Life and death, a profound thought

An Indian trader while traveling in Africa was fascinated by a beautiful multi-hued talking parrot found in the jungle. He managed to catch the bird and put him in a cage. After bringing the parrot to the man’s home in India he fed his pet with tasty seeds and honey, played music for the pet and sincerely tried everything possible to make the pet’s life in the cage comfortable.

When it was time for the man to go to Africa again next year, he asked his parrot if there was any message he could deliver to the parrot’s friends back in the jungle. The parrot told his master to pass on the message that he was very happy in his cage, that he was enjoying each day, and to convey his love.

Back in Africa the trader delivered the message to the parrots in the jungle. Just as he finished his dispatch, one parrot with tears welling up in his eyes fell over dead. The man was shocked and concluded that the parrot must have been very much closely attached to his pet parrot.

On his return to India, the trader reported to his pet parrot what had happened in the jungle. By the time he finished his account, the pet parrot’s eyes welled up with tears and he keeled over dead in his cage. The man was astounded, but figured that his pet died from the despair of hearing of the death of his close friend back in the jungle. So he opened up the cage, took out the dead bird and tossed into the garbage heap. Surprisingly the dead parrot all of a sudden opened his wings and flew up to a tree.

The perplexed trader blurted out, “So you are not dead after all. Why did you act so?” The parrot brusquely answered, “Because that parrot back in Africa sent me a very important message.”

“What was the message?” the trader inquired impatiently.

“The message was: if you want to escape from your captivity, you must die while you are alive.”

The word dead can be interpreted in many ways. When you develop dispassionate attitude to life, you are practically ‘dead.’ If you cultivate the virtue of renunciation, you can be considered as ‘dead.’ If you are humble, you are ‘dead’ to your egoistic tendency. We suffer a lot on this planet only because of our egoistic tendency.

The state of consciousness of ‘being dead while alive’ is known in yogic parlance as ‘samādhi.’ Yogis explain this state of consciousness as the heightened form of bliss and ecstasy.

A person who has given up all desires for sense gratification, who lives free from desires, who has given up all sense of proprietorship and is devoid of false ego – he alone can attain real peace, says Bhagavad Gita on Nishkama Karma.

Nishkama Karma is considered non-attachment to the result of personal actions in life, but with selfless and loving motives. It is a central theme in the Bhagavad Gita. An important philosophical concept in Karma Yoga, it means to act unselfishly, or without personal gain in mind.

It is not a stage to be reached at a particular point of time but a way of life to be led with dispassionate attitude. To reach this state of consciousness requires constant awareness of our own thoughts, feedings and actions. To attain this state, one need not renounce the world, go to Himalayas and do penance or meditation. Anyone can reach this state just by changing his attitudes to life!

Dr. G. P. C. Nayar
Founder & Chairman
SCMS Group of Educational Institutions

Tamil Nadu government delegation visits SCMS Neera plant

A steering committee of fourteen members constituted by Government of Tamil Nadu visited the Neera plant established by SCMS Institute for Bioscience and Biotech Research & Development at Kalamassery on May 15 for a study and evaluation of harvesting and processing of Neera from coconut trees.

The Neera steering committee of Government of Tamil Nadu visits the Neera plant set up by SCMS at Kalamassery. Dr. C. Mohankumar, Director, SIBB R&D is briefing the visitors.

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SCMS is the first research centre for developing Neera technology in the country in the private sector. Neera, the health drink developed by SCMS Biotechnology Research Institute, is a major milestone in the rehabilitation of toddy tappers by the State government. It is not only a health drink but also a source of producing value added items like Neera sugar, Neera honey and Neera squash. Though all these items are very sweet it can ideally replace sugar in the case of diabetic people. This Neera health drink is rich in essential amino acids, vitamin A, vitamin C, essential minerals and the like. Neera honey is fat-free whereas Neera sugar is diabetic friendly.

SCMS is the first research centre for developing Neera technology in the country in the private sector.

Neera developed by SCMS Biotechnology Institute stands out from Neera of other institutions because it does not contain any artificial preservative added to extend its shelf life.

Neera developed by SCMS Biotechnology Institute stands out from Neera of other institutions because it does not contain any artificial preservative added to extend its shelf life. Only an SCMS patented bio mix is used to prevent auto fermentation of Neera. Neera has a shelf life of three months in normal room temperature and six months in refrigerated condition.
Faculty Development Programme

Case Writing and Case Teaching Skills

The most crucial element of management education is developing the student's ability to critically evaluate information and think. The student must acquire skills that enable him to form a view of the future and then be able to act upon it to profit from the coming opportunity. The students who have acquired proper thinking skills will grow into maturity ready to face challenges of their lives.

Important pedagogical tool

The case study methodology is an important pedagogical tool to strengthen the thinking skills of students. The case method of teaching is based on the belief that students in management education can significantly improve their analytical ability through studying, analysing, and discussing actual business scenarios. Cases develop the skills of logical thinking, searching for relevant information, analysing and evaluating facts, and drawing conclusions needed for business decision-making.

The case study methodology is an important pedagogical tool to strengthen the thinking skills of students.

With a view to improve the case teaching skills, a two-day faculty development programme, a workshop on Case Writing and Developing Case Teaching Skills was conducted at SCMS COCHIN School of Business on May 4 and 5. The objectives of the FDP were to explore the process of teaching using a case, to learn techniques of handling cases for effective teaching, to develop skills for outlining an effective case-based course, to learn the tools of case crafting to enhance students' learning experience, and to improve skills to write a case.

Participants from various colleges

Around 35 participants from various institutions such as SCMS COCHIN School of Business, SCMS School of Technology and Management, Bharat Matha Institute of Management, Saintgits Institute of Management, Mar Thoma School of Management Studies, School of Management Studies, CUSAT, U.C.College, Chinmaya College of Arts, Commerce and Science, and De Paul Institute of Science and Technology participated in the programme.

Prof. Doris John, Senior Faculty-Research, Amity Research Centre, Chennai and Dr. Sanjeev Prashar, Professor in Marketing, IIM Raipur were the resource persons.

Prof. Doris John dealt with topics like introduction to case writing, components of a good case, case writing process, preparation of teaching note and publishing the case. Dr. Sanjeev Prashar covered areas like simulated case study, structural analysis, running the case, and post-case analysis.

The first day

The first session on the first day by Prof. Doris John started with a discussion on a case study titled ‘HLL vs. P&G: Price Wars – An Effective Business Strategy?’ She explained different types of cases, the case development process which included: trigger selection, case structure preparation, data investigation/search, preparation of first draft, editing content and language, preparation of final draft, developing teaching plan, developing teaching note analysis, classroom testing, and publishing. In the next session she elucidated on how a teaching plan can be developed. She further explained how a case can be structured, and how a case has two components – the big picture and pre-requisites conceptual understanding. The big picture has the details required for long term core learning and the pre-requisites conceptual understanding helps the learners to have a better understanding about the case study.

The second session was about structural analysis in which he explained the importance of KASH (Knowledge Attitude Skill Habits) values including purpose, position, profile, and pairing while bringing the case to classroom. What are the requirements to take a decision by explaining KASH was further explained through simulation activities. KASH value metrics to analyse the learning capabilities of both the teacher and student were explained in the session.

By understanding the metrics the teacher could direct the case study discussion to a specific context with co-learning / co-creation purpose and there must be a multiple decision process happening among the contestants. The role of a teacher in case study analysis has to be of a facilitator and he/she should encourage the freewheeling of ideas coming from students. The instructor is the one who breaks the traditional pedagogical approach to engage the sessions efficiently. The session concluded with simulation of post case analysis with wrapping up/debriefing, and additional readings. The session concluded by explaining various sources of information related to case study publishing like the case centre website.

The second day

Dr. Sanjeev Prashar, Professor in Marketing, IIM Raipur handled the second day sessions about case teaching pedagogy. In the first session he started with simulation exercise through which he explained various elements in the case such as gaps in the information, dilemma, and requirement of multiple perspectives, good and bad decisions, and how we can conclude the case study analysis. The second session was about structural analysis in which he explained the importance of KASH (Knowledge Attitude Skill Habits) values including purpose, position, profile, and pairing while bringing the case to classroom.

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special focus on SCMS (Search, Collect, Manage, Solve) and which can be a complement to the KASH value analysis. Simulation pedagogy of the resource person made the sessions very interactive and effective.

The programme was awesome.

Prof. Baiju Radhakrishnan, Group Director, SCMS Group and Dr. Filomina P. George, Director, SCMS COCHIN School of Business spoke at the valedictory session. The certificates to the participants were distributed by Prof. Doris John and Dr. Sanjeev Prashar.

Assessments

The programme was indeed very good, said Ms. Nimmy George from Bharath Matha Institute of Management while evaluating the programme. Both the resource persons were just awesome. The best part of it was the session on preparation of teaching notes by Prof. Doris John and the session on instant case creation by Dr. Sanjeev Prashar. “Thank you so much for organising such a wonderful programme,” she added.

The programme was extremely informative both on the case writing and case teaching front, remarked Dr. Sanjeev M.A. from SSTM. Prof. Doris John was very systematic in teaching the case and teaching note writing for publication purpose. She was very kind in sharing all the supporting material content. Dr. Sanjeev Prashar was inspiring the way he demonstrated the case teaching method. His energy and enthusiasm were very inspirational and the class exercises and demonstrations reinforced the whole learning, appended Dr. Sanjeev M.A.

The programme was awesome, commented Ms. Vinney Zephaniah from SMS, CUSAT. Dr. Sanjeev Prashar for no doubt. I feel the duration of the FDP should have been extended to three or five days, she suggested.

Dr. Bindu K. Nambiar, Associate Professor was the coordinator of the programme.

Assessments

The participants are seen along with the resource persons, Prof. Baiju Radhakrishnan, Group Director and Dr. Filomina P. George, Director, SCMS COCHIN School of Business.

Noise pollution awareness campaign

The entire students of PGDM batch 26 of SCMS COCHIN School of Business actively participated in the week long noise pollution awareness campaign in connection with the observation of International Noise Awareness Day in Kochi on April 26. The campaign was organised with the joint participation of various institutions like Indian Medical Association, National Initiative for Safe Sound, Motor Vehicles Department, Kochi City Police, Campaigning at MG Road. Dr. Bijith George Abraham, Assistant Professor and Ms. Jisha J., Assistant Professor are also in the picture.
Institute industry interaction

Mr. Johnson Mathew

Mr. Johnson Mathew, Head-HR, Popular Vehicles and Services, Kochi interacted with the PGDM students on the topic ‘Compensation Management’ on May 11. Under his dynamic leadership, Popular Vehicles was awarded the All India Best HR Practices award by Maruti Udyog Ltd. for five years consecutively. Recently IIMA conducted a case study on the innovative HR practices at Popular Vehicles and the same was shortlisted by Harvard Business School.

Compensation management is not managed by the HR department alone, said Mr. Johnson Mathew. It is managed by a team of people including the marketing team, finance team, production team, engineering team, technology team and so on. He gave a detailed account of the compensation management practices enforced in Popular Vehicles.

People management is the art of getting extraordinary result from ordinary people, Mr. Johnson commented. You may think that you need the best people to create an excellent team. It need not be so. Even average persons can develop into an excellent team. Quoting from Field Marshal Sam Manekshaw’s famous statement he said, “Give me an average person with average intelligence. I will groom that person into an outstanding leader.” You need to realise that average people can do wonders. I am sure that all of you sitting here are much above average level. That is why you are in SCMS right now, he remarked.

You may think that you need the best people to create an excellent team. It need not be so. Even average persons can develop into an excellent team.

Gone are the days of specialisation, he observed. We need people on a wider spectrum and who can take on the challenges that are available in the organisation. They should be able to take up multitasking. ‘Beyond the role’ is another interesting initiative that we have launched in Popular Vehicles.

We need always to be self-motivated, he advised the students. People used to come and say that “I am not motivated. I need some motivation.” But, always motivation comes from within. Others can give you only encouragement.

In the corporate world we need to look at data-based decision making, not decisions based on emotions. Emotions are important. But we cannot rely on emotion-based decisions in the corporate world.

Keep high level of positive energy that is my advice to you, he prescribed. High energy is an important criterion for success. To improve yourself you should change. And to become perfect you need change often. We need always to be on a changing mode. Constantly update your knowledge. Whatever is happening we need to respond to changes at a very quick pace. If you keep a low pace then there is a problem. So let us be very positive, let us respond to change, let us be agile and let us be highly action-oriented. A bright future is waiting for you. You are all going to be future leaders of the industry, concluded Mr. Johnson.
Industry expert session

Mr. Prathap Kumar Nair

Mr. Prathap Kumar Nair, Associate Vice President, Wockhardt Pharmaceuticals made a presentation on the Indian pharmaceutical industry and interacted with the PGDM batch 26 students on the opportunities for management graduates in the industry, on May 14. He traced the evolution of the pharma industry in the country from the pre-independence period to the present day and described the growth under four stages of development. Today on a global scale Indian pharmaceutical market is the third largest in terms of volume of business. Again, in terms of value it is the third largest. It is the 13th in terms of domestic consumption. The industry is on a good growth path. As per the predictions of management consultancies like McKinsey the industry is poised to grow at a rate of 14 – 15 percent. And by 2020 it is likely to grow from the present US$ 35 billion industry to US$ 65 billion. It is the largest provider of generic drugs globally with the Indian generics accounting for 20 percent of global exports in terms of volume.

More and more multinationals are going to come and set up manufacturing facilities in India. Novartis has established the largest insulin plant in India. The requirement of such life saving drugs in the Asia Pacific region is on the increase. Supply chain in some categories is very difficult because it needs cold supply chain transport.

Placements

Excellent placement for PGDM batch 25

The actual proof of the quality and effectiveness of any business school lies in the acceptance of its graduates in the business world. The placement of the graduating students marks the culmination of the rigorous two-year PGDM programme at SCMS COCHIN School of Business. Keeping its 24 years old legacy of consistently achieving excellent placement record, in another year of summer placements at SCMS COCHIN School of Business the trend continued for the PGDM batch 25 (2016-18).

The highlight of this year’s placement season was the participation of around 50 esteemed firms like Deloitte, Hindustan Unilever, TCS, Asian Paints, Amazon, HDFC, HDFC Asset Management Company, Godrej Consumer Products, Thomas Cook, TTK Prestige, ICICI Prudential Life Insurance, ICICI Securities, Madura Fashion & Lifestyle, Mancorama TV, Berger Paints, KPMG, Safexpress, Hindustan Coca Cola Beverages, L&T Financial Services, Head Hunters, Finitive Learning India, Mahindra Finance, Maxval IP, Verity Knowledge Solutions, Marico, Spandana Sphoorty Financial, Bharat Financial Inclusion, Wrig Nanosystems, Wep Solutions, GIIC Housing Finance, KITCO, Ramco Cements, Kaynes Technologies, Medall Healthcare and the like. This marks the ascent of SCMS as a preferred recruitment destination for managers in industry sectors like manufacturing, banking & finance, consultancy, IT, FMCG, retail, travel & tourism, healthcare, insurance, e-learning, e-commerce and the like.

Our meticulously designed cutting edge curriculum, experienced faculty team, interactions with industry experts and personality development through series of activities, and sincere efforts of students have made it possible to bag these opportunities.

Digital education demo

A team of officials led by Mr.R.Anand, Digital Sales Consultant, McGraw Hills Education, Chennai presented a demo of harnessing technology to enhance learning, both inside and outside the classroom, and to deepen the connections between the students and educators to empower greater success. Faculty members from SCMS COCHIN School of Business and SCMS School of Technology and Management attended the session held on May 11.

Paper presented

Ms. Mini K. Kuzhuvelil, Associate Professor-Finance presented a paper on ‘Impact of Demonitisation on Microfinance,’ at the two-day International Conference on Transformation of Economy through Digitisation Management Perspectives, organised by the Department of Commerce and Management, Amrita School of Arts and Sciences, Kochi in association with Kerala Management Association and Amrita Centre for Research and Development on March 28 and 29.

The paper was then published in Mirror, the Peer Refered International Journal, ISSN
Mr. Justin Joy, Assistant Professor-PGDM presented his research paper titled 'Initiation & Enhancement of LMS in Academic Institutions in India' at the International Conference on 5S in Pondicherry University organised on March 23 and 24. He received the best research paper award for his presentation. It was adjudged as one of the top ten papers of 304 papers received for the conference from four countries.

Knowledge sharing programme

The session on knowledge sharing during the month of May was on the topic 'Energise the Globe' held on May 7. The session was handled jointly by Dr. D. Radhakrishnan Nair, Dr. Mohan B., and Mr. Justin Joy.

SSTM News

SCMS School of Technology and Management

Article published

Dr. Praveena K., Associate Professor published an article titled 'Trust and Hedonic Motivation: Predicting the Satisfaction and Continuance Intention to use Facebook' in Asian Journal of Management (2018), a UGC listed journal, vol 9, issue 1, 317-321.

First prize in Startup Idea Pitch Competition

A team of MBA batch 15 students won the First Prize in Startup Idea Pitch Competition organised by XIME, Kochi on March 17. The winners Abhay Lal M. M. and Anjali Varma bagged the prize money of Rs.10,000.

Consolation prize in Business Plan Contest

A team of MBA Batch 15 students won consolation prize of Rs.5000 in the 8th All India HYKON - TMA Business Plan Contest held at Naipunnya Business School, Koratty organised by Thrissur Management Association, on February 23. The winners are Abhay Lal M. M. and Jelvin John V.

Convention attended

Dr. M. A. Sanjeev, Associate Professor, Mr. V. S. Binu, Assistant Professor and Ms. Rinu Jayaprakash, Assistant Professor attended AIMA- KMA Summit & Annual National Management Convention on Re-Imagining Leadership in a Disrupted World organised as part of Kerala Management Association's 60th Year on April 12 and 13 at Le Meridien, Kochi.

IMLP closing ceremony

The closing ceremony of the IMLP programme for MBA batch 15 was held on May 16 at the Seminar Hall. The best performing team- Adlers - received the trophy from Dr. G. Sashi Kumar, Principal. Team Altruists received the prize for making the best invitation letter.

SCMS Water Institute case study presented

The experience of SCMS Water Institute was a case study at the IIT Bombay Summer School on 'Liquid Waste Management and Canal Rejuvenation' held at Alapuzha on May 10. The case study was presented by Dr. Sunny George, Director, SCMS Water Institute. The other case studies presented in this summer school were by Dr. Tency Beatens, Research Director, Auroville, Pondicherry, Dr. Ritesh Vijay, Principal Scientist, National Engineering Research Institute (NEERI), Nagpur and Ms. Latha Raman Jaigopal, Architect & Director, Inspiration, Kochi.
SCMS rankings

SCMS School of Engineering and Technology has been ranked no. 77 in the India's Top Private Engineering Colleges survey 2018 conducted by EducationWorld May 2018 issue.

Smart India Hackathon 2018 finalist

The project 'Keyboard for any type of disabled person' carried out by a team of Electronics and Computer Science Engineering students, the only team from Kerala, under the guidance of Dr. Sunil Jacob, Director-Centre for Robotics, Ms. Sreeja Rajesh, Assistant Professor-CSE and Dr. Dhanish Chandra, DRDO Scientist reached the finals of Smart India Hackathon 2018 - Hardware section. Smart India Hackathon 2018 is a non-stop digital product development competition, where problems are posed to technology students for innovative solutions. It is a Government of India initiative aimed at harnessing creativity and expertise of students. It has two sub-editions – software as well as hardware.

Internships

Our even semester students are undergoing internships with various organisations like BSNL, FACT, KAMCO, KSRTC, Cochin Shipyard, Apollo Tyres, BPCL, Keltron and so on during the semester break – June and July 2018.

Placement news

The joining dates of 2018 batch offered students by IBS Software Service and Infosys Limited are scheduled on June 1 and 11 respectively.

RedBlack Software and Malayala Manorama selected one each of our final year B Tech CSE student for placement from the drive conducted during March 2018.

Final results of recruitment drive conducted for 2018 batch students by TVS Sundaram Fasteners, Fingent Global Solutions, Infocom Software, Value Mentor, Mitsogo Technologies, Fijos Engineers and Architects, Linways Technologies, Full Creative, Cusmat Technologies, Juspay, Exadatum and Hatio Innovations are awaited.

Reflections and reminiscences

SCMS is simply amazing!

Blessy John George
(2018 passout B Tech Electronics and Communication Engineering student)

I am sharing my experiences at SSET but I think the feelings will be identical with other SSETians too.

SCMS is simply amazing. The institution is gifted with highly talented teachers. They are really friendly and supportive for every little idea that we put forward.

While preparing for assignments, exams and fests you will find yourself struggling for a good sleep. But the irony is that you will after some time start to like that feeling. Sleeping would then seem as time wastage.

Well, why sleep for more hours if you can enjoy that time otherwise.

Placement is the most important thing! Right? You would soon realise that achieving good placement is 90 percent hard work and 10 percent skill. SSET strives to bring all the top companies at our doorstep. Thanks to Sahadevan sir and Sujitha ma'am for all their support and dedication. No matter how little you know about a topic, you can speak on it for minutes using some very professional jargons and terms. Thus the training that SSET provides proves very helpful during interviews.

Whatever I have said so far covers only a part of what you experience in SSET. There are many more things which you encounter and deal with. This institution teaches to work ‘SMART’ and not ‘HARD.’ Every little experience will be a learning chapter for you. You will be hammered upon, sometimes insulted, but still you will come out victorious. Here you will learn that life is what you mean it to be.

So this experience is worth going through and you will feel proud of it whenever you look back and smile.

All the best!

NSS camp conducted

The inauguration of pond cleaning.

Mr. Jyothish and Ms. Elsy Paul, standing committee chairpersons, Prof. C.I. Abdulrahiman, Director, SCP and Prof. P.P. Baby, Principal were present on the occasion.

Two NSS units have been sanctioned under the NSS Technical Cell at SCMS College of Polytechnics. Under the auspices of these units a camp was conducted. The main activity of the camp was cleaning a pond locally known as Parakkulam, close to our campus in Ward V, Rayamangalam Panchayat. The activity was inaugurated by Ms. Soumini Babu, President, Rayamangalam Panchayat at a function presided over by Mr. Base Paul, Ward Member.

SCP News

SCMS College of Polytechnics

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