



Army Institute Of Management, Kolkata

E-Newsletter



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

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

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

VISION

To become a premier business school recognized internationally 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,

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GENERAL INFORMATION



Message From Director



Army Institute of Management (AIM) Kolkata is a unique and unparalleled educational Institution committed to craft an ambience for nurturing innovation, creativity and excellence in our students. "Growth with Education" is the common understanding amongst the fraternity of AIM. Personalized attention given to the students by each faculty member, coupled with the knowledge, experience and skills that they share with the students, help transform them to professionals and bring them to a threshold from where they can achieve anything in their life they aspire to.

Maj Gen AK Sapra, VSM (Retd)

Director

Faculty Members

Maj Gen AK Sapra, VSM (Retd)

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

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

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Prof. Protik Basu

BE (JU), PGDBM (IIMC)

Area : Operations Management

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M.Sc. (Univ of Roorkee), M.Stat (ISI), M.Phil (MKU), Ph.D(Univ of Pune)

Area : Quantitative Methods

Dr. Ayan Chattopadhyay

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

Area: Marketing

Prof. Sougata Majumder

MBA (Visva-Bharati)

Area : HR&OB

Prof. Abhishek Bhattacharjee

MBA (WBUT)

Area : Gen Management

Prof. Anindya Saha

B.Tech (WBUT), MBA (WBUT))

Area : System / IT

Prof. Asmita Basu

MBA(WBUT)

Area: Finance

Prof. Archita Chatterjee

MBA (SMU)

Area : HR&OB

Dr. Sweta Rani

PGDM (IIBM), M.Phil (TGOU), Ph.D (Magadh Univ)

Area : General Management

Prof. Preeta Sinha

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M.Sc (CU), PGDM (AIMA)

Area : General Management

Dr. Debaleena Chatterjee

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

Area: General Management

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Asst Librarian

Mr. Subhrajyoti Das

Library Assistant

Mr. Rajeev Karmakar

Academic

Mr. Goutam Saha

Admission

Mr. B.K. Sardar

Bengal Area

Mr. Tarak Sarkar

PA to Director

Puja Singh Ghosh

Placement Officer

Mr. D Chakrabarty

Administration

Mr. Arun Kr. Roy

Placement

Mr. Biplab Kumar Ghosh

Accounts

Mr. Paranab Kumar Ghosh

Accounts

Mr. Kajal Kumar Das

Estate Supervisor

Mrs. Shamima Akhtari

Girls Warden

Mr. A K Mondal

Boys Warden

Mr. Sanjoy Bose

Computer Lab Asst

Mr. Arijit Sanyal

Computer Lab Asst

NEW EDUCATION POLICY 2020

-Suparna

A change in Education policy usually happens in every few decades, India has had three to date. The first came in 1968 and the second in 1986, under Indira Gandhi and Rajiv Gandhi respectively; the NEP of 1986 was revised in 1992 when P V Narasimha Rao was Prime Minister. The third Education Policy is released under the Prime Minister-ship of Shri Narendra Modi.

Some of the biggest highlights of the NEP 2020 are:

- 1) A single regulator for higher education institutions.
- 2) Multiple entry and exit options in degree courses.
- 3) Discontinuation of MPhil programmes.
- 4) Low stakes board exams.
- 5) Common entrance exams for universities.



The NEP proposes sweeping changes including opening up of Indian higher education to foreign universities, dismantling of the UGC and the All India Council for Technical Education (AICTE), introduction of a four-year multidisciplinary undergraduate programme .

With an emphasis on Early Childhood Care and Education (ECCE), the 10+2 structure of school curriculum is to be replaced by a 5+3+3+4 curricular structure corresponding to ages 3-8, 8-11, 11-14, and 14-18 years respectively .The New Education Policy expands age group 6-14 years of mandatory schooling to 3-18 years of schooling. The NEP introduces hitherto uncovered three years of pre-schooling, age group of 3-6 years under the school curriculum.

The new system will have 12 years of schooling with three years of Anganwadi/ pre-schooling. In school education, the policy focuses on overhauling the curriculum, “easier” Board exams, a reduction in the syllabus to retain “core essentials” and thrust on “experiential learning and critical thinking”.



SPORTS – LEADING THE WAY

-Kshitij Pal

Cases surge. Economies tremble. But life goes on...

As the governments across the globe are still trying to establish new norms by seeking advice from the best minds of the era, the general notion still remains somewhat similar – the only thing certain in these times, is the uncertainty across all spheres. Though everything that has been done is close to what is known as damage control, this has also given everyone the opportunity to take bold steps with regards to doing things that have never been done before. Things that no one has ever imagined. From imposing nationwide lockdowns, to negative interest rates, this phase has given us a chance for us to witness how rigid thoughts and ideas can be stretched, to do what is the best for a nation.

Navigating through these difficult times forces one to look at problems from all dimensions and making sure that every decision that is being made, does not make things worse. With all the resources of a nation focussed towards strengthening healthcare and allied services, the economy has been under distress. Keeping that in mind, the process of unlocking has begun.

Things going back to how they were before the pandemic is a long shot, but the wheels have already been set in motion. With the resumption of major sporting activities taking the front seat, this seems to be something that all the nations are considering. Some of the major sporting events that have a worldwide viewership have resumed under curtailed circumstances, while the rest have been told to come up with definite plans of doing so.

With the situation still grim, it is not at all safe to have such events. Therefore, all the sporting events happen behind closed doors. Promising the highest level of safety for the players and staff.

Sports, as we have always seen, has risen to the occasion to get people together and celebrate cohesion. Be it family picnics, office getaways, or boot camps. Every successful team building activity begins and ends with sports. With beloved spectators being kept in all the sporting arenas, the blessing of the digital era that we live in today has made sure that everyone gets a chance to be a part of the celebrations on the ground. Not only has the resumption of sports has given the people something to look forward to, but has also given the stars of the sporting world to show support against the rampant social causes that seem to tear the world apart from within. With the eyes of the world on them, a simple fist pump in the air, or taking a knee have become symbols of unity and strength. Urging the viewers to stand for what is right and be human. When the adversities dampen the human spirit, sports pave a path for hope, and reinforces the need for standing together and fighting through the difficult time.

EFFECT OF COVID-19 ON NBFC'S

-Trishna Pal

Though it is early to discuss the impact of the coronavirus on the economy but nearly 3/4th of the quarter is gone. Disbursement in January and February has been decent. Until then, the liquidity situation and liabilities had started improving but the concern is how they will shape up post coronavirus. If the slowdown continues then people might start losing their jobs and default big time, and more than NBFCs, banks will get hit.



But as one cannot be immune to a situation like this there will be some impact. Though, even in stress times the capital buffer that we have will benefit us. Delayed EMI repayment may increase NPA level overtime. And thereby, slowdown of disbursement would impact GDP. It all depends on liquidity, if the bank's credit line dries up it will impact future disbursements. If the slowdown continues it can stress easy monthly instalments (EMIs). The impact on us will not be big given to our business model and granular size.

There are two scenarios to understand.

- Firstly, if people skip one or two EMIs, it will be difficult to collect those in one go. NBFCs cater to two types of customers - salaried and non-salaried.
- Secondly, as per studies people who have lower EMI would not default in comparison to people who have more and bigger EMIs.

Steps taken by concern authority

- Banks, under the aegis of Indian Banks' Association (IBA), are mulling providing a three month-moratorium on loans given to non-banking financial companies to help them tide through the current stress caused by the corona virus crisis.
- Non-bank lenders or NBFCs have been demanding this moratorium, saying after all they too are borrowers. NBFCs predominantly depend on banks for their funding needs.
- Besides, these non-bank lenders have sought an additional funding window from banks to tackle liquidity crunch in the wake of Covid-19.
- Non-banking finance companies (NBFCs) or shadow banks cater to mainly MSMEs, infrastructure and real estate sectors that have been hit hard due to lockdown.
- The IBA is looking into demands of the NBFC sector, adding that banks and the RBI have been consulted to work out a prudent solution.



TEQUILA, IT IS!

-Noreena Singh

I remember the first time I woke up with a hangover that I mistook for ACTUAL IMMINENT DEATH. I opened my eyes and instantly knew that something wasn't right; I wasn't a little bit groggy, or a little bit foggy. This was one of those can't-move, queasy but so much headbanging wondering what is happening to me, and also, how can I stop it?

First, let's just base up a couple of things:

1) Sometimes, crap is going to happen, and there's no point beating yourself up about it because, let's face it, you really don't need to feel any worse than you already do. The night before might have been powered by a really bizarre mix of cocktails. I have discovered that my body just cannot, absolutely will not, process Vodka, and it doesn't love beer very much either. This sort of extreme reaction doesn't occur when I'm drinking wine or gin, also I barely feel it at all when I'm drinking tequila. There is a reason for this, of course, which is that barrel-aged drinks like brandy, scotch and whisky create more chemical congeners during the fermentation process, which are also the evils that increase the severity of your hangover

2) At no point is this piece going to progress to "...and that's why you should never drink again." If you choose abstinence for your own reasons, or because it makes you feel amazing, more power to you. But for the rest of us, balance, guys. One has to find the drink that loves you back.

I drank a lot of tequila one night and woke up with a serious case of The Fearfuls, only to find...that I felt pretty okay. Margaritas might not be (okay, aren't) a superfood, but honestly, tequila is my jam because I can have a couple of drinks without having a heavy head the next day and that is pure gold.

Pure, clear tequila is lowest in hangover-inducing congeners, though the tequila that you likely have costs nuts is 'mixto', which is the bad stuff, containing only 51 percent agave. The purest tequila is blanco or silver (100 percent agave), and this is the one you want, if you want to feel good the following day. It is also vegan and gluten-free. I'm joking, it's actually a better choice for wheat sensitive people .

Long-term, heavy drinking causes bad stuff, we all know this. There's no sanctimony here, but regular drinking causes inflammation, issues with the body's ability to regulate blood sugar, hormone disruption, weight gain, anxiety, depression...etc.

To paraphrase Michael Pollan: Drink booze, not too much, and mostly tequila. I will say this though, people look at you weirdly when you order tequila. It's like this "YEAH SHE LIKES TO PARTY" moment of recognition, except, dudes, it's like the opposite. I guess "YEAH SHE LIKES TO WAKE UP FEELING FRESH AND WITH MENTAL CLARITY" is less catchy and also not a particularly snappy judgement to make when waiting in line at the bar though, so I just nod, like "yeah" and we all get on with it.

INDUSTRIAL REVOLUTION 4.0: PROS AND CONS

-Neetu Shah

Today we all are living on the tip of the Fourth Industrial Revolution, which is commonly known as Industry 4.0 or 4IR.

The concept was first initiated by the German government in the year 2011, which promoted computerization and digitization to improve the labour market.



The 4th industrial revolution was described as an “existing and evolving environment in which new technologies and trends such as the Machine Learning, Internet of Things, Robotics, Data visualization, Smart sensors, Virtual reality and Artificial Intelligence are changing the way people live and work”. So, this is the era of AI and machine learning, genome editing, 3D printing, Internet of Things, augmented reality, autonomous vehicles, cyber-physical systems, on-demand computer system resources, cognitive computing and much more.

Cyber-physical systems monitor the physical processes using which, a virtual copy of the physical world can be designed. Thus, these systems have the power to create decentralized decisions on their own and reach a high degree of autonomy. As a result, IR 4.0 networks a wide range of new technologies to create value and improve the economy.

We can clearly observe, emergence of these new technologies and changes in the economy that are affecting our personal and professional life to a great extent and there is much more to adapt in the near future.

Pros of Industrial Revolution:

- High productivity- Due to the increased automation of machines, the productivity of the industrial era will rise up to 50 times over the earlier age.
- New markets- Emergence of new technologies and their combinations are distorting the outlines between physical, digital, and biological spheres, which will ultimately create new markets and growth opportunities. It will merge progress from several areas to create a new product or a new service.
- Improved quality of life- Technology has made our life so easier that things can be done just by one click. Booking cab, watching movies, digital transactions, controlling home appliances can be easily done no matter at what location you are.

Cons of industrial Revolution:

- Cybersecurity Risk

As everything will be connected, so the risk of hacking the data and servers may increase.

- Core industries disruptions

We can observe that, Taxi services are in competition with Uber and Ola, Traditional television and cinemas compete with Netflix, Hot star and YouTube, the hotel industry with Airbnb and any store is competing against Amazon and other online services. This has consequences in the type of services being offered and the model through which they are offered as well as the jobs connected with them.

- Ethical issues

With accessing data of people through AI and machine learning driven platforms, the data can be used for personal use which may involve a high risk and unethical practices.

Although we have already entered into the 4th industrial revolution which is going to bring a lot of opportunities and improvements for the betterment of the future but we also need to be aware about its disruptions and work on ways to reduce the risks.

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