**Fortune or misfortune – who knows?**

Once there was a poor old man in a village. Even kings were jealous of him because he owned a beautiful white horse. Fabulous prices were offered for the horse by kings. But the man was not willing to sell the horse saying, “This is more than a horse to me, an affable friend. And how can I think of selling him?” So he retained the horse.

One morning, most unexpectedly, it was found that the horse was missing from the stable. The whole village heard about it, gathered in his place and commented, “You foolish old man! We knew that someday the horse would be stolen. It would have been better if you had sold him. You could have at least made some money. What a misfortune, poor man?” The old man replied, “How can you say it is a misfortune? All that you could say is the simple truth that the horse is not in the stable. Everything else is your own judgment. By just watching a fragment of a whole story how can you conclude whether it is a misfortune or a blessing? Who knows what is going to follow it?”

People laughed at the old man. They had always known he was a little crazy. But after a fortnight or so, surprisingly one night the horse returned. He had not been stolen; he had escaped into the wild. And not only had that he returned he had brought a dozen wild horses with him. Again the people gathered and they remarked, “Old man, you were absolutely right. This is not a misfortune, it has indeed proved to be a blessing. You acquired a dozen more horses.” The old man replied, “Again you are going too far. Just say that the horse is back...who knows whether it is a blessing or not? This again is only a fragment. By reading a single word in a sentence - how can you judge the whole book?” This time the people could not come out with more explanations, but inside they knew that he was wrong.

Twelve beautiful horses had come to the poor man. Is it not a blessing?

Soon the only son of the old man took up training the wild horses. Just a week later while training the horse he fell from the horse back and broke his legs. The people gathered again and started making judgments. They said, “Again you proved right! It was a misfortune, your only son has been crippled, and in your old age he was your only support. Now you are poorer than ever.” The old man replied, “You people are obsessed with judgment. Don’t go that far. Say only that my son had broken his legs. Life comes in fragments and more is never given to you.”

It happened that after a few weeks the country went to war, and all the young men of the town were forcibly recruited to the military. Only the old man’s son was left because he was crippled. The whole town was moaning and grieving, because it was going to be a losing fight and they knew that most of the young people would never come back. They came to the old man and said, “You were right, old man - this has proved a blessing for you. May be your son is crippled, but he is still with you. Our sons are gone forever.”

The old man said again, “You go on and on judging. Nobody knows the truth! Only say this that your sons have been forced to enter the army and my son has not been forced. Who knows whether it is a blessing or a misfortune?”

**SCMS Group as knowledge partner of Dhanam Retail Summit**

The Marketing and Retail department of SCMS COCHIN School of Business played a major role in the Dhanam Retail Summit and Award Nite 2017 which was conducted at the Le Meridan convention centre on March 11. The event was graced by eminent dignitaries such as Mr. Yusuff Ali M.A. (CMD, Lulu Group), Mr. M.P. Ramachandran (CMD, Jyothi Laboratories), Mr. M.P. Ahammed (Chairman, Malabar Group), Mr. Venu Nair (CEO, Marks & Spencers), Mr. Salil Nair (CEO, Shoppers Stop) and Dr.Hitesh Bhatt, Director-Marketing & Communications, Retailers Association of India, among others.

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In the role of academic partner SCMS had Prof. Sreekumar B. Pillai participating as one of the members of the jury which selected the best retailer for nine different categories of awards. Prof. Sreekumar B. Pillai was also one of the panel members for the discussion on the topic ‘Retail Industry Today – Opportunities and Challenges.’ The panel, which was Chaired by Mr. Deepak Aswani,MD, Lachmandas Group and Chairman FICCI Kerala State Council, had Mr. Navas Meenan, Chairman Eastern Group, Mr. John K. Paul, MD, Popular Vehicles and Services, Mr. Shibu Philips, Business Head, Lulu International Shopping Mall and Mr. Hari Kumar V, Chief Retail Manager, Indian Oil Corporation as the other members.

Dr.P. Madhu, Professor and HoD-HR, Prof. Sreekumar B. Pillai and Ms. Bindu K. Nambiar, Assistant Professor-Marketing of SCMS COCHIN School of Business also contributed articles pertaining to areas of contemporary retail industry which were published in the Dhanam magazine special edition to commemorate the event.

The summit was followed by the Award Nite which honoured the best retailer for nine different categories. Prof Pramod P.Thevannoor, Vice Chairman, SCMS Group presented the award for the Best Retailer in the Public Sector which was won by the Meat Products of India Ltd.

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**Institute industry interaction**

**Ms. Sobha Viswanath**

Ms. Sobha Viswanath, Co-founder and Publishing Director, Karadi Tales Company Private Ltd. interacted with the students on March 2. She shared the secret of success of her enterprise with the students. In 1996 when she came up with the publishing of audio books for children there was no competition for her in the field. 20 years down the line there are still no competition. The entire business is carried out based on in-house production. The only job outsourced is the narration. All other inputs like story, illustration, music, background score and the like are done in-house. It forms their core competency. She also touched upon the scope of her business in future, may be after 20 years from now.

**Dr. Abey Kuruvilla**

Dr. Abey Kuruvilla, Professor and Executive Director, University of Wisconsin-Parkside, USA visited SCMS Campus on March 16 and interacted with the students. He spoke on UW-Parkside campus with the help of a video, his experiences and interesting lessons from US, the way he learned about how different cultures operate there, and so on. He also discussed about the two-week certificate course on ‘Discover America through Business’ conducted by the University.

For the benefit of the students, he then spoke on some of his life lessons. One of the most important lessons according to him was that whenever we meet people just continue to keep in touch with, of course without any ulterior motive behind it. He narrated a couple of instances of his brief simple conversations during his travel abroad culminating into long lasting partnerships between his University and some of the reputed Universities in Italy and Russia. “Amazing things can take place with just one conversation,” he explained.

Never choose to eat alone, because our interactions while eating with others can also lead to amazing developments, he added. He then narrated his experiences in this regard. Then he advised the students not to categorise people on the

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**Lifetime Achievement Award to Dr. G.P.C. Nayar**

Public Relations Council of India has conferred Dr.K.R. Singh Memorial Lifetime Achievement National Award in Public Relations to Dr.G.P.C. Nayar, Chairman, SCMS Group. The award is in recognition of Dr.Nayar’s signal contribution to the field of public relations and PR education spanning a period of over four decades. The award was presented at the Global Communication Conclave held in Bengaluru on March 4. Mr.T. Vinayakumar, Secretary, PRCI Kerala Chapter and Chairman-PRCI International received the award, on behalf of Dr.G.P.C. Nayar, from Karnataka Minister for Social Welfare H. Anjaneya in the presence of Mr.K. Raveendran, Secretary General, PRCI, Prof.B.K.Ravi, Chairman, Bengaluru Chapter, PRCI, and Prof. (Dr.) K.R. Venugopal, Chairman, PRCI South Zone.

On behalf of Dr.G.P.C. Nayar, Mr. T. Vinayakumar, Secretary, PRCI Kerala Chapter and Chairman- PRCI International receiving Dr. K.R. Singh Memorial Lifetime Achievement National Award in Public Relations from Karnataka Minister for Social Welfare H. Anjaneya at Bengaluru.
basis of colour, caste and the like and stereotype them. It is wrong to think that people from one country are all of the same type. Always have open communications with people building bridges and not walls, he argued. Always decide to do the right thing even if the other person does not. You never know when you will need the other person. So never burn bridges, he pleaded.

“I give extra credit to those students who come to me after class hours and talk to me not on academic matters, but on their lives. I listen carefully to every individual student. It has led me to make good relationships with my students and from that I realised that I cannot grade everyone equally. As a result, I was able to mentor my students well” Dr. Abey Kuruvilla remarked.

Guest faculty

**Mr.Praveen Kamath.** General Manager-Global HR Strategy, Wipro was a guest faculty for the PGDM HR specialisation students on February 25. He dealt with HR Information System and customising of software for HR functions.

**Dr.Abhilash S.Nair.** Associate Professor, IIM-K, Kochi Campus was a guest faculty for PGDM Finance specialisation students on March 1. Prof. Abhilash Nair presented his case titled ‘GMR Airport Concession: Mumbai Versus Delhi.’ The session dealt with issues in valuing managerial flexibility. Through the case, he demonstrated the real options way of thinking about capital investments. In the process, the students were exposed to use of simulations and decision trees in assessing managerial flexibility. Students were given a hands-on experience in the use of @Risk an excel add-in that can be used to simulate and assess the value of managerial flexibility.

**SCMS Journal of Indian Management scales new heights:**

On the strength of the merits of the journal, **SCMS Journal of Indian Management** has been evaluated and indexed in J-Gate. J-Gate, a massive database, is an electronic gateway to global e-journal literature and it provides seamless access to millions of journal articles available online by 13,221 publishers. J-Gate is indexed from 4,937 e-journals with links to full texts. The database allows various search options for the user’s convenience. The user can search by title, author, and author’s address/institution. It is one of the world’s largest e-journal portals for online search and easy accessing journal articles from over 28,000 academic/research and industry journals.

**SCMS Journal of Indian Management** has already been indexed and embedded in Cabell’s Directory, Ulrich’s, EBSCO and ProQuest, and has UGQR Impact Factor and Copernicus Index.

**Knowledge sharing programme**

Under the knowledge sharing programme the first talk was by Ms.Rinu Jayaprakash, Assistant Professor-MBA on the topic ‘Green Banking,’ on March 13. The second talk was by Mr.Manu Melwin Joy, Assistant Professor-MBA on the topic ‘Thinking Fast and Slow,’ on March 20. The third talk was by Dr.Fatima Mary Cross, Associate Professor on the topic ‘Classroom of the Future,’

**PGDM students take part in live student projects of IOC**

The marketing and retail department of SCMS COCHIN School of Business added a feather to their cap when the Batch 24 PGDM students of retail specialisation were entrusted with two live student projects by Indian Oil Corporation. The first project related to ‘Customer Acquisition and On-boarding’ was undertaken in the month of January. The second project on ‘Digital Migration of X-tra Power Customers,’ was conducted during the month of February.

While the first project was centered on prospecting new segment of customers to add to the existing fleet owners, the second project was aimed at converting the cash payers into total digital customers. All the thirty four students of retail department participated in the project which was spread over two weekends. They covered around 20 different locations across Kerala. Prof. Sreekumar B. Pillai and Assistant Professor Bindu K. Nambiar were the coordinators from SCMS. Mr.Babu Prasad Mallela and Mr. Latheef M., Fleet Managers were the coordinators from IOC. The findings and inferences from the projects were presented to the company.

The students who undertook the project are seen at an Indian Oil outlet.

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**SCMS News - Cochin | Volume 1 | Issue 5 | April 2017**
Photography contest

Media Recreation Club of SCMS organised an online photography contest for the students on February 2. Mohamed Faris, B Com student at SSTM was the winner in the category with the theme ‘New Dream.’ A.M. Bharat, B Arch student of SSA secured first prize in the category with the theme ‘Celebrations.’ Prof. P.C. Pillai, Senior Group Director and Dr. Filomina P. George, Director, SCMS COCHIN School of Business distributed the prizes to the winners.

Prof. P.C. Pillai, Senior Group Director and Dr. Filomina P. George, Director, SCMS COCHIN School of Business presenting the prize to Mohamed Faris, B Com student at SSTM, the winner in the photography contest ‘Celebrations’ category. Mr. Sanal Potty, Public Relations Manager is also in the picture.

The prize winning photo taken by Mohamed Faris.

Prof. P.C. Pillai, Senior Group Director and Dr. Filomina P. George, Director, SCMS COCHIN School of Business presenting the prize to A.M. Bharat, B Arch student of SSA, the winner in the category ‘New Dream.’ Mr. Sanal Potty, Public Relations Manager is also in the picture.

The prize winning photo taken by A.M. Bharat.

Excursion to Kodaikanal

Over 90 students of PGDM batch 24 undertook an excursion to Kodaikanal during the period from March 3 to 6. They were accompanied by Faculty members Prof. Sreekumar B. Pillai, Ms. Bindu K. Nambiar, and Mr. Praveen Madhavan, Assistant Professors. In addition to visiting tourist spots like Pillar Rock, Guna Caves, Cockers Walk, Suicide Point, and Dolphins Nose they had a wonderful experience of trekking along 12 kilometer path through the jungle. The whole trip was meticulously planned and executed by the students.

Students on a tedious trekking in the jungle that highlights the perils of the path.

PHOTOGRAPH BY PROF. SREEKUMAR B. PILLAI
Women should realise their own strength: Dr. Adeela Abdulla IAS

Women should be able to realise their own strength and respond appropriately in emergency situations, said Dr. Adeela Abdulla IAS, Sub Collector, Ernakulam while inaugurating the International Women's Day celebrations at SCMS campus on March 10. She pointed out that beauty of a woman lies not in her physical attributes but in her strength of character. Women's Day is an occasion for celebration of the womanhood, said Ms. Priyanka Idicula, Director, Birthvillage, Kochi and Guest of Honour. She shared her experiences in starting and running the Birthvillage which is South India’s Natural Birthing Centre, practicing a wellness and holistic approach to pregnancy, birth, and women’s health care. As a word of advice to the young managers she said that they should learn to look beyond the wall to look outside if they really want to grow. Dr. Indu Nair, Group Director pleaded against creating wall between boys and girls and urged them to work together for a happy life. Dr. Radha P. Thevannoor, Group Director presided. Dhanya Lucy Jacob and Sara Mathew, MBA students also spoke.

The session was followed by a cultural event, comprising dances and songs highlighting the theme of women’s empowerment. The programme concluded with an inspiring demonstration on self-defense techniques based on the Kerala’s famous martial artform Kalaripayattu. The session was ably handled by experienced Kalari artistes, Ms. Praveena, Assistant Professor, SCMS, Ms. Rosa Varghese and Ms. Saijitha Menon. The programme was organised under the auspices of the NSS Unit in SSTM. As part of the programme, there were a few food stalls arranged by the students, which did brisk business.

Articles published

Ms. Annie Thomas, Lecturer-English, Department of Commerce published an article titled “Mother as Nurturer and Destroyer: The pathetic plight of a black mother in Toni Morrison’s Beloved” in February 2017 edition of Literary Explorer (An annual publication of critical studies in English language and literature) ISSN 0973 0524 brought out by Bishop Heber College, Trichy.


Another paper published by her in the International Journal of Multidisciplinary Research and Development, Volume 4, Issue 2, February 2017, (Online ISSN: 2349-4182) was on the topic ‘IFRS: Impact on Indian Banks.’


Papers presented

Mr. V.S. Binu, Assistant Professor presented a paper titled ‘An Analysis of Trends of Banks in Nifty Bank Index using Relative Strength Index and Rate of Change Indicator’ at the 9th National conference on ‘Trends in Technology and Management,’ held on March 10 at Vellar Institute of Technology, Erode.

Ms. Annie Thomas, Lecturer-English, Department of Commerce presented a paper titled ‘Impact of Malayalam and its impact on Spoken English’ in the one day National Seminar on Dynamics of English Speech held at Naipunnya Institute of Management and Information Technology, Koratty on February 17.

FDP attended

Dr. Fatima Mary Cross and Dr. Shobha Menon, Associate Professors attended the Faculty Development Programme on ‘Effective and Innovative Teaching’ organised by Deen Dayal Upadhyay Kaushal Kendra of CUSAT from March 7 to 11.
SCMS emerges winners at Dr. Pradeep P. Thevannoor Memorial Volleyball Championship

SCMS won Dr. Pradeep P. Thevannoor Memorial Intercollegiate Volleyball Ever Rolling Trophy in the final match held at SSET on March 16. SCMS team defeated the team from Vidya Academy of Science and Technology, Thrissur in the finals. SCMS team won the game in three straight sets. Ashwin Pushkar of SCMS was selected as the best player of the four-day tournament.

Dr. G. P. C. Nayar, Chairman, SCMS Group presented the trophy to the jubilant SCMS team, the winners of the Intercollegiate Volleyball Championship.

Keynote address

Dr. Sunny George, Director, SCMS Water Institute delivered the keynote address at the training programme for Plus Two teachers organised by National Green Corps, Ministry of Environment & Forests, Government of India at Ernakulam District. Panchayat Hall on February 28. He spoke on 'Short term and long term preparedness needed to face drought in Kerala.'

Paper presented

Dr. Sunny George, Director, SCMS Water Institute presented a paper titled 'City Water Audit - A Model Green Effort Towards Water Security' at the UGC-sponsored National Seminar on 'Green Efforts for Water Conservation – A Move Towards Sustainable Environment' organised by Bharata Matha College, Thrissur on February 28.

Paper published


Snehabhavan Orphanage kids go on a day tour with H.O

Helping Hands Organisation (H.O), a students’ initiative at SSET organised a one-day tour programme for the kids at Snehabhavan Orphanage at Koratty on March 4. The volunteers of H.O organised the tour – Pranava 17 – for around 100 inmates of Snehabhavan with the idea to give them a memorable experience and experiential knowledge through visits to various places of historical importance. They were taken to different tourist spots like Sakhtham Thampuran Palace Museum, Zoo, Nehru Park, Thekkinkadu and Vilangankunnu. There was lot of fun and game sessions. The one day tour package proved to be truly entertaining and educative for the kids. Gifts such as dress and study materials were also presented to the kids.

H.O members and faculty members are seen along with the kids from Snehabhavan Orphanage in front of Sakhtham Thampuran Museum.
Inter-institutional workshop

SCMS Water Institute organised an inter-institutional workshop on ‘Environment Management in Business’ on March 18 at SSET campus. The participants were students of MBA of SSTM having a core paper on Environmental Management and M Tech Environmental Engineering students of SSET. The workshop was inaugurated by Dr. Radha P. Thevannoor, Group Director. Prof. M. Madhavan, Director, SSET presided. Dr. G. Sashi Kumar, Principal, SSTM was the Guest of Honour.

MBA students were formed into various groups with MTech students involved in these groups as environmental consultants. Later each group made presentations of their own business models complying necessary environmental management regulations and protocols. MBA students as well as MTech students had the benefit from the workshop.

Best participant award

SSET received the Best Participant Award in Subhayatra 2017 – Traffic Safety Exhibition held at Marine Drive, Kochi from March 6 to 10. The exhibition was conducted as part of the road safety awareness campaign organised by the Motor Vehicles Department, Government of Kerala and Kochi City Police. The award was received by Dr. Manoj Kumar B., Associate Professor, Mr. V. K. Haridas, Foreman (Automobile) and Manil Eldose (6 AU) on behalf of SSET.

ISO training

A two-day ISO 9001:2015 training for the faculty and staff was conducted on March 6 and 7. Mr. K. K. Pradeep Kumar and Mr. Manoj V. N. D. from Bizipro and Mr. Ramachadran Kunnath from RINA were the resource persons.

Industrial visits

B Tech students of various branches conducted industrial visits during the period from March 17 to 19.

Technical seminar

A technical seminar on ‘Cyber Security and Ethical Hacking’ was conducted under the auspices of IETE Students Forum on March 15 at the campus. The resource person was Ms. Suma R., Manager-Cyber Securities, Technovalley Software India Pvt. Ltd., a certified Ethical Hacker. Prof. R. Sahadevan, HoD-ECE, Mr. Sabu G. Panicker, Staff Coordinator, SSET-IETE Students Forum and Mr. Aditya, Executive, Technovalley Software also addressed the students on the occasion. Dixon Davis, SSET-Student Forum welcomed the gathering.

Foundation programme

Foundation Programme 5.0 Webinar series for doubt clarification and interaction sessions for 2017 batch Infosys-placed students were organised by Infosys Limited on March 2, 9 and 16.

Students’ achievements

The team of sixth semester Civil Engineering students, Murali Krishna T. R., Aneesh Paul and Shyam V. Nair, bagged First Prize from among 13 teams in the ‘Concrete Cube Strength Competition’ conducted by Department of Civil Engineering, Government Engineering College, Thrissur in association with Indian Concrete Institute, Kochi on February 27. The team received a cash prize.

Placement news

The following organisations conducted recruitment drive for our 2017 batch students during February 2017:

- RMC Readymix
- Sutherland Non Voice
- Sayone Technologies
- Autobahn Trucking
- Federal Bank
- Cadence

Career development programme

Career Guidance on PLC, SCADA, VFD, BMS, CCTV, Embedded Industrial & Marine Automation by IPCS Automation was conducted on March 14. Mr. Kenaz and Mr. Akhil from IPCS Automation were the resource persons for the programme.

An awareness class on GATE examinations was conducted by experts from Gate Academy, Kochi on March 15 for sixth semester Electronics, Electrical and Mechanical Engineering students.

International Women's day

Students of SCMS School of Architecture celebrated International Women’s Day under the auspices of UNAI (United Nations Academic Impact) Club on March 8. Students displayed at the campus installations covering stories of 16 inspiring women. They distributed handmade paper pens and Women’s Day badges to the faculty. A T-Shirt design competition on the theme ‘Women Empowerment’ was also organised for participation of students from SSA and SSET.

Workshop at Clay Fingers Pottery

Pottery is an art that has evolved since time immemorial. As part of visual arts class, first year BArch students got an opportunity to

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attend a half day workshop on clay modeling on March 14 at Clay Fingers Pottery, Thrissur. Clay Fingers Pottery studio space is where many contemporary potters, artists, technicians and enthusiasts unite together to create and mould earth back to life. Students experienced the entire studio space including the firing kiln and gained a lot of information in the field of clay and its relative products. They had hands on experience with clay and potter’s wheel. Giving form to a lump of clay is a great accomplishment and allowed them to express their emotions and creativity.

**Workshop on perspective sketching**

As part of visual arts class B Arch students conducted an outdoor workshop on perspective sketching in the street at Mattanchery. 68 Students along with the faculty members, Mrs. Smija Vijayan and Ar. Neetudeep PK. participated.

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**Kochi Muziris Biennale**

Students of SCMS School of Architecture along with faculty members visited Kochi Muziris Biennale on March 11. SSA team had a guided tour at Biennale venue.

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**Study tour**

S4 and S6 B Arch students conducted an academic study tour during the period from February 16 to 24. S4 students visited Pondicherry, Hampi and Goa. They had an interactive session with Ar. Manugopalan on sustainable housing. Faculty members Ar. Sebastian George, Ar. Mary Milan Abrao and Ar. Anjali Sujat accompanied the group.

S6 students visited Delhi, Chandigarh, Jaipur, Udaipur and Ahmedabad. As part of the campus design project the group visited and conducted a campus study at Centre for Environmental Planning and Technology University at Ahmedabad and IIM Ahmedabad.

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