

## **ARMY INSTITUTE OF MANAGEMENT, KOLKATA** **RESUME OF EVENTS / ACTIVITIES AIMK : JAN 2021**

### **Overview**

1. It's February and uncertainty still looms large as to when would the students return to the campus. With the syllabus for the semester over it was time to put the students through viva voce tests over a period of a month. After long time the Institute Governing Body met and two high profile visits of the Chairman IGB and Chief Engineer Eastern Command to the new Campus were conducted to resolve certain quality issues and deficiencies. Now we have a new logo for the college.

### **Academics**

2. Webinar on Post Covid 19 Employment Challenges (09 Jan).

A webinar was organised through Indian Society for Training & Development (ISTD) on 'Post Covid-19 Employment Challenges for Young India – Blended Employability'.



*A promotional flyer of the Webinar organized on 09 Jan along with our partners ISTD.*

3. FDP on Universal Human Values – An AICTE Initiative (18 to 22 Jan). Dr Sweta Rani & Prof Asmita Basu attended an online FDP organised by AICTE on 'Universal Human Values' from 18 to 22 Jan.

4. MDP for IIHM (Kolkata). As an ongoing process the third MDP for IIHM Kolkata was conducted online by our faculty from 05 Oct 2020 to 07 Feb 2021. The fourth MDP for the Institute was also started from 05 Jan 2021.

5. Empanelment of Visiting Faculty. It was decided to empanel visiting faculty for various specialisations. To set the process in motion an advertisement was taken out in news dailies with last date of application being 30 Jan. More than 40 aspirants have applied. The short listing would be completed by Mar 2021.

6. Internal Assessments. With the completion of syllabus for the odd semester separate viva voce for each subject were conducted for students with effect from 18 Jan. This would continue for almost a month. Continuous Assessment (CA-1) marks were uploaded on the university portal during the period 21 to 28 Jan.

## Placement

7. The placement process finally gathered momentum and as on 31 Jan, 23 students (20%) have been placed. During the month pre-placement processes with 07 companies of 79 students were facilitated. Details of placement activities are given at Appendix 'A' attached.

### STAGE WISE PLACEMENT DETAILS FOR THE MONTH OF JAN 2021

| Ser No           | Date   | Comp any           | Mode (Psn, Test, GD & PI)                 | Success Rate     |                 |        |           | Remarks |     |    |               | Annual Average CTC (Rs in lakh) |
|------------------|--------|--------------------|---|------------------|-----------------|--------|-----------|---------|-----|----|---------------|---------------------------------|
|                  |        |                    |   | Par ti ci pat ed | GD Stg          | PI Stg | Sele cted | Area    |     |    | In/Off Campus |                                 |
|                  |        |                    |   |                  |                 |        |           | Mktg    | Fin | HR |               |                                 |
| 1.               | 02 Jan | Pin Click Property | Tele Interview                            | 51               | NA              | 51     | 6         | 6       | -   |    | Online        | 5.15                            |
| 2.               | 08 Jan | Ferrero            | Online Test, Case Study, Psychometric, PI | 79               | 14 (Case study) | 9      | 2         | 2       | -   | -  | Online        | 4.5                             |
| 3.               | 08 Jan | Bisleri            | Online Test, Extempore                    | 4                | NA              | NA     | 1         | 1       | -   | -  | Online        | 5.0                             |
| 4.               | 10 Jan | DHL                | Online Test, GD & PI                      | 100              | 41              | 6      | 2         | 2       | -   | -  | Online        | 5.5                             |
| 5.               | 22 Jan | Berger Paints      | Online Test & PI                          | 35               | NA              | 24     | 7         | 7       | -   | -  | Online        | 5.75                            |
| 6.               | 22 Jan | TCS-IT             | Online Test & PI                          | 18               | NA              | 2      | 2         | 2       | -   | -  | Online        | 5.80                            |
| 7.               | 22 Jan | TCS-BPS            | Online Test & PI                          | 33               | NA              | 6      | 3         | 2       | 1   | -  | Online        | 5.80                            |
| Total Nos Placed |        |                    |   |                  |                 |        | 23        | 22      | 1   | 0  |               | 5.44                            |

## Student Affairs

8. Athorv : Business Competition Organised by IIM Indore (24 Jan). Our team reached the final round of *Avant Garde* Online competition organised by IIM Indore.

9. Republic Day Celebrations (24 to 26 Jan). On the occasion of our Republic Day a customary tea with staff was held in the foyer of the new campus on 25 Jan. The students of MBA 24 Batch put up an excellent online programme on 26 Jan which was appreciated by the Chairman, alumni and other stake-holders.



*The staff of AIMK poses for a photograph in the main foyer of Academic Block on Republic Day Eve (25 Jan)*



*Director addressing the staff after the Republic Day Eve Tea (25 Jan)*



10. **Adoption of New Logo (26 Jan).** was adopted by the Institute on 26 Jan.



*Army Institute of Management Kolkata logo in its transformed avatar symbolises and highlights its heritage and core values. The 'crossed pens' in the background are derived from the crossed swords of the Indian Army insignia (as is the body armour 'shield') and highlight the educational character of the Institute bolsters and the adage that the pen is mightier than the sword. The 'torch & flame' signify the eternal burning desire to excel and the alumni connect. The lions are a symbol of the importance of excelling and being the king or the leader in the corporate jungle. The chess 'queen' is symbolic of power, versatility and strategy. Whereas the 'globe' highlights the global mindset required among students today. At the base are enshrined the invaluable traits of leadership and innovation (or netratava evam navachar) so dear to us at the Institute.*

*The peepal leaf wreaths on the flanks are derived from the Peepal Tree under which Lord Buddha received enlightenment. 1997 is of course the foundation year of the Institute.*

### **Administration**

11. **Digitisation : Digital Signature Certificate (DSC) Tokens of key Functionaries (07 Jan)** Digital Signature tokens were provisioned for Director, Registrar and Academic Co-ordinator.

12. **Institute Governing Body (IGB) Meeting (08 Jan)** The IGB meeting for the first quarter was chaired by the Chairman, Maj Gen Satbir Singh, SM \*\*. For the first time the Alumni Association President was invited to attend as an observer, Issues related to introduction of additional courses, re-affiliation, graduation ceremony, re-location /shifting and regulatory compliance issues were discussed among other things. The meeting was held at Headquarters Bengal Sub Area.



*Institute Governing Body (IGB) Meeting in progress (08 Jan)*



*Ms Sharmistha Banerjee University Rep with the Director after the meeting. Potted plants were presented to the participants.*

13. Visit of Chairman IGB to New Campus (06 and 21 Jan). Maj Gen Satbir Singh SM\*\*, Chairman IGB visited the new campus on 06 Jan. CE Kolkata Zone too was present during the visit. The Chairman IGB accompanied by the CE Eastern Command visited the new campus again on 21 Jan. Issues related to quality of construction and deficiencies were discussed and a common understanding reached to address issues prior to inauguration / return of students to the campus.



*Chairman conveying a point after the presentation on issues by the Registrar (06 Jan).*



*The Director making a point during the visit to the Academic Block (21 Jan)*

14. Re-location Formalities. With the construction work at the new campus nearly complete, it was considered prudent to apply for statutory approvals / clearances / certificates to pave the way for shifting of the campus. The process is to start with obtaining a completion certificate from the municipal authorities and opening of the AICTE portal for uploading the requisite documents. While we have obtained most of the documents, the delay is on account of the AICTE portal not opening up as yet owing to revision of format / procedures. We have also applied for waiver of certain charges. Requisite documents from HQ AWES were received in double quick time.

15. Affiliation with Symbiosis (15 Jan). A letter was written on 15 Jan to the management at Symbiosis to probe the feasibility of AIMK coming under their wings.

16. Details of Ongoing Projects / Works at New Campus. For details see Appendix 'B' attached.



**Appendix – 'A'**  
(Refer to Para 7 of  
Monthly Resume of AIMK)

**PLACEMENT CELL MONTHLY REPORT : JAN 2021**

1. **Placement : MBA-22 Batch.**

| Ser No | Company     | Numbers Placed | Cumulative Numbers Placed | Remarks  |
|--------|-------------|----------------|---------------------------|--|
| 1.     | Cipla       | -              | -                         | 01 Student cleared interview. Yet to get confirmation from Cipla (3 <sup>rd</sup> party assistance). |
| 2      | XL Dynamics | -              | -                         | Details of 06 students shared.   |

2. **Project / PPOs : MBA-23 Batch.**

| Ser No | Company              | Numbers Slotted | Cumulative Numbers Slotted | Remarks  |
|--------|----------------------|-----------------|----------------------------|--|
| 1.     | VIP                  | 02              | 02                         | Started on 12 Oct 2020 and completed on 20 Jan 2021. |
| 2.     | Insplore Consultants | 01              | 03                         | Started on 12 Nov 2020.<br>Ongoing.                  |

3. **Placement Training Details: MBA 23 Batch.**

| Ser No | Date / Duration                           | Details of Training    | Trainer                          | Remarks  |
|--------|---|------------------------|----------------------------------|--|
| 1.     | <u>08 Jan 21</u><br>(0945 hrs - 1400 hrs) | DHL Pre-placement Talk | Mr Sunil Naik<br>HR Country Head | Attended by all 100 students and Placement Team. |

| Ser No | Date / Duration                           | Details of Training   | Trainer  | Remarks  |
|--------|---|---|--|--|
|        | <u>09 Jan 21</u><br>(1230 hrs - 1400 hrs) | Behavioural Assessment Test   | Mr Sunil Naik, HR Country Head and Dr Giri, Behavioural Psychologist                                 | Attended by 100 students and Placement Team.                 |
|        | <u>10 Jan 21</u><br>(1000 hrs - 2030 hrs) | Self-Introduction, GD & role play   | Mr Sunil Naik, HR Country Head and Dr Giri, Behavioural Psychologist                                 | 41 students participated and Placement Team. 18 shortlisted. |
| 2.     | <u>09 Jan 21</u><br>(1800 hrs - 1900 hrs) | Webinar on Post COVID-19 : Employment Challenges for Young India- Blended Employability- Need of the hour | ISTD Kolkata Chapter drawn panel of Speakers   | Around 100 faculty members and students attended.            |
| 3.     | <u>13 Jan 21</u><br>(1015 hrs - 1100 hrs) | Preparation Session on How to Crack the Interview for XL Dynamics   | Ms Deepika Thapa, Alumni (MBA 22)  | Attended by shortlisted students and Placement Team.         |
| 4.     | <u>26 Jan 21</u><br>(1445 hrs - 1700 hrs) | Overview about PWC, its Departments and Tips to Crack the Interview                                       | Ms Payal Singh, MBA 21<br>Ms Riti Mishra, MBA 22<br>Ms Nisha Yadav, MBA 22<br>Mr Tarun Verma, MBA 22 | Attended by Finance students and Placement Team.             |
| 5.     | <u>22 Jan 21</u><br>(1445 hrs - 1600 hrs) | Math Demo session for MBA 24 batch  | Mr Amit Bhattacharya   | Hosted by Placement Team, attended by batch 24.              |

| Ser No | Date / Duration                    | Details of Training         | Trainer                             | Remarks  |
|--------|------------------------------------|-----------------------------|-------------------------------------|--|
| 6.     | 30 Jan 21<br>(0830 hrs - 1200 hrs) | Phone pe Pre-Placement Talk | Mr Anirudh Gupta<br>Ms Sagarika Tad | Attended by 57 students of Marketing and Placement Team. |

4. **Placement Update.**

| Ser No | Company       | Requirement / QR                       | Package (Rs In Lac) | Numbers Offered | Remarks   |
|--------|---------------|--|---------------------|-----------------|---|
| 1.     | Berger Paints | Marketing                              | 5.70                | 36              | 24 students shortlisted and 7 students selected.                          |
| 2.     | Ferrero       | Marketing                              | 4.50                | 79              | 2 students selected.  |
| 3.     | TCS IT        | B. Tech, B. E                          | 5.80                | 18              | Results awaited.  |
| 4.     | ITC BPS       | Marketing & Finance                    | 5.80                | 33              | 07 Dec list sent. Aptitude test on 19 Dec. Interview process on till Jan. |
| 5.     | Bisleri       | Marketing                              | 4.75-5.00           | 41              | 1 selected.   |
| 6.     | MRF           | Marketing With B. E/ B.Tech background | 5.76                | 15              | Aptitude Test on 05 Feb 21.   |
| 7.     | PwC           | Finance                                | 5.97                | 31              | Hiring process postponed to Feb 2021.                                     |
| 8.     | Phone pe      | Marketing                              | 6.00-6.50           | 57              | Pre placement talk on 30 Jan.   |

| Ser No | Company               | Requirement / QR           | Package (Rs In Lac) | Numbers Offered                   | Remarks  |
|--------|-----------------------|----------------------------|---------------------|-----------------------------------|--|
| 9.     | XL Dynamics           | Finance                    | 3.50 – 6.00         | 33 of Batch 23 & 06 from Batch 22 | Aptitude Test on 06 Jan 21. Interview scheduled for shortlisted students in Feb. |
| 10.    | ICICI Securities      | Marketing                  | 3.80-4.05           | 79                                | 14 shortlisted, hiring process scheduled for 30 Jan and 01 Feb.                  |
| 11.    | TCS HR                | HR                         | 5.79                | 03                                | Aptitude Test on 16 Jan 21.  |
| 12.    | SBI General Insurance | Marketing                  | 3                   | 21                                | None selected.   |
| 13.    | Havmor                | Marketing, Male candidates | 3.70 - 4.80         | 06, Punjab, Haryana domicile      | On Hold.   |
| 14.    | Naukri.Com            | Marketing                  | 4.50 – 5.50         | 43                                | Awaiting response.   |
| 15.    | Varuna                | Marketing                  | 4.00                | 79                                | Details sent on 10 Nov 2020. Awaiting response.                                  |
| 16.    | HDFC                  | Marketing                  | 6.50                | 79                                | Recruitment process to begin in Feb.   |



**Appendix - 'B'**

(Refer to Para 16 of  
Monthly Resume of AIMK)

**MAJOR ONGOING WORKS / PROJECTS AT NEW CAMPUS**

| Ser No | Project in Brief  | Fund | Approx Amount<br>(Rs in Lakh) | Remarks    |
|--------|---|------|-------------------------------|------------|
| 1.     | Modification of Toilet in Ground Floor into Tuck Shop in Academic Block           | AIM  | 1.3                           | PDC Feb 21 |
| 2.     | Furnishing of Account Office  | AIM  | 2.5                           | PDC Mar 21 |
| 3.     | Furnishing of Placement Office  | AIM  | 2.2                           | PDC Mar 21 |
| 4.     | Service & Buffet Counter & Stage in Cafeteria                                     | AIM  | 1.3                           | PDC Mar 21 |
| 5.     | 3D FRP Globe of size 6 ' and FRP Moon of size 2' for Main Foyer in Academic Block | AIM  | 1.2                           | PDC Mar 21 |
| 6.     | Provision of Steel Crockery / cutlery for Student Mess                            | AIM  | 2.60                          | PDC Mar 21 |
| 7.     | Provision of 2 x 6 seater customised Sofa in Visitors Cubicles in Faculty Room    | AIM  | 0.90                          | PDC Mar 21 |
| 8.     | 6 White Magnetic Board for Smart Class Room                                       | GIA  | 0.7                           | PDC Mar 21 |