



# 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.

### **In This Issue**

### **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,

- The Cryptocurrency Domination
- “Born This Way” - LGBT
- Netaji Subhash Chandra Bose
- ISR Event— 26th January
- National Mathematica Day



# 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

<b>Maj Gen AK Sapra, VSM (Retd)</b>
M.Phil (DAVV), M.Tech Civil (IIT Kanpur), M.Sc (Univ of Madras), M.Sc.(National University, Dhaka, Bangladesh)
Director
<b>Dr. Malini Majumdar</b>
MA (Annamalai Univ), MBA (CU), Ph.D (CU)
Area : Marketing
<b>Protik Basu</b>
BE (JU), PGDBM (IIMC)
Area : Operations Management
<b>Dr. Swapna Datta Khan</b>
M.Sc. (Univ of Roorkee), M.Stat (ISI), M.Phil (MKU), Ph.D(Univ of Pune)
Area : Quantitative Methods
<b>Dr. Ayan Chattopadhyay</b>
B.Tech (CU), MBA (Visva-Bharati), PhD (NSOU)
Area: Marketing
<b>Sougata Majumder</b>
MBA (Visva-Bharati)
Area : HR&OB

<b>Abhishek Bhattacharjee</b>
MBA (WBUT)
Area : Gen Management
<b>Anindya Saha</b>
B.Tech (WBUT), MBA (WBUT))
Area : System / IT
<b>Asmita Basu</b>
MBA(WBUT)
Area: Finance
<b>Archita Chatterjee</b>
MBA (SMU)
Area : HR&OB
<b>Dr. Sweta Rani</b>
PGDM (IIBM), M.Phil (TGUO), Ph.D (Magadh Univ)
Area : General Management
<b>Preeta Sinha</b>
MBA (Magadh Univ), UGC-NET
Area : General Management
<b>Dr. Somarata Guha Chakraborty</b>
M.Sc (CU), PGDM (AIMA)
Area : General Management
<b>Dr. Deboleena Chatterjee</b>
M.Sc,(CU), PGDM(AIMA)
Area: General Management

## Non-Teaching Members

<u>Name</u>	<u>Designation / Department</u>
<b>Col Varma (Retd)</b>	Registrar & Head of Administration
<b>Mr. Sayan Palit</b>	Asst Librarian
<b>Mr. Subhrajyoti Das</b>	Library Assistant
<b>Mr. Rajeev Karmakar</b>	Acedamics
<b>Mrs. Sphuriti Pathak</b>	Head Placement and Corporate Relations
<b>Ms. Vineeta Verma</b>	Manager Plcement and Skill Development
<b>Mr. Goutam Saha</b>	Admission
<b>Mr. T K Pattanayak</b>	PA to Director
<b>Mr. D Chakrabarty</b>	Administration
<b>Mr. Binod Sharangi</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. Tukun Dutta</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



## THE CRYPTOCURRENCY DOMINATION

Due to the increasing demand for digital currencies in the market and considered to be low risk from now. Bitcoin has become the best cryptocurrency for investment. Cryptocurrency continuously attracts new investors.

There are several cryptocurrencies in the market at present which makes the investors think it as a Money for jam, since the returns on these cryptocurrencies has been befitting.

Bitcoin, the world's most popular cryptocurrency, gained nearly 300 per cent in 2020, with its value surging past \$30,000 for the first time, up from \$7,200 at the start of the year 2019. Bitcoin isn't an exception. The world's second-largest cryptocurrency, Ethereum gained 465 per cent in 2020 too, as more and more investors poured in more and more money into the cryptocurrencies.



Now let's know more about these cryptocurrencies in detail starting from Bitcoin.

**Bitcoin:** If you are new to this, then you should know about only one cryptocurrency, which is bitcoin. It can be considered as the number 1 cryptocurrency in the world right now. As it now acquires a total share of about 40% in the whole cryptocurrency market. As it is a very old one. But still, it gains popularity in the market. Although, if it still increases like in the year 2017, then investment in the year 2021 in the bitcoin can be considered as an excellent idea. The price of bitcoin negotiates every day. It may have a pen down throughout the years. The crazy thing is that the value of Bitcoin was fluctuating in 2017 and it rose up in the year 2018 at the start of the year. The question here arises is whether the year 2021 will be as same as the year 2018? If you want to invest money in bitcoin, then research thoroughly and gain depth knowledge and information about bitcoin. Learn how it works. Know everything about its price fluctuation. Read carefully about its old events. Keep up to date with its daily and latest news. Keep in touch with the trend of bitcoin. You should think about purchasing a bitcoin when fresh technical news about bitcoin is leaked.

If you are continuously watching that bitcoin price is falling down or even goes very down, then it is the right time to buy the bitcoin at a very low price. If your mind-set is crystal clear and you had already decided to invest in cryptocurrency.

Then investing in bitcoin might be worth it for you. It may be a good opportunity for you to investing in bitcoin for the very first time. If you are among those who believe in the future hav-



# WRITER'S COLUMN

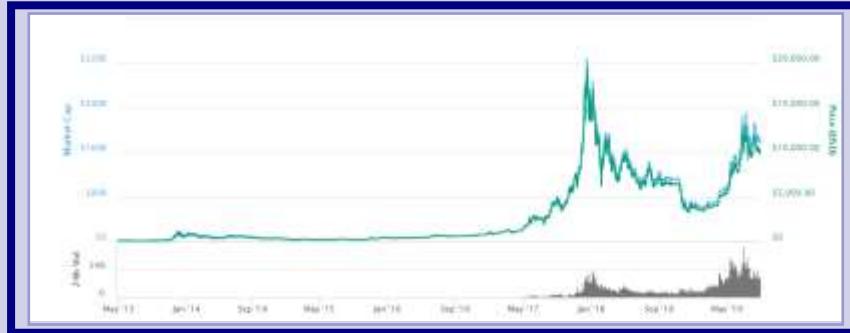


cryptocurrencies as the main mode of transaction's then you should probably wait for its price to fall.

**Ethereum (ETH):** ETH is a cryptocurrency. It is scarce digital money that you can use on the internet – similar to Bitcoin. If you're new to crypto, here's how ETH is different from traditional money. If you take a look at the event of last year, you will get to know that the price of Ethereum was rapidly growing. And, it is holding a complete market capital of about \$70 billion. It is growing and higher than \$720. In the year 2018, Ethereum goes very high and reached a price of about \$1423 on 2020. If we talk about its complete market capital at that time, then it was \$138. It is at a peak in the year 2017 and increased by about 3000%. It is placed after the bitcoin. And it is considered the second largest cryptocurrency globally.

Recently Ethereum has been in the news due to its new upgraded Ethereum 2.0, now you might be thinking what is Ethereum 2.0, Ethereum 2.0 is an upgrade to the already existing Ethereum blockchain. It aims to increase the speed, efficiency, and scalability of the Ethereum network, enabling it to address the bottlenecks and increase the number of transactions. The pseudo names for Ethereum 2.0 are Eth2 or Serenity.

On a conclusion if you are interested in investing cryptocurrencies these two might be the best option for you. But there is no surety that they would provide you the same profit that they had done in the past, it might take time and lot of patience and speculation. But who knows you might end up being one of the millionaires in the world.





# WRITER'S COLUMN



## "BORN THIS WAY" - LGBT

"There's nothing wrong with you, there's a lot wrong with the world you live in." Well this is what we've been taught throughout our whole lives. Right? But the reality is far from what the world has taught us. Why is it expected that everyone would fall for the opposite gender? Why are people looked at with disgust when they truly love someone? The LGBT" acronym stands for lesbian, gay, bisexual, and transgender. We speak of equality. Equality for women! Equality for every caste! Equality for Dalit's! What about the equality of these people?

Every year in the month of February, people from all over India gather and celebrate LGBT pride by rallying on the streets and hoping for society to accept them in every state of the India. The LGBT community faces a lot of problems. The main problem is acceptance from people outside the community. Disgust and contempt is what we have gifted them since inception. After the abolition of the act 377, and the rainbow flag flies with pride in India, it might have brought some relief to them but majority of the people of this community are still paranoid of the fact that will they eve be accepted? People here are more concerned about the crippling caste system, the culture in which sexual attacks against women often go unpunished. A political system that often fails to address these challenges.

We talk about things that make us look secular like privacy, respecting Decisions, acceptance, equality, but there's hardly anyone seen doing this for themselves. Life is what you make it; it's not what others think of you and BE PROUD!





# WRITER'S COLUMN



## NETAJI SUBHAS CHANDRA BOSE

**Netaji Subhas Chandra Bose** was a fierce nationalist, whose defiant patriotism made him one of the greatest freedom fighters in Indian history. He was also credited with setting up the Indian Army as a separate entity from the British Indian Army - which helped to propel the freedom struggle. Subhas Chandra Bose was born on 23rd January 1897, in Cuttack, Orissa Division, Bengal Province, to Prabhavati Dutt Bose and Janakinath Bose.

After his early schooling, he joined Ravenshaw Collegiate School. From there he went to join Presidency College, Calcutta and was expelled due to his nationalist activities. Later, he went to University of Cambridge, U.K.

From a young age, Subhash Chandra Bose had the Nationalist Temperament and the Britishers discrimination would fill him with rage. To serve the country he joined the Indian National Congress. Bose's selfless contribution to India's Independence Movement and organizing and leading the Indian National Army is indispensable. His struggle of Independence was highlighted during the Civil Disobedience Movement for which he had even been arrested. In fact, he was imprisoned 11 times for his ideologies and the use of force against the British. Bose was elected the president of the Indian National Congress twice but he resigned from the post as he was against the congress internal and foreign policy.

Soon, he left the party and went out of the country seeking an alliance with other countries to fight against British forces. He earned the support of the Japanese and they agreed to help him in forming the Indian national army in Southeast Asia. Later on, he became the commander of the INA. The Indian National Army attacked the North-eastern parts of India. This attack took place under the leadership of Subhash Chandra Bose and he was even successful in acquiring a few portions of the north-eastern parts of India. Unfortunately, the surrender of the Japanese forced him to withdraw and call off the war. It is believed that he died in a plane crash on 18th August 1945. Subash Chandra Bose was an unforgettable national hero who fought for the country's freedom struggle against the British till his last breath. He is known to be one of the greatest heroes the country has ever seen!

This year the government has decided to celebrate Netaji's birthday as "PARAKRAM DIVAS".

Let us learn from him to be brave and Courageous. As he said it correctly

**"Life loses half its interest if there is no struggle — if there are no risks to be taken"**





# WRITER'S COLUMN



## 1ST EVENT – 26th JANUARY, REPUBLIC DAY

The republic day increase the spirit of nationalism and patriotism in every Indian across the globe. This day holds a lot of significance in keeping India together because it is celebrated as one of the three national festivals of India. Does not matter you belong to which state, religion or caste all Indian come together under the sun to show the power of unity & nationalism.

Every college and school celebrates this day with exceptional ardour. The AIMK fraternity took the opportunity to celebrate this Republic Day virtually amid covid but this didn't strike the fervor of Enthusiasm. there appears to be a lot of activities and events which were scheduled for this amazing day all the students and teachers were invited virtually. we are well familiar that India is a country of rich history, culture, heritage & we got the opportunity of witnessing the rich diversity of India through cultural events organized by ISR committee.



Unlike the other events, there was a lot of new edition like *Shayari , poem and different styles of dance performances. The events were managed and choreographed by students online now we all know that the virtual is the new normal and students participation evinced the felling of nationalism and patriotism in true sense .*

The event commenced at 9:30 which was hosted by Nitish Jha. The event began with the touching & motivational poem narrated by Anirban, followed by a groups song that touched the heart performed by Prabhat & Pawan. then we had two spectacular dance performances pulled off by Kiran P Nair, Somi, Troyee, Pam-pi, Sayantika & Sanjana which was the highlight of the show. Towards the end had a lovely heart-touching patriotic poem by Anushay and a soul-touching singing performance by Animesh.



In the end to conclude the program we had a wonderful speech by our President and director of the college and the show was concluded with the Patriotic Feeling by singing the national anthem. these events are not just about entertainment or celebration rather shows that what our values are! This helps to inculcate social values and responsibilities in the students.

on Republic Day as a youth of India should take the pledge to fight against all the evil, corruption and protect our motherland. JAI HIND !!!!!!



# WRITER'S COLUMN



## NATIONAL MATHEMATICA DAY

Every year National Mathematica Day is celebrated on 22 December across the nation, in the memory of Srinivasa Ramanujan. The former Prime Minister Dr. MANMOHAN SINGH on February 26, 2012 at Madras University, declared 22 December as the National Mathematica Day for to remember the birth anniversary of Srinivasa Ramanujan.

Srinivasa Ramanujan was born in 22 December 1887 to a Tamil Bramhin Iyengar family at Erode, Tamil Nadu. He is also known as the "man who knew infinity", who did not receive any formal education in Mathematics but made huge contributions to world of Mathematics. He made in depth analysis towards solving the Mathematical problems and did so many researches for the same and had bring new concepts of solving problems in Mathematics.

The great Mathematician Srinivasa Ramanujan began his journey when to this field when he sent a letter to the Professor where he had mentioned about 120 Mathematical theorems. After that he got a call from them and joined the Trinity College few months before the outbreak of World War I. In 1996 he was awarded by the Bachelor of Science degree and on the next year he was elected for the London Mathematical Society. In 1918 he was elected a fellow of the Royal Society for his reservation in Elliptic functions and theory of numbers and the same year in October he became the first Indian to be elected a fellow of Trinity College, Cambridge.

In 1919, he returned to India due to his poor health and a year later, on April 26, 1920, he breathed his last at the age of 32 in Kumbakonam, Madras. He was the genius Mathematician of our nation and had contributed a lot to the world of Mathematics.

### CONTACT US

Army Institute of Management  
Judges Court Road, Alipore,  
Opposite Alipore Telephone Exchange,,

Kolkata – 700 027 Email: [aim\\_kol@rediffmail.com](mailto:aim_kol@rediffmail.com)



### E-News Letter Team

Prof. Anindya Saha (Head E-Magazine)

Spoke Person & Proof Reader : Noreena Singh

Editing & Publisher : Divyansh Mishra, Swaraj Kumar

Photography: Ananya Sinha, Pradeep Singh Deol, Vishal Pandey

Content: Kshitij Pal, Noreena Singh,

Suparna Menon , Neetu Kumari, Trishna Pal, Deepmohan,

Siddharth Nayak, Minakshi kumari, Wasfa Hassham, Rupesh Pal