



# 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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- Himalaya Diwas
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- Triple bottom line - eTrio
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# GENERAL INFORMATION



## Message From Director



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

**Maj Gen AK Sapra, VSM (Retd)**

**Director**

## Faculty Members

### Maj Gen AK Sapra, VSM (Retd)

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

Director

### Dr. Malini Majumdar

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

Area : Marketing

### Protik Basu

BE (JU), PGDBM (IIMC)

Area : Operations Management

### Dr. Swapna Datta Khan

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

Area : Quantitative Methods

### Dr. Ayan Chattopadhyay

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

Area: Marketing

### 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
Mrs. Sphurti Pathak	Head Placement and Corporate Relations
Ms. Vineeta Verma	Manager Plcement and Skill Development
Mr. Goutam Saha	Admission
Mr. B.K. Sardar	Bengal Area
Mr. T K Pattanayak	PA to Director
Mr. D Chakrabarty	Administration
Mr. Binod Sharangi	Placement
Mr. Biplab Kumar Ghosh	Accounts
Mr. Paranab Kumar Ghosh	Accounts
Mr. Kajal Kumar Das	Estate Supervisor
Mrs. Tukun Dutta	Girls Warden
Mr. A K Mondal	Boys Warden
Mr. Sanjoy Bose	Computer Lab Asst
Mr. Arijit Sanyal	Computer Lab Asst



# STUDENT COUNCIL 2020-21



-Suparna

AIMK conducted Students council elections for the academic year 2020-21 in the month of September. The interested contestants were asked to present their Election manifestos. The Student Council is an increasingly common feature in many. Students have a valuable contribution to make to the betterment of their college and their involvement in the operation of the college is itself a valuable part of the education process for the students. A Student Council provides an opportunity for students to engage in a structured partnership with teachers, students and management in the operation of their college. The elected members are:-

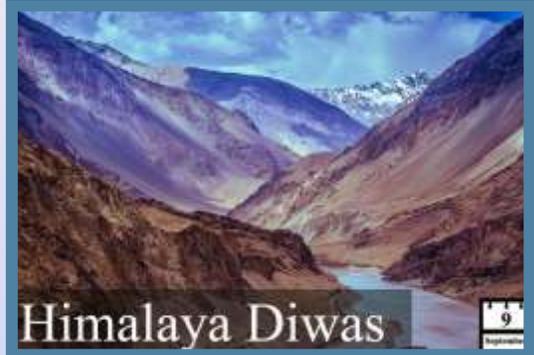
Designation	Name
<b>President</b>	Sandeep Kumar Singh
<b>Vice President</b>	Bhanwar Singh
<b>General Secretary Placement</b>	Kshitij Pal
<b>Additional Secretary Placement</b>	Avinash Kumar Singh Tulika Gogoi
<b>Treasurer</b>	Bhupender Singh
<b>Member Public Relations Media &amp; Publicity</b>	Ananya Singh
<b>Member It &amp; Technology</b>	Gotam Kumar Jha Sayantani Biswas
<b>Member Learning Resources</b>	Avishek Kumar
<b>Member Event Management &amp; Cultural Affairs</b>	Prachi Agarwal Rahul Singh
<b>Member Alumni Affairs</b>	Suman Sharma Neetu Kumari
<b>Member ISR</b>	Akash Trivedi Radha Agarwal
<b>Member Mess &amp; Catering</b>	Himanshu Adhikari Saloni
<b>Member Boys Hostel</b>	Gaurav Singh
<b>Member Girls Hostel</b>	Pooja Khalia
<b>Member Amenities</b>	Pardeep Dagar & Annupriya
<b>Member Academic Infrastructure</b>	Sunam Limbu



## HIMALAYA DIWAS

-Neetu Kumari

Himalaya Diwas is an initiative that was started in 2010 by a group of noted environmentalists and activists including Sunder Lal Bahuguna, Anil Joshi and Radha Behan to spread the message that solutions for sustainable development and ecological stability for the Himalayas must be as unique as the Himalayan ecosystem itself. This initiative has been supported by many politicians.



Though, the whole hearted support of Sh. Ramesh Pokhriyal Nishank, Minister of Education has been the greatest driving force behind the same. After COVID-19 catastrophe, Himalaya needs to be understood more as it has averted acute ecological crises for the Nation.

This ecosystem however has shown disability in many ecological fronts yet it has not turned face from us despite our apathetic behaviour. It is, therefore, this year Himalayan day focuses upon “The Himalaya and Nature”. In the wake of current pandemic and likely threats, we need to understand this entity for our common future.

This year Himalaya Diwas is being celebrated at the National level. 9th September, 2020 has been earmarked for celebration of 11th Himalaya Divas to bring stakeholders including Government, environmentalists, scientists, politicians, faith leaders etc. to sensitize people about the importance of the subject and to discover how everyone can support in this initiative. The chief guest of the event was our Honourable Vice President of India - Shri M. Venkaiah Naidu. This initiative was been organized under the guidance of our Honourable Minister of Education - Shri Ramesh Pokrihyal Ji (Nishank) and Dr. Anil Prakash Joshi, Padam Bhusan, Environmentalist.

All Faculties, Staffs and Students of ARMY INSTITUTE OF MANAGEMENT, KOLKATA participated in the event to support the great initiative which focused on “The Himalaya and Nature” which was organized on 9th September, 2020. It was a wonderful and informative event by the Honourable Minister of Education - Shri Ramesh Pokrihyal Ji (Nishank) and Dr. Anil Prakash Joshi, Padam Bhusan, Environmentalist. which will definitely help us to connect the Himalayas and the Nature in a better way.

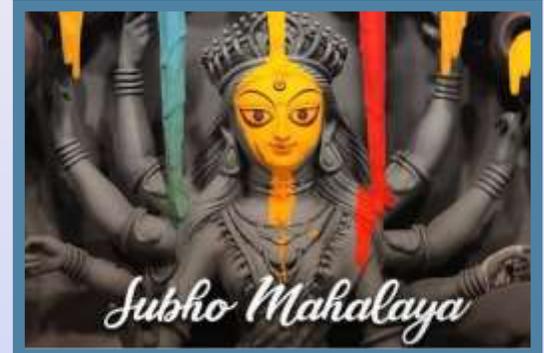
## MAHALAYA- BEGINING OF FESTIVE SEASON

-Trishna Pal

Festive season is around the corner. Though this time spirit is high but the festivity feel is a bit low or we can say it is on hold this time.

In kolkata festive season begins with Durga Puja and Mahalaya is observed a week prior to Durga Puja celebrations according to the Hindu calendar. With Mahalaya begins the countdown of Durga Puja. Mahalaya is the day before starting of "**Navratri**"

Mahalaya is basically the end of "Pitri Paksha" ( "fortnight of the ancestors"), it is a 16-lunar day period in Hindu calendar when Hindus pay homage to their ancestor (Pitrs), especially through food offerings. The ritual performed as a means of paying homage at any Riverside is known as **tarpan**. The period is also known as Pitru Paksha/Pitr-Paksha, Pitri Pokkho, Sorah Shraddha, Kanagat, Jitiya, Mahalaya Paksha and Aparaj Paksha.



Mahalaya also plays host to a cultural event of some significance with the "**All India Radio program Mahishasura Mardini**".

On Mahalaya, Bengalis wake up at 4am in dawn and tune into Birendra Krishna Bhadra's timeless voice reciting the holy verses of '**Mahishasura Mardini**', which narrates the story of the descent of Goddess Durga on earth. It depicts the victory of good over evil.



On one side it is a day to remember and pay homage to one's ancestors and on another side it is the starting of the biggest festival i.e., Durga Puja

## FAILURE IS THE BEST TEACHER

-Superna

Failures are inevitable, especially when you take a big risk to achieve ambitious goals. Recognize this before you begin. You will learn from your failures and they will only make you better. There is very little learning in success. Embrace failure and move on. Failure is not falling down but refusing to get up.

Attitude has a lot to do with how we perceive our failures. If you can start by looking at each failure as a lesson, you're already ahead of the game. Figure out what went wrong and what you could do differently. Then do it. Don't let excuses or negative thinking get in your way. Remember, you are not a product of your circumstances.

You are a product of your decisions. Failure is prevalent. No matter how well organizations are managed, some mistakes are inevitable and even seemingly ubiquitous. Failure teaches us what works and what does not. We often experience that learning is more effective in failure than in success. While success can make decision makers remain where they are, failures can help renew their strategic directions and practices. Sometimes our failures are really not failures, but headwinds that keep us from reaching our destinations. Even if we are trying hard enough, we still fail because our efforts are not good enough. Sometimes we keep trying and failing just so that we can become stronger and more persistent, and build abilities that help us reach some other goals.

THE GREATEST TEACHER,  
FAILURE IS.



## TRIPLE BOTTOM LINE - ETRIO

-Kshitij Pal

The constant outcry for the extent of carbon emissions damaging the ozone layer is something that has always been talked about. But unfortunately, the steps taken against it are negligible and have just been left out to be discussed in the board rooms, with almost no implementation in the real world.

Since the last five years, the governments around the world have started pushing towards lowering the carbon emissions on the roads. But the current technology did not suffice for such demands, hence, the regular, gasoline fed, pollution emitting cars still rule the world. The existing battery powered cars and hybrid cars burn a big hole in the pockets of the regular customer.

After a breakthrough in the developing and mass-producing lithium ion battery, Elon Musk revolutionised the industry of battery powered cars by introducing Tesla and due to his stellar personality, its popularity also skyrocketed.

Just one problem. They are still awfully expensive for the Indian market. And this is where E-Trio steps in. E-trio is a Hyderabad based Electric vehicle company, that aims to provide electric vehicles to ALL.

But there is just one catch.

They do not make their own cars. Yes.

E-trio being an electric vehicle company, does not make its own cars. Rather, they transform the customer's regular diesel or petrol car into an electric car.

E – Trio has just one aim: To transform environment, lives, and businesses.

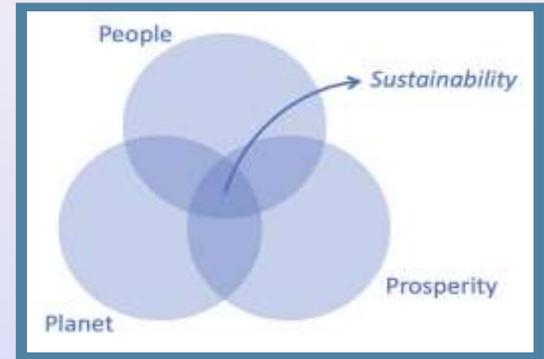
This company is perfect for the research topic given as they have the strategic capability, the competitive advantage, and the superior customer service. And their whole business model is based on the fourth pillar of growth and sustainability – “triple bottom line”.

They are driving the change in following three ways –

- Decarbonising Environment: Reducing pollution, congestion, waste & noise reduction.
- Impacting Business: Bringing efficiency & sustainability.
- Transforming lives: Enhancing livelihood and well-being.

### Strategic Capability –

- E-Trio has achieved a similar breakthrough in terms of technology by developing the capability to produce electric vehicle kits and the ability to transform regular passenger vehicles into electric vehicles.



- The founding team spent 3 years studying the market and understanding the technical feasibility, along with designing and setting up the supply chain before coming out with their first prototype.
- Currently, e-trio is offering these kits for the following passenger vehicles: Maruti alto, wagon – R, swift dzire. The company has strategically chosen the highest selling passenger cars. These cars are not just widely used, but the consumers are price sensitive as well. So, any regular car user who is looking to take an initiative to save the environment will look for such alternatives, rather than burning a hole in their pockets by buying a brand-new electric vehicle.

E – Trio successfully ticks off the three strategic pillars of growth. This clearly signifies that the leadership team is in line with their mission of taking the company to newer heights. But what actually gives this company the edge is what draws our attention.

It is their endeavour to transform the lives of their customers as well as making sure that the environment is being protected.

The simple fact remains that evolution can be traced back to solve the current issues of global warming. The mobility industry has become an essential part of human life, but at the same time, it is causing more harm to the environment than it meets the eye.

The leading team has correctly identified a problem that is so relevant to human beings and we have already seen people migrating. It is barely a matter of time when the petrol and diesel run cars will cease to exist.

By stepping into this segment, they have beautifully carved out a niche for them, and by the time this “want” of shifting to an electric vehicle will be converted in to a necessity, E-trio would have spent a considerable amount of time in the field, strengthening their distribution network and production capacity along with adding more technology to their vehicles.



# WRITER'S COLUMN



## PHH se ...PHANTOM

-Noreena Singh

Tucked away in an industrial park in Pune's suburbs is a building that is responsible for the collective sugar rushes of a generation of '90s babies. It has churned out the most fantastical confections that defined thousands of childhoods, including mine. There were lollipops, candies, custards and jellies, and...cigarettes. You know the ones I'm talking about. Those white, chalky, narrow cylinders that turn sticky if you hold on to them for too long, the ones that are sickly sweet and contained in a red box emblazoned with the word 'Phantom'.

I was born in the '90s and spent my prime sugar consuming years surrounded by the most dizzying varieties of candies, chocolates and toffees. The happiest decade of my life and while these treats weren't the only reason for that, they were definitely a big part of it. Each trip to the local kirana store was a test for me, Did I want a handful of Mango Bite or a couple of packets of cola-flavoured Magic Pop? Or maybe a roll of Poppins in lurid yellows, greens and reds? Or how about a mix of Coffee Bite and Boomer Bubble Gum? It was a tough decision to make as a child. Invariably I would drift towards the big glass jar that held the Phantom Cigarettes. Even at birthday parties, when candies would rain from popped glass boxes, I would scramble for the packets of Phantom amidst the deluge of shiny wrappers and colourful confetti. This isn't to say that I didn't enjoy gooey Eclairs or packets of Fatafat. But Phantom was special for many reasons.

Let's start with the most important one: how it made me feel. Chocolates usually leave me pretty happy but Phantom was probably the only one that made me feel cool. Wasn't that why most of us bought it? So that for a few fleeting minutes we could pretend to be older and cooler than we were? Though come to think of it, it's odd that our parents were okay with us consuming candies that seemed to make 'cool' a practice that can kill us.

Then there was the packaging, the Phantom Cigarettes mascot on the front of the packet, a bearded man in sunglasses, was in stark contrast to the other characters trying to get our attention. But it was what was on the back of the packets that mattered the most. There were puzzles for nerds like me to solve: finding the way out through a maze, looking for words in an alphabet jumble. A sugar hit and a little mental exercise? Sign me up! The taste was pretty unique too. Yes, there were other mint-flavoured options like Polo, but something about the cloying sweetness of Phantom Cigarettes hit the right spot for me. And so I 'puffed' my way through my early years, never thinking that Phantom could become scarce in my life. And then the 2010's arrived.

I'm not really sure when I first noticed that Phantom Cigarettes were disappearing from my usual sources. But as the new millennium rolled on, it felt as though my favourite candy and other '90s-era and early 2000's confections were being forced to give up shelf space to newer, flashier chocolates. I wasn't quite jonesing for the cigarettes but I did miss having easy access to them.



# WRITER'S COLUMN



It seems like everyone loved Phantom Cigarettes a little too much for its own good. I'd see it randomly popping up in places as harsh reminders of what I was missing. There were folks on Amazon and Flipkart selling large boxes of the cigarettes (I was inexplicably skeptical of ordering them online).

The more I thought about it, the more I realised that I missed Phantom more because of what it represented than because of its taste. I missed having a reminder of a time when I was (in my mind, at least) cool and confident, especially as I drowned in self-doubt as a teenager and continue to do so even today. It's emblematic of a time when everything was near perfect in my little universe. The adulthood I had envisioned when I puffed on those candy cigarettes was blissfully easy to navigate and always on track. Turns out, in addition to sugar, I was also high on naivety. As most adults will testify, our lives rarely pan out the way we imagine. And as I try to navigate the curveballs of growing up every day, with the anxiety and overthinking that comes with it, I find myself wishing for quick escapes to simpler times when a single drag from a chalky sugar cigarette could set the world straight.

## CONTACT US

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