

# AIMER view



EDITION 14

# UNSTICKING BOUNDARIES: THE UNLIKELY TRIUMPH OF POST-IT'S FROM AN ADHESIVE FAILURE

Once upon a time in the vast expanse of academia, a compelling journey unfolded, ignited by the unassuming invention of the Post-it Note. In this tale, the modest adhesive creation transcended its physical form; it became a metaphorical key, unlocking a transformative narrative for business schools on a global scale. Join us as we embark on an enchanting storytelling expedition, traversing the realms of innovation, resilience, and collaborative prowess. In the prelude of our narrative, we set the stage in the corridors of academia where Dr. Spencer Silver embarked on an audacious quest for a super-strong adhesive. Little did he fathom the magical twists of innovation concealed within this pursuit. Like a masterful storyteller, the unintended revelation of a weak adhesive unfolded, revealing the captivating unpredictability of creativity. This academic tale commences here, inviting business schools to cultivate a culture where experimentation reigns supreme, where unforeseen breakthroughs are not just welcomed but celebrated as serendipitous opportunities for academic growth. As we delve into the first chapter, we witness the alchemy of discovery in the genesis of the Post-it Note. Dr. Spencer Silver's pursuit, initially aiming for strength, unraveled the enchanting magic of unexpected innovation. Drawing parallels to the hallowed halls of academia, we encourage business schools to foster an environment where experimentation is not just a means but a mindset. Here, unforeseen breakthroughs are not deviations but integral chapters in the journey of academic exploration.

As the narrative unfolds, we encounter an unexpected chapter where setbacks transform into the saga of triumph. The weak adhesive, once perceived as a misstep, emerges as the hero of our story. In the context of business schools, where setbacks are not uncommon, students learn not merely to endure failure but to dance with it. Here, setbacks become stepping stones, and the art of pivoting towards uncharted avenues becomes a skill mastered in the school of business resilience. Our tale crescendos with the harmonious collaboration between Dr. Spencer Silver and Arthur Fry. Across the landscape of interdisciplinary innovation, silos crumble, and collaboration emerges as the protagonist. Business schools, inspired by this dynamic duet, foster an environment where students traverse disciplinary boundaries, solving problems through diverse perspectives. The initiatives undertaken mirror the melodic collaboration that birthed the Post-it Note, proving that the magic of invention lies in the symphony of interdisciplinary minds.

Lets unveil the profound lessons learned from the Post-it Note's odyssey. The story whispers a guiding mantra to any business:

integrate innovative R&D practices, nurture resilience in the face of setbacks, and champion collaborative, interdisciplinary learning. In this concluding ode to excellence, businesses align with the spirit of the Post-it Note's success, cultivating a culture that not only embraces creativity and resilience but prepares students for the ever-evolving challenges of the dynamic business world.

And so, our narrative gracefully concludes, leaving behind a legacy of unstuck boundaries and an inspiring tale for generations of business scholars to come. The Post-it Note, once a mere office accessory, now stands as a symbol of boundless possibilities and the enduring spirit of academic innovation.



**Adv. SHIFA HANEEFA**

Corporate Relations Executive - GCC,  
AIMER Business School



## TOP NEWS ROUNDUP

### ECONOMY

1



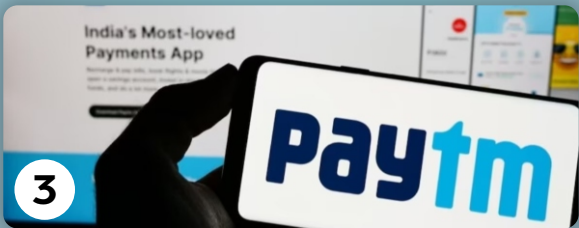
#### **India on track to become \$10 trillion economy, set for 3rd largest slot: WEF President**

India is poised to reach a \$10 trillion economy and secure the third-largest global economy spot soon, according to World Economic Forum President Borge Brende. He highlighted India's unique optimism amidst a polarized world. In an interview, Brende expressed WEF's interest in hosting the India Summit with the Government of India. He noted India's rapid economic growth, evident from the significant interest it garnered at Davos. The Geneva-based WEF, known for public-private cooperation, convenes its annual meeting in Davos. This reflects India's growing importance on the global stage, with potential for continued economic success and collaboration.



## India's business activity surges to a 7-month high in February

India's business activity surged in February, hitting a 7-month peak due to strong demand in manufacturing and services, as per HSBC's PMI. The Composite PMI rose to 61.5, marking the 31st consecutive month of expansion. Both manufacturing and services output grew at a 7-month high, with notable increases in new export orders. Manufacturing PMI reached 56.7, the highest since September, while services PMI hit 62.0, the highest in 7 months. The RBI bulletin confirms sustained economic momentum, predicting growth fueled by corporate capital expenditure. Consumer confidence rose in January, and high-frequency indicators suggest continued demand strength, with e-way bills growing by 13.2% in December 2023 and toll collections up 15.5% year-on-year in January 2024.



## Paytm Payments Bank slapped with Rs 5.49 crore fine for flouting money laundering rules

Paytm Payments Bank faces a hefty Rs 5.49 crore fine from India's Financial Intelligence Unit for violating anti-money laundering regulations. The penalty stems from the alleged routing of criminal proceeds through bank accounts linked to entities involved in illegal activities, including online gambling. Following a review prompted by law enforcement, Paytm Payments Bank's discontinued business segment was found non-compliant. Although the bank enhanced monitoring systems since RBI directed it to halt most services by March 15, Paytm, seeking regulatory compliance, plans to sever ties with its banking arm, simplifying its ownership structure. Both entities belong to Vijay Shekhar Sharma's fintech group, but the bank operates independently.

# MENTAL HEALTH IN YOUR POCKET: HOW AI EMPOWERS WELL-BEING AT WORK

Mental health has rightfully claimed its place at the forefront of workplace wellness discussions. Thankfully, amidst this growing awareness, a powerful ally has emerged: Artificial Intelligence (AI). AI-powered platforms are no longer futuristic concepts, but rather accessible tools transforming how employees manage their emotional well-being. Imagine having a supportive companion for your mental health, readily available whenever you need it, minus the traditional therapist's setting.

Let's explore how AI is weaving its magic into the fabric of workplace mental health:

**Understanding Your Mood, Without Asking:** Picture having a personal emotion tracker. Platforms like Affective analyse facial expressions and vocal intonations, pinpointing subtle shifts in your mood. This early detection empowers you to take proactive steps towards self-care before stress spirals out of control. Think of it like catching the smoke wisps of stress before they engulf you in flames.

**Mindfulness Made Personal:** Feeling overwhelmed by deadlines? Need a quick energy boost? Apps like Headspace don't offer a one-size-fits-all approach. They use AI to curate personalized meditation journeys, tailoring sessions to your specific needs and preferences. Just like a music curator crafting the perfect playlist, Headspace becomes your personal mindfulness guide, offering targeted support whenever you need it.

**Pocket Cheerleaders:** Imagine having a CBT toolbox readily available. Chatbots like Woebot and Wysa do just that! These virtual coaches provide real-time support, employing evidence-based techniques to help you improve motivation, boost productivity, and manage stress levels. They act as friendly, low-barrier entry points to mental health support, especially for those hesitant about traditional therapy. But AI is a Powerful Tool, not a Magic Wand: Like any powerful tool, ethical and responsible implementation is crucial. Here's what to keep in mind:

**Privacy is Paramount:** User data deserves Fort Knox-level protection. AI platforms must adhere to strict regulations, ensuring complete user privacy is never compromised.

**AI Complements, not Replaces:** Remember, AI empowers individuals, but it doesn't replace the invaluable human

connection and expertise of professional therapists. Think of AI as a supportive teammate, not a substitute for professional help when needed.

Transparency is Key: Employees deserve to know how AI shapes their well-being and have the right to opt out of interventions they're uncomfortable with. Open communication builds trust and ensures ethical AI use.

The Future is Bright: AI as a Beacon of Support: AI presents a promising path to enhance mental health support in the workplace. By harnessing its power responsibly and ethically, we can create a work environment where everyone feels empowered to thrive, mentally and professionally. Imagine a workplace where AI acts as a silent guardian, ensuring every employee has the resources and support they need to flourish. The future of mental health in the workplace is bright, and AI is a beacon leading the way.



**Mr. Shankar Alahari**

Associate Professor,  
AIMER Business School

## THE MEMORY PUZZLE: UNLOCKING THE SCIENCE BEHIND HOW WE REMEMBER

Memory, a complex cognitive mechanism, forms the foundation of our daily existence. It facilitates learning, decision-making, and adaptation, empowering us to build on past experiences, recognize patterns, and navigate our surroundings. The science of memory unfolds in three distinct types: sensory memory, short-term memory, and long-term memory.

In the realm of sensory memory, immediate stimuli input, including sights, sounds, and smells, are captured and processed in real-time. This initial filter allows us to interpret the world around us, providing a snapshot of our experiences. Moving to short-term memory, also known as "primary" or "active memory," this type temporarily holds a small amount of information in an active, readily available state for a brief interval. It acts as a temporary workspace for processing and manipulating information.

Long-term memory, the mental library of our minds, stores information for extended periods, preserving valuable knowledge, skills, and experiences accessible throughout our lives. This enduring repository distinguishes itself from the fleeting nature of short-term memory.

The processes of memory – encoding, storage, and retrieval – intricately work together to form a cohesive system. Encoding involves the initial capture and interpretation of information through our senses, similar to taking a snapshot and saving it in a mental photo album. Storage follows, consolidating encoded information into long-term memory, consciously or unconsciously, much like transferring valuable photos to a secure vault for safekeeping. Retrieval, the final step, is the process of accessing stored memories when needed, akin to searching a vault for specific photos during recollection.

To enhance memory, various techniques come into play. Elaboration, or deepening understanding by connecting new information to existing knowledge, creates stronger memory pathways for long-term recall. Chunking, breaking down large amounts of information into manageable pieces, aids in better retention, similar to organizing and categorizing data for ease of recall. Retrieval practice, actively testing oneself on the material, boosts long-term memory by activating retrieval pathways. Whether through quizzes, flashcards, or explaining concepts to others, these strategies contribute to effective memory retention.

The science of memory is a captivating and continually evolving journey. From the intricate dance of neurons to the complex interplay of emotions and experiences, our understanding of how we remember deepens over time. While mysteries persist, the discovery of powerful tools for memory enhancement offers hope for lifelong learning and a profound connection to the tapestry of our own past.



## **Muhammed Roshan**

**UG Student,**  
AIMER Business School



# AIMER ROUND-UPS

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## **Open Mic, Open Minds: College Debate Heats Up**

A lively debate held as part of the Student Representative Council (SRC) hummed with diverse voices! College students, faculty, and staff came together to tackle relevant and thought-provoking topics of our time. The atmosphere pulsed with energy as everyone actively participated, sharing their perspectives and engaging in respectful dialogue. It was a fantastic opportunity to delve deep into important issues, broaden understanding, and foster a sense of community through open discussion.

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## **Where Fashion Meets Smarts**

Our SRC students turned the catwalk into a runway of brilliance at a recent event! Beyond showcasing their fashion creativity and confidence, they impressed everyone with their sharp minds. The winners weren't just chosen for their eye-catching outfits, but also for their ability to think logically and respond to a given challenge. This unique show proved that our students are not only stylish, but also intelligent, making us incredibly proud.

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## **Entrepreneurship workshop**

Zaithoon International's campus came alive with the spirit of entrepreneurship as students showcased their hidden talents under Mrs. Anitha Ashfaq's inspiring guidance. Her workshop wasn't just informative, it was fun and exciting! Through engaging activities and skill-building exercises, students discovered their potential and left feeling confident and ready to make their dreams a reality.



# QUIZ TIME

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

Which financial institution has launched a 'green' bond fund for central banks to promote green finance?

- (a) Bank for International Settlements
- (b) Reserve Bank of India
- (c) World Bank
- (d) Asian Development Bank



REPLY YOUR ANSWER(S)  
IN THE WHATSAPP CHAT

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\* Correct answer will be in the next edition.  
Last edition's answer is '(c) Reliance Industries'



Last Edition's  
Quiz Winner!

**MUSTHAM SHEER KV**

Galfar Engineering Contracting  
SAOG Company, Oman



## COMPANY WATCH

## V Group INTL': A Decade of Luxury, Innovation, and Digital Brilliance



In the heart of the United Arab Emirates, a tale unfolded, scripted by the visionary Faisal CP, the owner of V Group. Back in 2010, the story began with a dream that transformed into reality, as V Group emerged as a symbol of luxury, adorning the landscape with over 20 splendid outlets across the country.

Faisal CP's brainchild, V Group, wasn't just a distributor; it was a curator of refined products, setting a new standard for elegance with an exquisite collection of Sunglasses, Watches, Perfumes, Cufflinks, and accessories. The company's journey was marked by a unique business model, a testament to forward-thinking, embracing decentralized, active management.



In the ever-evolving marketplace, V Group proved its agility, adapting seamlessly to changes fueled by technology and emerging markets. The retail environment, dynamic and unpredictable, was met with finesse as V Group navigated through with innovative strategies. Understanding the pulse of the fast-changing retail world, V Group introduced an A-Z solution and planning approach. In a world where competition soared, the company stood out as a pioneer, driven by a retail culture that embraced innovation. The products crafted by V Group were not just commodities; they were a symphony of cultural heritage and modern luxury, with additions like FragNiche, OptiMax, lfix, and a line of original beauty products that ignited a revolution in the retail market.

The V Group family, comprising over 300 diverse and talented individuals from different nationalities and cultural backgrounds, worked cohesively towards organizational and industrial goals. Faisal CP's leadership encouraged creativity and innovation, fostering critical thinking, passion, and teamwork. As the company thrived in the heart of the UAE's marketing center, it catered to the diverse requirements of the international market, credited with discovering and incorporating uniquely original concepts in the retail market. The saga of V Group unfolded as a story of growth, collaboration, and excellence.

In a pivotal meeting, Faisal CP shared his views on the power of virtual marketing, echoing the sentiment that it was the best way to showcase talents and products. The discussion revolved around the insights of Aziz Almarzooqi, a successful entrepreneur and blogger, emphasizing the impact of social media in reaching a vast audience. Faisal CP, with his entrepreneurial brilliance, discussed the importance of maintaining authenticity in marketing campaigns. The meeting, graced by the presence of Fex, delved into the art of marketing, highlighting that a successful

campaign was about the message it conveyed.

Aziz Almarzooqi, an influential figure in the digital realm, shared his experiences on the efficacy of virtual marketing, emphasizing its potential to showcase products and talents to a wide audience. The narrative continued with discussions on how digital mediums could adapt to change, echoing Faisal CP's belief that the key to a successful advertising campaign was the message it communicated.

As the story of V Group continued, it was evident that the company's success was not just in its luxurious outlets or refined products but in the visionary leadership of Faisal CP. His commitment to innovation, collaboration, and the relentless pursuit of excellence defined the legacy of V Group in the ever-evolving world of retail. The tale of V Group was not just a decade-long journey; it was a testament to the enduring spirit of a company that had redefined the standards of luxury and embraced the digital age with open arms.



# SUCCESS



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**view**