



# 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, research and publications.

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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*

### Preeti 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

### Name

### Designation/ Department

Col Varma (Retd)

Registrat & Head  
of Administration

Mr. Sayan Palit

Asst. Librarian

Mr. Subhrajyoti Das

Library Assistant

Mr. Rajeev Karmakar

Academics

Mrs. Sphutri Pathak

Head Placement and  
Corporate Relations

Ms. Vineeta Verma

Manager Plcement  
and Skill Development

Mr. Goutam Saha

Admission

Mr. T K Pattanayak

PA to Director

Mr. D Chakrabarty

Administration

Mr. Binod Sharangi

Placement

Mr. Biplab Kumar Ghosh

Accounts

Mr. Kajal Kumar Das

Estate Supervisor

Mrs. Tukun Dutta

Girls Warden

Mr. A K Mondal

Boys Warden

Mr. Sanjay Bose

Computer Lab Asst.

Mr. Arifit Sanyal

Computer Lab Asst.



# Recollections...



## Fresher's 2019

August, 2019

Fresher's, the most awaited and convivial event of the year took place on 31st August, 2019, wherein MBA 23, officially had received their fresher's, Later the after party continued with DJ night and lastly Ms Riya Dutta and Mr Abhilash were officially crowned as Miss and Mr Fresher of the MBA batch 23.



## APL- AIMK Premier League

September, 2019

AIMK Premier League, an annual intra-college cricket tournament was held between six teams of AIMK on 8th September to 18th September 2019. Among which "BOOM BUDS" grabbed the trophy followed by "OVERLOADS" being the runners up and "RISING STAR" as the 2nd runners up.

## ISR Outreach Programme

August, 2019

On 31st august, 2019 the students of Aimk conducted an ISR outreach programme in collaboration with the "CHILD RIGHT" and "YOU", under the guidance of Prof. Preeta Sinha. School children were made aware of deadly communicable diseases like "typhoid and plague" and how these could be prevented by adopting clean habits.



## Inter Barrack Football league

October, 2019

The boys of MBA'22 and MBA'23 put their best game during a week-long Inter-Barrack Football League. Barrack 18 emerged as winners, flanked by Barrack 14 and 17.





# Recollections...



## Inferno

November, 2019

The much awaited fest of AIMK, "INFERNO" was held on 15th November, 2019.

"Bazzare", the first day event where various teams had their stalls set, while managing their own expenses and gains. The stall with the highest profit grabbed the trophy.

The following days included events like "fashion show, sports, tug of war" and many more. Inferno is the heart of AIMK, not just the students but also our entire faculty, who had put in their vigorous effort into this joyous event.



## 71st Republic day

January, 2020

The day started off with flag hosting by Director, Major General A K Sapra, VSM (Retd.) at the college premises followed by the national anthem and series of performances like patriotic songs, dance, rock band and skit by the students of AIMK upholding the spirit of patriotism as well as of democratic India.

## Alumni Meet

December, 2019

With 16 Alumni from MBA Batch'1 and ex-professors in attendance, the meet turned out to be a huge success. Enlightening conversations about the prospects and opportunities took place.



## Industrial Visit

February, 2020

As a part of industrial visit, students got an opportunity to visit Prestige Pvt Ltd – parent company to Rollicks ice-creams. The students were shown the functions of the factory, starting from the freezing room to the packaging rooms, the visit gave the students an interesting first-hand experience of the industrial functioning and helped develop the technical knowledge in a realistic and practical way.





# Recollections...



## Drishtikone

March, 2020

Our college organized the Drishtikone-Union Budget Analysis of 2020 which was indeed a very illuminating event. Some very prominent members of the very domain marked their presence as speakers at this event.

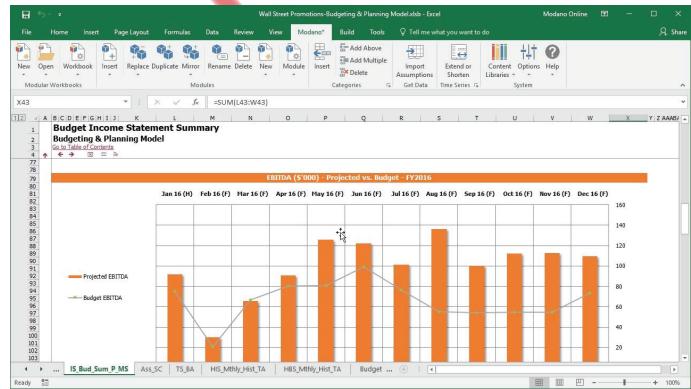


## Real to Virtual

April, 2020

Coronavirus was no less than a curse on us, with students returning back to their home, our classes resumed to be taken online. Everything seemed so distant yet we were all together in a single platform ensuring that despite the pandemic, no opportunity is missed.

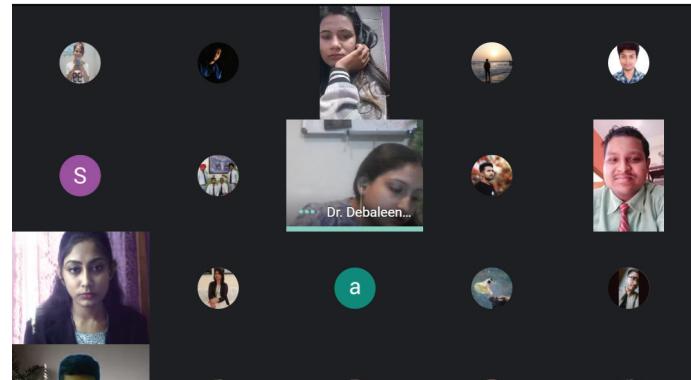
Everything from quizzes to extra activities, excel courses everything was resumed virtually.



## Funance

March, 2020

The fun Finance Fest was organized by AIMK on March 14 in which events like Financial Marathon, Mock trading sessions, Innovators, Debate and Business Quiz took place.



## Summer Internship

July, 2020

Companies all around the globe have digitalized their hiring and onboarding process. Undertaking summer internship under such circumstances was a whole new experience for the students.



# Sharing Experiences



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DHL international GmbH is a German International courier, package delivery and express mail service, which is a division of the German Logistic firm Deutsche post. DHL recruits for the Management Trainee position from the campus and all the candidates were eligible for it. Around hundred candidates ran for the position at DHL. The entire placement process consisted of Psychometric, Aptitude, Verbal Analysis, Public Speaking/ Extempore, Group Discussion rounds followed by the Personal Interview round. After which only two candidates got successfully placed in the company. It was really a wonderful experience.

**Aman Kashyap**



“

Ferrero Rocher is a Chocolate and Hazelnut confectionery produced by the Italian chocolatier Ferrero. It came for the Sales Trainee position and all candidates having Marketing as specialization were eligible for it. 79 students participated in the hiring process, which consisted of multiple rounds such as the Aptitude Round followed by the Case Study, Psychometric and the Personal Interview Round. After which 2 students got placed.

**Gaurav Singh Tanwar**



“

TCS conducted a National level MBA hiring process for TCS IT and TCS BPS. There were a set of criteria that we were supposed to adhere to such as the candidate's age, which should be between 18- 28; we must be having a minimum of 60% or above aggregate in Class X, XII, Graduation & Post-graduation; no backlogs; must not have educational gap for more than 2 years; and must not have any work experience for more than 2 in order to undergo the hiring process.

The first round was aptitude test round. The test comprised of 3 sections: English, Quantitative Aptitude and Core subject.

Thereafter the Aptitude test, results were conveyed and interview was conducted. And after two weeks, offer letter was sent, to all those who had cleared the interview process.

**Atul Kumar**



“

I got placed in Berger on December 31' 2020. It was a three-round interview. Two Regional and one Head Office round. There were a lot of basic hygiene questions like why did I pursue marketing, why MBA after B.tech along with a lot of interesting situation-based questions, which can make you go blank in a matter of seconds. The only way out is if you frame your answers logically and pitch them with utmost confidence. Just never doubt yourself.

**Gotam Kumar Jha**





# Sharing Experiences

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I got place at Bisleri International on January 09' 2021. Since the campus was closed due to the Pandemic, we had a virtual placement procedure. I was in Srinagar at the time of my interview, surviving on a 2G connectivity. And even under such circumstance, I managed to secure a placement. Because where there is a will, there is a way.

The funniest thing about online interviews is that you need to dress up only on the upper half because that's the only portion of you that's visible to the interviewer. So much for, 'dress for the job you want'.

**Angad Oberai**

**Bisleri**®

“

Being a girl, you will always struggle with the general perception that "sales and marketing" is not for you. I got placed on January 08' 2021 in Ferrero. I was a little bit nervous due to the existing notions about the relation between marketing and women. The interviewer started grilling me on my proficiency. This one hour of grilling session was worth every bit of effort I had put in it.

At last, I want to say that just be confident about your decisions, and be very affirmative towards what you have said and what you want from your life. What I have learned from this interview is that just stick to your words and don't be bias. Just move forward and you will get what you deserve.

**Anjali Singh**

**FERRERO**

“

Something good about year 2020 was that I got placed in Berger Paints India Ltd. on December 31' 2020. Initially, 24 students were shortlisted based on their CVs followed by an aptitude test. Thereafter was the first interview round which lasted for 10-12 minutes in which questions based on my profile were asked. The second round which was based on real-life situations lasted 20 minutes and the 3rd round was just for 3-4 minutes.

Lastly, I want to say that its quintessential to observe the ground reality, imbibe this in your life and it is how you are going to tackle the answers to instant questions.

**Sulab Kuamr Misra**



# Phh.. Se Phantom

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 consum-



ing 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.

- Noreena Singh

MBA 23



# Our Achievers



**“Goodness is the only investment that never fails”**

As a part of industrial visit, students got an opportunity to visit Prestige Pvt Ltd – parent company to Rollicks ice-creams, GRSE Ltd. and the production unit of Mukharochak-a pioneer in savory's snack industry (popularly known as Chanachur industry). The students were shown the functions of the factory, starting from the freezing room to the packaging rooms, the visit gave the students an interesting first-hand experience of the industrial functioning and helped develop the technical knowledge in a realistic and practical way.



## Bringing laurels home...

Army institute of Management, Kolkata is known for marking its presence in diverse range of competitions and standing out in each of them. In the month of December, a total of ten teams from our college participated in the National Case study competition organized by IIMs Pune. The competition was carried out in two phases, Phase-I of which was the case study solution submission, in which seven teams from our college made it to the top ten. Followed by this was Phase-II, which was the team presentation round. All the teams splendidly presented their strategies. Thereafter the results were declared and our college bagged not just one but two positions in the event. It was a momentous win for all of us.

Following were laurel bagging students of AIMK:

**2nd Position-** Sidharth Nayak, Swaraj Kumar, Somi Kumari, Rakhi Mal.

**3rd Position-** Rahul Choudhary, Sanjana Saha, Shivani Singh, Anirban Samadder.



# Contact Details



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