

AIMER View

A New Year.
A New Beginning



We at AIMER are really happy to see that you are reading our first ever newsletter. AIMERView is our new effort to make business news and updates available for every business leader in our circle. You'll also know what all things are happening within AIMER as well.

Do enjoy this newsletter, and give a reply to let us know your feedback. Have fun!

MALABAR WILL RULE ONCE AGAIN

Right from the 1st Century BCE, during the ancient Roman Empire, our Malabar was a flourishing center of World trade, especially spices. Malabar was the all-encompassing term for the entire West coast from the southwestern coast of Maharashtra to the southern tip of Kanyakumari.

Unfortunately that situation changed. For the past 500 years or so, Malabar's glory dwindled and other trade centers like Hong Kong, Singapore and London outshadowed the Malabar.

But that is not because the people were lazy or the heavy brain drain (domestic talent moving out to foreign countries).

It's just that the world moved too fast for us to keep up. The global trends, technology advancements, business ideologies and systems came to be too advanced for the people of Malabar to adapt to. It's like the sails of the ship is not properly aligned to the ocean's currents to take full advantage of the wind, as a result, the ship is late and the seafarers have put in extra effort to reach the destination.

But if we are ready to realize the direction of the wind and make proper adjustment to the sails, then this ship too can sail along with other global ships.

However, that task is easier said than done. There's too much to be taken into consideration like the macro-economic & microeconomic trends, technology, quality talent acquisition, etc. All the stakeholders will have to come together with a strong vision and be ready to shed old habits for new better ones.

But to inculcate this process, everyone from all aspects of a business ecosystem have to change their ways, starting from the education itself. Because that is where habits are learned and carried across throughout life.

Right now, we are seeing a movement from young entrepreneurs who are brimming with ideas and starting up. Malabar is seeing dozens of start-ups springing up every now and then that is looking to disrupt and innovate several aspects of life.

AIMER has endeavored on a mission to enrich and empower all the stakeholders of a business ecosystem, from the student to teacher to the entrepreneur and even the workforce by providing various learning opportunities.

Through these monthly newsletters, we present you with one such opportunity. We are confident that together we can all synchronize our actions and put our Malabar back to the top.



By Harikumar M,
Chief Business Officer, AIMER B School



TOP 5 BUSINESS HIGHLIGHTS OF THE WEEK

1

ChatGPT Reaches One Million Users in Just 5 Days



ChatGPT, one of the latest AI tools by OpenAI, a leader in AI Research & Development, is gaining lots of traction. In it, one can chat like a normal human and the bot replies with natural sounding sensible responses. But experts say that it's still not the best one yet and comes with many flaws as it's still in the learning (Beta) stage.

2

RBI introduces e-Rupee



Amid digital transactions increasing to sky-high numbers, RBI has introduced Central Bank Digital Currency (CBDC). It acts the same way as fiat currency (paper cash) with the same denominations, but digitally. It is only available to select people and merchants now.

3

MNCs Are Quitting India...



Many big players are falling behind in their mission to capture the Indian market. Ford, Holcim, Metro, etc. are some of them. But why? It's mostly due to the fast-paced shift and dynamics of the Indian market toward digitalization and other trends. And domestic companies are quick to catch on compared to foreign MNCs.



TOP 5 BUSINESS HIGHLIGHTS OF THE WEEK

4

India Jumps from 9th to 5th Place in the Hurun Global List 2022



5 Indian companies are featured in this year's Hurun Global 500 List, sharing the place with Canada. The top 3 Indian companies are Reliance Industries (\$202B), Tata Consultancy Services (\$139B), and HDFC Bank (\$97B).

5

The Biggest Business Risk in 2023? It's Cybersecurity



Experts are saying that as companies are investing more into transitioning digitally, and with the hybrid work modes being allowed, the biggest risk companies could face is getting their data stolen. And this could cause huge financial losses, especially since India is one of the most vulnerable cybersecurity victims with 68%.



AIMER UPDATES



MD of Midas School of Entrepreneurship, Pune visits AIMER B School

Ms. Pooja Shah MD of MIDAS School of Entrepreneurship, PUNE, who has made a million young entrepreneurial dreams come true visited and took a full house session for AIMER students.



Post Graduate Work-Integrated Program 2nd Batch Started

An induction ceremony was held on 15th of December 2022 with the objective of giving the students and parents a complete overview of campus life, curriculum and student goals.

Dr. Abdulsalam, (CEO, MKC) delivered the inaugural address in which he talked about sustainable development in all aspects and how MKC is venturing neck deep into sustainability.

Dr. Rauf (CEO, Meem) shared his valuable startup experience and MKC's incubation initiatives. Mohammed Mon (CEO, AIMER) shared valuable leadership tips and Harikumar, (CBO, AIMER) enlightened the students on the importance of personal branding. Finally, all the key faculty briefly talked about the modern trends in business.

The event concluded with a campus tour followed by lunch.



AIMER UPDATES



Mini Industrial Visit - 2022

An assignment turned into an amazing experience as UG student Aman and team organized a mini industrial visit on 7th Dec 2022 to Kinfra & En Ooru - Tribal habitat in Wayanad.

The assignment was given to increase their management capabilities from team management to project management to effective communication.

Students visited the VKC and United Foods plants inside the Kerala Industrial Infrastructure Development Corporation (KINFRA). It's proven to be a true catalyst in industrial growth in Kerala by providing the best industry specific infrastructure to companies.

After that, they went to En-Ooru, a tribal heritage village providing visitors with a vibrant experience of what it's like to live in a tribal community.



AIMER FOOTGALA 2022

The students of AIMER recently conducted Inter-collegiate football matches on 17/12/2022 (Saturday). It was a real treat to the sports Aficionados from all the teams who participated in the game as if they were playing in the FIFA WC Final Match.

The main sponsors of the event were Ziya Boutiques, Yummy Fried Chicken, Badr Bakers, USFC etc.

There were 8 teams in total, viz., Markaz Unani Medical College, Markaz Law College Team A, Markaz Law College Team B, Talenmark, EcoMount Builders, Tigris Valley, Hill Sinai Centre of Excellence and AIMER Business School.

With all pride and prestige, AIMER B School brought the Winner's trophy home. The Runners trophy was won by Fez Inn Hotels.

For the students, the event was a real-time case study of team coordination, leadership skills, and time management. The biggest lesson was crisis management and the students did an excellent job during a crisis and made the event a memorable one.

Sincere thanks to the CEO Mr Muhammed Mon for his esteemed presence for the entire event as he was one of the reasons for the success of this great event. Success stories give us new experiences and failure opens up new ways to destiny.

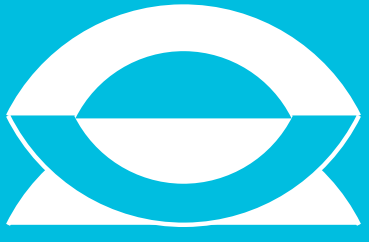


AIMER UPDATES



International Summit of University Leadership on Climate Action - 2022

On 17-19th October 2022 in Markaz Knowledge City, international delegates from several international universities came together to discuss and form action plans against several climate hazards.



COMPANY WATCH



imtibish herbals

Over sixty one percent of all deaths in India are attributed to lifestyle or non-communicable diseases. Every 12th Indian is a diabetic and India ranks second in the list of countries with highest diabetes patients. These are just some of the statistics pertaining to lifestyle problems. And this is the basis of the vision that Imtibish is founded upon; to promote wellness like never before and help people live a disease free life.

This is being carried out by developing brands in the health and wellness industry and bringing the entire spectrum Herbal Medicines under a single roof. Imtibish concentrates on producing pure, authentic and high-end medicines and products based on the traditional sciences of Unani and Ayurveda. The core deliverables include everything from Luxury Wellness Services to medicines to herbal & natural food products.

Imtibish Herbal mainly focusing on three verticals. One is Unani and herbal medicines which are made through fine research methodologies. Nutraceuticals and food products are the second vertical, which will feed deficiency of proper vitamins and nutrients. Third segment consists of pure herbal cosmetics to come up with the trend by least or chemical free items.

Company was founded by two visionary persons Dr Shareef and Dr Shahul, who were served as Government Unani Medical Officers for many years. Their vast expertise and adapted proven methods in herbal field devoted to establishing Imtibish Herbals.

In the wake of the Covid pandemic, preventive healthcare gained prominence in the consumer mind. This market is projected to reach \$197 billion by 2025, with a CAGR of 22%. With this in mind, Imtibish is looking to take things online in the near future to help bring this vision to everyone across the world. During Covid our two products Arq Ajeeb and Wabanil acquired global attention with its healthy results. We generated high sale volume and large customer network through it.



At present we produce 50+ herbal medicines and products in our primary plant. We distribute through different networks inside and outside India. Our team of medical experts, scientists and managerial persons are here to bring result-oriented practices on Unani and Ayurveda to address them globally. Also involved in conducting CME's for doctors for enhancing depth knowledge to provide better treatments.

If you are interested in learning more about the company, please check www.imtibishherbals.com

QUIZ TIME

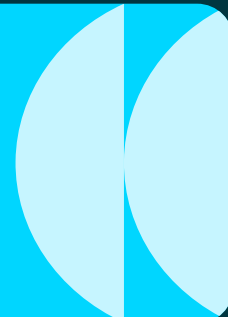
Two quiz winners will get free gifts & a mention in the next edition

Which is Kerala's first tribal heritage village

- a** Ahalia Heritage village
Elappully Palakkad
- b** Nellarchal Wayanad Kerala
- c** Yodha Cultural Village Kumily
- d** EN Ooru Lakkidi, Wayanad
- e** Attappadi Tribal Village, Palakkad



SCAN THIS QR TO
REPLY YOUR ANSWER



* Correct answer will be in the next edition.

**There's a clue in this newsletter!



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

AIMER
THE UNIVERSITY OF MANAGEMENT
SCIENCE AND BUSINESS

AIMER view