SCMS Group donates Rs. 5 lakh to Chief Minister’s Distress Relief Fund

SCMS Group has donated Rs.5 lakh to the Chief Minister’s Ockhi Relief Fund for extending help to the people in the state who had been badly affected by the recent severe cyclonic storm, Ockhi. Prof. Pramod P. Thevannoor, Vice Chairman handed over the cheque for the amount to the Chief Minister Pinarayi Vijayan at the Secretariat on December 13.

Earlier in 2016, SCMS Group had donated an amount of Rs.20 lakh to the Chief Minister’s Distress Relief Fund at the time of Putttingal fireworks tragedy in Kollam for the treatment and rehabilitation of the traumatised victims.

SCMS is a socially responsible group of educational institutions which believes that it has a responsibility to give back to the society.

Winter School, a huge success

The Joint Winter School of IIT Bombay and SCMS School of Engineering and Technology (SSET) on Participatory Water and Sanitation Assessment for Alappuzha Town was successfully completed and the report was submitted at a function held on December 9. Mr.G.Sudhakaran, Minister for Public Works and Registration inaugurated the function and Dr. T.M. Thomas Issac, Minister for Finance and Coir received the report. This innovative service learning initiative by MTech Environmental Engineering students of SSET and IIT Bombay was highly appreciated by both the ministers. They said that the findings and recommendations of the report would be of immense value for sanitation planning in the ‘Venice of the East’.

Participatory Wastewater Assessment for Alappuzha Town

Contd. on page 2
This is the first study of its kind within Alappuzha Municipality which will be of great use in the future planning and development of the city. It provided immense field exposure and hands-on training for the MTech Environmental Engineering students and faculty in SSET. It helped to showcase the expertise of SSET.

**A challenge and an opportunity**

Alappuzha town, situated on the Western coast of Kerala, intertwined with cross-cutting canals, lacks comprehensive sewerage network and relies on septic tanks – a primary mode of treatment and soak pits. The partially treated and untreated wastewater either leads to subsurface soil or drains into the canals. The flat topography and high-water table make it further difficult to establish conventional sewerage network system. The situation presents a challenge and an opportunity to explore heterodox options of sanitation and wastewater management.

As part of the Winter School (from November 27 to December 4) 19 students of the Centre for Technology Alternatives for Rural Areas, IIT Bombay and 16 students of Environmental Engineering of SCMS School of Engineering and Technology (SSET) jointly engaged in an academic exercise. IIT Bombay and MTech Environmental Engineering at SSET were the knowledge partners to train people on drain mapping using GIS tools, wastewater mapping, and a household survey. SCMS Water Institute provided lab support for water quality analysis. Dr. T.M Thomas Isaac, Minister of Finance and Coir spent three days with us that helped to stimulate students’ enthusiasm and sharpen our focus.

Mr. G. Sudhakaran, Minister for Public Works and Registration, inaugurated the closing event. Mr. Thomas Joseph, Chairman, Alappuzha Municipal Council was present at the opening and closing sessions and was an eager partner in the endeavour along with his colleagues and officials. The District Collector Mrs. T. V. Anupama IAS triggered enthusiasm of the students by her presence and motivation from the beginning.

**Key objectives**

The key objectives of the Winter School -2017 were to conduct a) drain mapping and wastewater quality assessment of major canals and sub canals, and b) household survey to understand water, sanitation and wastewater management practices. The idea was to provide a platform to students to interact with and learn from the experts, practitioners and local people to go beyond classroom learning and understand the complexities of waste water and sanitation issue. It was intended to lead to a participatory sanitation plan inclusive of pollution mitigation for the Municipality.

**Major tasks**

The three major tasks included (i) drain mapping; (ii) water pollution sampling and (iii) socio-economic survey at household level. The school focused on four major canals Vadai, commercial, east and west bank canals and nine inlets. We followed a canal shed approach instead of selecting political boundaries as unit of data collection and analysis. About 17 polygons around four canals (vadai, commercial, east and west bank) along with their respective inlets (forming a canal shed) were targeted.

*Drain Mapping*: The mapping was conducted using OSM tracker app (an offline GPS tracker) that helps in tracing the canals while taking transects. The exercise resulted in production of 9 major tracks along the 4 canals and key inlets with important point features such as solid and liquid waste dump sites, encroachments and eutrophicated stretches.

*Water Pollution Sampling*: A total of 17 sampling points were selected based on position of drains/sub-canal openings and location of hotspots provided by the Municipality. Water quality at selected sampling locations was determined using portable kits for critical parameters, namely, dissolved oxygen, Coliform, ammonia, turbidity, pH and phosphates.

*Socio-economic survey*: Total 476 households were surveyed along 17 polygons. The questionnaire included set of questions.
relating to services, sanitation infra, solid and liquid management practices, general awareness and public health. The collated data was then analysed under the four themes, namely, a) access to services and infrastructure for water supply and sanitation; b) waste management practices; c) public health; and d) general awareness.

**Comments from the Ministers**

Minister Dr. T.M. Thomas Issac said that SCMS had shown a model to serve the society through service learning which could be replicated by other engineering colleges of the state. He said that the exercise is a good hand-holding where a technological institution is associating with a local self government to produce results that could be of great use for future planning of the city.

Minister Mr. G. Suchakaran said that it was a wonderful opportunity for engineering students to know the grass root realities by getting involved in a real-time field activity which is very much lacking in present day engineering curriculum. Such invaluable extension of class room acquired knowledge into the field will make them confident engineers when they pass out.

**Seminar on investment opportunities**

As a part of the Social Outreach Programme with the goal to impart financial literacy among retired and senior members in the society, a seminar was organised by the Finance Department on December 2. The programme was attended by invited senior members from the public.

Mr. Manoj T. Neelakandan, Corporate Trainer, Hedge School of Applied Economics, Kochi and Mr. Aneesh Kumar M.P., Relationship Manager, L & T Investment Management Ltd. were the resource persons.

The speakers highlighted the tendency of holding / investing a lion’s share of the savings in real estate by retired people, particularly in Kerala. They emphasised that it was a poor way of managing investible funds and suggested to invest surplus in better yielding products like mutual funds.

The general feedback from the participants was very positive and all of them felt the usefulness of the exercise.

As a prelude to this seminar students of batch 25 Finance specialisation conducted a survey among the local population to understand their awareness on alternative products. These households were invited for the above seminar. More than 250 households were surveyed by the students.

Students could also gain fair knowledge on the investment process and they felt the survey was a new experience. Most of them enjoyed meeting people and getting a first hand knowledge about their investment patterns and awareness on alternative products.

**Chennai Alumni Meet**

The Chennai alumni chapter of SCMS COCHIN School of Business and SCMS School of Engineering Technology met at The Lemon Tree Hotel, located at Guindy, Chennai on December 16.

The event saw a gathering of alumni representatives from PGDM Batch 4 to 24 and B.Tech batch 2 to 12. From the head quarters Prof. Pramod P Thevannoor, Vice Chairman, Dr. Radha P. Thevannoor and Dr. Indu Nair, Group Directors, Dr. Filomina P George, Director, SCMS COCHIN School of Business, Prof. Sreekumar B Pillai and Assistant Professors Joby Joy and and Dr. Varun Menon of SSET were present at the gathering. About 35 alumni members working with leading corporates and banks in Chennai along with their family members participated in the function which commenced at 6.30 PM with the address of Dr. Indu Nair and ended at around 11.00 PM with a grand buffet dinner attended by around 50 guests, on the lawns of the hotel. Entertainment programmes for the children of the group added a friendly touch to the gathering.

The participation of the alumni from SSET for the first time in Chennai was the high-light of the programme.
Two-day Development Programme for Indian Oil Dealers

‘Total Dealership Management,’ a two-day development programme for the tenth batch of Indian Oil Dealers of Kerala was conducted at the SCMS campus at Prathap Nagar on December 12 and 13.

Mr. J. Manoj Kumar, General Manager (Operations), IOC, Kerala inaugurated the programme. Mr. P.K. Rajendra, DGM (Retail Sales), IOC, Kochi offered felicitations. Mr. Hari Kumar, V.M., Chief Manager (Retail Sales), IOC gave a briefing on the programme. Dr. V. Raman Nair, Group Director presided.

The two-day programme was aimed at enhancing the skills, personality and productivity of the dealers. Dr. Raman Nair, Group Director, Dr. C. Sengottuvelu, Head-Consultancy, Prof. Sreekumar B. Pillai, Mr. Sudheer Sudhakaran, Associate Professor and Dr. Bindu K. Nambiar, Assistant Professor were the resource persons.

Entrepreneurship Development Programme for Women -- by KITCO

SCMS Cochin School of Business provided the faculty support for the Entrepreneurship Development Programme for Women which was conducted by KITCO at YMCA, Palarivattom.

This programme was sponsored by Department of Science & Technology, National Science & Technology Entrepreneurship Development Board and Entrepreneurship Development Institute of India, Ahmedabad.

Prof. Sreekumar B. Pillai, Professor Department of Marketing engaged two classes for women entrepreneurs of fashion apparels and accessories, (1) on marketing strategy, and (2) on marketing research and questionnaire preparation.

This was followed by two sessions for women entrepreneurs of IT products and services on the same topics.

More than 40 women entrepreneurs selected from the 14 districts of Kerala attended the programme.
Blood donation camp conducted at Prathap Nagar campus

As a part of the CSR initiative of the SCMS Group a blood donation camp was conducted at the Prathap Nagar on November 28 as a joint venture of the SCMS Group, HDFC Bank, Kochi and the Amrita Institute of Medical Sciences, Kochi.

The camp which was conducted between 9.30 AM and 12.30 noon resulted in the participation and donation of blood from 70 students of the PGDM, MCA, BCom and DDMCA programmes.

The role of the student volunteers of the NSS Unit of the SCMS Prathap Nagar campus in managing the event was highly appreciated by the organisers of the event. The participating students were given refreshments and certificates of participation.

International lecture series

Dr. Augusto De Venanzi, Professor of Sociology, Indiana University-Purdue University Fort Wayne, Indiana and his wife Ms. Miriam Victoria De Venanzi, Former Lawyer, Venezuela in conversation with Prof. Pramod P. Thevannoor, Vice Chairman, Dr. Radha P. Thevannoor, Group Director, Dr. Filomina P. George, Director, SCMS COCHIN School of Business and Dr. Bijith George Abraham, Assistant Professor.

Dr. Augusto De Venanzi, Professor of Sociology, Department of Sociology and Anthropology, Indiana University-Purdue University Fort Wayne, Indiana, USA visited SCMS COCHIN School of Business on December 20 and addressed the students on the topic ‘Latin America’s brush with development.’ The socioeconomic development that took place in Latin America over several years and the development strategies adopted by Venezuela, Brazil and Columbia to alleviate poverty and inequality with a view to enhance social development were the topics discussed by Dr. Augusto.

He was accompanied by his wife Ms. Miriam Victoria De Venanzi, Former Lawyer, Venezuela.

Cultural evening

A cultural evening with music, dance and other entertainments were held on November 30 under the auspices of Tarang, the cultural club.

Knowledge sharing programme

The last talk under knowledge sharing programme during the month of October was by Dr. Mohan B., Associate Professor on the topic ‘Story telling,’ on October 30. Mr. Praveen Madhavan, Assistant Professor spoke on ‘Financial investments by building financial institutions,’ on December 18.

PGDM students win runner up at De Paul Institute fest

PGDM batch 26 students swept the prizes at the fest organised by De Paul Institute of Science and Technology on December 20 and 21 to claim overall runner up trophy.

The winners were:

Product launch – First Prize – S. Kiran Krishna, Kiran A. Prasad, Sruthi Ravikumar and Anand P. Thampi

HR game – Second Prize – Gokul A. Menon, Aneeca A., Namith Elizabeth and Vineetha R. Babu

Hungama – First Prize – Bhavya Prasad
A two-week AICTE sponsored Faculty Development programme on ‘Data Science and Decision Making Processes’ was organised at SSTM from November 20 to December 3. The objective of the FDP was to provide training and knowledge to faculty and research scholars belonging to management and allied disciplines on data science and their relevance in business and management education.

The programme had 53 participants from various states of India such as Rajasthan, Uttar Pradesh, Jharkand, Odisha, Gujarat, Maharashtra, Telangana, Andhra Pradesh, Karnataka, Tamil Nadu, Pondicherry and Kerala. The resource persons were from IIMs, CUSAT, CDS Thiruvananthapuram, C-DAC Mumbai and SCMS Cochin School of Business.

The programme was inaugurated by Dr. Sasi Kumar M., Director, C-DAC Mumbai on November 20. (Reported in detail in the last issue – Editor) Experts from various institutions handled the technical sessions during the two weeks.

Dr. Sasi Kumar M.,
Director,
C-DAC Mumbai
The first technical session was handled by Dr. Sasi Kumar M. He gave an overview of data acquisition, presentation, storage, visualisation, transformation, representation and analysis. Different types of big data analysis like web analysis, business intelligence, web mining, text mining and data mining were also touched upon.

Dr. Sreejesh S.,
Assistant Professor,
CUSAT
Dr. Sreejesh S. explained the basics of R - how to start with R, the R console, various features of R, getting summary measures like mean, median, SD and quartiles, elimination of outliers, standardising the data, dealing with missing data and data transformation, social media analytics: text mining in facebook-corpus, creation of word cloud, sentiment analysis and web scrapping, overview of market basket analysis, running market basket analysis in R and interpretation of its results, text mining for text documents, decision tree in R programme, and running CFA and SEM in R software.

Dr. Vinu C. T.,
Assistant Professor,
IIM Tiruchirapalli
Dr. Vinu C. T., explained data visualisation, stages in data visualisation, exploratory and explanatory analysis, R-studio, getting charts in R-studio, drawbacks of data visualisation, grammar of graphics, ggplot and ggplot elements.

Dr. Sam Thomas,
Professor,
CUSAT
Dr. Sam Thomas gave an overview of data classification, value estimation, similarity matching, clustering, link prediction, data reduction, profiling and causal modeling and then explained about emergence of machine learning and data classification techniques, regression, partial correlation, error concept in regression, assumptions like normality, autocorrelation, multi-collinearity, heteroscedasticity.

Dr. Santhosh Kumar P. K.,
Assistant Professor,
CUSAT
Dr. Santhosh Kumar P. K. gave an introduction to Econometrics and explained cross sectional data, time series data and panel data. He also explained partial correlation, and heteroscedasticity. He gave an overview of various softwares used for data analysis, getting descriptive in MS Excel, simple regression, multiple regressions, and multicollinearity. He demonstrated doing time series analysis in Gretl, univariate time series as well as multivariate time series analysis - fitting ARMA and ARIMA models in Gretl.

Dr. Anandakuttan B.
Unnithan, Professor,
IIM Kozhikode
Dr. Anandakuttan B. Unnithan explained about running logistic regression in R- studio, ROC curve and signal detection theory, random tree, bootstrapping, and random forest.

Dr. Sengottuvelu C.,
Professor,
SCMS Cochin School of Business
Dr. Sengottuvelu C. gave an overview of quantitative and qualitative analysis, common
methods applied to analyse quantitative and qualitative data, data analysis process, demonstration of qualitative analysis by using MAXQA video.

Mr. Jomon Joseph, Certified Microsoft Professional, Kochi
Mr. Jomon Joseph gave a practical insight into the Excel based data analysis such as, filtering, disadvantages of filtering, formatting cells, conditional formatting, creation of dummy data, fill series, customisation of work, concept of name manager, cross tabulation, pivot table and power query.

Dr. Vijayamohan Pillai, CDS, Thiruvananthapuram
Dr. Vijayamohan Pillai covered Gretl - running regression in Gretl, assumptions of ordinary least squares, checking the fulfillment of assumptions in Gretl - homoscedacity, multicollinearity, normality, auto-correlation, misspecification and ARCH, model adequacy test and significance test, panel data, types of models in panel data, pooled OLS, fixed effects model, random effects model and dynamic model and running these models in Gretl and its interpretation.

The valedictory session was held on December 2.

Dr. G. Shashi Kumar, Principal welcomed the gathering and said that the two-week FDP was a platform to learn and share knowledge.

He highlighted the efforts taken by the resource persons to provide the latest knowledge and skill in the area of data science. The session was chaired by Dr. Radha P. Thevannoor, Registrar and Group Director. In her address she said that the participants have to utilise the learning from the FDP in their research work. She also said that participants have to work in small groups and publish research articles jointly. Dr. Radha P. Thevannoor also distributed certificates to all the participants of the FDP.

Dr. Susan Abraham, FDP Coordinator, summed up the proceedings of the two-week programme and proposed the vote of thanks.

Participant feedback:
Dr. Shanthilom, Assistant Professor in Commerce, T. M. Jacob Memorial Government College, Manimalakunnu – “It was a very nice experience for me to attend such a marvellous FDP that really enriched my knowledge in statistical data analysis using software. The input that I received from such FDP will be surely applied in my PhD data analyses that regularly do as part of my research consultancy and data analysis.”

Dr. Yashoda Durge, HOD, Marketing Department, GNVS Institute of Management, Mumbai - “The FDP was an enriching experience. Participants got an in-depth understanding of statistical techniques which were then linked to latest software used for data science and analytics. This was helpful as it can be used for improving research paper quality and to encourage our students to adopt such useful techniques too. All sessions were well managed with excellent resource persons leading them. The arrangements for our accommodation and food were excellent too.”

Krushna Prasad Panda, Lecturer in MBA, College of IT & Management Education (CIME), Bhubaneswar, Odisha – “I feel myself fortunate to participate in this FDP, because of various reasons, viz. the advanced course content, interaction with the extremely talented resource persons from various premier institutes of the country, the participative learning environment, the modern infrastructure, and moreover ample scope for learning the practical applicability of various advanced tools and techniques of research. The hospitality of your esteemed organisation can be a benchmark for other similar FDPs conducted across the country. I sinincerely thank you and your institute for providing us such a comfortable stay at hotel, offering us a variety of healthy and tasty food, and heart winning hospitality during the whole programme. I thank you for providing me a great experience of learning during these two weeks of FDP. I strongly believe that, the experience I gained, will surely act as a pivotal factor for my future improvement as a researcher and academician.”

Faculty achievements
Dr. Sanjeev M.A., Associate Professor published an article titled ‘Impact of Individual and Employment Variable on Job Satisfaction & Turnover Intention among Sales and Marketing Professionals’ in Procedia Computer Science, 122, pp. 55-62, doi: 10.1016/j.procs.2017.11.341 (SCOPUS indexed). This paper also bagged the Best Paper award in ITQM 2017 (The Fifth International Conference on Information Technology and Quantitative Management held at Jaypee University, Noida from December 7-9.)

Dr. R. Rupa, Associate Professor published an article titled ‘Is Age a Criteria for Sustenance Of MFIs?’ in MUDRA: Journal of Finance and Accounting, Volume 4, Issue 1, Jan – Jun 2017, Print ISSN: 2347-4464; e-ISSN: 2395-2598; (UGC Approved Journal) DOI No. :10.17492/ mudra.v4i1.9783.


Overall trophy for MCA students
MCA batch 13 students bagged the overall trophy sweeping the prizes at the intercollegiate fest D’IGNITO held at De Paul Institute of Science and Technology on December 20 and 21. The winners were:

Coding – First Prize – Amal Jose; Word Hunt – First Prize – Rahul S, Surabhi S, Akhil Rodrigue; Gaming – Second Prize – Sabarinath M, Akhil Rodrigue; Web Designing – Second – Amal Jose

Marketing game winners
MBA Batch 15 students got 3rd in Marketing Game in Juventus, the Management Fest organised by DCSMAT, Thiruvananthapuram on December 18 and 19. The winners are:

Marketing Game - Third Prize - Adash Mathew Jose, An N. Brijoy, Ajrun A. and Rose Roy

First in Triumph
Students from DDMCA participated in the Interface 2K17, an intercollegiate fest conducted by Department of Computer Science, MG University, Kottayam on December Band 9 and Ajith S. of semester 6 won first place in Triumph, a gaming event.

MHRD funded Robotics Lab inaugurated
Project e-Yantra is an initiative to spread education in Embedded Systems and Robotics supported by IIT Bombay and funded by Ministry of Human Resource Development

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Championship to be held from January 3 to 12 at Andhra University.

IEEE and IET.

Boards:

Science and Engineering has been selected by the following Review

Men Team in connection with South Zone Inter University Cricket Men

as the coach of APJ Abdul Kalam Technological University Cricket


Dr. Varun G. Menon, Assistant Professor, Department of Computer

Science and Engineering has been awarded

Ph D in Computer Science and Engineering from

Sathyabama University.

Staff achievements

Mr. Jith J, Assistant Director-Physical Education, has been nominated

as the coach of APJ Abdul Kalam Technological University Cricket

Men Team in connection with South Zone Inter University Cricket Men

Championship to be held from January 3 to 12 at Andhra University.

Ms. Resmi M, Assistant Professor-Physics, has qualified

National Eligibility Test with an All India rank 78, for

lectureship in Physical Science conducted by joint CSIR-

UGC during June 2017.

Dr. Varun G. Menon Assistant Professor, Department of Computer

Science and Engineering has been selected by the following Review

Boards:

Review Board of IET Wireless Sensor Systems journal published by

IEEE and IET.

Review Board of Mobile Information Systems Journals, indexed in

Scopus and SCIE with Impact Factor 0.849.

Review Board of one of the highly rated journals in computer

networks, Ad Hoc Networks Journal, Elsevier with Impact Factor

3.047.

Review Board of International Journal of Distributed Sensor

Networks, Sage Publishers with an Impact Factor 1.239.

Review Board of International Journal of Communication Systems,

Wiley, Impact Factor 1.099.

Editorial Board of Wireless Communication and Sensor Networks

Journal.

Member of technical programme committee of 2nd International

Conference on Recent Advances in Signal Processing,

Telecommunications & Computing (SigTelCom) to be held during

January 29 to 31 at Ho Chi Minh City, Vietnam.

NSS activities

NSS volunteers distributed dhotis to the residents of

Government Gandhi Gram Skin Diagnosis Centre, Koratty. The

distribution was conducted as a part of the project Swanthanam -

Make a Wish! The programme was coordinated by Mr. Sujay K.,

NSS Programme Officer and

NSS volunteers.

Placement news

S P Jain Global School of Global Management has selected three

of our students as their student ambassadors. One among them

has been selected for the fully sponsored Singapore Trip and direct

admission into MGB Programme’s September 2018 while the

remaining two students are offered admission to MGB Programme’s

September 2018.

Amazon, UST Global and Hexaware conducted recruitment drives

for 2017 batch and results are awaited. Agile Business Consulting,

Dubai conducted recruitment drive for 2018 batch on December 16

and one of our students has been shortlisted for their final round.

Infosys Limited conducted webinar series and hands on training on

‘Python Programming’ for 2018 batch Infosys recruited students

during December 18 to 22.

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