Once, a man got lost in a desert. The water in his flask had run out two days back, and he was on his last legs. He knew that if he didn't get some water soon, he would definitely die. The man saw a small hut ahead of him at a distance. Initially, he thought it would be a mirage or optical illusion, but having no other option, he kept moving toward it slowly. As he got closer, he realised that it was quite genuine. So he dragged his tired body to the entrance of the hut with the last of his strength. The hut was not occupied and appeared as if it had been abandoned for quite some time. The man entered the hut, hoping against hope that he might find some water inside. His heart skipped a beat when he saw what was in the hut -- a water hand pump. It had a pipe going down the soil, perhaps tapping a source of water deep underground. With great expectation he began working the handle of the pump, but no water came out. He kept moving the handle and still nothing happened. Finally he gave up from exhaustion and frustration. He threw up his hands in despair. It looked as if he was going to die after all.

Then the man noticed a bottle in one corner of the hut. It was filled with water and corked up to prevent evaporation. He quickly removed the cork and was about to gulp down the precious life-giving water, when he noticed a piece of paper adhered to the bottle. There was a handwritten note on the paper reading: "Use this water to start the pump. Don't forget to fill the bottle when you're done."

He was all in a dilemma. Should he follow the instruction and pour the water into the pump, or should he ignore it and simply drink the water. What to do? If he let the water go into the pump, what assurance did he have that it would work? What if the pump malfunctioned? What if the pipe had a leak? What if the underground reservoir had long dried up? He was confused. But then, maybe the instruction was correct. Should he take the risk? If it turned out to be false, he would be throwing away his last chance to live.

For a moment, he closed his eyes and said a prayer. Then, hands trembling, he poured the water into the pump. Then he started moving the handle of the pump. Soon he heard a gurgling sound, and then water came gushing out, more than he could possibly use. He luxuriated in the cool and refreshing stream. He was going to live!

After drinking his fill and feeling much better, he looked around the hut. He found a pencil and a map of the region. The map showed that he was still far away from civilization, but at least now he knew where he was and which direction to go. He filled his flask for the journey ahead. He also filled the bottle and put the cork back in. Before leaving the hut, he added his own note below the instruction: "Believe me, it works!"

This story is all about life. It teaches us that we must GIVE before we can RECEIVE abundantly. More importantly, it also teaches that faith plays an important role in giving. The man did not know if his action would be rewarded, but he proceeded regardless. Without knowing what to expect, he made a leap of faith. Water in this story represents the 'good things in life.' Give life some water to work with, and it will return far more than you put in!!!

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

International collaborations are essential to the success of our global activities. SCMS forges partnerships with outstanding institutions across the globe to expand the student experience, faculty growth and contributions, and the impact of our research.

Recently, SCMS Group has entered into collaboration with four outstanding universities in Asia, namely, Daffodil International University, Bangladesh, FPT University, Vietnam, Ho Chi Minh City University of Economics and Finance, Vietnam, and Lincoln University College, Malaysia.

Prof.Pramod P.Thevannoor, Vice Chairman, SCMS Group (second from left) and Prof. Dr. Yousuf Mahbubul Islam, Vice Chancellor, DIU (third from left) exchange the documents. Dr. Varun G. Menon , Associate Professor and Head-International Relations, SCMS is at extreme right.

Contd. on page 2
A memorandum of understanding between SCMS and Daffodil International University, Dhaka, Bangladesh was signed on July 25 at the University in Dhaka. Prof. Dr. Yousuf Mahbubul Islam, Vice Chancellor, DIU signed on behalf of the University and Prof. Pramod P. Thevannoor, Vice Chairman, SCMS Group signed on behalf of SCMS. Discussions were also held on possible collaborative programmes. Opportunities for short term internship programmes at SCMS, India for the students from DIU were considered as a major possibility.

SCMS team consisting of Prof. Pramod P. Thevannoor, Vice Chairman and Dr. Varun G. Menon, Associate Professor and Head-International Relations also met delegates from Japan University of Economics, Japan, who were on a visit to Dhaka, for a similar MoU. Both the teams discussed on possibilities of collaborations in near future.

The MoU with FPT University, Vietnam was signed at Ho Chi Minh City on July 27. Prof. Pramod P. Thevannoor, Vice Chairman signed on behalf of SCMS and Prof. Tran Ngoc Tuan, Rector, FPT University signed on behalf of FPT University. Student and faculty exchange, research collaborations and joint research publications in the fields of software engineering, management and IT were the major areas identified for cooperation. This partnership will open up opportunities for students from Vietnam to do their projects in SCMS campus.

FPT University is the first university in Vietnam established by an enterprise. Currently there are around 18,000 students undergoing training in different programmes. FPT University was shortlisted into 17 percent of the best universities in Asia and was ranked as 2nd best Private University in Vietnam in January, 2017.

The MoU with Lincoln University College, Malaysia was inked on July 28 at Malaysia. Prof. Pramod P. Thevannoor, Vice Chairman, SCMS Group and Dr. Amiya Bhaumik, Vice Chancellor, Lincoln University College signed representing the two institutions. Areas of cooperation agreed in the discussion were, opportunities for PGDM students from SCMS to obtain additional MBA degree from Lincoln University College, joint PhD programmes, opportunities for students enrolling in Corporate PGDM programmes at SCMS to complete their final semester at Lincoln University College. Both institutions have also agreed to explore the possibilities of joint research in Bio-Fuel, Robotics and Internet of Things.

Dr. Amiya Bhaumik, Vice Chancellor, Lincoln University College is planning to visit SCMS campus next month to discuss more about the collaborative programmes.

SCMS Group is already having international collaborations with reputed universities in Europe, the US, Japan and Australia.

Independence Day at Prathap Nagar Campus

Independence Day was celebrated at Prathap Nagar Campus at a simple ceremony on account of the fact that the Campus was already under water following floods that ravaged the area. Dr. Radha P. Thevannoor, Group Director hoisted the National Flag.
"I do not have any great hope about India Pakistan relations" – Mr.T.P.Sreenivasan

"I do not have any great hope about India Pakistan relations, just because we have a new Prime Minister in Pakistan, and that too a Prime Minister with an image of Imran Khan," said Mr.T.P.Sreenivasan, Former Indian Ambassador, inaugurating the course on International Relations for the PGDM and MBA students.

“He was very friendly with India. He had many Indian girl friends. You might have also heard about his third marriage. The third wife is a person who got married to him inside a purdah. Nobody had seen her face. This lady told him in December last year that she had a dream. Prophet himself appeared in her dream. She had already married and had five children. Prophet told her: ‘You divorce your husband. Go and marry Imran Khan. Then he will become the Prime Minister of Pakistan. And Pakistan will have a bright future.’ She actually went and told Imran Khan about the dream. He said OK. He also stipulated a condition that it should happen before sixth of January this year. And did so. This shows that he is a superstitious person. This is extreme fundamentalism. This story also shows that he is not only externally pro-fundamentalist but also in his heart of heart he is not a liberal person. That also don’t sound very good for India. All these issues that may come up. That is the situation.

So Narendra Modi after one year, who wanted neighbours first, became neighbours worst. Every relationship with our neighbours became worse after Modi took over. It is not his fault. What made all of them so arrogant and unhelpful to India? Rise of China. China meets all the needs of these neighbours. All these countries were depended on us for everything. Many of them are landbound countries. If they have to get out of their country they have to go through India. Now China is offering them whatever they want. Even if they don’t want something, China will build something for them because they are building it for themselves, Mr.Sreenivasan concluded his talk.

Dr.C.N.Narayana has joined SCMS Group to take over as the new Director of SCMS COCHIN School of Business. Prior to joining SCMS Group he was Senior Professor of HRM and Organisational Development, and Principal Director of Kirloskar Institute of Advanced Management Studies, Pune and Harihar. He has 30 years of experience in the field of management both from the industry and management education. He holds a Masters in Marketing Management, an Executive MBA, and a Ph D in HR Management from Canterbury University, U.K.

He had served reputed industrial houses like Godrej, General Electric, Thermex, Xerox and RPG Enterprises in senior positions before embarking into higher management education. He was Professor and Registrar at IMI, New Delhi, and then Professor and Director at IFIM Business School, Bengaluru. He was instrumental in transforming KIAMS to Top 50 B-schools in India.

Dr.Narayana has to his credit several international research papers published in reputed international and national journals and four books on Spirituality, Inner Management, and Change Management. He has reviewed several management research papers and books published by several management authors contributing in Global Business Research, published by SAGE International and IMI.

He has won several awards for his contribution in the fields of academics, research and leadership.

Dr.C.N.Narayana

Dr.Geetha Jacob

Dr.Geetha Jacob, eminent psychologist, motivational trainer and a social reformer among the youth interacted and shared her experiences with the PGDM batch 27 students on August 2. She is also the CEO of TUFA Group which is into human resources management.

Dr.Geetha Jacob (centre) answering queries from the students.
MDP on tourism sector

A management development programme for executives in tourism on 'Enhancing Customer Engagement for Improving Productivity' was conducted by SCMS COCHIN School of Business on July 19 and 20. Inaugurating the programme Mr.Siby Mathew, GM, India Hotels Company Ltd. congratulated SCMS for taking up the initiative to organise such an important workshop. In coming times there will be many more such encouraging workshops, he wished. India as a country do not have as much hotels as a single city New York in US has, he pointed out. That shows the kind of potential we still have to explore, he commented. He also spoke on some of the growing new trends in tourism as noticed in Kerala. People have started mixing leisure with business travel. Working women travelling alone – solo travel – is on the increase. We see more people travelling for new experiences. Cultural travels from other parts of the world are on the increase. These are some of the areas where the industry has to focus upon for further growth, Mr.Siby Mathew suggested. Dr.Filomina PGeorge, Director, SCMS COCHIN School of Business presided and Dr.Mohan R., Associate Professor and Consultancy-in-Charge welcomed the gathering.

SCMS students pitch in with flood relief efforts

PGDM and MBA students of SCMS flocked to the temporary warehouses near the Collectorate in Kakkanad to offer help for the relief efforts of flood victims, on September 3, 4 and Scanceling their scheduled classes after the Onam holidays. Prof.Sreekumar B.Pillai, Mr.Sudeer Sudhakaran, Associate Professor, Mr. Praveen Madhavan, Assistant Professor and Dr.Brijith George Abraham, Assistant Professor coordinated the work of the PGDM students while. Dr.George K.Mathew,Associate Professor and Ms.Devi S.Nair, Assistant Professor coordinated the efforts of the MBA students.

SCMS South Kalamassery Campus converted into flood relief camp

South Kalamassery Campus of SCMS, where the Biotechnology Division is located, was converted into a flood relief camp during the floods that ravaged the entire state. Mr.P.M.A.Latheef, Liaison Officer took the initiative to organise the camp.

Learning management through theatre

MBA students of SSTM were introduced to the possibilities of corporate theatre. Mr.Arun Antony, Assistant Professor, Farook Institute of Management Studies was the resource person to integrate theatre with management and communication. Through a series of activities, the students were made to understand how theatre and management could be linked. Teams of four were asked to convey messages through mimes to learn about the importance of visualisation. There was also an activity that tested the interpersonal trust between to participants, which gave the students a lesson in leadership. Another activity revolved around the three ways of communication – passive, assertive and aggressive. A dance session was helpful for the students to understand the benefits of self-expression on reducing stress. The programme was coordinated by Dr.Susan Abraham, Professor.
Students open mini stationery stall

The students of the Economics Department have opened a mini stationery stall at SSTM to meet the daily urgent needs of the students and faculty members. The stall is operated by the students during the interval time from morning to evening. Book, pen, pencil, paper and other study materials, and activity tools are available in the stall. The members of the Economics Club called 'UNO' are the brain behind the novel idea.

The stall enables the students to gain practical training in wholesale business. The main objective is to learn with ease the management, entrepreneurship, quality management, and retail and accountancy, billing, banking, marketing, purchasing, business management, entrepreneurship, quality management, and retail and wholesale business. The main objective is to learn with ease the syllabus in economics. They are also expected to develop better communication skill.

A view of the stall

B Tech batch 18 inaugurated

Integrated MCA batch 5 was inaugurated by Mr. Manoj Alappat, Project Manager, UST Global, on August 1. After congratulating the students for joining the prestigious institution, SCMS, for their IMCA programme, Mr. Manoj spoke on his perception on what could lead to the bright future of the students. "Delivering value is going to be very critical for you in your career," he reminded. Any employee would expect more benefits year after year. It can happen only when the employees add more value to the company. If you do any job without adding more value month after month, year after year, your job will not even exist, he said. To justify his statement he referred to the example of tipper lorries that replaced the ordinary lorries in many jobs. So he reminded the students that their concern when they enter the industry should be how they can add more value to their job.

You also need to make sure that you are learning the right thing. In effect it is learning to learn. Whatever you learn, where it can be applied and how it can be applied should be the question you should ask yourself. Then only you can deliver more value, he commented. He also advised the students to always have the hunger to learn new things, moving out from the comfort zone.

Presiding over the function, Dr. Indu Nair, Group Director informed that SCMS had recently entered into collaborations with a few foreign universities in Bangladesh, Vietnam and Malaysia. Our students will have opportunities to do projects in these universities, she pointed out.

Dr. G. Sashi Kumar, Principal welcomed the gathering and Dr. Sherin Mariam Alex, Vice Principal proposed the vote of thanks.

Inauguration of M Tech Programme 2018 batch

The inauguration of M Tech 2018 batch was conducted on August 1 and 2. At the valedictory session, Dr. Sunil Jacob, Director, Centre for Robotics, SSET motivated the faculty and students of SCMS College of Polytechnics by giving an assurance that his team would support them in building a Fab Lab with equipments like 3D printer developed at SSET. Ms. Sreeja Rajesh, Assistant Professor-CSE, core member and programme coordinator of the workshop presented the report of the Centre for Robotics for the academic year 2017-18. Presiding over the function, Dr. Praveensal C. J., Principal, SSET stressed the importance and the opportunities in the
field of robotics. He motivated the students to learn 3D and 2D design so that they can develop the projects from the scratch without any external support.

Prof. Baby PP, Principal, SCMS College of Polytechnics offered felicitations. He complimented Dr. Sunil Jacob and the entire team of the Centre for Robotics for conducting such an informative and useful workshop within a short notice. Students were impressed by getting an opportunity to attend a workshop in an engineering campus.

Dr. Praveensal C J. handed over the memento designed in the Fab Lab using Laser Cutter to Prof. Baby PP, Principal, SCMS College of Polytechnics. Dr. Sunil Jacob, Director Centre for Robotics is standing beside.

Dr. Sheeja Janardhanan visits Vrije Universiteit Brussels in Belgium

Dr. Sheeja Janardhanan, Professor in Mechanical Engineering and Coordinator of the Research Cell at SSET visited Vrije Universiteit Brussels in Belgium on July 2 with the intention of interacting with a few faculties and mutually agreeing on some areas of collaborative research. She also interacted with the research scholars of the departments of Mechanical and Electronics Engineering. During the interaction, she presented the research areas and outcomes at SSET and its sister institutions. She was introduced to the research facilities at VUB by Prof. Patrick Guillaume, Head of Mechanical Engineering and Prof. Peter Schelkens, Professor in Electronics Engineering. Prof. Patrick expressed his interest to work with SCMS in the area of mechatronics. Prof. Dean Vucinic, who played a lead role in the collaboration of SCMS and VUB following his participation in the International Conference on Computing in Mechanical Engineering, organised by SCMS in August 2015, also took up the key role in arranging for various discussions and presentations at VUB.

Dr. Sheeja Janardhanan, invited speaker at ACEX 2018

Dr. Sheeja Janardhanan, Professor in Mechanical Engineering and Coordinator of the Research Cell was an invited speaker at the twelfth edition of the International Conference on Advanced Computational Engineering and Experimenting (ACEX 2018) hosted in the beautiful canal city, Amsterdam, the capital of The Netherlands during the month of July. International Conference on Advanced Computing and Experimenting is one of the most happening conferences in Europe with a participation of about three hundred researchers working in the field of computational engineering from all over the world.
Based on the findings in the report the civic body has already initiated water conservation measures including canal restoration, rainwater harvesting, well recharging, and conservation of water sources.

The major recommendations of the water audit include restoration/conservation of water bodies, prioritising public taps, well-mapping and routine water quality analysis, exploring feasibility of sea water desalination plants to serve commercial water demand and promoting rainwater harvesting.

**Guruvayur Municipality approves the water audit submitted by SCMS Water Institute**

Guruvayur Municipal Corporation has approved the water audit, conducted by SCMS Water Institute, for drafting a water policy for the Corporation. This is the first time that a municipal corporation in the state is undertaking such a project.

As per the audit, hotels, lodges, and restaurants which cater to over 3.5 crore pilgrims every year are the major water consumers. Water scarcity is the major issue in Guruvayur where the population is only 73,000 but is visited by a large number of pilgrims regularly.

**Calamity of a severe nature**

**Total loss suffered, around Rs.6 crore**

SCMS Prathap Nagar Campus is one of the worst affected areas due to the unprecedented devastating rains and floods that took the toll in Kerala during the month of August. Situated right on the banks of the river Periyar, the whole Campus, housing the Corporate Office, SCMS COCHIN School of Business, SCMS School of Technology and Management and the ladies hostel, was inundated by flood waters.

After remaining submerged under water for about five days, when the water receded, the Campus was a devastated landscape covered under thick layers of slimy mud that came surging down the river. All the facilities on the ground floor like seminar hall, three libraries, classrooms, canteen, ladies hostel and guest house were totally destroyed.

The catastrophe to the prestigious main library stocked with around 15,000 books, many of them out of print, and hundreds of international and national journals, is truly irreparable. The transformer, generators and computer systems were all drenched. The total loss suffered is estimated to be around Rs.6 crore.

With flood waters receding from most of the places the Management under the leadership of Prof. Pramod P. Thevannoor, Vice Chairman and all the Group Directors took up the massive task of cleaning and disinfection, restoration of equipments, systems, and other facilities on a war footing.

Time and again the SCMS team consisting the management, staff and the faculty who worked hard like a committed team, miraculously the campus was brought back to operational, of course with limited facilities, on September 3. It was again a great lesson in management.
View of the inundated campus

The core team who took up the cleaning operations