

AIMER view



MAKING OUR LINE LONGER

During our school days, we wouldn't get a free period when a teacher was on leave. Another teacher would be assigned as a substitute. Such classes used to be really enjoyable, since those substitute teachers used to keep us entertained by telling stories or asking us to solve puzzles. Invariably, the experience used to be enriching.

In one such substitution class in my VI standard, the teacher Mr Joseph Elias, who was extra-ordinarily good at giving puzzles, just came and drew a vertical line on the blackboard.

And then he threw the question to us.

“Can you make this line smaller without touching the line?”

None in the class could solve it. I'm sure you would all have come across this puzzle and you know the answer. Well, the answer is to draw another line longer than this one. As young boys, we were very impressed.

But what was more impressive was the life lesson he taught us using this puzzle.

We always encounter competition - be it from siblings at home, other classmates or other players on the sports field. As hunters and gatherers, it is a natural human instinct to outsmart others. But always ensure, we do it in a way that does not inflict physical or mental harm on others.

For example, Try to put in extra hours of study to get more marks than other students or put in extra hours of practice to ace your competitor in the sports field. In this endeavour, sometimes we win, sometimes we lose; but one thing is for sure, we will always be able to improve our performance.

We will always emerge a winner if we set "striving for constant improvement" as one of our guiding principles in life. Striving for constant improvement without hurting others (it could be your competitor, or it could be society or could even be the environment) has great relevance in today's hyper-competitive business world.

Always try to aim to overtake the best organization in our domain through constant learning and constant improvement. However, don't try to score over our competitors by damaging their reputation or adopting dirty trade practices. If we play dirty, the competitors will also start playing dirty. It will damage the entire market in the long run.

However, there is one very high risk in the approach of striving for constant improvement. There is no guarantee that our competitor indulges only in fair play. He can play dirty. In such a scenario what should be our approach?

The best way is to build a strong defence. The biggest threat in today's era is information security. Information leakage can happen in two ways - Through technical vulnerabilities and/or people's faults.

Technical vulnerabilities can be fixed to some extent by investing in state-of-the-art cyber security systems.

However, studies show that more than 80 % of the risk can arise from people. Most of the time it is done in an innocuous manner (meaning people don't do it intentionally). People are generally unaware of the potential risk when they share information.

We, in India, have a cultural risk because of our lower education level. As a result, the regulatory framework is also not strong. In this situation, to build a strong defence against dirty competition, companies need to build a loyal, informed and motivated set of stakeholders. It is not just enough that the company has a loyal and motivated workforce, the customers, suppliers, shareholders and creditors also need to be informed of potential breaches in security.

Organizations, therefore, need to invest heavily in educating the stakeholders. We may have to do it ad nauseam, but it will pay off.

The following example from a similar domain will help us understand the importance of constant education.

Each time we travel by air, we are subjected to boring safety announcements. But it is a part of reinforcing the importance of observing safety standards. This has paid off in the air travel industry. Today it is safer to travel by Air than walk on the road!

A similar exercise could be to create awareness among the stakeholders about the security practices to be followed while exchanging and using business-related information.

It is a long and difficult journey. But definitely, a sure method to make our line longer without touching your competitor's line.

Research has shown that if we focus on changing into a progressive mindset inherently, affordability will increase. Japan, Korea, and Singapore are good examples.

But how do we encourage the change towards a progressive mindset?



Harikumar M

Chief Business Officer,
AIMER Business School



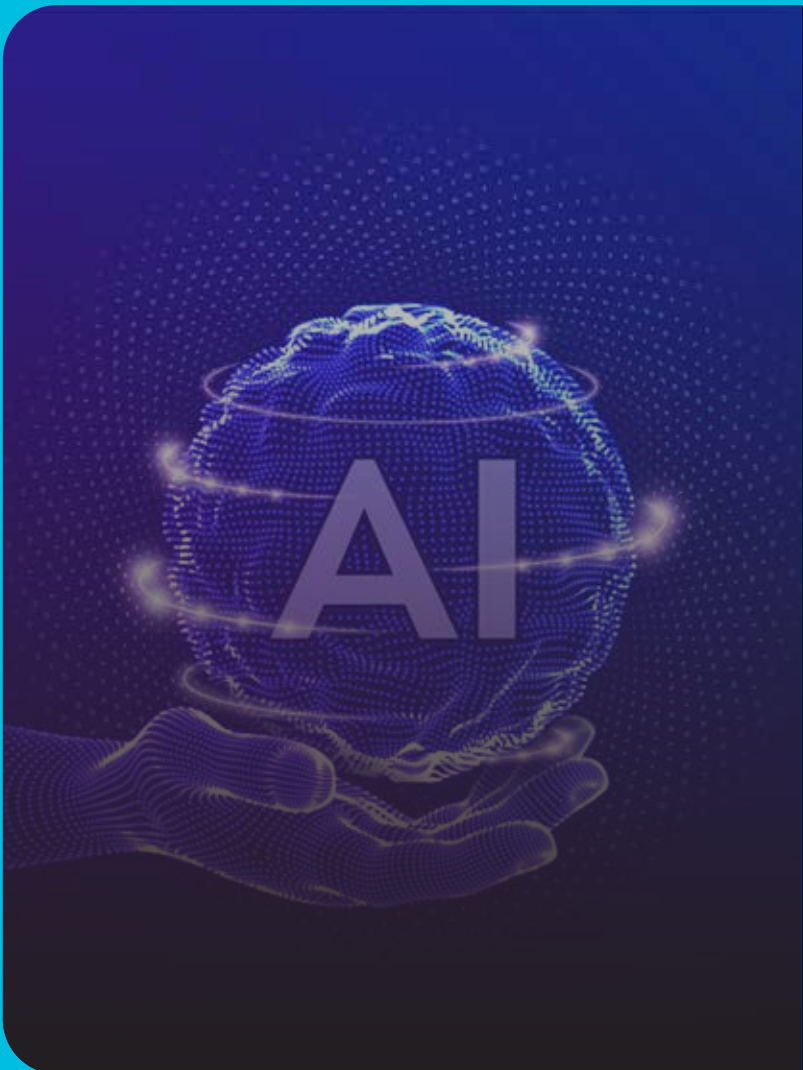
TOP 5 BUSINESS SNIPPETS



Union Budget 2023

On February 1, the Union Budget 2023 was presented by Finance Minister Nirmala Sitharaman. With the general elections set to take place next year, Sitharaman emphasized that the Indian economy is making positive strides towards a prosperous future.

Sitharaman's announcement of significant changes to tax slabs under the new tax regime, as well as an increase in the allocation for railways and capital expenditure, is expected to provide a significant boost to taxpayers and the economy.



Race for Artificial Intelligence

February saw lot of developments in terms of progress in Artificial Intelligence. Google introduced Bard and then suddenly its market share fell by 120B because of a simple error by Bard. Microsoft incorporated ChatGPT into Bing but then testers reported weird responses from it. Amazon enters the AI race. Deepfakes fills up the internet and made problems, especially for women. And more.



Air Indian Makes a Record Breaking Deal

Air India Ltd achieved a significant milestone in the aviation industry by placing the largest-ever aircraft order. The Tata Group airline has agreed to purchase 540 aircraft from Boeing and Airbus, paving the way for its expansion both domestically and internationally.

The acquisition of a combination of short- and long-haul aircraft is projected to cost Air India an estimated \$82 billion based on list prices. However, the actual cost is expected to be lower due to discounts and incentives that come with bulk orders.



TOP 5 BUSINESS SNIPPETS



Indians Are Spending More Than \$1B Every Month on Foreign Travel

According to recent data from the Reserve Bank of India (RBI), Indian citizens spent an average of over \$1 billion per month on international travel between April and December of 2022-23. These figures represent a significant increase from pre-Covid levels.



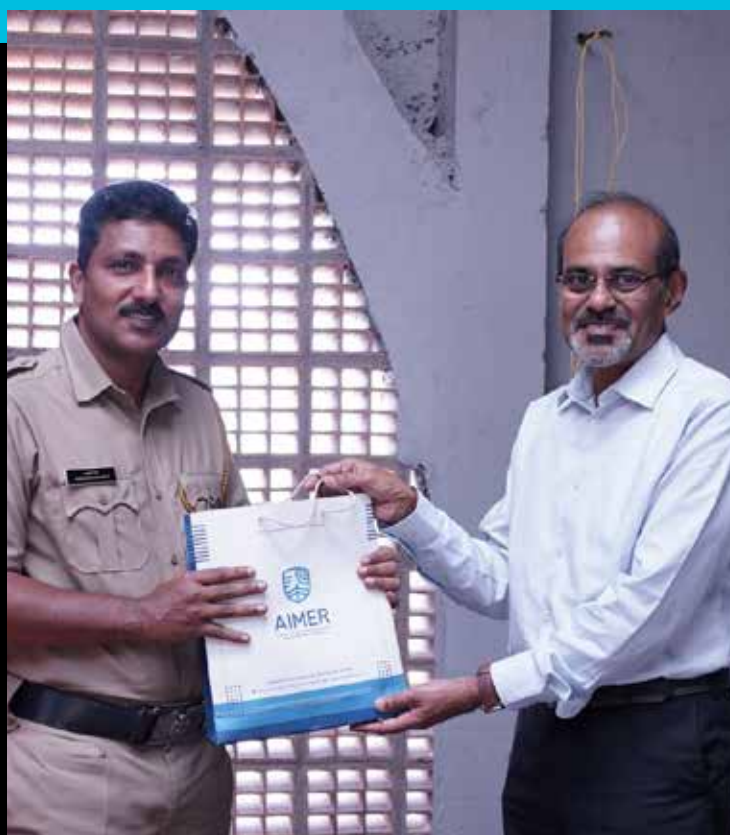
Germany-India Free Trade Agreement

As part of its strategy to enhance engagement with the Indo-Pacific region, the EU is considering a free trade agreement with India. The bloc aims to capitalize on anticipated economic growth by pursuing bilateral agreements in the area and potentially counteracting China's expanding influence in the region.

Negotiations to establish a free trade agreement between the EU and India were resumed last year, with the objective of concluding discussions by the conclusion of 2023.



AIMER ROUND-UPS



Anti-Drug Awareness Program

On 20th January 2023, AIMER Business School held an anti-drug awareness program attended by both students and staff. The program's chief guest was Mr. Prasad, a civil excise officer and resource person in an anti-drug organization. During the event, Mr Prasad highlighted the dangers of drugs and alcohol, emphasizing their negative impact on health, relationships, and future prospects. He also discussed how drug addiction could contribute to social and economic problems.

Overall, the anti-drug awareness program was a worthwhile initiative aimed at educating students and staff on the hazards of drugs and alcohol. The event provided valuable information, encouraged attendees to make informed decisions, and is expected to have a positive impact on their behaviour in the future.



Badminton Tournament

On 4th February 2023, students organized a badminton tournament to promote the importance of sports in our lives. The event was successful, with ten teams competing, and Team "Ecomount" winning the trophy.

The tournament not only promoted sports but also aimed to enhance the students' management skills. They were involved in the planning and execution of the event, which allowed them to learn skills such as project management, advertising, time management, and people management. These skills will prove useful in their future careers and personal lives.



Faculty Development Program

A happy classroom leads to a productive classroom, and one way to achieve this is through games and activities that keep students engaged and energized. On 19th January 2023, a faculty development program was conducted on games and activities to create a fun and engaging learning environment. The program was led by Mr. Kunchumammed, who discussed over 50 games and activities, including icebreakers, team-building activities, and energizers. The aim was to help the students stay interested and motivated.

The program was attended by the AIMER faculty and academic counsellors, and it was highly interactive. Participants actively engaged in the games and activities, and the program was informative and helpful.



Entrepreneurship Development Program

AIMER Business School has launched an entrepreneurship development program to spread awareness among students in various higher secondary schools and colleges in Kerala. The program aims to encourage students to explore entrepreneurial opportunities and create an entrepreneurial mindset. As of now, 18 institutes across Kerala have participated, reaching a large number of students. The program was interactive and well-received by the students and faculties of the participating institutes.

This initiative by AIMER Business School is expected to create excitement and enthusiasm among students towards entrepreneurship and encourage them to take up entrepreneurial opportunities in the future.



TIER Examination

AIMER B-School is conducting the Tier Exam, which is an essential part of the school's academic program, to assess the knowledge and skills of the enrolled students. The exam covers various subjects such as accounting, marketing, finance, and management, and comprises multiple-choice, short-answer, and essay questions. The school is conducting the exam in a highly organized and regulated environment, ensuring fairness and impartiality. The Tier Exam is a challenging and comprehensive assessment that requires the utmost dedication and hard work from the students. The successful students who perform well in the exam will have an excellent opportunity for personal and professional growth in the future.



**COMPANY
WATCH**



The Story of **Build World** CONSTRUCTIONS PVT.LTD

Buildworld is a construction company that has established itself as a leader in the industry through a steadfast commitment to customer satisfaction and an unwavering dedication to service. Our brand ethos is founded on creating a culture of engagement that drives innovation, sustainability, and excellence in everything we do.

With a loyal client base and a team of highly skilled engineers and execution specialists, we offer a comprehensive range of services to add value to residential and commercial properties. Our state-of-the-art equipment and transportation enable us to deliver high-quality projects quickly and efficiently, while our collaborative approach ensures that every project is tailored to meet the unique needs and requirements of our clients.

We take great pride in offering modern, affordable, and sustainable solutions that not only set our clients' spaces apart but also create a warm and welcoming atmosphere that attracts positive energy. Our commitment to customer happiness is reflected in every project we undertake, and we are dedicated to delivering solutions that resound with their own unique identity.

Learn more at buildworld.in



QUIZ TIME

One winner will get free gifts & a mention in the next edition

As per the new tax regime, which of these will get cheaper?

- a** Silver
- b** Mobile phones
- c** Imported luxury cars & EVs
- d** Imitation jewellery



**REPLY YOUR ANSWER(S)
IN THE WHATSAPP CHAT**



* Correct answer will be in the next edition.
Last edition's answer is [C. OpenAI](#)



**Last Edition's
Quiz Winner!**

Shufaj Puthalath Thaliyil

Juma Al Majid group
Mechanical Engineer, Dubai



**Get in Touch with AIMER's
business-growth experts to learn
different ways to scale your business.**



AIMER view