



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 or 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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- How to Approach Behavioral Job Interview Questions?
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- The sky is 'Not' The Limit
- Fighting star



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

Abhishek Bhattacharjee

MBA (WBUT)

Area : Gen Management

Anindya Saha

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

Area : System / IT

Asmita Basu

MBA(WBUT)

Area: Finance

Dr. Jayanta Nath

Mukhopadhyay

B.Tech (IIT-BHU), PGDM (IIM-C), Ph.D (Jadavpur Univ).

Area - Finance

Dr. Debaleena Chatterjee

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

Area: Business Analytics

Dr. Prasenjit Kundu

B.Sc (H), -CU, MCA - IG-NOU, MBA - NIBM, M-Phil - CMJ , Ph.D (Utkal Univ).

Area - Business Analytics

Mrs. Madhurima Sengupta

B.Com(H), MBA - ICFAI,

Area - HR

Mr. Abhilash Acharya

BE (Electronics & Inst Engg) - Burdwan Univ, Diploma - Business Laws - (NUJS), MFM-NIFT (Kol)

Area - HR

Non-Teaching Members

| <u>Name</u> | <u>Designation / Department</u> |
|-------------------------------------|--|
| Col MKR Varma (Retd) | Registrar & Head of Administration |
| Dr. Sayan Palit | Asst Librarian |
| Mr. Subhrajyoti Das | Library Assistant |
| Mr. Rajeev Karmakar | Academics |
| Mrs. Sphurti Pathak | Head Placement and Corporate Relations |
| Mr. Nirmal Chandra Sarkar | Coordination |
| Mr. Goutam Saha | Admission |
| Mr. Uttam Kumar Kar | PA to Director |
| Mr. D Chakrabarty | Administration |
| Mr. Binod Sharangi | Placement |
| Mr. Biplab Kumar Ghosh | Accounts |
| Mr. Kajal Kumar Das | Estate Supervisor |
| Maj Tukun Kansa Banik (Retd) | Girls Warden |
| Mr. Sagar Kumar Dalal | Boys Warden |
| Mr. Sanjoy Bose | Computer Lab Asst |
| Mr. Arijit Sanyal | Computer Lab Asst |



THE POWER OF INVESTING

Warren Buffet once said- “If you don’t find a way to make money while you sleep, you will work until you die”. Now, there can be a lot of ways to implement this in your life, and “Investing” is the most preferred way to do that.

But what exactly is Investing?

It is nothing but the act of allocating your funds into various financial assets. The resultant income generated through these financial assets becomes your earning.

The sooner you start Investing the better returns you can reap out of it. As during your initial years of your career, the tax liabilities upon you is very low, which lets you save a higher percentage of your in-hand income and this gives you the potential to start investing. At least 20% of your income should straightaway go into Investing. In the present era people tend to find happiness through instant gratification, failing to understand that this is short-lived and fleeting which soon makes them chase some other form of happiness and the cycle continues. With investing this is not the case. If you can avoid falling into the traps of instant gratification, then you’ll experience the power of Compounding. This will lead to help you attain more financial stability in the later stages of your life. Living far below your means during your 20’s will ensure a longer stint of financial freedom for you. Apart from all these reasons, the importance of Investing lies in the fact that through this powerful tool, you can actually beat Inflation. The time value that is attached to your money decreases with time, on the other hand a rise in the inflation gradually takes away your ability to purchase and utilize the goods and services. Investing will create a pool of fund for you that will empower you to maintain your living standards and fulfill your desires amidst the rising rates of inflation.



So, it’s time that you start taking actions and think about multiplying your hard-earned money





WRITER'S COLUMN



.....IT'S THE LITTLE THINGS

The big things, no doubt, are great, but I have found the simplest of things in life have made me the happiest.

We've been conditioned to believe that ordinary things in life are boring and uninspiring, which is why we tend to live for the big moments. We are inundated with messages like, "Think big!" However, when you adopt the mindset that big is better than small, you fail to notice that life is comprised of a series of small magical moments.

If you neglect to enjoy the little things in life, you are only left with challenges, struggles, and stressors. That is no way to live. When you stop and take the time to smell the roses, you have a greater appreciation for life's beauty.

I usually sit at night and smile recalling things. These little things give hope and strength for doing more and doing better.



Notice the little things around. Notice the small things that give you happiness, even if it is a minute short. If something makes your soul smile, note it and make sure you include it as part of your routine.

Life is made up of moments. And if you can collect these moments, you will never feel alone.

When there are days when nothing seems right and everything seems messy. The work, the relationships, the mind — everything seems difficult and hard. On these days, you need to bring in the things that would require no effort to give you some strength to go through these days.

The magic of starting to focus on these little things is that you will gradually shift your thoughts from what is missing in your life to what is there. It will create a little positive loop in your brain feeding you with motivation and energy. You will start to create your own happiness bit by bit.

"Make a commitment to be happy because life now has new meaning for you. Just enjoying the sunset. Or just looking at life, looking at nature, going for a walk, it's the little things in life that count,"

It's the little things in life.



HOW TO APPROACH BEHAVIORAL JOB INTERVIEW QUESTIONS?

Congratulations! You have got yourself an interview. Wondering how you'll be tackling the, 'can you tell me about a time when...' or "give me an example of..." types of questions?

Behavioral job interview questions are sure a big deal. The interviewer attempts to learn more than just the skills you have to offer by using these types of questions. They want to see if you are capable of taking initiative and proper action should a similar situation take place. They strive to gain information pertaining to your normal behavior without even you sensing it.

Your chances of getting shortlisted depends upon the fact as to how well-curated and coherent your responses are. Now the question at hand is how do you respond to such questions in order to convince the person in front of you that you are the best fit for the job and stand out from a crowd.

STOMARR technique is a more sophisticated and elaborate form of the prevailing STAR (Situation, Task, Action, Results) approach used for acing the behavioral interview questions. This structure is used for responding to such questions in the most persuading and elaborate way possible.

STOMARR stands for:

1. Situation
2. Task
3. Option
4. Methodology
5. Action
6. Result
7. Review



Situation- The first step towards creating a coherent response is describing the situation you were put in, details about where and when of the occurring are fundamental to the answer.

Task- The next step is to describe the task you took in your hands. It doesn't have to be a big one but it has to be reasonable. Make sure the responsibility that you are taking up makes difference in a positive sense.

Option- Further you will be required to mention all the options you had in hand for carrying out the task you took up and things that can be done in order to make the best out of the situation.

Methodology- Next in the technique, is methodology, in which you will state the rationale behind choosing that particular option.

Action- By this stage, you have already grabbed the attention of your interviewer with your structured and compelling story. Now you need to describe the action that you took which will directly demonstrate the skills you possess.

Result- Mention the outcome of your actions by using numbers and figures to manifest the degree of impact and the results that you achieved in pursuit of your goal, to back your response, in order to have more influence.

Review- In the end, make sure to list out everything you have learnt from the situation.

For candidates with prior work experience, it is worth talking about a situation that occurred at workplace and how you handled it with utmost proficiency. And for freshers talking about any associated life experience will count.

Good luck!



WRITER'S COLUMN



THE BENGALI NEW YEAR - পহেলা বৈশাখ

Every year **Pohela Baisakh** (1st Day of the Baisakh Month) falls on 14th/15th of April. This day is celebrated by Bengalis on a very large scale. Pohela Baisakh is celebrated to mark the beginning of the Bengali calendar. According to which the current year i.e., 2021 is 1428 in the calendar.

It is said that when the Mughals invaded our country they started taking grains in lieu of taxes and the collection was made in accordance to the Islamic calendar which was adopted in the middle of the year due to which farmers and the people faced a lot of problems. As per the Historians, when Akbar's era started he changed the date of the taxes and accordingly he created a calendar which was a mixture of Lunar and Solar Calendar and according to that, the 1 st day of the calendar came in the mid of April i.e., 14th/15th . During that period, paddy was being harvested and it became easy for the farmers to pay the taxes for a given period. This was how, Akbar brought to the general public of Bengal and nearby regions, the new calendar. And from that day onwards, people of Bengal started celebrating the day as New Year. And the calendar is called the Lunisolar Calendar or Fosolison (Harvest Calendar).

Some Historians also believe that the beginning of the Bengali Calendar started itself from the 7th century, during the rule of Raja Shashanka as some evidence of the Calendar is found in two Shiva Temples. But the celebrations of Pohela Baisakh started from the era of Akbar. People celebrate it with a lot of zeal by wearing new clothes, making traditional cuisines, greeting each other, by organizing get-togethers etc.





WRITER'S COLUMN



THE SKY IS 'NOT' THE LIMIT

As a child, I would often wonder, how far was the sky? Can we touch it? What would it feel like? Cotton candies, Cotton? And my bubble busted until I took my first flight and well, it was no more impossible to reach the sky.

We often set our boundaries ourselves. It's us who had thought that doing something would be so impossible that we don't even try doing it and that's where we fail! We've made ourselves believe that "I cannot", well it's time that we change it to "I can". Why is that we have reminders reminding us of our boundaries, making us feel so vulnerable.

Also why is that our achievements are only limited to "scoring more marks? To be the best student, teacher, employee?" Have we all really forgotten what actually meant by being successful? It was to be happy! Do we all ever go to bed thinking "whoa, that really made me happy", or rather do we all sleep thinking about what next achievement to post on LinkedIn? Or how did they get into that company? Wish I was them! You will be them, if you start today!

Often, the great thing that you do every day is either brushed off easily or makes you think that maybe I got lucky. Well NO, it is your own hard work which reciprocated towards you. Yes, miracles do happen, but only to people who believe in it. Why do you self-doubt your worth so much? Why is that, we have limited ourselves into thinking within our boundaries?

I would not suggest, go take the next flight and travel, go cliff jumping in the very next vacation. But also don't limit yourself ever into thinking that you can't. Miracles have been happening to people who have tried and had kept trying until they were content in whatever they did. Stop being the damsel in distress because in reality there is no one to save you, but only YOU.





WRITER'S COLUMN



FIGHTING STAR

I saw a star, high and bright
Engaged in its own twinkling flight
I looked at him and so did he
He threw light beams striking me
I had to respond hard & strong
I picked a knife but felt it wrong
So, I picked a chart which was black
To cover shine of the star back
I felt that the star was immortal
I had done a mistake so fatal
Then I felt that I had to apologize
With all my might and skies
He accepted my graceful sorry
And said you don't need to worry!
I light up whole earthly nights
By getting engaged in these twinkling flights



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