

## FOR PRESS RELEASE

Assam Institute of Management (AIM) was promoted by the Government of Assam as an autonomous Institute by a Cabinet Resolution in 1988. As a Government of Assam Society, the Institute carries out its activities under the aegis of the Department of Higher Education (DHE). AIM is administered by a Governing Body headed by the Honorable Minister of Education, Assam, Dr. Ranoj Pegu who is the Ex-Officio Chairman. AIM is also monitored by an Advisory Committee comprising of 2 Government of Assam nominated members namely Shri Shantikam Hazarika (Founder Director, AIM) and Dr. Bhupati Kr. Das (Former Managing Director - NRL & BORL). The Institute has played a stellar role in the promotion of management education, training and consultancy in the north eastern region of India. In the field of education, it has been offering its flagship 2 year full time management programme, short term courses and allied activities to the satisfaction of various stakeholders in the region.

This year with the approval of Government of Assam, AIM announces admission to a new flagship Programme which is the first of its kind in the north eastern part of India. It is called the 4-year Integrated BBA/MBA Programme leading to Master of Business Administration (MBA). The Programme is approved by All India Council for Technical Education (AICTE) and affiliated to Assam Science and Technology University (ASTU). This Integrated Programme is under National Education Policy 2020, with multiple entry and exit options. It involves appropriate job-oriented subjects along with other fundamental management related subjects. The eligibility for the Programme is XII pass-out from any stream. Eligible candidates seeking admission into the Programme must register themselves in the SAMARTH PORTAL at <https://assamadmission.samarth.ac.in/>. The Programme has an intake capacity of 60 students. With a commitment to provide 100% placement assistance, this Programme has a unique element called F-L-A-R-E, which is a blend of F-Fun, L-Learning A-Activity, R-Rigour & E-Experience. In this course, a participant can complete the Masters in 4 years, instead of 5 years as per conventional mode. The objective of this course is to benefit students in becoming entrepreneurs, active job seekers and sincere management professionals. With a new era in Management Education, where one can think beyond a career in Engineering, Medical, Law or any other, this 4 year Integrated BBA/MBA Programme is one of the right choices from the varied options available under NEP2020.

With a humble beginning, the Institute today flourishes at its own spacious campus at Bigyan Path, West Boragaon. AIM today boasts of a cadre of dedicated faculty members responsible for administering the various Programmes, state-of-the-art infrastructure with Smart Classrooms, a digital Conference Hall, a well-furnished, spacious and secured Hostel, adequately stocked Library (with more than 11500 volumes, journals, magazines, etc.) and a modern Computer Laboratory. AIM also functions as a distinguished Research Centre under the affiliation of ASTU and exclusively provides a Doctorate of Philosophy (PhD) Programme. AIM campus is Wi-Fi enabled with high-speed internet being supported by NKN. The infrastructure is funded by the Ministry of DONER-Government of India and Government of Assam.

Kind Regards



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