



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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- Elevator Pitch - Video Resume
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- Operations Management and Entrepreneurship
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- Virtual Farewell



GENERAL INFORMATION



Message From Director



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

Maj Gen AK Sapra, VSM (Retd)

Director

Faculty Members

Maj Gen AK Sapra, VSM (Retd)

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

Director

Dr. Malini Majumdar

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

Area : Marketing

Protik Basu

BE (JU), PGDBM (IIMC)

Area : Operations Management

Dr. Swapna Datta Khan

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

Area : Quantitative Methods

Dr. Ayan Chattopadhyay

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

Area: Marketing

Sougata Majumder

MBA (Visva-Bharati)

Area : HR&OB

Abhishek Bhattacharjee

MBA (WBUT)

Area : Gen Management

Anindya Saha

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

Area : System / IT

Asmita Basu

MBA(WBUT)

Area: Finance

Archita Chatterjee

MBA (SMU)

Area : HR&OB

Dr. Sweta Rani

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

Area : General Management

Preeta Sinha

MBA (Magadh Univ), UGC-NET

Area : General Management

Dr. Somarata Guha Chakraborty

M.Sc (CU), PGDM (AIMA)

Area : General Management

Dr. Debaleena Chatterjee

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

Area: General Management

Non-Teaching Members

| <u>Name</u> | <u>Designation / Department</u> |
|-------------------------|------------------------------------|
| Col Varma (Retd) | Registrar & Head of Administration |
| Mr. Sayan Palit | Asst Librarian |
| Mr. Subhrajyoti Das | Library Assistant |
| Mr. Rajeev Karmakar | Acedamics |
| Mr. Goutam Saha | Admission |
| Mr. B.K. Sardar | Bengal Area |
| Mr. T K Pattanayak | PA to Director |
| Mrs. 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 |

VIDEO INTERVIEWS - ABHISHEK SINGH

-Kshitij Pal

Out of the many industries affected by the ongoing pandemic, the education sector has also been adversely hit. The college took the initiative of conducting the online classes to make sure that no matter what happens, there is no barrier to education. With the placements looming in the horizon, all the traditional methods of recruitment will also see changes.

To make sure that the students are ready to face whatever comes their way, the institute organised a session to train the students on facing video interviews. Since the placement drive for this batch is expected to be conducted online. The session was conducted by our esteemed alumnus Mr Abhishek Singh. Having worked in the corporate sector for a while, he successfully co-founded an HR solutions company called Koinage HR Solutions (P) Ltd.

Given the current circumstances, the companies are conducting video interviews as a part of the digital onboarding process. The speaker covered all the important factors that one need to take care of, before and during the video interviews. Right from setting up the technical infrastructure, to dressing up properly to make the right impression.

The speaker also highlighted the importance of having a digital resume in order to start building up a professional network at an early age. Along with that he addressed a few myths associated with linkedin and showed a roadmap for the students to start engaging with professionals online by upholding the integrity of the organisation they are associated with.

Since this was a topic that is definitely the need of the hour, not just for students, but for all professionals alike, the webinar was attended by alumni as well.

Students Webinar

- ✓ The Do's and Dont's of Video Interviews
- ✓ LinkedIn Profile:
Why should you have one ?
How can you make one ?



WEBINAR COLUMN



ELEVATOR PITCH - VIDEO RESUME - THE CALL OF THE HOUR

-Trishna Pal

As they say "First impression is not the last impression, but the lasting impression"

For creating the lasting impression a proper, well designed elevator pitch is the key. Elevator Pitch is a short and crisp introduction of one's own self, it generally tends between 30- 60 seconds.



To make a mark and a lasting impression on the interviewer, our college, Army Institute of Management, kolkata organised a webinar on ELEVATOR PITCH & VIDEO RESUME by Miss. Vineeta Verma (MBA- 18).

Along with the information, do's and don't of an Elevator Pitch we got introduced to the concept of Video resumes as well.

In the new normal scenario it is need of the hour and to get an edge over others we need to grab the first mover advantage and hence the webinar was of a great help to us.

PITCH
Video Resumes - The call of the hour.

Vineeta Verma
Ex- Operations Manager,
MJunction Services Ltd.,
Mentoring Individuals

12th August, 2020
4PM - 6PM

Resource Person (Internal)-
Prof. Preeta Sinha
Dr. Swapna Datta Khan
Prof. Anindya Saha (IT)

Student Coordinator- A Chandrika



STOCK MARKET- THE TECHNICAL WAY

-Trishna Pal

As per Warren Buffett-

"Wall Street makes its money on activity, you make your money on inactivity."

Stock Market is one of the growing money making markets nowadays by using idle cash and making the most of it.



Though it is known for its risk and fluctuating returns, with good knowledge, analytical skills and positive attitude one can earn huge returns. To get us introduced to the world of stocks and make us aware of its advantages, our college, Army Institute of Management, Kolkata organised a webinar on STOCK MARKET- THE TECHNICAL WAY by Mr. Subhodeep Paul (MBA- 9).

Where we got to know about the stock market, how it works, how to analyse the stocks and various graphs (such as candle graph).

At the time when everyone is facing a financial crisis and going through pay cut, having a good knowledge of stock market and investing into it will be a great opportunity to earn and get a good financial status.

**\$TOCK
MARKET-
The Technical
Way**

Subhodeep Paul
Ex-Banker, Wealth Manager,
Stock Market Trading Expert

**9th August, 2020
10:30AM - 11:30AM**



WEBINAR COLUMN



OPERATIONS MANAGEMENT AND ENTREPRENEURSHIP: EMERGING PARADIGM IN THE NEW NORMAL

-Suparna

Army Institute of Management, Kolkata organized a webinar on 10th and 11th of August 2020, on the topic “**OPERATIONS MANAGEMENT AND ENTREPRENEURSHIP: EMERGING PARADIGM IN THE NEW NORMAL**”. The speakers were:-

Dr. Pinaki Bhattacharyya, who is an Associate Professor and Chairperson CEEPDEE, Calcutta Business School. He spoke on the topic “ Entrepreneurship: Opportunities and challenges in the new normal”

Prof. Santanu Ghosh who was an Ex GM at Philips spoke on the topic Covid 19 changes in the horizon of Operations Management.

Dr. Bobby Basu Associate Professor, Heritage Business School, Spoke on the topic impact of pandemic COVID On Global Supply Chains: Disruptions and Restructuring

Mr GM Kapoor, Management Consultant Associate with CMA,CII Bengal Chamber spoke on Entrepreneurship: The Engine of Economic Growth.

The objective of this webinar was to provide a valuable takeaway to each stakeholder of the New Economy. It will gather practitioners from Industry , Academic and Research Institutes to exchange their ideas on Emerging Issues and Challenges related to Operations, Management and Entrepreneurship in the new normal. This opportunity was given to anybody who was interested with free registration for a limited strength of 150 members. E- Certificates was provided to all the participants after successful completion of the webinar. The session was for 2 days and lasted for 2 hours on both the days. Even during such testing times, College organized a webinar which was helpful for all of us. We are looking for more such interesting Webinars in future which will not only help us build our career but also as an individual.

ARMY INSTITUTE OF MANAGEMENT, KOLKATA
Organises
WEBINAR 2020
On
**OPERATIONS MANAGEMENT AND ENTREPRENEURSHIP:
EMERGING PARADIGM IN THE NEW NORMAL**

10 Aug 2020
&
11 Aug 2020
3 PM - 5 PM

Our Speakers

Dr. Pinaki Ranjan Bhattacharyya
Associate Professor & Chairperson -
CEEPDEE, Calcutta Business School

Prof. Santanu Chatterjee
Ex-GM, Philips

Dr. Bobby Basu
Associate Professor, Heritage
Business School

Mr. GM Kapoor
Management Consultant, Associated
with CMA-CII, Bengal Chamber

Register Now



ORIENTATION PROGRAM



A NEW JOURNEY FOR MBA-24

-Neetu Kumari

Abiding the new normal situation MBA- 24 begins its journey at AIMK via online orientation program.

AIMK upheld a 12 days orientation program starting from 17th August, 2020 to 29th August 2020. It started off with a welcome ceremony being addressed by Major General AK Sapra (Retd), Director AIMK followed by introduction to academic and by Prof. Dr. Malini Majumdar.

Along with the introduction of subjects by faculty members, a 7-day workshop was also included in the program where the students got to know about various topics by the experts itself.

The list of various workshops that were conducted are-

Next Generation Leadership and Dynamic Business Environment- By Col. Prabir Sengupta, VSM

Evergreen Talent and Modern Day Employability - By Ms Seema Raghunath

An Overview and Prospects in Banking and Finance Sector - By Mr. Shamik Moitra

An Overview and Prospects in Media and Entertainment Sector - By Ms Prema Rajaram

An Overview and Prospects in Energy Sector - By Ms Kadambari Uthayasankar

An Overview and Prospects in Defence and Aerospace Sector - By Brig MKK Iyer, SM

An Overview and Prospects in FMCG Sector - By Mr. Vishhal Bhusari

An Overview and Prospects in Agro Business Sector - By Mr. Bhaskar Kundu

Investment Venture and Entrepreneurship - By Mr. Shamik Moitra

Research Methodology - By Mr. Sanket Dutta

An Overview and Prospects in Logistics and Supply Chain Management - By Maj Neha Patel

An Overview and Prospects in Tourism and Hospitality Sector - By Mr. Kaushik Ghosh

An Overview and Prospects in IT and ITES Sector - By Mr. Vipul Kocher

Personality, Power of Business Communication and Soft Skills Next Generation Leadership and Dynamic Business Environment - By Col Prabir Sengupta, VSM

Ethical Business- How Real It is? - By Col Dilip Sopori

Transportation - By Mr. Suvendu Seth

Business Analytics - By Ms. Kamalika Poddar

Digital Marketing - By Mr. Sangbaran Karmakar

Emerging Technologies - By Ms. Diksha Deo

Design Thinking and Innovation - By Ms. Naheed Khan

Post Covid Business Environment - By Prof. Alan Rosling

Interest and Competency Mapping - By Mrs. Mohua Roy

Wow Kolkata! - By Dr. Tathagata Neogi

Also, interactive sessions by alumni Soma Banerjee (MBA1), Roma Vaidya (MBA 10) and Prof. Dr. Ravi Chatterjee (MBA 10) were conducted.

In addition to the workshop, a question answer session and a quiz was also upheld to make everything more interactive and involve good participation on the part of students.

Inspite of being a different Orientation Program, it left no stone unturned to serve the purpose and had enlighten students for different horizons as well.



VIRTUAL FAREWELL



-Kshitij Pal

When a student enters a residential programme, the institute becomes more like a home, than just a place of study. And everyone around them becomes a little family of their own.

Hence, when it is time to move on to the next phase of life, it becomes important to celebrate it, as a family. Given the importance of conducting a proper farewell, pitted against the current circumstance, the institute made sure that the passing out batch was given the best kind of farewell.

The junior batch made a beautiful video of small personal messages, with a backdrop of all the events that the senior batch was a part of. This was preceded by a personal message by the director himself. The virtual farewell tried to capture all the splendid moments sent in the campus during the span of two years. The video will remain a testament to be memories made in institute.

Video Link: https://www.youtube.com/watch?v=aVy_HEqE-X4&feature=youtu.be



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