

ACASIANA

Newsletter of Al Shifa College of Arts and Science VOL-1. ISSUE-1.
AUGUST 2021



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MESSAGE FROM MANAGING TRUSTEE



Dear Readers,
Hope everyone is safe and sound.

I am delighted to introduce the first issue of ACASIANA -the newsletter of Al Shifa College of Arts and Science. Launched in the Second half of the year 2021, within this short span of time the college has put itself in a different league with the vision, vigour and values of a new kind. Our students are exposed to the best in their fields with a suite of activities that targets orientation and empowerment at multiple levels. Even in the current scenario of Covid 19 pandemic, the college has been able to establish its distinctiveness, making it stand out from the crowd. The college Newsletter, ACASIANA, will definitely help showcase the culture of the campus to the outside world. This would also leave an impact in the minds of the larger public, providing visibility and awareness about the quality initiatives in the campus.

Wish you all happy reading!

Thank you
Dr. P. Unneen
Managing Trustee
Shifa Medicare Trust

CAMPUSUKALILE SARGAVEGANGAL

College Magazine Committee 2021-2022, organised a State-level Magazine Workshop, 'Campusukalile Sargavegangal', on how to design a College Magazine, on 3 June 2021. Dr. Ambikasuthan Mangad, retired Professor, Nehru College, Kanhangad, author, poet and script writer handled the session. In the session he threw light upon many aspects to be followed while creating a magazine. He also talked about the strenuous effort he and the committee undertook for the award-winning magazine, of which he was the staff editor in 2003. He also provided many tips to improve the quality of a magazine. In the interactive session that followed, the participants asked questions on how to produce quality works within the limitations of the Covid-19 pandemic, how and what messages can be conveyed in the present scenario, about other striking college magazines, the most important sections of a magazine etc. The session was wound up with a vote of thanks by magazine editor Mohamed Shalikh. Students and staff from various colleges across Kerala participated in the session.



ED TALKS BY FATHIMATH NISHLA

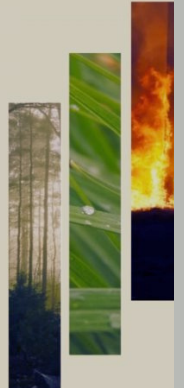
ED Club conducted an Interactive Session with the Student Entrepreneur, Ms. Fathimath Nishla (CCIP Diploma Holder, Founder, Toujours Couture Boutique & Artis Industria Paper Craft) in the Talk Series by ED Club on 15 June 2021. Ms. Fathimath Nishla shared her experience as an entrepreneur and challenges faced by her in entrepreneurial practices during her studies. She conveyed the message that if anyone has strong determination to do something, no one can resist it.

PAARISTHIDHIKA DHARSHANAM SAHITYATHIL

Observing World Environment Day

5 June 2021
10.30 to 11.30 am
Google Meet

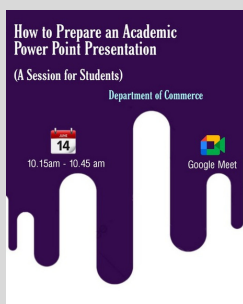
'പാരിസ്ഥിതിക ദർശനം സാഹിത്യത്തിൽ'
പ്രഭാഷണം: ഡോ: തമിഴ് മുതുമുതലൻ
മലയാള വിഭാഗം മേധാവി
എം. ജി. എസ്. മനോജ് കോളേജ്



Nature Club, in association with *Thanimalayalam Club*, organised a talk on, "പാരിസ്ഥിതിക ദർശനം സാഹിത്യത്തിൽ" (Environmental philosophy in literature), in connection with observing World Environment Day on 05 June 2021. The session was inaugurated by Dr. Myna Umaiban, Head, Department of Malayalam, DGMES, Mampad College. Dr. Babu. P. K, Principal, Al Shifa College of Arts and Science, addressed the gathering. Dr. Myna Umaiban delivered many information in the field of Environmental Philosophy in literature and importance of environment protection. This was followed by an interactive session in which the students asked different questions related to the topic. Mr. Irshad. K, Nature Club Coordinator and Assistant Professor of Arabic, coordinated the event. The students and faculty members of Al Shifa College of Arts and Science participated in the session.

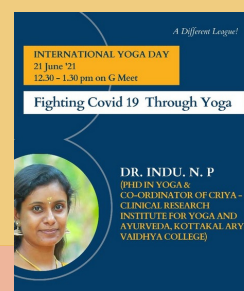
HOW TO PREPARE AN ACADEMIC POWERPOINT PRESENTATION

Department of Commerce, organized an online session for students on, 'How to Prepare an Academic PowerPoint Presentation', on 14 June 2021. The session was handled by Ashida A P, Assistant Professor of Commerce, Al Shifa College of Arts and Science. She started the session with a demo PowerPoint asking the students to point out the mistakes on those slides. Then she moved on to a presentation which stated the factors to be considered while preparing an Academic PowerPoint. She highlighted the importance of font size, font design, animation, layout, and slide structure while preparing an Academic Presentation. She concluded the session with a sample PowerPoint presentation.



FIGHTING COVID 19 THROUGH YOGA

On the International Yoga Day, the Yoga Club organized an online presentation on, 'Fighting Covid 19 Through Yoga', by Dr. Indu. N. P, Yoga Consultant and Coordinator of CRIYA (Clinical Research Institute for Yoga and Ayurveda, Kottakal Aryavaidhya College) on 21 June 2021 via G Meet. Principal, Dr. Babu. P. K, in his address told that work-life balance is to be maintained and Yoga is helpful to a good extent for the same. He added that it's not only the time of Covid and crisis that urge the need of yoga practices but it must be made a part of daily routine. Dr. Indu gave a general view about how far we are able to focus and involve in the things that are happening around us and how yogic practices help one achieve concentration. She talked and demonstrated various yoga postures and breathing exercises to enhance breathing capacity and to survive and fight Covid 19. She also interacted with the Covid-infected and advised them appropriate yoga techniques to overcome the difficulties they face in the post-Covid period.



“TAKING CARE OF ONESELF: MIND AND WELLNESS”

A session on, 'Mental Well-Being', was organised by the Women Development Cell on 1 July 2021 by Shamna Mol. V.K, Clinical Psychologist, KIMS Al Shifa Super Specialty Hospital, Perinthalmanna. She presented a talk on 'Taking Care of Oneself: Mind and Wellness', on G Meet

The topic was of great relevance in the troubled time of Covid-19 when students are forced to stay home and are tied up with online classes. The speaker suggested several tips to battle the boredom and to bring back the habit of sleeping and getting up in time. As a consultant psychologist, she delivered her topic effectively emphasizing the significance of mental health and wellness amongst the students during this pandemic situation. She also pointed out the precautions to be undertaken by an individual in their daily life to overcome the effects of mental stress and depression.

‘KEEZHATTUR PERUMA: NAATUCHARITHRATHIN NAALVAZHICAL- MANGOTTIL BALAKRISHNAN MASHODOPAM’

The College Magazine Committee organised a session, ‘Keezhattur Peruma: Naatucharithrathin Naalvazhikal - Mangottil Balakrishnan Mashodoppam’, on 30 June 2021, via Gmeet, for the members of Magazine committee. The session was intended to collect information about Keezhattur-the proposed focus area for the college magazine 2021-2022. The chief guest Balakrishnan master started his talk with an appreciative note to the college and magazine committee for coming up with such an initiative. The talk was followed by an interactive session by Balakrishnan master and the students. The students and faculty members inquired about the history, culture, festivals, traditions and customs and famous personalities of Keezhattur to which Balakrishnan master replied effectively. The interactive session was followed by a note of thanks to Balakrishnan master by Principal Dr. Babu. P. K.



BASHEER ANUSMARANAVUM CHALACHITRA PRADHARSHANAVUM

Thanimalayalam club observed the remembrance of Vaikom Muhammed Basheer with screening of his movies followed by a talk on 12 July 2021. Mr. Amnus Baby, guest lecturer, Department of Malayalam, Madurai Kamaraj University was the Chief guest of the program. The famous movies of Vaikom Muhammed Basheer, *Mathilukal* and *Bhargaveenilayam* were screened online as a part of the programme. The programme commenced with a welcome speech by Ms. Febina, Assistant Professor of Malayalam. She said that any person with a fair knowledge in Malayalam can effortlessly grasp the works of Vaikom Muhammed Basheer, due to the simplicity of his language. She also said that Basheer is one of the widely read writers in Malayalam. In the principal’s address, Dr. Babu. P.K, talked about the importance of language, the style of rendering, the ecological importance and ecocritical ideas in the works of Basheer. He also focussed on the importance of in- depth reading of the works of Basheer. The chief guest Mr. Amnus Baby talked about the importance of Vaikom Muhammed Basheer’s works in the contemporary situation. He also quoted on the changes in ideas of love with reference to the acid attacks and other violent reactions that ubiquitously crop up as a reaction against love failures today. The divine love as that of Majeed and Suhara in Basheer’s *Balyakaala Sakhi* is seldom seen today. He also talked about the transitory love affairs seen today, comparing it with the character Narayani from Basheer’s movie *Mathilukal* who loves merely through voice of her lover. He said that the Malayalam horror movies have still not progressed far beyond Basheer’s *Bhargavinilayam* with reference to the recent horror movies such as *Cold Case* and *Chathurmugham*.

INVITED STUDENT TALK SERIES



World Environment Day '21 was celebrated with the institution of an innovative Student Talk Series by the Department of English at Al Shifa. The Invited Student Talk Series was initiated, aiming at providing a platform for UG/PG students from neighbouring Higher Education Institutions to introduce texts/works with an eye on environmental and climatic issues and man- nature coexistence.

The Series was opened with the talk by Nihal Jabin, student, 4 Sem MA, Noble Women's College, Manjeri, who reviewed Rachel Carson's *The Silent Spring*.

The series has now 16 Talks with presentations from the students of Calicut University Campus, DGMMS Mampad College, Providence College for Women, Coonoor, NIT, Trichy, Providence College, Calicut, Farook College, Calicut, Unity Women's College, Manjeri, Yuvakshetra College of Management Studies, Palakkad, Government College, Kondotty, Amal College of Advanced Studies, Nilambur, Brennen College, Thalassery and Sacred Heart College, Chalakkudy. The initiative was appreciated by the teaching fraternity as it nurtures the presentation skills and critical thinking skills and gives exposure to the students.

ENTE VAYANA: THROUGH THE READING EXPERIENCE OF TEACHERS

Faculty members of the College shared their experience on reading, with the students in, 'Ente Vayana: Adyapakarude Vayanaanubhavangaliloode', organised by 'Thani Malayalam Club' in connection with National Reading Day, from 19 June to 1 July '21 via Gmeet.

On 21 June, the first day of the programme, Ms. Febeena. K., Assistant Professor of Malayalam, shared her experience on reading the book *Susannayude Grandhappura* by Shri. Ajay Mangatt. She explained how the book is woven with various writers, their works, their memories and experiences, thereby the students got to know more about different writers and their works.

On 22 June, the next day, Mr. Rohit. R, Head, Department of Commerce, introduced the writer Subash Chandran's *Samudrashila* to the students. He elucidated that the novel depicted femininity as that which is in search of unconditional love, the epic of resilience and the ever-tolerant mother, with reference to the prime character of the novel, 'Amba'.

On 23 June, Ms. Sabina, Assistant Professor of English, shared her experience on the book, *And the Mountains Echoed* by Khaled Hosseini. The book talks about familial love from different characters' perspective. She also introduced other works of Khaled Hosseini to the students and asked them to read the book which is available in the college library.

On 24 June, the fourth day of the programme, Mr. Irshad Hamza, Assistant Professor of Arabic, talked about his experience on reading the book, *Ente Umma* written by Firoz Khan Puthanangadi. It was a novel that portrays the sacrifices of a mother and the value of motherhood which is of great contemporary relevance.

On 25 June, Ms. Saritha.K, Head, Department of English, shared her experience on the book *Curse Stories* by Rajathi Salma. The book is a compilation of eight short stories out of which a short story named "Toilet" was the focus. It talks about the difficulties faced by women in talking about her toilet needs in public places which is a marker that still the equality and freedom of women have miles to go. This short story points towards the complications faced by women in day-to-day life.

On 28 June, Ms. Ashidha. A. P, Assistant Professor of Commerce shared her experience on reading, *Irutinte Aathmavu*, written by one of the most famous writers in Malayalam M.T. Vasudevan Nair. The novel talks about the insane Velayudhan who had been ostracized by the society as well as his family. She said that it is not merely a story of Velayudhan but of the helpless state of man.

On 29 June, Mr. Muhammed Noufal.M. Head of Economics Department talked about *Men are from Mars and Women are from Venus* by John Gray. This book is about the differences in the characters and attitudes of men and women. He said that one must read this book to understand how differently a man and woman should be treated. The book is a bible to married couple, he added.

On 30 June, Mr. Deepak. A. G. Assistant Professor of Sociology, shared his experience on the book *Pathonpathaam Nootandile Keralam* written by P. Bhaskaran Unni. The book is divided into 16 chapters and he talked about the book with special reference to the chapter titled "Vasthram". The changes that occurred in the perspectives, conceptual differences, traditions and customs during the past two centuries.

On 1 July, the last day of the programme, Principal Dr. Babu. P.K, talked about his experience of reading the Book *At Night All Blood is Black* by David Diop, the English translation of which is the booker prize winner of this year (2021). The book is about Alfa Ndiaye, a Senegalese man who, for a moment of his cowardice, finds a way out of his guiltiness through the macabre ritual. Written in the context of World War I, the novel tells the story of the friendship between a Senegalese soldier, Alphandie, and his friend Diop. He said the novel will give students a new reading experience. The Principal congratulated the *Thanimalayalam Club* and all the teachers who took part in such an event and suggested that the students should also be given the opportunity to present their reading experience on such occasions.

A SESSION ON MOOC COURSES

The Internal Quality Assurance Cell (IQAC) of the college organised an in-house session on Swayam MOOC Courses for faculties on 6 July 2021, Thursday. The session was handled by Mr. Rohith. R, Head, Department of Commerce, and Swayam SPOC. The session commenced at 2 pm with an official welcome note by Sabina, Assistant Professor, Department of English.

The session started with a brief introduction on MOOC Courses and their relevance in the digital era. The speaker opined that MOOC courses are essential for academic upgradation and career improvement. He spoke about the history, relevance, and features of Swayam courses. After the presentation, he mentioned the step-by-step procedure to register with Swayam, how to opt courses from the Swayam platform, the enrollment procedure under Swayam, and how to use Swayam ARPIT courses for faculty refresher and faculty development. He said that students can avail the credit transfer facility if they complete any course under the Swayam platform. Students can use this platform for completing their Audit courses as per new university regulations and teachers will get the benefit to act as a student mentor under the Swayam platform.

After that, the speaker mentioned some other MOOC platforms like Coursera, edX, and Digital Garage. He made a demo presentation on how to enroll under these platforms. He opined that MOOCs are wonderful platforms for securing innovative tools for teaching-learning mechanisms. The session was interactive and informative for the teachers.



ENTE VAYANA: SHARING READING EXPERIENCE OF STUDENTS

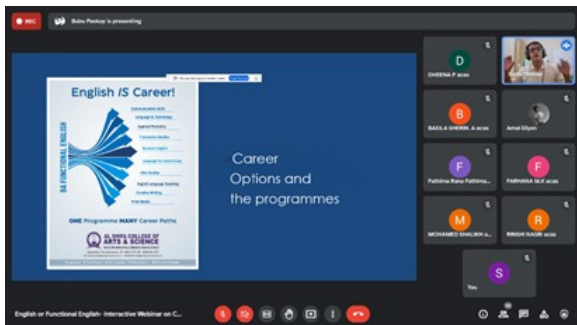
Thanimalayalam Club in collaboration with English Dept., extended the series, 'Ente Vayana: Adyapakarude Vayanaanubhavangaliloode', to the students. The Club has commenced the programme on 12 July 2021 at 10.30 am via Gmeet on book reading experience by the students, to cultivate indepth reading among students.

Deena. P of I BA Functional English shared her experience of reading the book, *The Old Man and the Sea*, by Ernest Hemingway. Jassir Hussain of BCom Finance, shared the feelings of nostalgia that popped up in his mind on reading O.V. Vijayan's *Kaatu Paranha Kadha*. Muhammed Basith of BA Economics, introduced Benjamin's *Adujeevitham* which says the story of an abused migrant worker, to the students. Muhammed Anshif of B Com Taxation, introduced the short story *Biriyani*, written by Santhosh Echikkanam. The session ended with a vote of thanks by Thanimalayalam Club coordinator, Ms. Febina. K.



'WHICH OFFERS MORE CAREERS? ENGLISH OR FUNCTIONAL ENGLISH'

Department of English and Career Training and Placement Cell, jointly organized an FAQ webinar on, 'Which Offers more Careers: English or Functional English', on the scope of English Language and Literature and Functional English programme in the career front, on 22 July 21 at 10.30 am on Gmeet. The interactive session was led by Dr. Babu. P. K, Principal, Al Shifa College of Arts and Science. The session listed out various possible options after graduating in Functional English apart from teaching. Dr. Babu walked the participants through the advancement of language in technology and explained that love for Language and Technology would help one choose career aspects like E-content Developer, E-Tutor, Technical Writer, and interest in Computational Linguistics would lend a variety of platforms like speech/voice recognition, speech synthesis, machine translation so on and so forth. People who are bilingual, equally good in two languages, can opt to become a translator, he added. Ms. Saritha. K, Head, Dept. of English gave a briefing of the activities of the department held so far in her welcome note. The talk concluded at 11.40 am with a vote of thanks by Deena. P, student of I BA Functional English.



OBSERVING NELSON MANDELA DAY DECLAMATION COMPETITION

An inter-collegiate Declamation Competition was organized by English Club for the college students in connection with Nelson Mandela Day on 18 July 2021. Entries were received from various colleges across Kerala Seven entries were selected and first, second and third positions were awarded prizes. Namratha from Govt. Brennen College, Thalassery, Swathi. P from Yuvakshethra Institute of Management Studies-Palakkad and Aiswarya Suresh from Dr. Janaki Ammal Campus-Kannur University, grabbed the first, second and third positions respectively.

B COM WITH CMA/ACCA IN AL SHIFA, A CAREER ADVANCEMENT IN COMMERCE WITH CA, CMA, ACCA, CS



Dept. of Commerce, jointly with ICMS, Malappuram, organized a session on, 'B Com with CMA/ACCA in Al Shifa, Career Advancement in Commerce with CA, CMA, ACCA, CS', on 15 July 2021 by Mr. Anas and Mr. Jubin, Trainers, ICMS, Malappuram. Ms. Ashida. A. P, Assistant Professor of Commerce and programme coordinator, delivered the welcome note. Principal, Dr. Babu. P. K, spoke on the purposes of integration of professional courses like CA, CMA, ACCA, CS with graduation programmes.

The resource persons introduced and explained the structure and modules in the courses with clarity. The procedures of admission, syllabus, examination pattern and fees structure of each of the courses were listed out by the speaker. The session threw light on various job opportunities, home and abroad, that await them after the completion of the courses he introduced.

Ms. Roshni, student of the first B Com Taxation at Al Shifa College of Arts and Science, proposed vote of thanks. The session was held on Google Meet at 11 am.

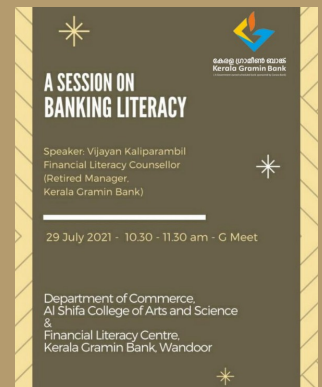


A SESSION ON BANKING LITERACY

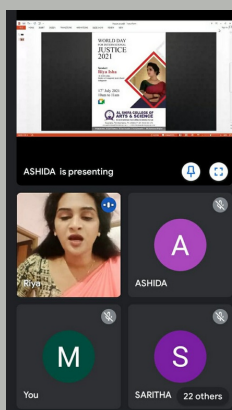
Department of Commerce, collaborating with Gramadeepam Financial Literacy Centre, Kerala Gramin Bank, Wandoor, organised a session on Banking Literacy on 29 July 2021, Thursday at 10.30 am through G Meet. Mr. Vijayan Kaliparambil, Financial Literacy Counsellor, Gramadeepam Financial Literacy Centre, Wandoor and Retired Manager, Kerala Gramin Bank led the session. The session focused on UG Students, Al Shifa College of Arts and Science.

The session started with an official welcoming by Mr. Rohith. R, Head, Department of Commerce. He pointed out the relevance of basic banking skills and knowledge that are essential to make banking transactions when banks switched to digital mode from conventional banking system and he expressed his sincere gratitude to Mr. Vijayan Kaliparambil and FLC Wandoor for accepting our invitation and for being ready to collaborate with us.

Ms. Saritha. K, Head, Department of English, officially addressed the gathering. She opined that banking literacy is essential to the younger generation and she shared her experience on banking which was followed by the Mr. Vijayan Kaliparambil's talk. He started the session with an introduction about banking and its relevance. Then he mentioned about various sections in banks and their services. He made the session an interactive one illustrating real life situations. He commented that even though this generation is more educated, they still don't have enough awareness about basic banking skills. It's the duty of financial literacy centers to give basic banking assistance to public and support them to optimise their savings and investments. He expressed his willingness to make fruitful collaborations with the college for running certificate courses and jointly organizing events. The session concluded at 11.30 am with official vote of thanks by Fayis Ameen, II Semester B Com Taxation student. The session was coordinated by Ashida A P, Assistant Professor, Department of Commerce.



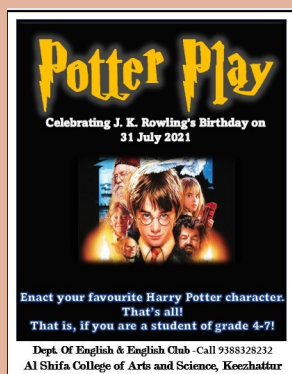
OBSERVANCE OF INTERNATIONAL JUSTICE DAY BY WOMEN DEVELOPMENT CELL



The Women Development Cell (WDC), Al Shifa College of Arts and Science, organized a session in connection with World Day for International Justice, on 17 July, with Riya Isha, Lok Adalat Judge, Member of Transgender Justice Board, Malappuram, as the speaker.

Ms. Ashida A. P, Coordinator, Women Development Cell (WDC) and Assistant Professor of Commerce, coordinated the session. Dr. Babu. P. K, the Principal, talked on the relevance of the day. Ms. Riya Isha, in her talk, shared her life journey being the first transgender judge of Lok Adalat, the first transgender college student in Malappuram, the first transgender student to take part in the University of Calicut C-Zone Fest, a member of Kerala State Human Rights Commission as well as Malappuram Justice Board and a participant of Kerala Fashion League. She underlined the relevance of education, employability of transgender and their acceptability in the current era of social and economic transformation. The session was held on Google Meet from 10 am to 11 am.

POTTER PLAY



In connection with J. K. Rowling, the famous Harry Potter series author's birthday, English Dept. and English Club jointly organised a contest, *Potter Play* on enactment of Harry Potter characters, for school students of Kerala, studying in grade 4 to 7. The students are to send a video enacting any of the Harry Potter characters with a dialogue or monologue on or before 5 August 2021.

ECON TERMS DRIVE SERIES



Department of Economics organized an invited scholar talk under the series of Econ Terms Drive on the topic 'Classical and Keynesian Perceptions of Labour Market: Its implications on Migration Process', on 29 July 2021 via Google Meet.

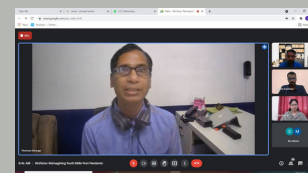
Ms. Vidya A. K., Research Scholar, Dept. of Economics, Dr. John Mathai Centre, Thrissur, Calicut University, gave a detailed presentation on the Classical and Keynesian postulates and its validity in economic analysis. She emphasized the scenario behind the development of Keynesian Economics over Classical system.

ReVision: Expert Views Series titled, 'Reimagining Youth Skills in Management Post-Covid'

In connection with the 'World Youth Skills Day', Skill Enhancement Cell launched 'ReVision: an Expert Views Series', on 15 July 21, via Gmeet. The official inauguration of the series was done by Dr. Thomas George. K, Director, Lead College of Management, Palakkad, with a session on 'Reimagining Youth Skills in Management Post-Covid'.

The speaker started the session with a discussion on the term Adaptability Quotient through which he led the discussion on the emphasis of adaptability than intelligence and emotional quotient by entrepreneurs and business houses, in the contemporary scenario. The administrators focus more on adaptability skill while selecting a member for their firm. He expressed that present generation is more adaptable comparatively. Their willingness to change add on to their efficiency. He depicted the concept with some fruitful examples like the shift from offline to online classes during the pandemic period. He also pointed out the Keralites tend to be more adaptable when they migrate abroad. Then the speaker reminded students of their responsibility to follow and obey the institutional code of conduct to develop themselves as professionals.

Dr. Babu. P. K, Principal, expressed his sincere happiness and gratitude to Dr. Thomas George for his willingness to inaugurate the series and handle the session. He announced that the Department of Commerce ACAS and Lead College of Management will jointly sign an MOU soon for skill enhancement and faculty exchange. These associations will help build positive harmony and support among the institutions. The session was closed at 9.30 am with a vote of thanks by Deena. K, II Semester BA Functional English. Saritha. K, Head, Department of English coordinated the programme.



Chief Editor:

Dr. Babu. P.K, Principal

Coordinator:

Ms. Sabina, Assistant Professor of English

Editorial Committee**Faculty Members**

Ms. Saritha. K, Head, Dept. of English

Mr. Rohit. R, Head, Dept. of Commerce

Mr. Muhammed Noufal. M, Head, Dept. of Economics

Student Representatives

Mubashir. P- II Semester B. Com Finance

Rinshi Nasri- II Semester B. A Fun. English

Althaf. P. T- II Semester B. Com Taxation

Fathimath Naseehath - II Semester B. A Economics

Comments or suggestions, if any, can be mailed to :

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