

ARMY INSTITUTE OF MANAGEMENT, KOLKATA
RESUME OF EVENTS / ACTIVITIES AIMK : DEC 2020

Overview

1. Dec saw the registration of our alumni association finally happening after decades. The academic activities for the semester also drew to a close during the month and more importantly placement activities seem to be gaining momentum. The completion of handing over of the new campus still alludes us.

Academics

2. Feedback Online Teaching (Even Semester 2020 : MBA 23). A student feedback on online teaching during the period Mar 20 to Jun 20 for MBA 23 was completed during the month after a lot of pestering / cajoling. Most of the faculty members initially were not too comfortable with online teaching and most of online classes had taken the form of notes being e-mailed or forwarded on Google Classroom. Consequently, an experiment to develop online content through third party assistance was tried with not much success. Lesson plans didn't exist with the faculty, creating challenges.

3. Pan Indian Survey for AWES Higher Education Capability Building (23 Dec). A bi-lingual questionnaire formulated by AIMK was floated on social media to ascertain higher educational preferences among the wards of army serving personnel and ex-servicemen. This feedback would help in taking a call on the additional programmes to be offered in light of NEP 2020 stipulations.

4. Consultant for Re-location & Additional Programme Approvals (04 Dec). A consultant was engaged to assist us in completing the formalities for re-location and starting additional programmes at AIMK. Since these issues do not happen in the normal course, expertise and resources for the same didn't exist within the Institute.

5. Exposure on Case Studies for MBA 23 Students Through Mentors. On a request from students, mentors organised case studies sessions for MBA 23 students during Nov - Dec. The attendance during these sessions left much to be desired. Attendance of MBA 23 in classes during the month too was low.

Placement

6. Placement Information Sessions. The students were anxious that placements were not happening in AIMK while they had started in other institutes. The comments of some of them during interactions and on social media were hardly civil. The Placement Team had extended online sessions with the students on 12 and 24 Dec to place things in perspective and relieve their anxiety. They were informed that AIMK was not yet inclined to lower their annual CTC benchmark for zero - day placements, placements were happening in certain fields / disciplines where our students were not qualified and companies have a regional schedule of calendar of recruitment.

7. Manager Placement & Skill Development's Tenure Ends (31 Dec). Ms Vineeta Verma (an alumna – gold medalist of her batch) who had joined the Placement Team on 01 Oct 20, opted out from extending her tenure for personal reasons. We thank her for her contribution.

8. Placement : MBA-22 Batch.

Ser No	Company	Numbers Placed	Cumulative Numbers Placed	Remarks
(a).	Bharti Axa	02	116 / 119	Rintu Roy and Rishi Deo Kumar placed on 17 th Dec at Rs 3.0 Lakh (Unplaced students)
(b)	XL Dynamics	-	-	Interview scheduled on 06 Jan 21 (Rs 3.5 to 6 Lakh). List of 06 students shared for post(s) of financial analyst.
(c).	Pinclick Property Advisors			List of 8 marketing students shared. Interview on 28 Dec 2020.
(d)	Sugam Parivahan	01	116 / 119	Interview conducted on 15 Dec. List of 9 male candidates shared. Abhishek Chaturvedi selected at Rs 3.0 Lakh. (Laid off student)

9. Project / PPOs : MBA-23 Batch.

Ser No	Company	Numbers Slotted	Cumulative Numbers Slotted	Remarks
(a).	VIP	02	06	Started on 12 Oct 2020. Extended till 20 Jan 2021.

10. Placement Training Details: MBA 23 Batch.

Ser No	Date / Duration	Details of Training	Trainer	Remarks
(a)	1 st Dec (a) 1:00 pm to 3:00 pm. (b) 3:15 pm to 4:45 pm	Pre-placement Talk Aptitude Test	Mr Subroto Head HR Ferrero	Attended by placement team and 79 marketing students
(b)	02 Dec	Case Study	Mr Subroto Head HR Ferrero	Attended by placement team and 14 shortlisted candidates
(c)	05 Dec	Preparation for Interview at Ferrero	Mr Rajesh MBA 22 (Alumnus)	Attended by Placement Team and 14 shortlisted candidates
(d)	12 Dec	WIP	Mrs Sphurti Pathak Ms Vineeta Verma	Placement Officer's Address to MBA 24

Ser No	Date / Duration	Details of Training	Trainer	Remarks
(e)	13 Dec	Coffee Session by an Interviewer	Mr Abhishek Singh Mallik (MBA 9))	Attended by Placement Team and students of MBA 23
(f)	14 Dec	Guide to crack TCS Aptitude and Interview	Mr. Tridibesh and Mr Kaushik (Alumnus)	Placement Team & 33+ 18 students of MBA 23
(g)	24 Dec	Addressed students concerns / issues regarding placements	Mrs. Sphurti Pathak & Ms. Vineeta Verma	Addressed MBA 23
(h)	24 Dec	AIMK Meet & Greet for Placement Assistance to MBA 22 Batch	Amandeep (MBA 2) & Minoti (MBA 4)	Attended by Mrs. Sphurti Pathak and Ms. Vineeta Verma

11. **Placement Enquiries.**

Ser No	Company	Requirement / QR	Annual CTC (Rs in Lakh)	Numbers Offered	Remarks
(a)	Berger Paints	Marketing	5.7	36 (24 are shortlisted)	Regional round of interview between 11 Dec to 07 Jan 2021.
(b)	PwC	Finance	3.36	31	Recruitment process to begin in the 2 nd week of Jan 2021.
(c)	Varuna	Marketing	4.00	79	Details sent on 10 Nov 2020. Response awaited.
(d)	Naukri.Com	Marketing	4.5 – 5.5	43	Response awaited.
(e)	Ferrero	Marketing	4.5	79	Response awaited
(f)	HDFC	Marketing	6.5	79	Recruitment process to begin in the 2 nd week of Jan 2021.
(g)	ITC	Marketing	4.3	33 (2 students shortlisted)	GD on 18 Dec 2020. None selected.
(h)	SBI General Insurance	Marketing	3.0	21	Optional due to low package. Response awaited.

Ser No	Company	Requirement / QR	Annual CTC (Rs in Lakh)	Numbers Offered	Remarks
(j)	Pinclick Property Advisor	Marketing (only male candidates)	5.16	50 students of MBA 23 & 09 students of MBA 22	06 selected from
(k).	ITC BPS	Marketing & finance	5.8	33	List sent on 07 Dec. Aptitude Test on 19 Dec. Interview process would continue till end Jan.
(l).	TCS IT	B. Tech	5.8	18	Interview in Jan.
(m).	Bisleri	Marketing	4.75 - 5 + 1 to 1.2 incentives	41	Interview conducted from 19 to 24 Dec. Results awaited.
(n)	Havmor	Marketing (Male candidates only)	3.7 - 4.8 L	06, Punjab, Haryana Domicile	Interview conducted. Result awaited.
(o)	Nokia	Marketing	9	5	None selected.
(p)	No Broker	Marketing	5.1	79	Rejected, since 4 th Sem students were required.
(q).	XL Dynamics	Finance	3.5 to 6	33 students of Batch 23 06 students of Batch 22	Aptitude Test on 6 Jan 2021.
(r).	ICICI Securities	Marketing	3.8 - 4.05 fixed	79	List sent, hiring process to begin in Jan 2021.

12. Internship : MBA-24 Batch.

Ser No	Company	Duration	Numbers Offered	Selected	Remarks
(a).	KRG	1 month	20	01	Business Analyst internship. Yet to begin.
(b)	Primerica	2 months	51 (Mkg : 32, Fin : 19)	05	Internship is going on since 21 Nov.
(c)	VIP	2 months	06	03	Digital HR. internship to begin in Jan 2021.
(d)	Spotify	1 month + 3500 incentives	21		Students list sent. Response awaited.
(e)	Kreeti Technologies	45 days		02	Ongoing since 22 Dec.
(f)	Coffee 'n' Thoughts	1 month+ incentives	08	02	Business Development Internship. Ongoing since 23 Dec.
(g)	Blitz Jobs (7X Ventures)	3 months	12	03	Content writing & digital marketing
(h)	Dabur	1 month	08	-	Marketing, response awaited.
(j)	Tend hard India	15-20 days	04	03	Live project on sales and marketing, from Jan 2021.

Student Affairs

13. Registration of AIMK Alumni Association (AIMK AA) & First Meeting of The Governing Body (03 / 27 Dec). After over two decades we were finally successful in registering our Alumni Association on 03 Dec after over three months of sustained effort. The AIMK AA met for the first time on 27 Dec and initiated the process of opening a bank account.



Cake Cutting by The Governing Body Members of the Alumni Association on their maiden meeting at new campus (27 Dec)



Alumni Association Governing Body Members completing the account opening formalities in Director's Office (27 Dec)

14. Performance of Students on Online Competitions.

(a) Case Study Competition of JMA Sponsored by Tata Steel (07 Dec). Wasfa and Kazi (MBA 24) won the Bronze Award in the online Case Competition Olympiad 2020 sponsored by Tata Steel.

(b) National Business Case Competition Organised by IIMS Pune. Six of our teams cleared the first round and Rahul Choudhary (MBA 24) and Siddharth Nayak's (MBA 24) teams bagged the 2nd and 3rd positions.

15. Resolution of Problems of Verification of Transcripts of our Alumni by Visva Bharati. In our initial years we were affiliated to Visva Bharati (VB) / Shanti Niketan. VB had lost the records (Certificate and Grade Sheet) of our students. The transcript verification requests of two ex-students were returned by VB. The Director visited VB on 12 Dec to meet the VC and Registrar and offered to recreate the records at VB from the records with the Institute. A week later the Academic Clerk travelled to VB and handed over recreated records to VB.



The Director with the Registrar (Examinations) and his staff of VB at Shanti Niketan resolving The issue of verification of transcripts (12 Dec)



The Director with the VC of VB at Shanti Niketan (12 Dec)

16. **Re-branding of AIMK : New Logo for AIMK.** As a part of re-branding exercise of AIMK, the design process of a new logo for AIMK was completed. The logo would be presented before the next IGB.



The New Logo of AIMK

Administration

17. **Discontinuation of Ad-hoc Posts of Project Supervisor and Security Guards for New Campus (31 Dec).** The post of project Supervisor and security guards at new campus was dis-continued with effect from 31 Dec. The staff had done an admirable job. The sanctioned establishment would hereinafter look after both old and new campus responsibilities. The delay in handing over of assets by MES had resulted in additional costs.

18. **Mess / Cafeteria Contract.** The elaborate process of awarding the contract for the Mess and Cafeteria at the new campus was completed. The contract was awarded to Saqi Caterers @ Rs 125/- (veg) and Rs 135/- (non veg) per day.

19. **Refund of Fees to Students for Lockdown Period.** The board proceedings for refund of fees for the lockdown period when the campus was closed was received back from Bengal Sub Area. The refund process was set in motion under the powers of the Director. Approx Rs 90 lakh was being refunded to the students for the period upto 30 Nov 20.

20. **Recruitment to Fill in Posts of Deficient Staff.** Advertisement for recruitment for the following deficient posts was put up as per norms on 06 Dec :-

- (a) Accountant (vacant since 19 Nov) : 26 applicants (interview on 19 Jan).
- (b) Boys Warden (falling vacant on 01 Mar) : 19 applicants (Interview on 27 Jan).
- (c) Counsellor – Part Time (vacant since long) : 11 applicants.

21. **Recruitment to Fill in Faculty Positions.** The contractual term of six faculty members was due to terminate on 31 Dec (Their terms had been extended in the past to make them co-terminus with the semester). Owing to re-scheduling of the University Academic Calendar, their terms were further extended upto 31 Mar 2021. It was decided to have the capability to offer all specialisations allowed by the university. To facilitate this, we required two faculty members from each specialisation. Accordingly advertisements for recruitment for the following faculty positions were put up as per norms on 15 Dec (This had created a lot of disquiet among the affected faculty members):-

- (a) Asst Prof (BA) : 02
- (b) Asst Prof (MIS) : 01
- (c) Asst Prof (Fin) : 01
- (d) Asst Prof (HR) : 02

22. CoVid Positive Cases Among Faculty & Staff. Dr Somarata Guha Chakraborty (21 Dec) and Mr Biplab Ghosh (01 Dec) tested positive during the month, raising the number of total number of faculty members & staff to be affected to six.

23. Students Wanting to Return to the Institute. Students initiated a perception management campaign to revert to the Institute. They cited the case of IMI Kolkata where some students had been allowed to come back to the Institute. They also initiated a fake post asking students to report back to the Institute. MBA 23 students thought their placement prospects would improve if they are in Kolkata. The management was willing to consider the case of 10 to 20 per cent students who may be facing genuine problems of connectivity or other issues at home. However, as many as 70 per cent students from MBA - 23 expressed a desire to come back. Accusations were also levelled against the management that they were not interested in getting the students back. Govt orders prohibited the re-opening of colleges or hostels. It was decided to discuss the issue during the IGB in early Jan 2021.

24. Status : New Campus Construction (31 Dec). Some work is still pending in the auditorium and basketball court. The testing of fire safety systems, electrical and plumbing systems also remain, besides rectifying the defects indicated earlier. Statutory clearances are also pending from municipal authorities.

25. Director's Update to Chairman. Director updated the Chairman in his office at HQ Bengal Sub Area on various issues related to the Institute on 01 and 21 Dec.

26. Details of Ongoing Projects / Works at New Campus. For details see Appendix attached.

Appendix

(Refer to Para 26 is enclosed)

MAJOR ONGOING WORKS / PROJECTS AT NEW CAMPUS

Ser No	Project in Brief	Fund	Approx Amount (Rs in Lakh)	Remarks
1.	Construction of two raised plinths in Conference Hall	AIM	1.75	PDC Dec 20
2.	Provision of furniture for four staff cubicles	AIM	2.47	PDC Dec 20
3.	Provision of granite cladding for gallery in main foyer	AIM	1.95	PDC Dec 20
4.	Construction of stage in 4 x Lecture Halls / Tutorial Rooms	AIM	2.59	PDC Dec 20
5.	Provision of steel crockery / cutlery for Mess	AIM	2.60	PDC Dec 20
6.	Provision of 4 x Bunk beds for Mess staff	AIM	0.70	PDC Dec 20
7.	50 MBPs Internet Leased line	AIM	3.60	PDC Dec 20
8.	IT network for WiFi and CCTV	AIM	19.96	PDC Jan 21
9.	Provision of 12 x Rectangular tables for cafeteria	AIM	1.98	PDC Jan 21
10.	Provision of 96 x chairs w/o armrests for various facilities	AIM	2.49	PDC Jan 21