



# AIMULET

A tri annual newsletter of the Assam Institute of Management, Vol VI, No-3, Dec-2011



We wish you a Merry Christmas and a Happy New Year



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## AIM – CONSOLIDATING THE MISSION

This is the season we print our Placement Brochure and will prepare to notch placements for the 2<sup>nd</sup> year participants of our flagship PGDBM programme.

We are skeptical as the season does not seem to glitter. Within India, the fall of Sensex, surging interest rates, downgrade of SBI, scams in government, accidents and earthquakes are making the headlines. Outside India also we find similar stories. Political uncertainties in some belts like West Asia and North Africa; unemployment in US and the Greek crisis – news on these continue to come. There are signals that more news, to the detriment of our interest, on the debt front from Italy and Spain, are expected. The world economy has been marred by slowing growth and job losses though the good news is that, the landscape is not uniformly bleak. Germany, for example, now has a lower jobless rate than before the financial crisis. But, in most of the rich world, the proportion of people unemployed is still alarmingly high. Joblessness increases depression and almost everything that can go wrong in a life. There are apprehensions that the ripples would be felt in India too.

Big credit rating agencies seem to be on a race trying to downgrade one country after another, one bank after another. S&P downgraded Italy, US as Moody's downgraded Japan. US banks also got downgraded by Moody's. As if the rating agencies are trying to make up for their complacency during 2008 financial crisis.

The companies have been observing the happenings. It has been reported in some quarters that companies are revising their budgets and hiring plans this year.

The question in the above context is – would securing placements pose higher challenges for the management institutes? Or for that matter, should they be placement driven?

AIM's PGDBM programme is considered as a unique one in many respects. Ours is a standalone kind of institution. In the past also, the Institute was unaffected by these adverse developments and hope this year too, the same scenario prevails.

Success of a management institute cannot be measured only by its placements. Bolman and Gallosac in their recent book 'Reframing Academic Leadership' note that higher education is different from business organisations for several reasons; including educational mission. An educational mission should comprise of a variable mix of teaching, research, services and outreach.

Higher education's mission requires that faculty's contributions depend on their unique expertise, dedication and capacities for professional judgement. This clearly indicates that placement is not the focus. There are lots of broader issues.

We need to move away from the mindset of immediate placement mania. Nobody talks of continuity in placements. In today's age, someone may be required to be out of job for some time in their career for no fault of his. It could be due to a merger or takeover or for a strategic change or could be for environmental forces. One should not be concerned about immediate placement. The question is to what extent management institutes are preparing its participants to be strong enough and flexible enough to handle the ups and down in life. Management education is really a complex phenomenon.

Hard questions are being asked about relevance of management education. Do our B-Schools shape enough young leaders? What measures are the B-Schools taking to reform their pedagogy? What will the entry of foreign B-Schools mean for their Indian counterparts?





In its golden jubilee year, IIMA has come up with some answers of its own. "Our vision is to build on thought leadership and come up with new paradigms in management thinking which are different from western models." This statement came at a time when leaders such as Jairam Ramesh in governance and NR Narayana Murthy of Infosys have accused top institutes of not doing enough research.

At AIM, we may not be aiming at delivery of high quality research outputs. We understand our limitations. The emphasis for us is on imparting quality education and recognition by our stakeholders. AIM exists for teaching with focus on training, consultancy and other activities as well. We are trying to keep ourselves free from the clash between academic and placement motives. Consciously, we are layering functional programmes

with courses that equip students with soft skills. Yearlong courses on written analysis, communication and executive effectiveness bring in a difference at AIM. All these efforts have enabled the institute to focus on higher and nebulous motives like stakeholders' recognition and ranking (CRISIL – National 'A' Grade, State A\*\*\*). Placement is a good quality by product of imparting education well – we strongly believe.



Dr. N. N. Sarma  
Director AIM

We may not bother much about the current happenings in the macro environment and we should not lose enthusiasm. Our focus should be on the higher purposes of higher education. The caliber of management institute ought to be assessed by using multiple criteria – quality of leadership, training, research, consultancy and advices. It should not be assessed based only on placement.

## PLACEMENT NEWS

*We are happy to share...*

The placement process for the current batch started with FMCG giant NESTLE's visit to AIM on 14th November'11. Dipamoni Chaliha and Sujata Bezbaroa being the first ones to be placed...

*Yeh Dil Maange*  
**MORE !!!**

## ALUMNI Communique-2011

One of the pillars of success of any management institute is having a strong alumni base and network. With this idea in mind the Alumni Association of Assam Institute of Management



was founded. Like in the previous year, the Alumni Meet-2011, also was a grand success with alumni from various parts of the country and abroad participating in the daylong event, held on the 16th of July 2011 at Vivekananda Kendra auditorium, Guwahati. The event started with a welcome address by Dr. N.N. Sarma, Director, Assam Institute of Management. This was followed by an interactive session on All round development, Participation in local & National events, Awareness level, Communication skills, understanding the concepts of courses taught in AIM, Presentation & report writing with the first year students. The members in the panel were, Jatinder Singh Narula & Rajesh Ghasi, (1995-97 Batch), Mita Nath Bora (1996-98 Batch), Subir Bhowmick (2001-03 Batch), Rajat Ghosh (2004-06 Batch), and was moderated by Niraj Mangalam (1996-98 Batch).

The second session which discussed corporate entry and corporate expectations from different levels of management comprised of a combined audience of first and second year students. The panel members for this session were



Pranjal Phukan & Piyush Upadhyay(1995-97 Batch), Sumit Chakravarty(1996-98 Batch), Jayanta Mazumdar(2005-07 Batch), Pankaj Upadhyay(2004-06 Batch), Nilkant Sastri(2007-09 batch) and was moderated by Jatinder Singh Narula. Both the sessions were lively & interactive as the alumni shared their experiences and live examples.

The moment of the day, was the felicitation of our former Director, Shantikam Hazarika by our alumni as a mark of gratitude and thanks giving for everything he has done to transform their lives . He was also requested to mentor the AIM

Alumni Association to which he humbly agreed.

The event concluded with AIM theme song which was performed by the second year students. Overall a very successful event well attended by faculty members, students and a host of Alumni.

To end it all was an informal get together in the evening organised at Hotel Gateway Grandeur, Guwhati. It was indeed a day to cherish...

### **AIMites Speak: Sharing the Summer Internship Experience**

*" It was a lifetime opportunity for me when my summer project titled-'Brand Building through Mobile (Bhraymaman) Theatres and Jatras in Assam and Tripura' carried under MART, a leading rural consultancy, was selected among the top 10 projects at the national level for the RMAI (Rural Marketing Association of India) 5th Edition of Annual Awards for Summer Projects 2011 in Rural Marketing held on 28th September 2011, at New Delhi. The above were selected from 52 entries it received from B-Schools throughout the country including the IIM's and some of the other top institutes like IRMA, FMS, SP Jain, MDI and others. The selected 10 entries had to present their project before the jury comprising academicians, and senior corporate executives and audience comprising of the members of RMAI including executives from MART, Maruti, Nokia, Crompton Greaves, etc members from US embassy, faculty and students of different B-Schools. It was an enriching experience to hear and interact with prominent people like Prof. Neelamegham, Mr. Pradeep Kashyap , Mr. Rakesh Jha, to name a few, and the other students . Teams from MDI Guragon, IRMA and SP Jain took away the 1<sup>st</sup>, 2<sup>nd</sup> and 3<sup>rd</sup> prizes respectively. Although I could not be among the top 3 but being selected among the top 10 was itself an achievement for me and the institute as well and hope in the coming years students from AIM would be winners at a similar platform"*



*Rishi Raj Sarma (Selected among the Top 10 projects for The RMAI (Rural Marketing Association of India) Annual Awards for Summer Projects 2011 in Rural Marketing held on 28th September 2011, at New Delhi).*



*Sujata Bezbaroa*

*Though initially I was a bit hesitant to do a rural project thinking of the difficulties involved but I found that it was indeed a blessing in disguise because the topic offered to me in NRHM was quite challenging and interesting too.*

*I was asked to do an "Impact Assessment study of School Health Programme in Kamrup " and my objective was to study the awareness and success level of this programme.*

*The program included ten blocks of Kamrup District and I could manage to cover most of the blocks I travelled to places where I could never imagine travelling and through use of marketing tools and techniques I could assess the force of the programme with it's goodness as well as the darker side where a lot still remains undone.*

*Thus I had a wonderful and memorable experience and even after completion of my SIP I would like to sustain my work on it.*

*I got an opportunity to work as a summer trainee in Sony India Pvt. Ltd, Guwahati Branch. I was assigned to find out the market size of LCD TV in Guwahati by Mr Santosh Kumar (Branch Manager) and for that I had to visit all the retail outlets dealing in LCD TV. Initially I found it very difficult to take the work as assigned with positive attitude, but as soon as I realized the opportunity to expose myself in the actual field I got an internal motivation to complete the work sincerely. My sincerity and dedication towards the project has not only helped me in winning the best SIP title but also to apply all my theoretical knowledge in practical work, enhance my soft skills and improve my time management ability.*

*Hence I want to say that "it does not matter what opportunity one gets in life but it matters how one deal with that opportunity"*



*Subhasish Das  
( Best Summer Internship Project-2011)*





## **MDP's conducted by Assam Institute of Management-**

Judicial Officers Programme: This Programme was designed into seven sessions of thirty participants out of which six have been taken up from the month of June 2011 till date. The participants included Judicial Officers, Additional District and Session Judges, Chief Judicial Magistrates and other Session Judges. Faculty members involved in the delivery were Dr. N. N. Sarma, Sanjib Raj, Pratul Ch. Kalita, Dr. Rashida.T. Noorain, Irfan Ullah and Karabi Goswami. Apart from our in house faculty we also had eminent personalities like Shri Jatin Hazarika IAS (Retd), Shri H. N. Das IAS (Retd), Shri G. M. Srivastava IPS (Retd), Shri Kula Saikia IPS, Dr.Numal Borah CMD GNRC, Shri Shantikam Hazarika, Chairman SEBA and Shri Samudragupta Kashyap, renowned Journalist. The overall programme has been very well coordinated by Chandan Borah of AIM.

## **Life at AIM...Student activities**



*Freshers*

A grand freshers themed 'Aqua' welcomed the first yearites to the AIM Parivaar. The programme was inaugurated by the youth icon of Assam, Ms. Zublee Baruah with her very popular number " O mure Jaan".The newcomers then staged their inherent talent through dances, songs and other performances, and our In-house DJ added more colors to the welcome party . Dhriti Borkakoty and Sabbyasachi Banerjee were titled Miss and Mr Fresher respectively.



*Wall Magazine*

The new wall magazine mutated from ERUDITE to NIRVANA.It was inaugurated by our director, Dr. N.N. Sharma on the 13<sup>th</sup> of July. The zeal and energy of the 1<sup>st</sup> yearites have been reflected in their efforts to collate and update it on regular basis.

## **INSTITUTIONAL AND INDUSTRIAL VISIT:**



*Industrial visit to EPIP, Amingaon*

On 16<sup>th</sup> July'11,the first year participants visited the premises of the Indian Institute of Bank Management, Institute of Hotel Management and Indian Institute of Technology(IIT) Gauhati, for there institutional visit. Again on the 25<sup>th</sup> of July'11 they visited Emami Industries and Jyothy Laboratories at the Export Promotion and Industrial Park, Amingaon. On 15<sup>th</sup> & 16<sup>th</sup> September'11 another group of the 2<sup>nd</sup> yearites visited the Numaligarh Refinery Limited .These visits are designed to provide the students with a practical overview of the management and working of such organisations.



*Yoga Sessions*

Yoga sessions were arranged for the 1st yearites at the Swami Vivekananda Kendra, from 18<sup>th</sup> to 24<sup>th</sup> of October'11. The purpose is to work on the concentration and motivation level of the students and make them focused towards their larger goal. It is indeed a breath of fresh air amidst routine course work of the PGDBM Programme





## GUEST LECTURES

Shri Himadri Barman, Asst. Professor of Systems Management; from Dibrugarh University delivered a lecture on “The Basics of System Development Programme” to our 1<sup>st</sup> year participants. The participants specializing in Finance also got the opportunity to interact with Shri Sanjeev Singha, Deputy General Manager, RBI (currently on deputation to the Indian Institute of Bank Management, Guwahati), on Central Banking functions during this quarter.

### DISPLAY OF MANAGERIAL SKILLS- SEMINARS ORGANIZED BY THE 2<sup>ND</sup> YEARITES

Abhirup Das Gupta, Aditi Gogoi, Ailung Lahon and Alok Prasad organized a panel discussion on “**The impact of Service Marketing in the era of Globalisation with special reference to North East India**” on 19th August, 2011. The eminent panelists of the session were Mr. Rajib Sharma, District Head, 108 Emergency, GVK and Mr. Tridip Sharma, Regional HR Head, Airtel.



A panel discussion on “**Problems and Prospects of Small Level Entrepreneurs with Special Reference to North East India**” was organized by Athokpam Dinesh Singh, Bastav Baruah, Azmin Haque and Animekh Das on 26<sup>th</sup> August, 2011. The eminent panelists of the session were Mr. R.M. Talukdar, AGM, NABARD and Dr. S.K. Saikia, Director, IIE .

Debajit Choudhury, Dipamoni Chaliha, Dipankar Muchahary and Diptanu Goswami organised a panel discussion on “**Emerging Growth Opportunities for Tourism in North East India**” on 10<sup>th</sup> September, 2011. The eminent panelists of the session were Mr. Anurag Singh, Managing Director, Assam Tourism Development Corporation, Mr. Saumitra Sen, Associate Faculty Member, Institute of Hotel Management (IHM) and Mr. Hiran Saikia, Information Officer, Directorate of Tourism



Bhaskar Das, Bhaskar Jyoti Borah, Bidyut Basumatary and Shyamaljit Bharali organised a panel discussion on “**Human Rights and Humanitarian Assistance**” on 17<sup>th</sup> September, 2011. The eminent panelists of the session were Shri Ravi Sagar, , President, Legal Cell for Human Rights and Dr. Subham Rajkhowa , HOD, Department of Law, Gauhati University.

Gauri Khuttiya Deori, Gitumoni Bujarbaruah, Indrani Sarma and Isha Siotia organised a panel discussion on “**Developmental Projects and Its Managerial Challenges in North-East India**” on 20<sup>th</sup> September, 2011. The eminent panelists of the session were Dr. Ashish Kumar Bhutani, IAS, Commissioner and Secretary, GDD & Finance, Assam Secretariat and Mr. Pradyut Choudhary, PWD Chief Engineer (Buildings) .

*All the sessions were moderated by Sanjib Raj, Faculty, Assam Institute of Management.*





**A GREAT OPPORTUNITY TO MAKE A DIFFERENCE SELDOM COMES, BUT THE SMALL ONES SURROUND US EVERYDAY-SOCIAL ACTIVITIES AT AIM.**

**AIMites SHINE...its not just academics**

Sabyasachi Banerjee and Sumit Kanoi participated and won the 2nd prize in Inter College Quiz Competition at Doordarshan Kendra. Nikita Baid, Sumit Kanoi, Debasish Kalita, Pratim Borkotoky and Sudip Chakraborty participated in the Industrial Conclave at TECHNICHE- the techno-management fest at IIT Gauhati. Abhilashi Bhuyan and Sabyasachi Bannerji participated in the Premo-Prajna Choudhury Memorial Annual Paper Presentation Competition organised by Gauhati Commerce College,( women's forum) at its Campus on 5<sup>th</sup> November, 2011 . Sabyasachi Bannerji came out third in the event. On 19<sup>th</sup> November 2011, Abdul Quayyum, Ashish Sureka, Marsin Farook, Shikhar Choudhury and Trishanku Barman participated in " MEDIA MINDPRINTS 2011", a yearly event organized by International School of Business and Media (ISB&M) (Kolkata), in different cities of India and won prizes in Advertising and Photography contests.

*Congratulations all, Keep this energy going...( They are all 1<sup>st</sup> year PGDBM participants)*



*Social Activities*

The idea behind a Green campus led Keshab Bhattarai, Krishanu Baishya, Madhuri Poddar and Moon Gogoi to initiate a tree plantation programme at the new campus of Assam Institute of Management at Paschim Boragaon. They started with a small step towards protection of the environment on 11<sup>th</sup> September'11. On the same day Jayashree Basumatary Jintu Gogoi , Juthika Deori and Jyotirmoy Goswami organized a social activity at ASHA BHAWAN, a drug rehabilitation centre of Assam. "Bachche, mann ke sachche!!" ... again on 17th September'11, Neha Jain, Nilamoni Kumar, Namita Baruah and Nirmali Kharghoria decided to spend the day with the kids of Auxillium Snehalaya, Noonmati. It all started with an introduction by Sister Roselym about the organisation and the kids. This was followed by a drawing competition, some games and a movie presentation and the day was wrapped up with lunch and ice creams! Another team consisting of Pooja Newar, Prajnam Sarma, Pratinov Pratim Sharma and Priyam Bajaj visited the Guwahati Blind High School, Basistha, on 19th September'11 and organized a Talent Search among the students. Zamal Hussain, Faculty, Assam Institute of Management was present to judge a few events.

A free medical health check up at AIM campus, Bamunimaidam, Guwahati was organized by Pronami Prasara, Puja Saikia, Rajat Swami and Ranjit R. Kujur on 20<sup>th</sup> September'11. The noble initiative was supported by the International Red Cross Society, GNRC, Guwahati and International Hospital. The doctors' involved were Dr. B. K. Das (Medicine), Dr. Debanjib Kr. Sarmah (Dental Surgeon), Dr. Amit Ranjan Barua (consultant Neurologist) and five nurses from the international Red Cross Society. The Camp provided for a general check up, ECG test, Sugar test, dental checkup and neurological checkup. During the waiting hours tips on healthy living were advertised through video clips and posters. The event recorded over a hundred participation across the city...

**TRIP TO TATA NAGAR...through the words of Rajat Swami(2nd Year participant)**

It's not often that you sleep for 24 hours after coming from any trip but in my context at least it holds true and also communicates the level of fun and frolic we had. It all started on 30<sup>th</sup> November, Sunday afternoon when we were supposed to depart from Guwahati in the Saraighat Express , I remember being very sick the previous day with a sore throat (*would have missed the class kind of..but the trip, not at any cost*). Anyways back on track, we reached Kolkata (Howrah) the next day. The journey was not at all static at any point of time, Dear God! we slept at 1 AM and again woke up at 4 AM to board the train. Finally the Geetanjali Express dropped us at our destination and we lodged at a Jamshedpur hotel (Boulevard), a decent pick. The next day we all geared up ourselves to visit Tata Motors, we were first given an introductory presentation at the MTU (Management Training Center) , following which we made a visit to the commercial vehicles factory at Sakchi, where we saw live demonstration of truck assembly lines, testing circuit. The whole episode took about 6 hours and we were back by 3 PM to have lunch. Later in the evening we made a visit to the zoo as well as the one of a kind laser show in India describing the culture of India and



*Jamshedpur Industrial tour*





the philosophy of the Tata's. Next day we were scheduled to visit Tata Steel and Rusi Mody's Center for Excellence which kept us busy, the entire day. We also had a session on Management by a prominent personality at 5 PM, so later in the evening went up exploring the city. Next day we were on our way to Digha better known as the poor man's beach. We reached there by afternoon and with the whole evening in our hand had fun on the beach and finally the must to do shopping at night. It was a calm journey back home on train but the calm was more so because I think we started missing the trip before it even ended.

*(As an educational and industrial tour, the final year participants visited Jamshedpur from 1<sup>st</sup> to 5<sup>th</sup> November'11. They were accompanied by Pratul Ch Kalita, Irfan Ullah and Chandan Borah of AIM.)*

### **Director's Activities**

Dr.N.N. Sarma was invited by the ONGC Academy to deliver the ONGC Chair Lecture on "Leadership, Motivation and Ethical Issues in Management" at the ONGC Academy Auditorium, Dehradun on 18<sup>th</sup> July 2011. The lecture was attended by about 120 executives of ONGC. In partial fulfilment of the requirements of ONGC Chair, Prof Sarma conducted a research project, "CSR in ONGC- Insights from case studies in opera hand areas of Assam". The draft report has already been submitted.

Dr Sarma also delivered a speech on "Resource Management in Infrastructure Development" at a Seminar on "Model Concepts for Improved Habitat" organized by Chief Engineer, Shillong Zone of Eastern Command, on 24<sup>th</sup> September 2011. In the proceedings at the seminar, a paper, "Resource Energy and Environment Management- A case study or a Model Concept in Management Education" was also published.

### **Faculty news**

Mreeshi Agarwala: Submitted her Ph.D. thesis entitled "Status of aged women and their living arrangements in Kamrup District of Assam" under Faculty of Science, Geography Department, Gauhati University. *Our Best wishes are with you...*

She was a member of the interview board for the recruitment of Social Safeguard Specialist for AIFREMA. The interview was held on 8<sup>th</sup> September'11. She also attended the Seminar on India's Engagement with Free Agreements (FTAs) : Business Opportunities and Challenges, jointly organised by Federation of Indian Chamber of Commerce and Industry (FICCI) and Federation of Industries and Commerce of North Eastern Region (FINER) on

23rd September, 2011 at Hotel Gateway Grandeur, Gauhati. Again on 14<sup>th</sup> & 15<sup>th</sup> October'11 she attended the Conference on Management Education – The Road Ahead, Meeting the Challenges of Globalisation organised by IIM, Kolkata.



*Pratul Ch Kalita presenting his research paper "Application of MRFSV tool to study effectiveness of marketing research findings in product design" at City University, London in the month of Sept '11*

Dr. G.K. Sharma: Imparted Career Guidance Sessions at Mariani College, Jorhat on 15<sup>th</sup> October'11 and Lalit Chandra Bharali College, Guwahati on 29<sup>th</sup> September'11. He was invited as a guest in a Career Guidance Television Programme telecasted by Doordashan another Career Guidance Programme which was aired by AIR (All India Radio), Guwahati in the month of September.

Sanjib Raj: Conducted a Career Planning Programme at the 'Anwasha Children Book Fair'. He also conducted a seminar on Accrual basis of Accounting organised by 'Directorate of Accounts and Treasuries' (Deptt. Of Finance, Govt. of Assam) and also delivered sessions on Audit reports in an orientation programme for audit officers organised by 'Directorate of Audit (local fund), Govt. of Assam. He was also a part of the meeting of the State Skill Development Council on 20<sup>th</sup> October'11 organised by the 'Department of Labour and Employment (Govt. of Assam).

In the month of September Rashida T. Noorain undertook a session for the budding entrepreneurs conducted by NSIC (National Small Industries Corporation), Guwahati on Management in Entrepreneurship.

Zamal Hussain and Karabi Goswami took sessions on Financial Accounting and Management at the Workshop on Finance for Non Finance Middle Level Employees and Executives organized by Gauhati Management Association, in the month of October'11.

### ***WE ARE PROUD OF YOU...Dr. Rashida***

Rashida Tahira Noorain have been awarded her Ph.D from Dibrugarh University on the topic "Productivity and Quality Awareness in the Tea Industry: A Comparative Study of Bought Leaf Tea Factories and Estate Owned Tea Factories in the Upper Brahmaputra Valley of Assam". She has worked under the supervision of Prof. Pranjal Bezborah, Dept. of Commerce, Dibrugarh University.

*AIM Parivaar congratulates Dr. Rashida on her achievement and showers her with Best wishes for the future...*



*Saare Jahan Se Accha...  
Hindustan Hamara*



*Leading from the front....  
Director in action*



*"To our teachers with love"  
Teacher's Day at AIM*

*At AIM we  
practice*



*Celebrating the festival of lights*



*Fun at  
workplace*



*Yellow Yellow Happy Fellow...  
Memoirs from Tatanagar*



*"Jindegi na milegi dobara.."*



#### AMULET INFO

Ghau (also known as Gao, Gau, and Prayer Box) is a small prayer box used traditionally by Tibetan Buddhists as portable shrines where prayers and sacred relics are kept and used during their travel to hold their sacred deity inside. It is used to carry prayers or prayer concerns (of any religion) or photos, poems, small items, or memories.

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