



# 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,

### In This Issue

- Drishtikon '2021
- The Intra-College Quiz Competition- PERCEPT
- Bazarre (Digital Marketing)
- Financial Fiesta
- SHE
- A Decade That Went The JOKER Way



# 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>
<b>Col MKR Varma (Retd)</b>	Registrar & Head of Administration
<b>Dr. Sayan Palit</b>	Asst Librarian
<b>Ms. Sphurti Pathak</b>	Placement Officer
<b>Mr. Rajeev Karmakar</b>	Academic
<b>Mr. Biplab Kumar Ghosh</b>	Accounts
<b>Mr. Dipankar Chakrabarty</b>	Administration
<b>Mr.Subhrajyoti Das</b>	Library Assistant
<b>Sub Binod Sharangi(Retd)</b>	Placement
<b>Sub Goutam Saha (Retd)</b>	Admission
<b>Sub Nirmal Chandra Sarkar (Retd)</b>	Coordination
<b>Ex CHME Uttam Kumar Kar</b>	PA to Director
<b>Sub Kajal Kumar Das (Retd)</b>	Estate Supervisor
<b>Sub Sagar Kumar Dalal (Retd)</b>	Boys Warden
<b>Maj Tukun Kansa Banik (Retd)</b>	Girls Warden
<b>Mr. Sanjoy Bose</b>	Computer Lab Asst
<b>Mr. Arijit Sanyal</b>	Computer Lab Asst



# WEBINAR COLUMN



## DRISHTIKON'2021

Staged annually at Army Institute of Management, Kolkata is the Union Budget Analysis. 'DRISHTIKON Union Budget Analysis 2021-2022' was held on February 20, 2021 by mode of an online webinar. The guest speaker of the event Mr. Naveen Rohatgi, Partner- Rohatgi and Company Chartered Accountants



and Mr. Pankaj Gupta, Chief Investment Officer (CIO)- Ratnabali, briefed the attendees with a view to give an overall perspective of this year Budget in light of the Covid-19 situation at hand.

The Union Budget 2021 was presented by the Finance Minister Nirmala Sitharaman on February 1, 2021. Discussions on all important aspects of the budget was analyzed during the webinar in a simple yet informative way. The speakers intellectually talked over the effects of the budget in the coming times. The decisions and mind behind the making of the budget keeping in view the current economic circumstances of the country were discussed.

Tax proposals in the Unions Budget was explained in detail by Mr. Naveen Rohatgi. The proposals discussed were of both direct and indirect taxes. Topics included: Housing incentives, Tax changes for start-ups, Custom duty rationalization, Privatization of Banks, GDP growth etc.

Mr. Pankaj Gupta threw light on the overall budget from an individual point of view to gain an understanding behind making of the budget. Topics included: Industry sector, Agriculture and Infrastructure development cess, Disinvestments, Allocation of budget to major schemes and about the inclusive development that the budget will bring. Giving an overall perspective of budget decisions moving towards an Atma Nirbhar Bharat.

Following a structured process of brainstorming, information exchange and question & answer round with the audience the meeting came to a successful end. The institute wishes continuity of the tradition to hold the event every year.



## The Intra-College Quiz Competition- PERCEPT

Quizzes are interactive platform where students not only participate but gain knowledge and seek opportunities to excel. It enhances innovative learning in every stage. In this context, Army Institute of Management Kolkata organized “The Intra-College Quiz Competition- PERCEPT” which was held on 21st February 2021 in online mode.

The quiz was held in three rounds. The first round was considered as Screening Round which comprises of Current Affairs, General Studies, Tricky questions and General Management questions, where participants had to answer 50 questions in 15 minutes and those who cleared the cut-off marks, proceed to round two.

Round two was a Rapid-fire Round, where participants were divided into team of two and they had to answer the 10 questions within the allotted time, which comprises of Management, Current Affairs and General Studies questions. In Second Round, assessment was on the basis of right answers, spontaneity, team efforts and coordination.

After the second round, we had a bonus round which was again a rapid-fire round but questions were from mythology. This round was just to score more than the competitors. Then the last round was Extempore round which comprises of one current affairs topic, one abstract topic and one picture, out of which participants had to choose any one topic of their choice and had to speak for at least 2 minutes. This round was judged based on content, body language and confidence.

Considering the marks of each round, the results were finalized and declared. All the participants were brimming with zeal and confidence throughout the competition.

### **WINNERS:**

- ◆ Sohan kumar jha
- ◆ Padmanabh Singh Yadav
- ◆ Sonali Choudhury



## Bazarre (Digital Marketing)

This procedure lays out the proper schedule and guidelines for the “Bazarre – A digital Marketing” event which will be conducted on the online platform from 19th Feb – 22 nd Feb 2021.

Participants should refrain from indulging in any unethical means of practice and no paid-marketing is allowed in the event.

The Bizarre – Digital marketing event includes 2 major contests. -

- Biz-Branding- A Digital Branding Contest -
- Promo- The Promotional Contest

The results were declared on – 22nd Feb 2021.

Winning Teams were given 3 hashtags -

**#Most-registration**

**#Best-brand and**

**#trending**

and also an opportunity to participate in BLAZE.

### **Winners:**

- ♦ **The Creative Brand Promoters-** Poushali Rudra, Bibek Kumar, Kiran P Nair
- ♦ **The Phenomenal Lead Generator-** Sanjana Saha, Yogrsh, Amit Kunar Singh
- ♦ **The Dynamite Digital Marketers-** Nitish Kumar, Prince Dwivedi, Simran Chauhan



## Financial Fiesta

Financial fiesta is a platform where the students can show their trading skills and evaluate the stock market and by which they can learn the part of risk management and allocation of limited resources. SO, in this context ARMY INSTITUTE OF MANGEMENT KOLKATA organized, an Intra College trading competition – financial fiesta which was held on 16th February 2020 through online mode.

The fest was concluded in the following manner:-

- Stocks from the Bombay stock exchange were given to the participating teams and their profit and loss was calculated.
- The participating teams made PowerPoint presentation which included their strategies, learning etc. On the basis of above mention points the result were declare
- There were some basic rules and regulations for the event, like teams can only invest 20% of capital in each sector and also they can only invest in 2 companies of that particular sector.
- Considering the profit and loss and marks of presentation the result was declared. .All the participants were brimming with zeal and confidence throughout the competition.

### Winners:

- ♦ **Team Bullion:** Sajan Arun Pawar, Sohan Jha, Rakhi Mal
- ♦ **Team Renaissance:** Manish Kumar, Arnabb Ghosh
- ♦ **Team AIMK Traders:** Bikash Singh, Simran Chauhan, Price Diwedi



## PITCH PERFECT

On 19th of January, 2021 at 02:00 IST, the students of Army Institute of Management participated in Pitch perfect a solo singing competition for inter/intra college. The students showcased their talent and their skill as well. In which **Raj Kumar yadav** secured 1st position, **Sanjana Saha** secured 2nd and **Manish kumar** secured 3rd position in the competition. It was a very enthusiastic experience for all of us.

## MEME WAR

The youth of today use meme-making as a fun and creative outlet. In this meme war competition participants were requested to create memes of Original content which had to be in image form only.

**Theme:** Lockdown, Quarantine, Online Classes.

### Winner:

- ◆ Swaraj Kumar,
- ◆ Aman kumar singh,
- ◆ Samarth



# WRITER'S COLUMN



SHE

**Why does she smile like that? Is that the last bit of hope shining through?  
She could be herself, let her pain show but she won't.**

**She cannot She doesn't want the world to see her dark side because  
she's afraid she'd hurt someone**

**And she knows how it feels to be hurt so deeply. She's so hard on herself  
Her calm exterior hides the inner conflict that goes on constantly in her mind**

**All she wants is for someone to listen  
To see a glimpse of her vast emotional life  
She loves too much. All or nothing**

**And it's a universally acknowledged fact that too much love always hurts  
Her mind knows but her heart rebels**

**It says "you never love enough until you give it your all"  
And on goes the cycle of heartbreak and love, beauty and nightmares  
But she survives.**

**Just hugging her makes you feel her shadows and her hopes**

**Her tears and her smiles.  
She can't be touched, can't be seen, can't be heard  
She can just be felt  
Felt not by ears eyes, skin but by the soul.**

**She's a dream. She's love. She's you**





## A Decade That Went The JOKER Way

**“Is it just me, or is it getting crazier out there?”** When Arthur Fleck asks this rhetorical question to his therapist in the film *Joker* (2019) starring Joaquin Phoenix, the audience answers it in their heads.

Tunisian street vendor Tarek al-Tayeb Mohammad Bouazizi must have asked the same question to himself on 17th December 2010 before self-immolating and posthumously starting- what came to be known as- the ‘Arab Spring.’ The movement that would arguably give 21st Century its own set of revolutions. ‘The Protestor’ was named the Person of the Year by TIME Magazine that year. The Spring swept across North Africa then and continued to inspire multiple revolutions- throughout this decade and right until very recently in 2019 in Lebanon, Iraq, Algeria and Sudan.

In 2011, the Occupy Wall Street movement began in USA against social and economic inequality. New York City woke up to the calls of “We are the 99 per cent!”- in a similar fashion to how Gotham’s sleep is disrupted by the Clowns’ riot and Joker’s menacing dance during the climax of the movie. The ideas of the former were integrated into the film; however the non-violent slogans were detonated to the scale of ‘Kill the Rich’.

A tribute to the works of Martin Scorsese- *Taxi Driver* and *King of Comedy* in particular- the film derives heavily from the trends of the political landscape. Oppression, discrimination, alienation, economic disparity and moral destitution are elements that push Arthur Fleck to the realm of Joker. These elements form the recipe for popular discontent. And 2010-19 has been the decade of discontent.

The Umbrella Movement of 2014 reincarnated in Hong Kong this year. The Yellow Vests in France wreaked havoc while protesting for economic justice in 2018. India also witnessed its share of public outcry- from Anti-Corruption dharnas to the on-going CAA unrest. The Protestor has traversed oceans from Indian to Pacific: uprisings in Venezuela rendered the regime vulnerable; in Bolivia the incumbent had to step down; in Brazil anti-racism rallies are regular.

Moreover, the movements for economic democracy across western hemisphere are recurring. A common opposition to big corporates meddling with electoral politics can be witnessed across boundaries. The subversion of the ‘Batman narrative’ comes in handy here- and that is done plausibly by the film. Thomas Wayne’s election campaign is set as a backdrop and Joker is seen as a voice against Wayne Enterprises.

The reversal of the Batman-Joker equation when it comes to the ‘origin stories’ of the characters is also an interesting twist. The Batman is an indirect creation of the Joker. Anarchy breeds forces of order- the Hobbesian perspective is accounted for and will be justified in the sequel perhaps.

Finally, we have a Joker for this decade. A ‘post-Global Financial Crisis Joker’! Heath Ledger did his part in an awe-inspiring manner- trying to ‘have some fun’ in a ‘why so serious’ unipolar capitalistic universe in 2008. Joaquin Phoenix embodies the catharsis of the post-crisis world; he stares at alienation in the face; he accepts ‘happiness being the goal of life’ maxim and then questions it; his laughter reflects pain rather than joy; an aspiring comedian whose sense of humor is at odds with the society.

Most readers would argue that the analogy of Joker isn't suitable for the Protestor as the motivations of Joker stem from mental illness and his inherently sinister nature. While Fleck is trigger-happy, the protestors are unarmed. One may argue that there is a fundamental divergence in the means and ends of both the entities. However, that isn't the case. Arthur resorts to violence after days of trying to 'spread happiness' and 'always keep a smiling face'- external factors (losing his job, his mother's lie, his meeting with Wayne and Murray Franklin's parody of him) pushed him to the wall. We witness something similar in non-violent movements that turn into arson and life-threatening scenarios.

As far as ends go, both need a sense of acceptance and power to influence decision making and both yearn to start something bigger than their own selves. When we see Joker extending his bloody smile at the end, there is a moment of realization that his actions do mean something for the state. And the state responds- he's detained and sent to the Arkham Asylum.

But here lies the centerpiece! When Joker recounts some instances while speaking to his psychiatrist, we are left in the lurch- was it all in his head... the whole tragedy-comedy dichotomy and compatibility races across our eyes as Fleck steps out in his blood-smothered shoes and grooves to the voice of Frank Sinatra. What happened to the riot in Gotham? What happened to all the protests of this decade? How many lives were lost? How many demands were met? How many governments gave in? How many of them succeeded?

When in the 60s, Zhou Enlai was asked about the influence of the French Revolution on global politics, he said "It is too early to tell." So, basically we don't have answers yet. And, well, "That's life."

P.S : I Haven't included 2020 as it never happened !

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