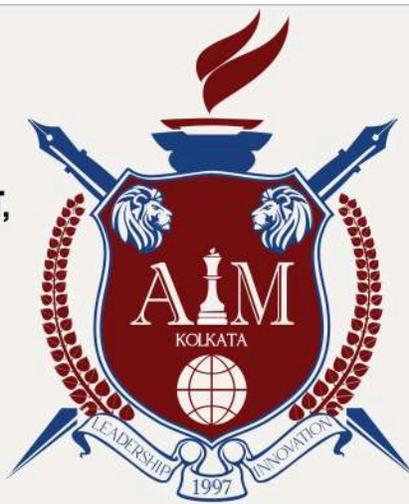
## AIMK PLACEMENT PARTNERS



# FEES STRUCTURE

ARMY INSTITUTE OF MANAGEMENT,  
KOLKATA

MBA • 30 ( 2026 • 2028 )



## ARMY INSTITUTE OF MANAGEMENT, KOLKATA FEE STRUCTURE : MBA - 30 ( 2026 - 2028)

Ser No	Particulars	Fee structure: MBA-30			
		Army/IN/IAF (Amount in Rs)	Army/IN/IAF (Amount in Rs)	General (Amount in Rs)	General (Amount in
		First Year (Jul 2026 - Jun 2027)	Second Year (Jul 2027- Jun 2028)	First Year (Jul 2026 - Jun 2027)	Second Year (Jul 2027- Jun 2028)
1	<b>Fees</b>				
	(a) Tuition	242,681.00	253,969.00	366,844.00	383,775.00
	(b) Development	30,500.00	30,500.00	35,500.00	35,500.00
	(c) Promotion	9,000.00	9,000.00	9,000.00	9,000.00
	(d) Students Activity	9,000.00	9,000.00	9,000.00	9,000.00
	<b>Total</b>	<b>291,181.00</b>	<b>302,469.00</b>	<b>420,344.00</b>	<b>437,275.00</b>
2	<b>Miscellaneous</b>				
	(a) Development Fee (MAKAUT) (for two years)	1,100.00		1,100.00	
	(b) Registration Fee (MAKAUT) ( for 1st year only)	500.00		500.00	
	(c) Insurance Premium Paid to AWES	130.00	130.00	130.00	130.00
	<b>Total</b>	<b>1,730.00</b>	<b>130.00</b>	<b>1,730.00</b>	<b>130.00</b>
	<b>SUB TOTAL (SER 1 + 2)</b>	<b>292,911.00</b>	<b>302,599.00</b>	<b>422,074.00</b>	<b>437,405.00</b>
3	<b>Hostel /Messing Charges</b>				
	(a) Rent & Allied Charges	44,290.00	44,290.00	44,290.00	44,290.00
	(b) Messing Charges* (For 11 months, @ Rs 183/- per day)	61,305.00	61,305.00	61,305.00	61,305.00
	<b>Total</b>	<b>105,595.00</b>	<b>105,595.00</b>	<b>105,595.00</b>	<b>105,595.00</b>
4	<b>Security Deposit (One Time)</b>	<b>15,000.00</b>		<b>15,000.00</b>	
	<b>GRAND TOTAL (SER 1+2+3+4)</b>	<b>413,506.00</b>	<b>408,194.00</b>	<b>542,669.00</b>	<b>543,000.00</b>

Note:-

\* For eleven months

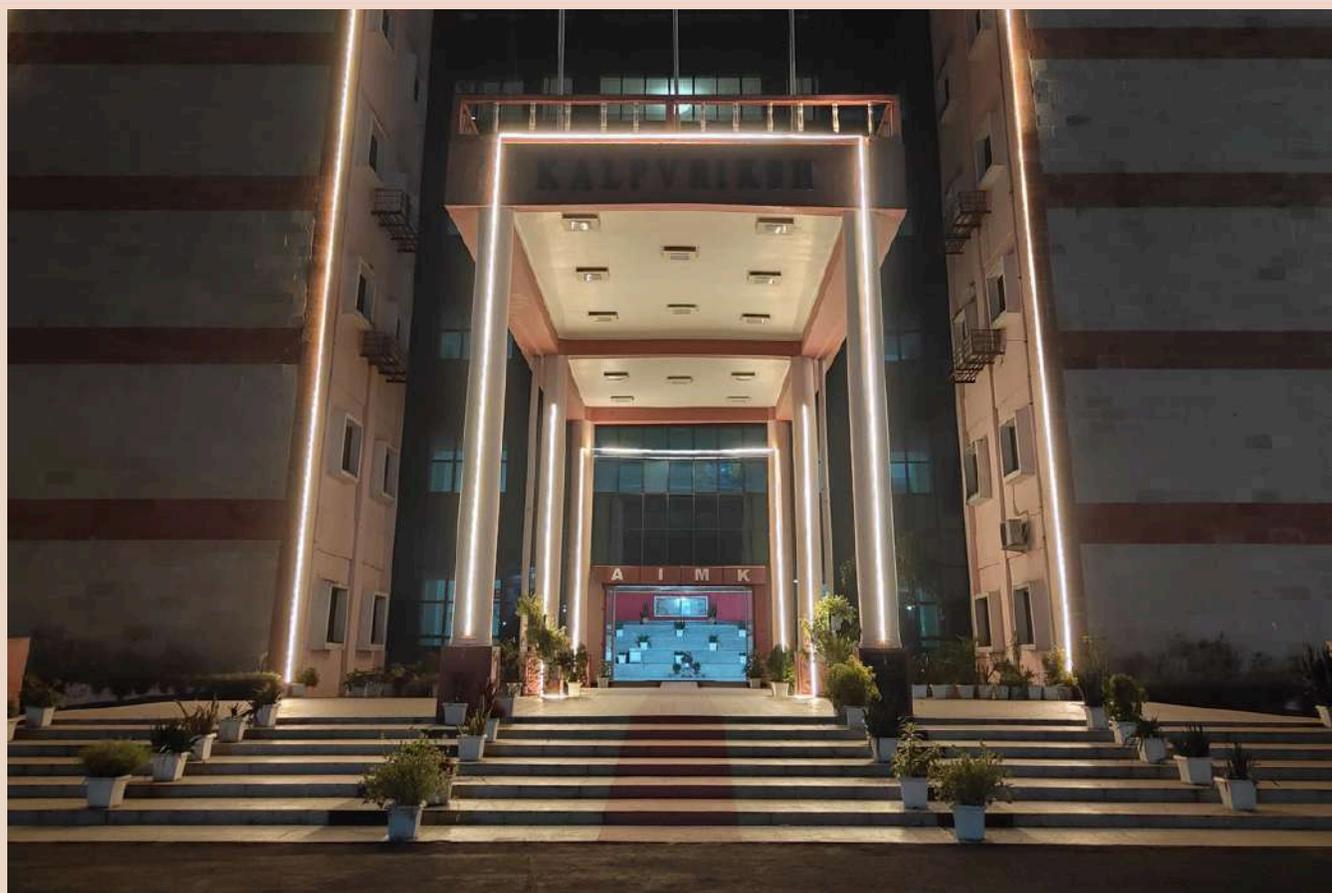


As per the requirements of the University each student is expected to deposit the examination fees individually to the university directly on their fee portal for every semester examination. The dates and examination fees will be notified to the students by the University & the institute. It will be the responsibility of every student to deposit the fees. The Institute will not be responsible for the deposition of the fees. Non deposition of the fees within the stipulated time given by the university will lead to disqualification of the student from the examination. Any assistance to deposit fees will be given to the students however responsibility lies with the students.

**For Payment Schedule:** \*\* Payment schedule to be strictly adhered to. Non compliance of timely payment may lead to disqualification of the student from the Institute.

## INSTRUCTIONS

1. University (MAKAUT) Examination fee of Rs 1200/- per sem to be paid directly to university by the students after clearance of all outstanding dues. The exam fee is subject to change as per University norms.
2. Direct Admission fee of approx Rs. 600/- per student or as decided by the University (MAKAUT) is to be paid directly by the student as and when directed by MAKAUT.
3. Security Deposit of Rs 15,000/- will be returned without interest after completion of the course.
4. No exemption is allowed in Hostel/Messing charges due to absence from the hostel or for any reason.
5. Late fee @ Rs 100/- per day will be charged for number of days of delay in payment.
6. Fees is to be paid through on line mode only.
7. The fee structure may undergo minor revisions to support the enhancement of student facilities.



## SPORTS & GAMES

Several sports facilities like Badminton, Basketball, Cricket, Football, Volleyball & Table Tennis are available within the college campus. Indoor sports facilities are also available in the Amenities block.

## TROPHY / SCHOLARSHIP / AWARDS

**CHIEF OF THE ARMY STAFF (COAS) ALL-ROUND BEST STUDENT ROLLING TROPHY :** Awarded to a final year student based on overall performance during the complete duration of the course. It consists of a monetary award of Rs 25,000/- and a merit certificate.

**AWARDS OF ACADEMIC EXCELLENCE :** Named after the posthumous awardees of Param Vir Chakra, Ashok Chakra and Victoria Cross. Such awards are awarded to the students for securing 1st, 2nd and 3rd rank in academics in the final year. The awards respectively consist of a monetary reward of Rs 20,000/-, Rs 15,000/-, Rs 10,000/- along with Gold, Silver, Bronze medals and also merit certificates.

**ARMY COMMANDER'S INCENTIVE AWARDS :** Given to three students for getting the best performance in Marketing, Finance and HR specialization in the final year. The awards consist of a reward of Rs 10,000/- for each specialization.

**ARMY COMMANDER'S SCHOLARSHIP :** ( Each amounting to Rs 25,000/ ) - Awarded by HQ Eastern Command to two students of Army Category of each batch every year.

**DIRECTOR'S SCHOLARSHIP :** (Each amounting to Rs 25,000/-) Awarded by Director AIMK to two students from each batch every academic year. All students are eligible for this scholarship except the recipient of Army Commander's scholarship and TATA Merit scholarship.

**TATA MERIT SCHOLARSHIP :** Awarded by TATA Defense Welfare Corpus to Students of Army Category ranking first and second in the first year examination through Rehabilitation and Welfare Section, Ceremonial and Welfare Directorate, Adjutant General's Branch, Integrated Headquarters MoD ( Army ), Kashmir House, Rajaji Marg New Delhi- 110011. The students standing first and second are awarded Rs 20,000/- and Rs 15,000/- respectively.

### PM VIDYA LAXMI PORTAL:

The PM Vidya Laxmi Portal is a unified platform for students to access government education loan scheme in India, not a felicitation (award) scheme, but a financial support system.

## CODE OF CONDUCT

A lot of emphases is given to the Institute to inculcate the values of Integrity, Discipline, Morality & Ethics in day-to-day conduct. The students, faculty and staff are bound by a non-negotiable Code of Conduct. Every year, on our Foundation Day, all the stakeholders take a pledge to adhere to the code of conduct in letter and spirit.

N.B. Conduct to be Maintained As per Campus Rule book issued to all joiner.

# DRESS CODE

We pride ourselves as the way we dress and our emphasis on personal grooming :

- We have an institute Uniform or formal dress which students wear on Mondays and important days such as formal functions, visits, guest lectures, placement interactions and other specified days.
- The institute Uniform comprises of black Trousers, a white shirt, formal shoes, Tie and belt. During winters a black blazer is also worn.
- Gentleman (non-Sikh) students are expected to shave regularly. There is a Tradition of lady students to wear a saree during Their first month on The campus.
- During graduation ceremonies, graduating Students wear traditional attire.

# ANTI-RAGGING POLICY

## AIMK FOLLOWS A POLICY OF ZERO TOLERANCE FOR RAGGING

### GENERAL

As per 'The West Bengal Prohibition of Ragging in Educational Institutions Act, 2000', AICTE Notification No 37-3/Legal/AICTE/2009 dated 01 July 2009 and orders of Hon'ble Supreme Court of India, "Ragging" is strictly prohibited in the Educational Institutions.

**N.B.** Also refer the "UGC 2009 Regulations for HEI's for Curbing the Menace of Ragging" which is strictly followed at AIM kolkata.

### RAGGING

1. "Ragging" constitutes one or more of any of the following acts : Any conduct by any student or students whether by words spoken or written or by an act which has the effect of teasing, treating, or handling a fresher or any other student with rudeness.
2. Indulging in rowdy or undisciplined activities by any student or group of students, which causes or is likely to cause annoyance, hardship, physical or psychological harm or to raise fear or apprehension thereof, in any fresher or any other student.
3. Asking any student to do any act which such student will not in the ordinary course do and which has the effect of causing or generating a sense of shame, or torment or embarrassment to adversely affect the physique or psyche of such fresher or any other student.
4. Any act by a senior student that prevents, disrupts or disturbs the regular academic activity of any other student or a fresher.
5. Exploiting the services of a fresher or any other student for completing the academic tasks assigned to an individual or a group of students.
6. Any act of financial extortion / forceful expenditure burden put on a fresher or on other student / students.

7. Any act of physical abuse including all variants of it : sexual abuse, homosexual assaults, stripping, forcing obscene and lewd acts, gestures, causing bodily harm or any other danger to health or person.

8. Any act or abuse by spoken words, emails, posts, public insults which would also include deriving perverted pleasure, the vicarious or sadistic thrill from actively or passively participating in the discomfiture to fresher or any other student.

9. Any act that affects the mental health and self-confidence of a fresher or any other student with or without an intent to derive a sadistic pleasure or showing off power, authority, or superiority by a student over any fresher or any other student.

## **PREVENTION OF RAGGING**

Ragging, besides damaging a student's psyche, adversely affects the reputation of the Institute as well. It must be ensured by all concerned that NO 'Ragging' takes place in AIMK.

It is mandatory for all students and their parents to submit an Affidavit as per the specified format given by AIMK, at the time of admission to the Institute. Detailed instructions on the subject will be displayed on the Institute notice board.

## **ANTI-RAGGING COMMITTEE**

The Anti-Ragging Committee and Anti-Ragging Squad are detailed to carry out frequent visits to the hostels to ensure that no Ragging takes place.

## **PENALTY FOR RAGGING**

Anyone indulging in Ragging activities, thus violating instructions on the subject, is liable for strict disciplinary action including any of the following depending upon the merit of the case :

1. Warning and intimation to parents.
2. Monetary fine.
3. Arrest by police and trial by the court of law.
4. Expulsion from the Institution.
5. Any other punishment as decided by the Management.

## **REDRESSAL OF GRIEVANCES**

1. As per AICTE ( Establishment of Mechanism for Grievance Redresses ) Regulations, 2012, a Grievance Redressal system has been established by the Institute to examine any representation made by any student, their parents, or others.

2. Any representation will be forwarded to the following address :

'Redressal of Grievances'  
C/O Administrative Office  
Army Institute of Management, Kolkata  
Plot No III-B/11, Action Area-III, New Town  
Rajarhat, Kolkata - 700160

3. The representation will be examined by a Grievance Redressal Committee on its merit. The decision of the Committee will be communicated to the individual concerned. In case anyone is not satisfied with the decision of the Grievance Redressal Committee, they may send their appeal to the 'Ombudsman' directly.

The 'Ombudsman' will be nominated by the Maulana Abul Kalam Azad University of Technology (formerly, WBUT). Particulars of the 'Ombudsman' will be displayed on the Institute website and notice board in due course on receipt from MAKAUT.

## WELL BEING

### INSURANCE COVERAGE

The Group Insurance policy covers the students of Army professional colleges for death or disablement and medical expenses for treatment of injuries sustained during an accident. The insurance policy is renewed annually and provides insurance covers from 01 Aug to 31 Jul of the next academic year.

### MEDICAL COVERAGE

(a) Students with Army background (both serving / retired) should have Dependent/ ECHS card for hospital facilities. Medical facilities are located only 3 Kms away from the campus.

(b) First aid facilities for civilian students are provided in case of emergency. Otherwise, the cost of the medical treatment will be borne by the civilian students. It's advisable to have a Medclaim policy for civilian students.



# ADMISSION PROCESS

The admission to AIMK (2026) will be through the Common Admission Test (CAT) conducted by the Indian Institutes of Management. CAT is the first step in the process of seeking admission to AIMK. All eligible applicants, with a valid CAT 2025 scorecard will be called for Group Discussion & Personal Interview (GD-PI) to be conducted by "AIM Kolkata". The Institute may also consider admitting students through the selection process JEMAT-2025 as prescribed by the affiliating University. [subject to availability of seats after exhausting all CAT candidates] Seats Available : 90 (Indian Army), 4 (Indian Airforce), 2 (Indian Navy), 24 (General).

**N.B : IIMs have no role in the admission process of AIMK.**

## Common eligibility criteria for wards and dependents of IA, IN and IAF

### 1. The applicants must fall into one of the following categories for admission :-

- 1.1. Children of serving IA/IN/IAF personnel with minimum 10 years continuous service in the IA/IN/IAF.
- 1.2. Children of IA/IN/IAF ex-servicemen (ESM) granted/awarded regular pension, liberalized family pension, family pension or disability pension at the time of their superannuation, demise, discharge, release medical board/invalided medical board. This includes Children of recruits medically boarded out and granted disability pension.
- 1.3. Children of such IA/IN/IAF ESM who have taken discharge/release after ten years of service.

### 2. Adopted /Step Children and Children of Remarried Widows :-

- 2.1. Adopted Child of IA/IN/IAF personnel adopted at least five years prior to seeking admission.
- 2.2. Step Children are eligible provided they are born out of a wedding where at least one parent belonged to the IA/IN/IAF.
- 2.3. Children of widows of IA/IN/IAF personnel who are born as a result of second marriage with IA/IN/IAF personnel only. However, children of widows of IA/IN/IAF personnel born out of remarriage with Non-IA/IN/IAF personnel would not be eligible for admission.

### 3. Eligibility Criteria in Special Cases. The eligibility will be granted subject to conditions mentioned hereunder :-

- 3.1. Children of Army Postal Services (APS) Personnel: -
  - 3.1.1 Children of APS personnel classified as ESM as per Government of India, Ministry of Defence letter No 9 (52)/88/D(Res) dated 19 Jul 89.
  - 3.1.2. Children of those APS personnel who are on deputation and who have put in 10 years of service in the Army.
  - 3.1.3. Children of APS personnel who are directly recruited into APS and of those who, as per their terms and conditions of service, retired from APS after completing their minimum pensionable service.
- 3.2. Children of MNS/TA Personnel. The following are eligible :-
  - 3.2.1. Children of only those members of MNS who have 10 years service as regular members of MNS or are in receipt of pension from the Army.
  - 3.2.2. Children of only those TA personnel who have completed 10 years of embodied service.

# ADMISSION PROCESS (Cont..)

## 4. Candidates who are ineligible. The following category of candidates are not eligible :-

- 4.1. Those who are not included in any of the categories mentioned in Para 2 (a) to (c) above on the date of commencement of the course.
- 4.2. A candidate who has passed any examination of a Statutory University, recognized as equivalent to the course in the College(s)/Institute(s), shall not be permitted to appear for the examination for the same course.

## 5. Definition of dependent children :-

- 5.1. Sons. 25 years of age or employed, whichever is earlier.
- 5.2. Daughters. Till married or employed, whichever is earlier.

## 6. Academic Qualifications :-

As notified from time to time by agency conducting admission tests.

## WEIGHTAGE

7. The eligible children of IA/IN/IAF personnel who are Gallantry Award winners, Battle Casualty (including those disabled in action) Physical Casualty (including dead/disabled in service) and War Widows will be given weightage, as under, for admission to courses in AIMK.

### WEIGHTAGE FOR ADMISSION TO CHILDREN OF GALLANTRY AWARD WINNERS AND WAR WIDOWS WILL BE AS UNDER :

NO.	PARTICULARS	PERCENT	NO.	PARTICULARS	PERCENT
7.1.	<b>GALLANTRY AWARD PARAM VIR CHAKRA</b>	5%	B	<b>BATTLE CASUALTIES INCLUDING INDIVIDUALS DISABLED IN ACTION (BOARDED - OUT AND NOT BOARDED OUT)</b>	
7.2.	ASHOKA CHAKRA	5%	i	51% AND MORE DISABILITY	3%
7.3.	MAHAVIR CHAKRA	4%	ii	UPTO 50% DISABILITY	2%
7.4.	KIRTI CHAKRA	4%	C	<b>PHYSICAL CASUALITES INCLUDING INDIVIDUALS DIED IN SERVICE W/O ATTRIBUTABILITY TO MILITARY SERVICE</b>	3%
7.5.	VIR CHAKRA	3%	D	<b>MENTION IN DESPATCHES</b>	1%
7.6.	SHAURYA CHAKRA	3%	E	<b>WAR WIDOWS</b>	5%
7.6.	SENA MEDAL ( GALLANTRY ONLY )	1%	F	PHYSICAL CASUALTIES INCLUDING INDIVIDUAL DISABLED IN SERVICE WITH OR WITHOUT ATTRIBUTABILITY TO <b>MILITARY SERVICE</b> & BOARDED-OUT	2%

## ELIGIBILITY FOR GENERAL CATEGORY

Any ward of defence personnel, except Army, and civilian are eligible to apply under General category as per the Eligibility Criteria mentioned above. No separate conditions are applicable.

## ONLINE APPLICATION FORM

Candidates desirous of seeking admission to AIMK can obtain the Application Form for MBA programme from the AIMK website [www.aim.ac.in](http://www.aim.ac.in). The cost of the application form is Rs 500/- for Army/IAF/IN wards and Rs 600/- for General category. This fees is NON-REFUNDABLE. Candidates, who are willing to take admission, need to pay the cost of the application form.

For Online Application and payment process, please follow the uploaded information in the website.

## Group Discussion - Personal Interview (GD- PI)

Eligible applicants, with a valid CAT 2025 scorecard, will be called for Group Discussion and Personal Interview online on merit basis.

All eligible applicants, based on the eligibility criteria mentioned above, will be intimated during **1st week of Jan 2026**. The GD-PI will be conducted tentatively during **3<sup>rd</sup> week of Jan 2026**. The exact date of GD-PI will be communicated individually through registered email.

## SELECTION

Selected Candidates will be intimated through emails. They will be required to pay online a sum of Rs 60,000/- as acceptance of the offer. The detailed method of payment to be followed will be intimated through Email & Letter. The amount will be adjusted against the tuition fees, which have to be paid at the time of registration including fees for the first semester once the candidate is admitted.

The following documents are required to be submitted at the time of taking admission in AIMK :

- (a) Original Degree Certificate (2 sets of photocopies).
- (b) Original Migration Certificate from the University last attended.
- (c) Split Mark sheets of graduation (2 sets of photocopies).
- (d) CAT 2025 scorecard (2 sets of photocopies).
- (e) Aadhaar Card (2 sets of photocopies)
- (f) Five passport size photographs.
- (g) Birth Certificate (2 sets of photocopies)
- (h) Caste Certificate (2 sets of photocopies)

# OTHER INFORMATION

## ENSURING ELIGIBILITY IS THE CANDIDATE'S RESPONSIBILITY

It is the responsibility of the candidates to ascertain whether they possess the requisite qualifications for admission. Having been called for GD-PI does not necessarily mean acceptance of eligibility. Final eligibility for admission will be decided by the College authority at the time of GD-PI and also later during the scrutiny of papers by the College / University. If a candidate is found to be ineligible at any time before or after the commencement of the course, the College authority reserves the right to cancel his / her candidature without any refund of the fees / charges paid.

## REFUND POLICY IN CASE OF WITHDRAWAL

In the event of a student/candidate withdrawing before the starting of the course, the entire fee collected from the student, after a deduction of the processing fee of not more than Rs 1000/- ( Rupees One Thousand only ) shall be refunded / returned by the institution. If a student leaves after joining the course and if the vacated seat is consequently filled up by another student by the last date of admission, the institution will refund the fee collected after a deduction of the processing fee of not more than Rs 1000/- ( Rupees One Thousand only ) and proportionate deductions of the monthly fee and proportionate hostel rent, where applicable. In case the vacated seat is not filled, the institution will refund the security deposit and return the original documents.

Source: The refund policy, as mentioned above, is as per AICTE/MAKAUT/AWES guidelines & the latest ruling would be effective.

## JUDICIAL DISPUTES

All disputes about admission to the Institute and any other matter about Army Institute of Management, Kolkata, shall fall within the Courts having jurisdiction in the State of Kolkata only.

# ADMISSION INFORMATION

## FILL IN THE APPLICATION FORM ONLINE : CONTACT DETAILS :

Admission Office  
Army Institute of Management  
Plot No III-B /11, Action Area III,  
New Town Rajarhat  
Kolkata - 700160

Telephones : 7980010533, 9748207727, 6289378015  
E-mail : [admission\\_cell@aim.ac.in](mailto:admission_cell@aim.ac.in)  
Website : [www.aim.ac.in](http://www.aim.ac.in)





ARMY INSTITUTE OF MANAGEMENT



KOLKATA



[www.aim.ac.in](http://www.aim.ac.in)

SCAN & JOIN ADMISSION  
HELP DESK GROUP



**ARMY INSTITUTE OF MANAGEMENT**

Plot No III-B /11, Action Area III,  
New Town Rajarhat, Kolkata - 700160



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: +91 - 9748207727  
: +91 - 6289378015



: [admission\\_cell@aim.ac.in](mailto:admission_cell@aim.ac.in)

