

# SCMS VIBES



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December 2024



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## Jab We Met Ratan Tata

*“From seasoned industrialists to budding entrepreneurs, Mr. Ratan Tata’s impact was profound and far-reaching.”*

■ Prime Minister Narendra Modi

Prime Minister Narendra Modi penned a heartfelt tribute to the iconic business magnate and philanthropist, Mr. Ratan Naval Tata (1937-2024), one month after his passing on October 9, 2024. In his tribute, Prime Minister Modi expressed how deeply Tata’s absence is felt across all segments of society. He wrote, “From seasoned industrialists to budding entrepreneurs, hardworking professionals, environmental enthusiasts, and philanthropists, Mr. Tata’s impact was profound and far-reaching. Ratan Tata managed to touch the lives of many, from his employees and their families to the common man who benefited from his numerous social initiatives focused on malnutrition, education, healthcare, environment, and sustainable living. It is no surprise that his passing elicited such intense emotional responses from the people of India, as he was not only a patriot but also a true son of the soil.”

SCMS Vibes pays tribute to Mr. Ratan Tata by engaging in conversations with leaders of the corporate world in Kerala, who share their personal interactions with him. Through these discussions, we aim to honor the legacy of the man who left an indelible mark on society with his business acumen and philanthropic endeavors.



A billboard by the SCMS Group pays tribute to Mr Ratan N Tata. Photo credit: **Sanil S.**

### K.S. Sabrinathan INC leader & former MLA Community Service

I began my journey with Tata Sons as a management trainee in 2008, following the completion of my MBA. I had the privilege of working with the company until 2015. During the years 2012 to 2015, I had the opportunity to work in the the Chairman’s office at Tata Trust, focusing on social initiatives. This experience allowed me to serve as a senior manager at Tata Trust under the guidance of the Chairman Mr. Ratan Tata. Working on various projects

related to health, livelihood, and nutrition, I had the chance to engage in meaningful discussions, attend meetings, and participate in government interactions alongside Mr. Tata. Our office was located in the Elphinstone Building in Mumbai, where Mr. Tata, a few other trustees, and a select group of managers operated.

#### Valuable lessons

One of the most valuable lessons I learned from Mr. Tata was his unwavering respect for all individuals, regardless of their background or status. Whether interacting with a layman, a fan, a dignitary, or a world leader, he

consistently displayed warmth and respect, showcasing his genuine character.

Furthermore, Mr. Tata’s dedication to societal welfare was truly inspiring. His commitment to addressing social issues was evident in initiatives such as the creation of family cars like the Nano and Indica. Upon assuming the role of Chairman of Tata Trust, he prioritized combating malnutrition in India, assembling a team of experts to develop sustainable solutions on a large scale.

Once when he came to Thiruvananthapuram on a private visit, he asked me to meet him at the airport. I went there with my family. My wife shared her admiration for the Tata Group, recounting how she learned about their impact during her IAS training. Mr. Tata graciously accepted her praise and told her how lucky she was to have me in her team. Then he started recalling incidents about me when I was working in his office, incidents that I too had forgotten. In fact, I feel he overpitched my role and it was very sweet of him to say how he valued me.



Mr. Ratan Tata with K.S. Sabrinathan and wife Divya S. Iyer IAS, Director Vizhinjam international Seaport, Thiruvananthapuram, December 2019

**Thomas George Muthoot  
Managing Director  
Muthoot Capital Services Limited**

**A Legacy Beyond Business**

Our association with the Tata Group began through Mr. Krishnakumar, fondly known as KK, Ratan Tata's trusted right-hand man, especially during his tenure as head of Taj Hotels. Our association started in hospitality and expanded into financial services and automotive dealerships, growing into a longstanding partnership with the Tata Group.

I had the privilege of meeting Mr. Tata several times at Bombay House, the headquarters of the Tata Group, and at Kovalam, one of his favorite retreats. In each meeting, Mr. Tata left a deeper impression than the last. His humility was ever-present—despite his many accomplishments, he remained approachable, connecting effortlessly with people from all walks of life. Though we were a small partner, he treated us as valuable partners, giving due respect to the relationship we had cultivated

over the years. During our last conversation, he emphasized how the association between us had grown, a testament to his thoughtful approach to relationships.

I remember he once mentioned that the Tata Group did not benefit during the initial years of liberalization, as the group did not want to get things out of turn. Mr. Tata's resilience guided the company through those challenging times, and today, the Tata Group is witnessing unprecedented growth across industries.

Mr. Tata also spoke frequently of Kerala's potential as a world-class tourist destination. He saw Kerala as a unique destination capable of catering to a wide range of tourists. Furthermore, he was particularly impressed with the high literacy rate and competence of Malayalees, which he believed positioned the state well for developing



From left : George Muthoot, R.K. Krishnakumar, Ratan Tata and John Muthoot. Special arrangement.

a high-end service industry. According to him, Kerala could excel in offering top-tier services that would appeal to discerning travelers from around the world.

**Love for Animals**

What stood out even more was his love, not just for his fellow humans, but for animals—especially dogs. During one of his visits to Kovalam, I told him about a British family who had initially come to Kovalam as tourists but later settled there to take care of stray dogs. Upon hearing this, he was genuinely keen to meet them, reflecting his compassion not just for his fellow beings but for animals

as well. His kindness and empathy towards animals were as heartfelt as his concern for people, a testament to the depth of his character.

As we reflect on our long-standing association with the Tata Group, we are reminded of the invaluable lessons learned—from business ethics to personal values. Ratan Tata's legacy will continue to guide and influence us, and we remain grateful for the opportunity to have been part of this remarkable journey.

*(Input: Shan NethiyasynCA, Rosina Shaji, Ahsana Sameera - MBA, Batch 21,)*

**From the  
EDITOR'S DESK**

In the second edition of ISCMS Vibes, we pay our tribute to the legendary figure in the corporate world, Mr. Ratan Tata. Known as "the Titan", in the field of business, his passing on October 9, 2024, marked the end of an era of remarkable contributions to business and philanthropy. While most of us have only known Mr. Tata through media reports and social media, some were fortunate enough to have crossed paths with him.

In this issue, we are privileged to share insights from prominent figures in the corporate world of Kerala who had the honor of interacting with Mr. Ratan Tata. Inspired by his philanthropy and values, we also feature two individuals associated with our institution whose lives embody courage and compassion. Sharath KM, who manages congenital blindness and serves as a beloved office assistant, and Jotty George, of Maptho Printers which publishes

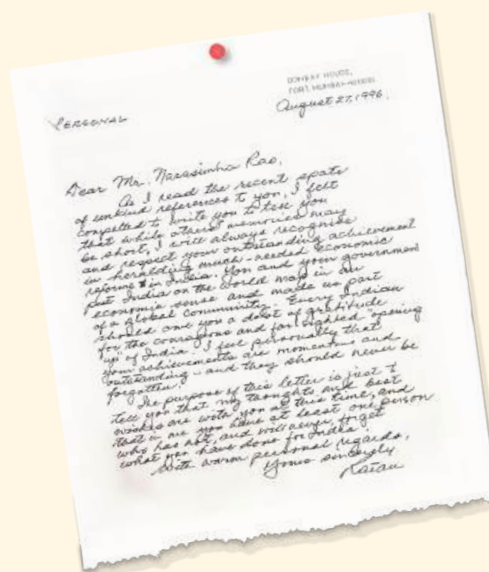
all SCMS literature, who has dedicated his life to helping the destitute.

Our Group Deputy Director shares his experience of undertaking a remarkable journey from Kochi to Bengaluru in a solar-powered Tesla, highlighting the challenges of sustainable travel in India and the urgent need for reliable EV infrastructure. Additionally, we feature AIG G. Poonguzhali, the Chief Guest at an AIMS event in November, who has ventured into marathon running.

As we approach the end of 2024, the principals of our institutions offer their New Year message. December is a time for reflection on the past year and anticipation for the year ahead. It is a time for taking stock and preparing for the future with optimism and excitement.

Wishing you all a Happy and Prosperous New Year.

**CJ Mathew:  
Member, Customs  
Excise Service Tax  
Appellate Tribunal  
(CESTAT)**



I did not know then but I was told that a year hence, he tried to trace me when the company was taking a new direction and wanted some of his old people back!

I never met him after that. He was young then and I younger still. Mr RNT of those days was nothing compared to the stalwarts who ruled Bombay House in the days of JRD helming the group then.

When he took over the anointed position, not only did he put his stamp on the several enterprises run by these stalwarts but he also restructured the group to take it to its millennial destiny.

It was not blood and genes alone. It is the MAN that he was. He was a man humble enough to know that it is the sweat of many brows that makes wealth and that wealth belongs to the several brows! And that is reason enough to bow to this SON of INDIA who never thought that the people of India owed him anything.

Mr Ratan Tata happened to be my first boss in 1987. I was a Management Trainee at Tata Finance Ltd and he was the Managing Director of the company. We were a small company as all the companies he set up then were: the five 'sunrise ventures' of Tata Industries Ltd. We had no regular interaction and yet when I resigned thirteen months later to join the Service, he had the grace to have an exit interview.

# The TESLA in the Indian Sun

**Prathik Nayar provides a first person account of his journey, from Kochi to Bengaluru, in a Tesla Model X, with a three-ton solar powered trailer in tow.**

The ninth of October, 2024, was a routine day at SCMS School of Engineering and Technology in Kochi when an unexpected opportunity presented itself—a chance to join the Solar Butterfly team on their journey to Bengaluru. The Solar Butterfly is the world's largest solar powered vehicle and currently on a 4-year-journey around the world. What followed was a three-day adventure, from October 10 to 14, across southern India, in a Tesla Model X towing a 3-ton solar-powered trailer. My team mates were Lukas Heini, the Swiss driver and Jessica, and Tobias.

## Setting off

We began our journey from Kochi onward to Palakkad, Salem, Hosur, and finally, Bengaluru. The Tesla's towing capacity was tested to its limits, with the weight of the solar trailer reducing its range from 400, to around 200 kilometers per charge. This required careful planning to identify charging stops along the way, as we had to make the most of the limited electric vehicle (EV) infrastructure available. As we drove toward Palakkad, the Solar Butterfly's solar trailer, an impressive 40-foot structure, attracted a huge amount of attention from onlookers.

## Challenges on the road

The size and nature of our vehicle made even basic tasks, like parking, a challenge. At each stop, we had to be creative, finding hotel parking lots or open spaces where we



could park the trailer without obstructing traffic. Crowds gathered wherever we parked, intrigued by the sight of this massive vehicle—a stark contrast to the usual mix of cars and motorcycles.

Navigating two-lane roads presented another layer of complexity. The Tesla Model X is a left-hand drive vehicle, which is unusual in India, where right-hand drive is the standard. Sitting on the right side without a steering wheel felt disorienting at times, especially while overtaking or navigating India's bustling highways. Lukas handled these situations with remarkable skill.

Our routine involved stopping once a day to recharge, often leading us to unexpected detours and new areas. Occasionally the detours led to unforeseen delays but they also allowed us to experience the journey in a way that traditional travel rarely offers.

## Building Camaraderie

The true heart of this journey lay in the camaraderie that developed along the way. Traveling with the dedicated crew of the Solar Butterfly, allowed for deep, thought-provoking conversations about sustainability, renewable energy, and the impact of this project.

After three intense days on the road, filled with challenges, minor setbacks, and memorable moments, we finally reached Bengaluru. The sense of accomplishment was palpable. Our paths diverged here; while the Solar Butterfly team prepared to continue their journey toward Hyderabad, I prepared to head back to Kochi, carrying with me a profound sense of purpose and gratitude.

## The Road to a Sustainable Future

The Solar Butterfly's mission to create awareness about renewable energy is not only essential but also achievable if we continue to embrace innovation, adaptability, and collaboration. The project highlighted the fact that while the path to sustainability may not always be straightforward, it's one worth traveling.

*(The writer is Deputy Director SCMS Group)*

## Destination: The UN Climate Change Conference, 2025

The Solar Butterfly is the world's largest solar powered vehicle and currently on a 4-year-journey around the world. With its shape of a butterfly, it shows that transformation from fossil fuels to clean renewable energies and other technologies is possible – like the earth-bound caterpillar transforms into a free-flying and independent butterfly! Started in May 2022 at United Nations in Geneva it will be travelling through six continents and 90 countries until December 2025. The goal is to reach the United Nations Climate Change Conference in South America in 2025, for the 10th anniversary of the UN Paris Climate Change Agreement.

## India's EV infrastructure

One of the biggest hurdles we faced was locating fast chargers along the route. While India's EV infrastructure is developing, there are still limited FAST charging options, especially on highways and in rural areas. This reality made finding fast charging points an adventure in itself. Equipped with navigation apps, we mapped out every possible charging station, but the unpredictable nature of EV infrastructure meant that we sometimes had to venture off-route to locate operational chargers. Each successful charge was a small victory, reinforcing the value of patience and planning in sustainable travel.



**Team Solar Butterfly** : Lukas Heini, Jessica, Tobias and Prathik Nayar

# Fond Memories,



## Dinesh Thampi, Vice President & Delivery Centre Head, TCS.

### India first

TCS has an annual event called 'Blitz.' I attended it from 2009 onwards. On at least five occasions, I was in the audience. A couple of times, the event was held in Hyderabad, and Mr Ratan Tata had come down straight after attending the Bangalore Air Show, where he flew the F-16. He shared that experience with us. His addresses were never long speeches, but his patriotism, kindness, and simplicity always came through his address. He left everyone impressed with his personality. After he had taken over as Chairman for the second time, he was asked at a fireside by Mr. N Chandrasekhar about the best thing that had happened to him from the preceding challenging situation. He thought for a second and answered that the

best thing that had happened to him was sitting beside him, leaving Mr Chandrasekhar floored and the audience in splits.

Mr Ratan Tata always thought of India first. TCS was the only Tata company operating outside India when he became the Chairman. He began thinking of acquiring foreign brands and took over Tetley Tea in 2000. It was the first acquisition, and no staff was laid off in its takeover. Later, he acquired Corus, Jaguar, and Land Rover, making the Tata Group the biggest employer in the UK.

He taught the world that business can be done ethically without compromising on principles. He believed that if a conglomerate works in a community, then it should serve the community. When I was in Hungary heading our TCS Delivery Center in 2013, we won the best GDC award, I would have received the award from Ratan Tata Sir himself in 2012, That's a regret I harbour.

*(Input: Amrutha K. Menon,  
First Year MBA)*



## Hamid Ashraff MD, Tata Coffee (Retd.)

### Inimitable sense of humour



File photos : Ratan Tata's visit to Madupatty Factory in April 1997

It was a tradition during my stint as Executive Director Tata Tea from 1994 to 1999 and as Managing Director Tata Coffee from 2000 to 2010 for the Tata Group Chairman to hold an annual meeting of the senior management of the Group. The objective was for the Chairman to present the Group's performance in the current year, the successes, failures, etc., and the challenges ahead and formulate a strategy for the future. At one of these meetings, Mr Ratan Tata started the presentation with a story. "A man wanted to buy a parrot, so he went to the pet store to pick one up. He selected one and asked the owner the price. The owner replied that it would cost ₹5000.

## Mahesh R Learning & Development Manager

### Taj Malabar Resort & Spa

### Charmed by Kerala



I was fortunate to be appointed SPOC (Single Point Of Contact) when Mr Ratan Tata visited Taj Green Cove Resort & Spa at Kovalam in December 2019. A few months before in September, I came across a new book named 'The Tatas' by Girish Kuber in Marathi and translated into English. Later when Mr Tata stayed with us, I wished he could autograph the book. I mentioned this to his aide. Later his aide called me and said that Mr. Tata wanted to meet me.

Mr. Tata made me sit next to him and enquired about the book and its year of publication. He was curious that he had not heard of the book and asked his aide to arrange one for his library. After autographing the book, he asked, with a smile, if I wanted a photograph with him. It made my day.

## HAPPY NEW YEAR

### Reflect, Reset, Rejuvenate.

As we step into the New Year, it's a perfect moment to reflect, reset, and rejuvenate. Remember, success in both academics and life hinges on two fundamental principles: Planning and Persistence.

A well-thought-out plan sets

a clear direction and ensures you make the most of every opportunity. Set SMARTER goals for 2025, break them into manageable tasks, and track your progress. But a plan alone is not enough—it's your persistence that transforms dreams into reality. Stay committed, even when faced with challenges. Keep pushing

forward with unwavering determination and resilience.

Every setback is a setup for a comeback. Learn from your experiences, and never lose sight of your vision. With a solid plan and persistent effort, there is no limit to what you can achieve.

Wishing you all a year filled with Growth, Learning, and Success!

**Prof. Nagaraj Shenoy**

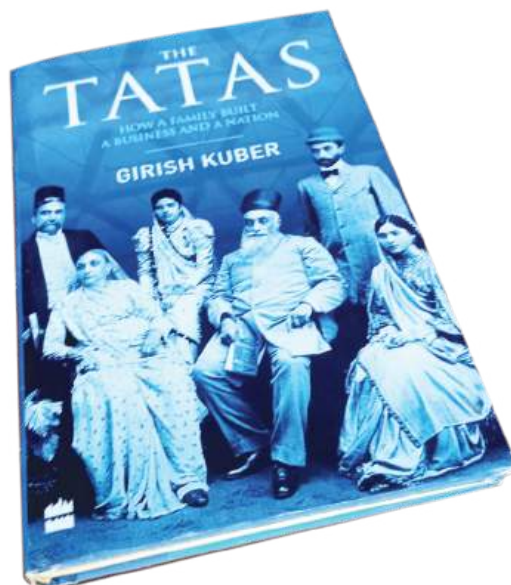
Director, SCMS Cochin School of Business



# Special Moments



On enquiring what this parrot could do, the owner replied that it could speak four languages and sing several popular songs. The man then chose another and asked its price to be told it would cost ₹50,000. On inquiry, the shopkeeper said this parrot could speak 14 languages, recite the Constitution, and explain Einstein's Theory of Relativity, among other things. The man picked up another parrot and enquired about the price, to learn that it cost an astonishing ₹50 lakhs. The man asked, "What can he do to command this price?" The shopkeeper scratched his head and said, "I don't know exactly what he does, but they call him the Chairman!" This story shows his self-deprecating humour and humility.



The day before his departure, December 28, happened to be his birthday. We had arranged for an 'Onavillu' a traditional wooden bow made by a select family in Kerala for select occasions as a farewell cum birthday present for him. When presented with it, he accepted it graciously and wanted to know more about the artefact. His curiosity for details and his humble demeanor impressed everyone at the hotel.



## A love for dogs

**City - based outfit Pawsome Party paid a unique tribute to Mr Ratan Tata's love for dogs**

Pawsome Party, an outfit dedicated to the cause of dogs paid a unique tribute to Mr Ratan Tata on October 20, 2024 by holding a mega donation and adoption drive at Dogs Park in Rajendra Maidan. This special event was held to honour the late business magnate's significant contributions to the welfare of pets in India.

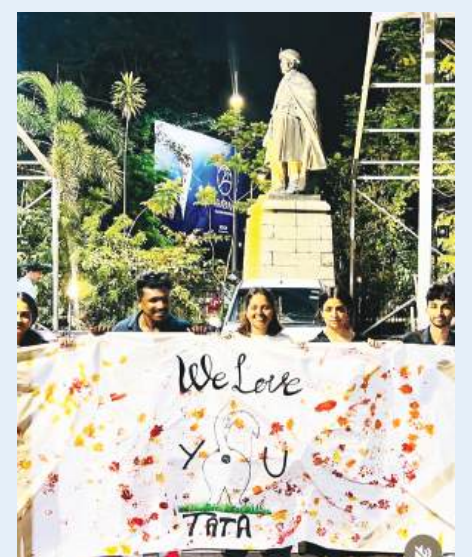
The adoption drive was held to encourage families and individuals interested in giving a loving home to pets in need.

The donation drive collected over a tonne of pet food supplied by Drools, a pet store; the mega clothing store Seemati provided clothing supplies for pets in need, Skyec offered deworming services for more than 800 dogs, Roms and Raks supplied essential cleaning materials and Cochin Pet Hospital administered on-the-spot vaccinations.

Pawsome Party will be donating the collection to 25 NGOs across the country, acknowledging the impact Ratan Tata had on the pet community.

"We are a community of pet

parents and we came together to celebrate Ratan Tata's legacy and support the welfare of our furry friends," said Donna Deny who started Pawsome Party two years ago with her friend, Aishwarya Nandhilath.



## Learning Opportunities

Let's thank to the Almighty and all the concerned for the blessings, achievements and the countless opportunities that we got during the last one year. As the New Year approaches us with hopes, I would like to extend my heartfelt greetings and best wishes to all of you. May 2025 bring you prosperity, growth, excellence in studies and career growth.

The main strength and advantages of engineering

diploma students are the practical experience that acquire from Labs and Workshops in the college and also from the internship in industries. Some of our sixth semester students have been selected for six month internship in various industries. I request all the students to make use of every learning opportunity. Your hard work and determination will pave the way for a successful and fulfilling future.

To the faculty and staff, thank

you for your dedication and unwavering support. Your efforts in nurturing the next generation of skilled professionals are truly commendable, and I look forward to another year of growth and success together. Together, we will continue to contribute to a brighter future through education and innovation.

## Baby P P

Principal, SCMS College of Polytechnics



# Seeing beyond Sight

**Sarath K.M, the young telephone operator at SCMS main campus has not let visual impairment come in the way of his growth**

**Shyla Krishnakumar**

Sarath K.M, the young telephone operator at SCMS main campus, views audio as more than just a necessity - it is a vital part of his life. Despite being visually impaired, he has never allowed his disability to hinder his personal growth.

Sarath joined the SCMS Group in January 2019 and quickly became a respected figure known for his ability to connect callers based solely on their voices. This skill has earned him admiration from colleagues and callers alike.

In 2018, our Vice Chairman,

Prof. Pramod P. Thevannoor, introduced the idea of inclusivity for differently-abled individuals to our SCMS family. He envisioned hiring individuals with the potential to operate telephones and assist in the office, a concept that deeply resonated with me.

After reaching out to the Headmistress of a Blind School in Aluva, I was recommended a young man with a BBA degree and telecalling experience. Despite initial concerns about Sarath's commute, performance, and comfort in the workplace, the Headmistress assured me that his blindness should not be seen as a limitation. She emphasized his exceptional willpower and ability to excel in any task given to him.

And she was right.

Within months of starting, Sarath could identify employees solely through phone conversations. His ability to distinguish between individuals with similar names, even without mentioning their institutions, was truly remarkable. He connects calls swiftly and his memory for numbers is nothing short of



Sarath K.M. . Photo credit : **Sanil S.**

extraordinary - all numbers are at his fingertips. Even when phone numbers are missing from the board, he finds a way to connect with the right people.

Sarath's presence inspires all who encounter him.

He is known for his unique sense of style and dresses in bright, colorful outfits that reflect his vibrant personality.

A strong and confident leader at home, he takes charge of household responsibilities and guides his family through difficult times. When he tragically lost his father Sarath showed remarkable courage and grit.

Sarath's dedication to fitness is admirable. He uses the gym at SCMS Campus and travels back home to Kottapuram

daily after work by taking two buses. This has earned him the admiration of his trainer for his commitment to exercise.

Sarath is also a music enthusiast, filling his workspace with soothing melodies.

Recently, he served as a committee member for the one-week Feast of St. Michael at St. Michael's Cathedral in Kottapuram, his home parish. Despite his busy schedule, he is diligently preparing for Bank and PSC Exams, determined to secure a government job in the future.

Sarath is a true inspiration to those around him, showing that with hard work and dedication, any goal can be achieved.

*(The writer is HR Head SCMS)*

## “I feel I am doing God’s work”

**The underprivileged, sick and abandoned make up Jotty George’s extended family**

**Priyadarshini Sharma**

Sundays are cherished as family days, but for Jotty George, whose company Maptho Printings in Kalamassery, publishes all SCMS Group's literature, it is a day dedicated to serving the less fortunate. Jotty spends his Sundays at local homes for the destitute in Ernakulam where he and his team provide care by bathing the inmates, cutting their hair, or giving them a comforting shave. On second Saturdays every month he coordinates a project for HIV patients which provides them with a monthly provision kit.

Jotty's commitment to helping the underprivileged, the sick, and the abandoned began in his childhood when he, along with his two older sisters, would visit orphanages with their parents every Sunday. This routine shaped Jotty's perspective on life and instilled in him a deep sense of compassion.

As he grew older, he began to



Jotty George, Managing Partner, Maptho Printing. Photo credit : **Sanil S.**

feel a profound connection to those he served. He described the feeling as though he had been “touched by God”.

Jotty graduated from Bharat Mata College in Thrikkakara and studied Management at Vinayaka Mission in Salem. In 1999, he moved to Bangalore to work as a marketing executive for IDBI and Standard Charter Bank. During his time there, he visited Mother Teresa's Home and a home for children affected by HIV run by Deena Sevana Sabha.

**The Aswasalyam HIV Project marked a significant milestone in November 2024 as they celebrated their 100th meeting.**

Jotty married Sheema in 2005, and to his luck she shared his interest. Sheema not only accompanies Jotty on his visits to homes, but also uses her beautiful voice to sing for the inmates.

Jotty's journey into grooming beggars and roadside tramps began unexpectedly. In 2011, he and a friend provided beggars at the Aluva Bus stand with shaves, haircuts, and baths. “That day, I felt like I was doing God's work,” Jotty recalls. That year he visited a home for individuals with HIV, where they



### ■ Jotty George

were struck by the inmates' normalcy. “They are just like us. Many of these women and children have been afflicted through no fault of their own.” He met Fr. Jose Payapilly in Thrissur, who introduced them to a project supporting HIV-positive individuals. This project involved hosting monthly gatherings, providing positive talks, refreshments, and travel allowances for the inmates.

Believing that reaching out to HIV families would be beneficial, he and his wife decided to launch the project in Ernakulam. The Aswasalyam HIV Project was already in progress, led by a social activist the Late Brother Dominic and Jotty took charge of its operations. Currently, the project includes 50 families, and November 2024 marked a significant milestone as they celebrated its 100th meeting.

“They are like family to me. Sometimes they even feed me, and Sundays are dedicated to spending time with them,” Jotty says with a smile.

*(The writer is Manager Corporate Communications SCMS)*

# THE PRODUCTS SHOWCASE BAZAAR

*The first-of-its-kind Product Showcase brought creativity and entrepreneurship to the fore*

*Paper from grass, organic protein powder, bamboo toothbrush, eco-friendly fertilizers, innovative mobility aid, payasam-inspired ice creams, zero-sugar fruit bites, on-the-go nutritious snacks and meals, unique workbooks, designer products from plastic waste and traditional halwa that went pop... the Product Showcase event at SCMS was a celebration of innovation and talent.*

*Students pursuing the Product & Brand Management and Integrated Marketing Communication courses of PGBM Term 4 were tasked to conceptualise a product, build the brand promote it on social media and launch it. The event was held on October 30 at the SCMS Main Campus Atrium.*

Here are six niche products that yoked innovation and design to create sustainable, off-beat, cutting edge and fun products.

## GREENSCRIPT

Greenscript offered a sustainable alternative to conventional paper, made using renewable grass fibres. Their grass-based paper stood out for its soft and smooth texture.

## FOREST

Forest's reusable bamboo toothbrushes feature detachable bamboo heads, allowing users to replace only the brush head instead of the entire toothbrush, significantly reducing plastic waste. These bamboo toothbrushes are eco-friendly, and possess antibacterial properties thus promoting better oral health.



## NAVISTICK

"The idea of Navistick came from recognising the need for a simple portable tool to help people navigate easily in any environment". A smart walking stick, Navistick is an innovative mobility aid designed for elderly individuals, hikers, and outdoor enthusiasts, enhancing safety and independence.



Equipped with features like GPS tracking, fall detection, heart rate monitoring, and an emergency alert button, this smart stick offers real-time health monitoring and location tracking, which are crucial for older adults and hikers in remote areas.

## PAAYSCREAM

A fusion of traditional Indian Payasam and Ice Cream Paayscream has introduced a line of payasam-inspired ice creams that brings the essence of classic Indian sweets to a refreshing, frozen form. It offers a range of unique flavours like Palada, Semiya, Gulabi Tree, and Laddu Treat.



The makers faced the challenge of maintaining the right temperature during storage

and serving

## PENSCRIBE

An innovative brand dedicated to fueling creativity and self-

expression, Penscribe, has introduced a range of scene worksheets and character workbooks designed to inspire users of all ages. The collection features a Kids and an adult edition. The makers faced the challenge of designing visually appealing and comprehensive tool kits.

## ECO AND TAILOR

Eco and Tailor, an innovative brand dedicated to environmental sustainability, embarked on a mission to turn plastic waste into stylish, functional products that help reduce pollution while adding value to everyday life. Its product line extends to clocks, phone cases, and bags.

It has a strong online presence through their dedicated website. Kuttu, a charming Shih Tzu is the brand's official mascot, who embodies the companionship of the brand to its customers and the planet.



## ● Natfit

Natfit an all-natural and organic protein powder made with ingredients that include dates, flax seeds, pumpkin seeds, nuts, and fruits.

## ● Boatanix

Boatanix is an organic, eco-friendly alternative to synthetic fertilizers, a combination of cocopeat, manure, soil

## ● Sukhoon

Sukoon launched Handcrafted Indian Air Fresheners with Customizable Fragrances that double as beautiful decor pieces.

## ● Fruisou

Fruisou has launched a line of 100% natural, zero-sugar fruit bites that promise all the flavor of real fruit without any added sugar or syrup

## ● New Crunchy Granola Bars

A snack free from artificial additives, no added sugars or chemicals, the nutritious snack redefines Healthy Eating on the Go

## ● Gobites

Gobites Nutri offers carefully crafted dishes under expert guidance of to ensure a perfect balance of essential nutrients, catering to a variety of dietary preferences

## ● Kesh Vedha

The brand offers the ancient Ayurvedic wisdom for modern hair care with a range of hair oils that address specific scalp and hair conditions.

## ● Qalb

A sweet brand blending tradition and innovation in Halwa, they offer three delicious varieties peanut, tender coconut, and dates.

# Marathon Woman

*The Additional Inspector General (AIG) of Police and Nodal Officer for CMO Portal, G. Poonguzhali, IPS, embarked on a fitness journey in September 2023. Over the course of a year, she increased her running distance to an impressive 30 to 35 kilometers. Looking ahead to 2025, she has set her sights on doubling this distance. In a candid online conversation with Ananthu N.B. and Vaishnav V.T., the spirited police officer delved into her passion for running and emphasised the importance of maintaining physical fitness. Edited Excerpts*



G. Poonguzhali IPS (Credit: coastal.keralapolice.gov.in)

## Her running journey

I view running as more than just a hobby; it is a passion that I actively pursue. Not only does it contribute to my physical well-being, but it also enhances my mental fitness. As a member of the Police force, maintaining a high level of physical fitness is crucial to effectively carrying out my duties. Recently, I completed a Diploma in Nutrition and Health Education, which heightened my awareness of the importance of maintaining good health. This newfound knowledge inspired me to take up marathon running as a way to further improve my overall well-being. My journey into running began in September 2023, during a one-month training programme at the National Police Academy. Despite my demanding schedule, I made a conscious

effort to prioritize running, recognizing the significance of dedicating time to my passion. As I gradually incorporated running into my routine, it became a habit that I was determined to continue during my time at the Academy.

## Marathon scene in the city

Marathons are organised by various clubs in different cities, with one of the standout running clubs in Kochi being the Soles of Kochi. This club boasts a team of professionals who have not only participated in numerous marathons but have also set impressive records along the way. Among their ranks are doctors, engineers, and government officials, making them a diverse

and knowledgeable group to learn from. Many running clubs offer free coaching sessions, and the Soles of Kochi is no exception. They provide free strengthening workout practices at CUSAT every Wednesday morning. However, it is disheartening to note that the turnout for these coaching sessions is lower than expected.

## Idea of fitness

Maintaining physical fitness is crucial for individuals of all ages. In our fast-paced world, it is essential to effectively manage our time in order to prioritise our health and well-being. Witnessing older individuals participating in marathons serves as a powerful reminder of the importance of staying active and healthy. Their



dedication and perseverance can inspire us to strive for our own fitness goals and push

## Looking ahead

I have successfully completed a half marathon and am now setting my sights on running a full marathon. Unfortunately, I was unable to train for a full marathon this year due to other commitments. In Kerala, there are no marathons held during the monsoon season, which runs from June to October. My goal is to run a full marathon before the next monsoon season, making it a short-term goal for me. Currently, I am challenging myself with 30- to 35-kilometer trail runs. In order to improve my running abilities by 2025, I plan to increase my training distance to 50-60 km on trails. There are trails ranging from 60 km to 90 km in length, each with varying levels of difficulty, and I am determined to prepare myself for these challenges.

*(The writers are students of PGDM Batch 33)*

# HAPPY NEW YEAR

## The torch of innovation

Christmas is a time to reflect on the blessings in our lives, cherish the bonds we share, and spread kindness and hope. As future engineers and innovators, your journey is a testament to hard work, resilience, and creativity. You carry the torch of innovation and progress, shaping a brighter tomorrow for our society.

Let this festive season inspire you to pursue your dreams with renewed energy and determination and also of dreaming big and building



a brighter future. I wish that you shine as role models in your field, blending technical excellence with a spirit of humanity.

I extend my heartfelt Christmas wishes to each one of you and your families.

**Dr. Anitha G. Pillai**

Principal, SCMS School of Engineering & Technology

## A canvas for your aspirations

As we step into the New Year, I extend my warmest wishes to each one of you. A new year symbolizes fresh beginnings, renewed hope, and opportunities to dream bigger and achieve greater. At SCMS, we strive to nurture creativity, critical thinking, and a passion for excellence in each of you. Let this year be a canvas for your aspirations, painted with hard work, resilience, and collaboration. Embrace challenges as opportunities to grow and learn, and continue to contribute to the vibrant and



diverse community we have built together. I am confident that 2025 will bring remarkable achievements for all of us, both individually and collectively. Let us commit to making the most of this journey, supporting and inspiring one another along the way.

**Dr. Ranjini Bhattathiripad. T**  
Principal, SCMS School of Architecture