

ARMY INSTITUTE OF MANAGEMENT, KOLKATA

RESUME OF EVENTS / ACTIVITIES AIMK : FEB 2020

Overview

1. Feb 2020 would always be remembered for some land mark initiatives. Notably, the signing of the MoU with Faculty of Business Studies (FBS), University of Dhaka, Bangladesh, the conduct of the first Digital Marketing Course in the institute in collaboration with Cambridge Marketing College (CMC), UK and an Entrepreneurship Programme of the National Entrepreneurship Network (NEN) in collaboration with Wadhvani Foundation. Three industrial visits were also organised during the month to address a concern expressed by the students.

Academics

2. Inauguration of Digital Marketing Course with Cambridge Marketing College CMC (14 Feb). To infuse value in the contemporary discipline of Digital Marketing, a certificate Course on Digital Marketing, jointly organized by CMC and AIMK was launched on 14 Feb 2020 at the AIMK premises. 36 participants including two from outside attended the programme. Maj Gen AK Sapra (Retd) Director AIMK inaugurated the programme by lighting of the lamp along with Prof Nandan Sengupta, Country Ambassador for CMC. The inauguration was followed by interactive sessions by Prof Sengupta and Prof Atanu Ghosh, a senior marketing consultant. Depending on the success of the programme a course for a longer duration would be contemplated in the years ahead. The event was coordinated by Dr. Malini Majumdar and Prof Abhishek Bhattacharjee.



Maj Gen AK Sapra (Retd), Director AIMK alongwith Prof Nandan Sengupta, Country Ambassador CMC and Prof Atanu Ghosh, a practising consultant lighting the lamp to inaugurate the Digital Marketing Course (14 Feb)



Prof Nandan Sengupta, Country Ambassador CMC conducting the inaugural session of the Digital Marketing Course (14 Feb)



3. Academic Exchange Programme : Signing of MoU with University of Dhaka (23 Feb). AIMK signed its maiden international exchange programme with Faculty of Business Studies (FBS) University of Dhaka on Sunday the 23rd of February 2020 at Dhaka, Bangladesh. AIMK was represented by Maj Gen AK Sapra (Retd), Director and

Dr. Sweta Rani, Asst Professor. Prof. Shibli Rubayat UI Islam, Dean and Md. Kamal Uddin, Ph.D., Treasurer, signed the MOU on behalf of FBS, University of Dhaka. We are looking at academic exchange programmes with other BIMSTEC countries in the years ahead. This event was possible because of the perseverance of Dr Sweta Rani.



Maj Gen AK Sapra (Retd), Director AIMK and Dr Sweta Rani signing the MoU in the office of the Dean of FBS University of Dhaka (23 Feb)



The MoU being exchanged between Prof Shibli Rubaayat UI Islam, Dean, FBS, University of Dhaka and Maj Gen AK Sapra (Retd), Director AIMK in Dhaka (23 Feb)

4. Inauguration of National Entrepreneurship Network (NEN) Course (04 Feb). A course on Entrepreneurship was launched under the aegis of National Entrepreneurship Network (NEN) in collaboration with Wadhvani Foundation. Programme Coordinator, Maj Gen AK Sapra (Retd), Director AIMK inaugurated the programme in the presence of all faculty members on 04 Feb 20. Mr. Shubhobroto Bhattacharya oriented the group of students who opted for this course in the inaugural session. The 36 hour curriculum will be covered over a period of 6 months. This event was coordinated by Dr. Debaleena Chatterjee.



Maj Gen AK Sapra (Retd), Director AIMK hands over a potted plant to our guest Mr. Shubhobroto Bhattacharya from Wadhvani Foundation (04 Feb)

5. Visitor from Wadhvani Foundation (18 Feb). Ms. Monica Mehta, Asst Vice President, Wadhvani Foundation paid a visit to Army Institute Campus on 18th February 2020. Besides discussions with the Director, she also reviewed the conduct of the Entrepreneurship Course being run in the Campus.



Maj Gen AK Sapra (Retd), Director AIMK presenting the college memento to our guest Ms Monica Mehta of Wadhvani Foundation (18 Feb)

6. Industrial Visits (05, 06, 07 Feb, 17 & 24 Feb and 29 Feb 20). Mrs Puja Singh Ghosh, Placement Officer, facilitated the conduct of three industrial visits during the month. The details of industrial visits conducted during the month are as follows :-

<u>Ser No</u>	<u>Date</u>	<u>Industry / Enterprise / Office</u>	<u>Remarks</u>
(a)	05, 06 and 07 Feb 20	Garden Reach Shipbuilders & Engineers (GRSE)	The visit was rganized in three phases. Prof Archita Chatterjee, Dr Debaleena Chatterjee and Mrs Puja Singh Ghosh coordinated the visits and about 105 students visited GRSE.
(b)	17 & 24 Feb	Mukhorochook Factory – a production unit of Chanachur and other Indian traditional sweets.	The visit was coordinated by Dr. Swapna Datta Khan and Prof Asmita Basu and about 60 students benefitted from the visit.
(c)	29 Feb	Prestige Ice Creams Pvt Ltd (Rollick) – manufacturer of Ice Creams	The visit was coordinated by Prof Archita Chatterjee & Mrs Puja Singh Ghosh with 58 students benefitted from the visit.



Faculty and students of MBA 23 pose for a group photo during the industrial visit to GRSE (05-07 Feb)



Students of MBA 23 visiting Mukhorochok Factory (17 & 24 Feb)



Students of MBA 23 visiting Prestige Ice Creams Pvt Ltd (29 Feb)

7. Guest Lectures. The following guest lectures were organized during the month :-

<u>Date</u>	<u>Topic</u>	<u>Speaker(s)</u>	<u>Remarks</u>
08 Feb	Challenges and Prospects in FMCG Sector	Mr. Sougata Ray, Manager (Sales) – East Retails, Panasonic India Pvt Ltd	Mr. Sougata Ray is an alumnus of AIMK- MBA 10 Batch
17 Feb	Mind : Your Best Friend; Your Worst Enemy	Maj Gen Ravi N Tikku (Retd)	



Mr. Sougata Ray from Panasonic India, delivering a lecture on Prospects and Challenges in FMCG Sector to MBA 23 (08 Feb)



Maj Gen AK Sapra (Retd), Director AIMK presenting the college memento to Maj Gen Ravi N Tikku (Retd) after his guest lecture (17 Feb)

8. Conference / Workshops/ Seminars : Students

<u>Ser No</u>	<u>Date</u>	<u>Event/Subject</u>	<u>Speaker(s)</u>	<u>Remarks</u>
(a)	5-6 Feb	6 th Management Doctoral Colloquium and VGSOM Research Scholars Day (MDC & VRC 2020)	<ul style="list-style-type: none"> • Himadri Sasmal • Ankita Indu 	Presented a Paper



Mr. Himadri Sasmal, MBA -22 presenting a Paper at the 6th Mgt Colloquium & VGSOM Research Scholars Day at IIT Kharagpur (05 Feb)

Faculty & Faculty Development Programme (FDP)

9. Conference / Workshops / Seminars : Faculty.

<u>Ser No</u>	<u>Date of Event</u>	<u>Event</u>	<u>Participation</u>	<u>Remarks</u>
(a)	05-07 Feb	Defexpo-2020 organised by Ministry of Defence Production at Lucknow	Maj Gen AK Sapra (Retd), Director AIMK	Attended
(b)	17 Feb	AICTE Workshop with Stakeholders on Approval Process 2020-21 at Heritage Institute of Technology.	Prof Protik Basu	Attended

10. HR Sampark Wellness Conclave (08 Feb). The conclave was organized by HR Sampark Group, on 08 Feb 20 with a focus on promoting health and wellness. About 120 wellness patrons (HR companies HR and corporate trainer) came together to share their insights of embracing wellness. Mrs Puja Singh Ghosh, Placement Officer, represented AIMK at the conclave.



Participating members at the HR Sampark Wellness Conclave (08 Feb)

Management Development Programme (MDP)

11. MDP for Institute of Hotel Management (IHM), Kolkata. On a request from IHM, Prof Ayan Chattopadhyay, Associate Professor, Marketing conducted lectures at IHM as a part of our MDP initiative.

Placement

12. Placement Status (MBA 22). Five companies participated in our campus placement during the month of February 2020 and picked up 15 of our students. As on 29 Feb 2020 – 104 (87%) of our students have been placed. The details of placements in Feb 2020 are as under :-

Ser No.	Date(s)	Company	Mode (Psn, Test, GD & PI)	Success Rate				Remarks					CTC Rs. (in lakh)
				Participated	GD Stg	PI Stg	Selected	Area			In / Off Campus	New Co	
								Mkt g	Fin	HR			
(a)	01 Feb	PwC	PI	12	-	12	07	0	7	0			3.46
(b)	06 Feb	Godrej & Boyce	PPT, Test & PI	03	0	02	01	01	0	0	Off		6.00
(c)	07 Feb	HRI India	GD & PI	11	05	05	03	03	0	0	In	New	6.50
(d)	12 Feb	Godrej & Boyce	Tele Interview	01	-	01	01	01	-	-			6.00
(e)	26 Feb	Sub K	GD & PI	14	10	08	03	02	0	01	In	New	4.50
Total placed							15	07	07	01			

Student Affairs

13. Matribhasa Diwas – International Mother Language Day (21 Feb). On 21Feb, we celebrated International Mother Language Day in remembrance of the martyrs who sacrificed their lives for their mother tongue in Bangladesh in 1952. Students showcased the linguistic diversity in our country through various cultural performances.



Maj Gen AK Sapra (Retd), Director AIMK alongwith the faculty and performers during the International Mother Tongue Day celebrations (21 Feb)



Ms Tuika Gogoi (MBA-23) performing an Assamese Dance during the International Mother Tongue Day celebrations (21 Feb)

14. Competitions / Fests : Students.

<u>Ser No</u>	<u>Date</u>	<u>Event/Subject</u>	<u>Organised by</u>	<u>Remarks</u>
(a)	04 Feb	Marketing Quiz	BCC&I, Kolkata	A total 40 teams from educational institutions and Industries participated in the event.
(b)	12&13 Feb	Xavrang'20 with XA-LIGA	St Xaviers University, Kolkata	09 students of AIMK participated in the fest and reached upto the Semifinal stage.



AIMK team at the fest (football tournament), organised by St Xaviers University, Kolkata (12 & 13 Feb)

Institute Social Responsibility (ISR)

15. Philanthropy at Blind School (04 Feb). Volunteers from AIMK visited the Blind School in Kolkata on 04 Feb carrying gifts for the students purchased from voluntary contributions from the AIMK fraternity. The event was coordinated by Prof Preeta Sinha.



A collage show casing the visit of volunteers from AIMK to Blind School at Kolkata (04 Feb)

16. Awareness Programme on Blood Stem Cell Donation (08 Feb). Mrs. Ananya Ghosh, Regional Head, DATRI is working toward creating a wide diverse database of potential blood stem cell donors that can be organize by any patient, living anywhere in the world, in need of a blood stem cell transplant. Ms Ananya Ghosh addressed the students and faculty of AIMK. Cheek swab samples were taken of proof all our students and they were provided a registration number. The event was coordinated by Dr Sweta Rani.



Ms Ananya Ghosh addressing the students and faculty of AIMK (08 Feb)

Administration

17. Civil Military Liaison Conference (19-20 Feb). The Civil Military Liaison Conference was conducted at HQ Bengal Sub Area on 19-20 Feb 2020. Waiver of monthly demand charges on electricity and property tax at Rajarhat Campus (was taken up during the conference). The conference was attended by the Director, Maj Gen A K Sapra, VSM (Retd).

18. Annual Conference of Directors AWES (Comds) and Registrar & Head of Adm (27 & 28 Feb). The Annual Conference of Directors AWES Commands and Registrars & Head of Adm Colleges Meet was held on 27-28 Feb 2020. For the first time, the conference was held via video conferencing. The conference was attended by Col S Chakraborty (Retd), Registrar & Head of Adm AIMK.

19. Annual Staff Picnic (29 Feb). The annual staff picnic with faculty, staff and their families was organized at Nature Park, Kolkata.



Maj Gen AK Sapra (Retd), Director AIMK trying his luck at a game



Mrs Sadhna Sapra, wife of Dire AIMK distributing prizes



Dr Malini Majumdar being gracious to serve the attendees



The families of the staff savouring the food

Annual Staff Picnic (29 Feb)

20. Institute Bus (18 Feb). A 26 seater Air-conditioned Traveller Bus was added to the fleet on 18 Feb. The institute had been managing without a bus since 2012.

21. Progress New Campus (Rajarhat). PDCs continue to slip. The handing / taking over of the hostel and amenity blocks is now likely to be completed by end of Mar 20. Out observations during the handing / taking over these assets would be addressed thereafter. Additional funds to the tune of Rs.3.0 crore from CTS / GIA are requested to furnish / equip the campus to befitting standards.

22. Accounts / Finances (Feb 20). The financial state of the month is given below :-

	<u>Name of Fund</u>	<u>Balance as on 31 Jan 20 (in ₹)</u>	<u>Balance as on 29 Feb 2020 (in ₹)</u>	<u>Remarks</u>
(a)	AIM Fund	5,63,28,038.38	5,42,49,656.18	
(b)	AIM Hostel & Messing Fund	92,48,138.89	1,23,10,226.89	
(c)	Grant-in-Aid	57,91,635.00	73,13,688.00	
(d)	Capital Fund (AWES)	3298.03	5961.03	

(e)	Fixed Deposits	<u>Balance as on 31 Jan 20 (in ₹)</u>	<u>Balance as on 29 Feb 20 (in ₹)</u>	
(i)	AIM Fund	12,15,92,406.00	12,15,92,406.00	
(ii)	AIM Hostel & Messing Fund	1,15,76,606.00	1,15,76,606.00	
(iii)	AIM Capital Fund (Construction grant)	1,04,20,513.00	1,04,20,513.00	
(iv)	AR Fund	13,47,505.00	13,47,505.00	

23. Grant-in-Aid / Canteen Trade Surplus Funds. The state of utilisation of funds as on 29 Feb is given at Appendix attached.