



## E-NEWSLETTER



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# Army Institute of Management

## IN THIS ISSUE

The Army Institute of Management, Kolkata is one of the leading management schools in India. Established on 28th July, 1997 by the Army Welfare Education Society (AWES), New Delhi, the Institute is the first of its kind in India. It has, along with other vocational institutes under the aegis of the AWES, made quality management education available at affordable cost to the wards of Army personnel. Students from general category(20%) can also apply here.

Initially, AIMK was known as National Institute of Management Calcutta (NIMC). The Institute's current name was given on 11th Feb, 2005.

The Institute's MBA program is approved by the All India Council for Technical Education (AICTE) and the Institute is affiliated to Maulana Abul Kalam Azad University of Technology, West Bengal (MAKAUT) formerly known as West Bengal University of Technology (WBUT).

### VISION

To become a premier business school recognized internationally for professional excellence in management education.

### MISSION

- Promote excellence in all dimensions of management.
- Empower students by offering practical, innovative and technology-driven management programs.
- Prepare management professionals with a global mindset.
- Focus on building intellectual capital and foster an interactive learning environment through faculty development, interaction with industry, research and publications.



## Dior's 1st Virtual Haute Couture Show

With Haute Couture Week in Paris Effectively Cancelled This Year, 'Dior' Turned to the Inspiration of an Earlier Time.



## The Productivity Hack

Here is a Super Simple Hack to Control What Controls You. You Decide Which Tasks Release More Dopamine. The Super Boring Things Included.



# 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

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M.Phil (DAVV), M.Tech Civil (IIT Kanpur), M.Sc (Univ of Madras), M.Sc. (National University, Dhaka, Bangladesh)  
Director

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Area : Quantitative Methods

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MBA (Visva-Bharati)  
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Area : System / IT

**Asmita Basu**  
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Area : General Management

**Debaleena Chatterjee**  
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Area: General Management

## Non-Teaching Members

<u>Name</u>	<u>Designation / Department</u>
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<b>Mr. Subhrajyoti Das</b>	Library Assistant
<b>Mr. Rajeev Karmakar</b>	Academic
<b>Mr. Goutam Saha</b>	Admission
<b>Mr. B.K. Sardar</b>	Bengal Area
<b>Mr. Tarak Sarkar</b>	PA to Director
<b>Puja Singh Ghosh</b>	Placement Officer
<b>Mr. D Chakraborty</b>	Administration
<b>Mr. Arun Kr. Roy</b>	Placement
<b>Mr. Biplab Kumar Ghosh</b>	Accounts
<b>Mr. Paranab Kumar Ghosh</b>	Accounts
<b>Mr. Kajal Kumar Das</b>	Estate Supervisor
<b>Mrs. Shamima Akhtari</b>	Girls Warden
<b>Mr. A K Mondal</b>	Boys Warden
<b>Mr. Sanjoy Bose</b>	Computer Lab Asst
<b>Mr. Arijit Sanyal</b>	Computer Lab Asst





# WRITER'S COLUMN

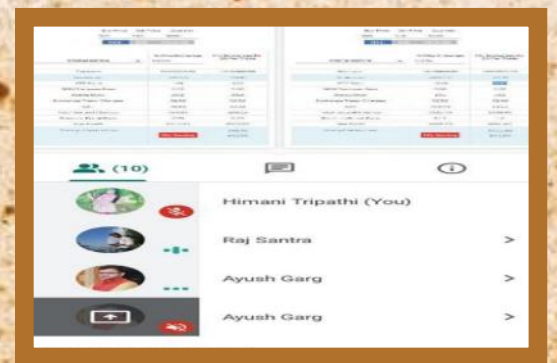


## REPORT ON SUMMER INTERNSHIP 2020

-Neetu Shah

The pandemic has exposed students to a new set of experiences after the campus was shut due to COVID 19, due to which both classes, revision and internship were in virtual mode. Internships are an essential part of MBA to learn and gain new experiences outside the classroom to practically execute and understand theoretical concepts. So, tackling internships has also become a new type of challenge in this virtual era.

Different companies all around the globe have changed the hiring and onboarding processes into the virtual mode. Students of Army Institute of Management Kolkata, too are doing their work from home Internships through different online platforms including Zoom, Google meet and others.



Through the internships, students are learning new skills and enhancing their knowledge and becoming more accustomed with the emerging technologies in the industries.

In addition to this, taking into consideration of the guidelines passed by the University Grants Commission (UGC), revision classes and tests are conducted regularly for the students to prepare them for the future exams.

At last, on behalf of the entire AIMK family, we wish good health and advice to keep yourself and your community safe and enjoy your work.



## DIOR'S 1st VIRTUAL HAUTE COUTURE SHOW

-Noreena Singh

In 1945, almost 70 years ago due to WWII the French designers were pushed to revive the fashion industry. Looking at the uncertainty the 1945 designers dressed miniature mannequins in their creations and sent them on a tour of Europe and America afterwards.

Similarly, the same act was carried out by DIOR during the ongoing pandemic . It unveiled its haute couture collection of 37 miniature designs- echoing the post war efforts. They were trunked in Dior's fashion flagship building in Avenue Montaigne, Paris. The project was made remotely under the Covid-19 pandemic lockdown in Rome.



After WWII, it wanted to send the message that, "TRADITIONS WERE ALIVE" and it intended to repeat the thought again despite worldwide coronavirus tragedy and widespread lockdown.

With haute couture week in Paris effectively cancelled this year, Dior turned to the inspiration of an earlier time.





## EMERGING TRENDS OF THE NEW NORMAL

-Suparna

This new decade has given us a lot to be content with. Recently, our busy normal lives have been suddenly and irrevocably changed by the global pandemic. It's the time of real adversity, with most people in self-isolation, we should steady our nerves and re-focus on the positives that we can create out of this situation.

During the Covid-19 pandemic, business turned virtual. Remote meeting provider Zoom overshoot its gross profits forecast by more than 60% . But tools for remote communication are just part of the virtual revolution that also includes products providing digital solutions. In the midst of the greatest medical emergency in the last 100 years, most people were cut off from their physicians. Tele-medicine, remote connectivity between patients and physicians, has suddenly gone primetime.



Using tele-medicine, patients can connect with their physicians anytime and from any place. The Covid-19 pandemic has led to the deaths of over 400,000 people around the world, most of whom had 'background diseases.' People have begun to realize how important it is to pay attention to day-to-day health. That starts with eating in an organized and healthy way.

Store closures may accelerate in the retail industry, which was already reeling, but new e-commerce applications could fundamentally remake online retailing. Software is emerging to enable sales professionals who can no longer meet with customers to conduct business remotely and asynchronously. The business travel industry may be in for a long drought, but videoconferencing, augmented reality and collaboration platforms will flourish. And health care, a perennial laggard in technology-driven transformation, has just been rocketed into the future.

One thing nearly everyone agrees is that the march toward "digital transformation" a buzzy term for realigning decision-making and customer relations around digital tools, will accelerate as businesses have been forced to make the rapid switch to digital tools. Even companies that hadn't planned to undergo digital transformation are viewing this period as a proof of concept.

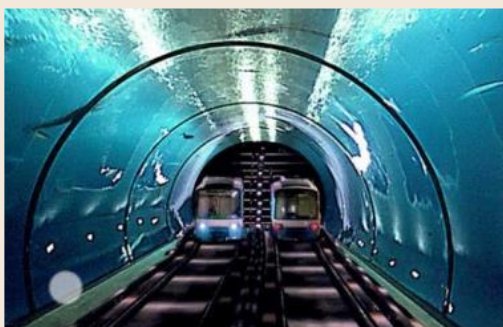


## LIFELINE OF KOLKATA - KOLKATA METRO

-Trishna Pal



Kolkata Metro, the oldest metro system in India, which has been providing metro services to the people of Kolkata since 1984. In 1969, the Metropolitan Transport Project was formed under Indian Railways. In 1971, MTP proposed to build 5 rapid transit lines in Kolkata. With the help of Soviet specialists (Lenmetroproekt) and East German engineers, prepared a master plan to provide metro lines for the city of Kolkata. On 29 December 2010, it became the 17th zone of the Indian Railways, operated by the Ministry of Railways.



The Kolkata Metro is a rapid transit system running in the Indian state of West Bengal. It currently has two operational lines, a total of 33.02 km (20.52 mi) -

- 27.22 km (16.91 mi) line from Noapara to Kavi Subhash.
- 5.8 km (3.6 mi) line from Salt Lake Sector V to Salt Lake Stadium.

**Earnings:** As per reports, from April 1, 2018 to January 15, 2019, the Metro Railway carried 17 crore passengers, which is 3.5 per cent higher than 16.43 crore passengers who used the service during the same period in the previous financial year. The Metro Railway's passenger count and earnings have increased significantly in the 9.5 months of the current financial year, compared to the corresponding period in 2017-18.

Earnings of the city Metro, which has the lowest fare structure among all Metro rails in the country, have also gone up from Rs 156.15 crores last year to Rs 162.7 crores this year, which is an increase of 4.19 per cent.

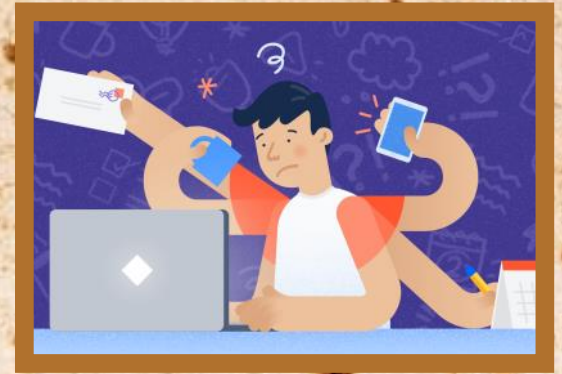
**What's Next: Underwater Metro Services:** India's first underwater metro rail tunnel was expected to start operation by 2021! Kolkata Metro, will proudly have a European-style underwater tunnel as part of its East-West Metro project. The project is being overseen by Kolkata Metro Rail Corporation Ltd and Government of India. Once the project is completed, two iconic Indian Railways stations – Howrah Junction railway station (HWH) and Sealdah railway station (SDAH) – will be connected through Kolkata Metro network.



## THE PRODUCTIVITY HACK

**Kshitij Pal**

As we move into yet another month of lockdown, it looks like a lot of us will have to continue to work or study from home. To make things more difficult, the line between work and personal life has never been more blurry. It is difficult for everyone to keep up with the work and the same time take the necessary precautions to make sure that everyone is as safe as possible from any type of health hazard, and that too, without getting sucked into crippling anxiety. Even when things were normal, all of us, at some point of time, have felt work to be overwhelming. While we wish we could be more “productive”, there is always someone who has the ability to do the things that some of us find mind - numbingly boring.



Well, that's the thing. We only like to do the things that make us happy. Things that stimulate the release of dopamine. Checking our phones every second minute, in anticipation of notification? Dopamine release. Hooked on to Netflix? Dopamine release. Endless scrolling through your Instagram feed? Dopamine release. And with the easy exposure to the things that stimulate the release of dopamine, when it comes to doing things that do not release as much dopamine, when compared to others, things like, reading a book, working on your side business, doing a course, we feel bored. The only way to be productive is to find a way to make sure that these things also stimulate the release of dopamine, and you are, in a way, attracted to finish these tasks.

While it sounds a little odd to pit watching an exhilarating show on Netflix and crunching numbers on an excel sheet in the same corner, in terms of making us feel entertained, it's not impossible.



Here is a super simple hack to control what controls you. Exactly. You decide which tasks release more dopamine. The super boring things included. Dopamine detox.

- Make a list of things that stimulate the release of dopamine. Things that you find entertaining.
- Arrange these tasks as per the level of entertainment. Like one might put watching a stand up comedy video on youtube above playing candy crush, while they might arrange this in the exact opposite way. You are the best judge of yourself. Call this list - List 1.
- Now that you have a list of things that you find entertaining, make a list of things that need to be done and arrange them as per their order of importance. Call this list - List 2.
- Mark two days on the calendar. The days need to be continuous, to actually understand the effect.
- On these two day, make sure that you do not perform any of the activities from list 1. If not performing any of the activities seems too difficult, select the top 3 things on the list and pretend that those things don't exist at all. Just for the marked days.
- With the restriction of dopamine being released, head on to list 2 and set attainable targets for yourself. For example, the top two tasks on the list.
- With this, you will find that concentrating on the "boring stuff" is not as difficult, not that your brain has enough dopamine to release here as well.

Now that you have started completing those tasks from list 2 and understand how to restrict yourself from doing things that stimulate the excess release of dopamine, you can start rewarding yourself. For every one hour spent doing things from list 2, reward yourself by allowing yourself to do the things from list 1 for 15 minutes. You've earned it!

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