A very young disciple approached the Master with a question, “What is the value of life?”

Without giving a direct answer to the question the Master took out a piece of stone, handed it over to the disciple and said, “Find out the value of this stone. And make sure that you don’t sell it.” The young disciple took the stone to the market. Showing the stone to a fruit vendor he asked what its cost would be. The vendor looked at the shiny stone and said, “If you give me that stone I will give you ten apples.” The young man apologised and replied that he didn’t intend to sell it. He went ahead and met with a vegetable vendor. “What could be the value of this stone,” he asked the vendor. The seller saw the shiny stone and said, “Take a sack of potatoes and give me the stone.” The young man again apologised and clarified that he didn’t intend to sell the stone. He went further ahead and reached a jewellery. He asked the jeweller, “What could be the value of the stone.” The jeweller carefully examined the stone under a lens and offered, “I will give you Rs. 10 lakh for this stone.” When the young man shook his head, the jeweller revised his offer, “Alright, alright take three kilograms of gold ornaments, but give me the stone.” The young man repeated that he was not supposed to sell it. Further ahead he saw a precious stone shop and asked the shopkeeper the value of the stone. When the precious stone seller saw the big ruby he spread a red cloth on the table and placed the ruby on it. Then he walked in circles around the stone and bent down touching his forehead in front of the ruby. “From where did you bring this priceless ruby?” he asked. “Even if I sell my whole business, and my life, I won’t be able to purchase this priceless stone.” Stunned and confused the disciple went back to the Master and reported what had happened. “Now, tell me what is the value of life, Master?” Master said, “The answers you got from the fruit vendor, the vegetable vendor, the jeweller and the precious stone seller explain the value of our life...

You may be a precious stone, even priceless, but, people will value you based on their financial status, their level of information, their belief in you, their motive behind entertaining you, their ambition, and their risk taking ability. But don’t fear, you will surely find someone who will discern your true value.”

Respect yourself. Don’t sell yourself cheap. You are rare, unique, original and the only one of your kind. No one can replace you.

Dr.G.P.C.Nayar

― Dr. Subramanian Swamy exhorted students of SCMS

‘For India to develop faster, the country needs to accelerate innovation modernization in each and every segment of its economy,’ said Parliamentarian, Chairman, Board of Governors, SCMS Group, and Economist Dr. Subramanian Swamy in a lecture on ‘Innovation and Economic Growth.’ The young generation should focus only on innovations, he said. If we channel our new ideas in the manufacturing sector into Research and Development (R&D), its only a matter of time that India stands shoulder to shoulder with leading economies of the world, Swami added. Dr. Filomina P. George, Director, SCMS COCHIN School of Business expressed the vote of thanks.
SCMS Group Announces
Dr. Pradeep P. Thevannoor Innovation Awards 2017

“Confidence of each innovator make it success” – Mr. Prasad K. Panicker, Executive Director, Kochi Refinery.

The 3rd Dr. Pradeep P. Thevannoor Innovation Awards in engineering sector announced at SCMS Engg. College. Sahrdaya College of Engineering and Technology, Trissur has bagged the first prize in the college level and AVHS, Ponnani won in the school level categories. The award ceremony was inaugurated by Prasad K. Panicker, Executive Director, Kochi Refinery. He said, “Our country is seeking new innovations day by day in all sectors. Young people with vibrant ideas can make a significant transformation in all regions, what the country demands for. But, upcoming innovators need confidence about their product. Dr. Pradeep P. Thevannoor innovation awards are paramount for the budding brains of colleges and schools. Dr. Pradeep, a true missionary will be learn by heart through the discovery of innovations, what we required for the society,” Mr. Panicker pointed out in his inaugural speech. Dr. Radha P. Thevannoor, Registrar, SCMS Group, Prof. M. Madhavan, Director, Dr. C.J. Praveensal, Principal, Dr. Anitha G. Pillai, innovation awards convenor, Mr. Prasad Balakrishnan Nair, CEO, Maker Village, Mr. Shibu Basheer, CTO, Cabot Technology Solutions, spoke on the occasion. Sahrdaya College of Engineering and Technology, Trissur bagged the first prize in the college level and AVHS Ponnani won in the school level categories. The best woman innovator award is presented to Aishwarya. P.G., Vidya Science and Technology Academy, Trissur. Rajagiri Engg. College and Bhavans Vidyamandir, Girinagar, Kochi shared the Runners up.

Dr. PPTIA team was kept motivated by the support and guidance extended by Dr. Radha P. Thevannoor during the various phases. Said, Dr. Anitha G. Pillai, convenor of Dr. PPTIA 2017.

288 entries were received at the college level which included 26 entries from outside Kerala. Among school level entries, one entry was from Kolkata. The event was organized in association with A.P.J. Abdul Kalam Technological University (KTU), KSIDC, Start Up Mission.
Igniting the quest for innovation

Chitowrapper: A Bioactive Packaging Guide
Refined products from shrimp shell waste can keep fruits and vegetables for one month without refrigeration.

Aero Water Maker: Technology to separate water drops from humidity
The idea AERO WATER MAKER is a very useful innovative idea for our society. The concept helps to convert atmospheric humid air into pure water. AERO WATER MAKER is a portable machine. We can carry it anywhere.

Easy and Safe Disposal of Menstrual Waste
The proposed system is a chemical treatment on used sanitary napkins with low cost chemicals. By-products are grow bags and fertilizers which do not cause any harm to the environment. This system can be implemented in schools, colleges, rest rooms and even in rural sector. It is most recommended for sanitary napkins disposal due to the reduction of plastic bag usage, landfill reduction, avoiding blockages to toilet plumbing, drainage line chock ups, waterway pollution and healthy environment.

Inverted Pendulum Wheel Chair Module: for friendly usage for elderly and handicapped

'GERMIFAB' Developed from Tulsi Extract, for Fabrics with antibacterial properties

Dr. PPTIA 2017 College level winners – Ms. Aleena Sebastian, Ms. Anilta Sunny, Ms. Anumol S. Kottackal and Ms. Merin Raju; M.Tech – Industrial Biotechnology, Sahdaya College of Engineering and Technology, Trissur

Dr. PPTIA 2017 School level winners – K. Rohith, Plus 2 student, AVHS, Ponnani

Dr. PPTIA 2017 The best woman innovator award winner – Ms. Aishwarya P.G., Vidya Science and Technology Academy, Trissur


Dr. PPTIA 2017 School level runner up – Malavika S. Menon, Harry Noble M., School, Bhavan’s Vidya Mandir, Girinagar, Kochi.
“STATE OF INDIAN ECONOMY”

Key note address by Mr. P. Chidambaram MP, Former Union Finance Minister at Seminar jointly organized by SCMS Group and Rajiv Gandhi Institute of Development Studies at SCMS campus on 10 Feb. 2018.

Mr. P. Chidambaram, Former Union Finance Minister delivering key note address.

Mr. B.S. Shiju, Director, RGIDS

Prof. Pramod. P. Thevannoor, Vice Chairman, SCMS Group

Mr. M.P. Joseph, formerly IAS was the moderator in the question answer session.

Mr. B.S. Shiju, Director, RGIDS welcomed the gathering and Prof. Pramod. P. Thevannoor, Vice Chairman, SCMS Group expressed the vote of thanks.

Mr. Roji M. John and Mr. Anwar Sadath, MLAs, Mr. T.J., Vinod, Deputy Mayor, Kochi Corporation and Mr. Benny Behanan, congress party leader, business men, entrepreneurs, PGDM, MBA management students and faculty members of SCMS participated in the interactive seminar.

SCMS Spectrum
“Effecting change • by focusing on social dividend and values”

Ms. Nina Nayar, an internationally renowned consultant on Financial Inclusion Community Development.

SCMS Students – Participating Post Budget Analysis

Annual Post Budget Analysis by Adv. Homi P Ranina organised by the Cochin Chamber of Commerce and Industry and The Institute of Cost Accountants of India Cochin Chapter.
“Uncommon man and Common mistakes”

Talk session by Mr. Sanjeev Kumar G., MD of Progno Financial Planning Systems Pvt. Ltd on “Uncommon man and Common mistakes” organized by KMA Cochin Chapter with students of SCMS.

‘Music as good as Silk’

Students of SCMS stepping in a flashmob, as a part of the MOJO RISING musical event conducted by Kappa TV channel on Feb 1, 2018.

“Nair Told and Untold’ Book release

Prof. Pramod P Thevannoor, Vice Chairman SCMS Group receiving the first copy of the book from Shri K.L. Mohana Varma, noted writer in a function conducted during the International book festival held in Ernakulam. Mr. Charles Diaz former MP, Dr Sebastian Paul former MP and author of the book Dr. Mohan B., beside.

“We live in a wonderful world that is full of beauty, charm and Adventure”

PGDM students batch 25 on a trip exploring Hogenakkal Waterfalls, Kodaikanal & Kambam-Theni

Annual sports meet held at SCMS

Management students participated in the annual sports meet held on February 1, 2 and 3.

Paper Presented

Mr. Justin Joy, Assistant Professor, SCMS COCHIN School of Business along with Dr. T. Nambirajan, Professor, DMS, Pondicherry University have presented a paper titled “Enhancing Usage of Learning Management System employing Trendalyzer Visualization: A Proposed Action Research Study” at the 9th International Conference on Applied Economics and Business (ICAEB-2017) organised by Academic Research Foundations (India) at New Delhi on the 27th and 28th of December 2017 via skype. The paper was also published in the Scopus Indexed Journal ‘International Journal of Applied Business and Economic Research’ ISSN: 0972-7302 Volume 15, Special Issue, 2017.

IOC Dealer Training held in Calicut

SCMS COCHIN School of Business conducted two day training (batch XI) for Indian Oil Dealers on 06-07 February, 2018 in Calicut. 37 IOC Dealers attended the programme. Prof. Baiju Radhakrishnan, Group Director, R&C, SCMS Group, Mr. K. Navin Charan, General Manager, Retail Sales, IOC Kerala State Office, Mr. T. Vijayaraghavan, DGM, and Mr. R.K. Nambiar, Chief Manager, IOC Calicut Divisional Office spoke during the inaugural function. Dr. Filomina P George, Director, SCMS COCHIN School of Business distributed the certificates to the participants during the valedictory function.
SCMS Engg. College students visit Japan

8th semester Computer Science and Engineering students - Arun Sen N., Mr. Akshay P. S. and Mr. Akash Joseph Antony are on IT Study tour with Internship Program at Shimane National University, Japan from January 13 to 29. They are given sessions in Japanese language and Ruby programming language at Shimane University followed by Internship programmes in IT companies at Matsue City.

![SCMS students with the founder of the Ruby Programming Language Yukihiro Matsumoto at Shimane National University, Japan.](image1)

E major 7th - A band from SCMS Engg. College throbs SCMS campus

The Band ‘E major 7th’ from SCMS Engineering College rocked SCMS main Campus organized by the cultural club of SCMS “Tarang” on January 10, 2018.

![E major 7th - A band from SCMS Engg. College throbs SCMS campus.](image2)

SCMS Water Institute felicitates Rotary Youth Leadership Programme ‘Revolutionize’

SCMS Water Institute facilitated a half-day session on “Water” at the ‘Revolutionize,’ Rotary Young Leadership Awards, on Sunday, 4th Feb 2018, at Panampilly Nagar, Ernakulam.

![SCMS Water Institute felicitates Rotary Youth Leadership Programme ‘Revolutionize’](image3)

Water Literacy Programme at Govt Girl’s H.S., Ernakulam

Water Literacy Programme at Govt Girl’s H.S., Ernakulam by M. Tech Environmental engineering students of SCMS Engg. College - Part of the water audit consultancy project of SCMS Water Institute (SWI) on 14th January 2018.

![Water Literacy Programme at Govt Girl’s H.S., Ernakulam](image4)

Supervisory Development Certificate Programme for Junior Supervisors in CUMI Electro Minerals Division

Certificate distribution ceremony was held on 23rd January 2018 at SCMS main campus for the Junior Supervisors in CUMI Electro Minerals Division for their successful completion of the training programme for a period of six months. The aim of this program is to facilitate the technical and behavioral development of employees in Junior Supervisor category to enable them to assume higher roles in the organization and help them for career progress. The curriculum was jointly developed by CUMI and SCMS.

![Supervisory Development Certificate Programme for Junior Supervisors in CUMI Electro Minerals Division](image5)

President–Electro Minerals Division, CUMI, Dr. Praveensal C.J., Principal, SSET and Dr. Venu P., Professor and Dean – SSET participated along with faculty members.
Staff Badminton Tournament at SCMS Engg. College

Badminton tournament winners receiving trophies.

Blood donation camp and Eye check up camp

NSS unit of SCMS Engg. College has organized Blood donation camp and Eye check up camp in the campus. Dr. Pravesal C.J., Principal, Mr. Sujay K., NSS officer, Mr. Rajesh, NSS officer and NSS volunteers led the activities.

SCMS News

SCMS School of Technology and Management

Mr. R.K Singh, Deputy Regional Head, Union Bank of India inaugurating the National Seminar on “Goods & Services Tax – A New Indirect Tax Regime” organized at SCMS School of Technology and Management.

A one day National Seminar on “Goods & Services Tax – A New Indirect Tax Regime” organized by Commerce department of SCMS School of Technology and Management was held on the 30th of January, 2018, at the seminar hall of the SCMS campus. Mr. R.K Singh, Deputy Regional Head, Union Bank of India inaugurated the seminar. Dr. G. Sashi Kumar, Principal, SSTM presided over the function. Ms. Latha K., HOD, SSTM, Dr. A.P Philip, Professor, Newman College, Thodupuzha, Mr. K.S Anil Kumar, Inspecting Assistant Commissioner, Sales Tax, Prof. Siju Sebastian, Associate Prof. T M

National seminar on Goods and Services Tax – A New Indirect Tax Regime

J M Govt. College, Manimalakkunnu and Mr. Siraj A., Inspecting Assistant Commissioner, sales tax. Led the pre and post sessions. Ms. Giffy Felix, faculty member, SSTM, delivered the vote of thanks. Dr. Indu Nair inaugurated the valedictory function. Dr. G Sashikumar, Ms. Latha K., also spoke on the occasion. Ms. Sreeja Kumar, faculty member of SSTM expressed the vote of thanks.

“In the way those kids are growing in those surroundings without family and parents; feel that they are not ordinary but extraordinary.”

As part of the out-reach programmes, students of MBA Batch 15 in 13 teams visited SOS Children’s village, Lakshmi Bhai Seva Kendram, Rukmini Smriti Trust, Janaseva Shishu Bhavan and Mathruchaya in Aluva, Abaya Old Age home, Shishu Bhavans in Kaloor and Kalamassery, St. Teresa’s Mercy home, Capernaum Charitable Trust etc. orphanages and old age homes in Kochi, on 16th December, 2017.

“When they smiled at us, the darkness within our lives melted away.”

Dr. Thanga Raj A., Assistant Professor, chaired the session and gave a keynote speech on the topic ‘Changing Face of Rural Marketing’ at the National level Seminar on ‘Contemporary Trends in Marketing’ conducted by Infant Jesus College of Arts and Science for Women, Nagercoil, Tamilnadu.

Dr. Susan Abraham, Professor, has cleared the UGC NET Exam held in November 2017 in Management.
SSA News
SCMS School of Architecture

“Coffee Pe Churcha”

Students of SCMS School of Architecture with Ar. S. Gopakumar, Kumar Group Total Designers

Ms. Aishwaray Mohan, Ms Athira Raj, Ms. Jeena E.J., Ms. Sana Sahir and Ms. Serene Meccartine, Sixth semester B. Arch students attended ‘Coffee Pe Churcha’ (CPC), an initiative which seeks to help entrepreneurs to interact with Successful Business Icons in their chosen fields in an informal setting, on 2nd February, 2018, hosted by Ar. S. Gopakumar, Managing Partner, Kumar Group Total Designers.

Case study trip to Alappuzha

As a part of Architectural Design studio major project of designing a staff quarters in a plot area of 5 cents, first Year B.Arch students went on a case study trip to the Holiday House at Kakkathuruthu, Alappuzha designed by Ar. Vinu Daniel on 17th January, 2018.

SCP News
SCMS College of Polytechnics

NSS unit’s inauguration

The NSS units at the SCMS College of Polytechnics inaugurated by Mr. Abdul Jabbar Ahmed, State NSS Technical Cell Coordinator on February 5, 2018. Prof. C.I. Abdul Rahiman, SCMS Poly Director presided over the function. Mr. Akhil, NSS Programme Officer and Mr. Arun Gopi, NSS Volunteer spoke.

A Conversation with the Past

An informal interactive session hosted by Ar. John Kuruvilla, Professor, SCMS school of Architecture, was organized on 9th February, 2018, at the Seminar Hall. In the session, Ar. John Kuruvilla interviewed his peers on ‘the life in the Studio, before and after Architecture School.’ It was followed with musical performance of students and presentation of short feature on life in the studio during the 80’s organized by Art and Cultural Club, SSA.

Annual Sports Meet at SCP

The annual sports day was conducted on 17-02-2018 at our college campus. Prof. Baby P.P. Principal delivered the presidential address and sports day message. Mr. K.R. Manoj Circle Inspector of police Kuruppampady station, inaugurated the meet.