



ACASIANA

NEWSLETTER OF AL SHIFA COLLEGE OF ARTS AND SCIENCE
VOL-1. ISSUE-3 OCTOBER 2021



MESSAGE FROM MANAGING TRUSTEE



Dear Readers,

Hope everyone is safe and sound.

It is with delight that I share with you that Al Shifa College has completed one fruitful year with programmes of different kind. The college celebrated its first foundation day on 17 September 2021, strictly following all Covid protocols. We were honoured to have the honourable MLA of Manjeri Adv. U. A. Latheef to inaugurate the first foundation day programmes. On the same day we had the official inauguration of the add-on programmes for the UG programmes by the honourable MLA of Perinthalmanna, Shri. Najeeb Kanthapuram. It has been a satisfying first year in which we acted on our promises and made good our words, though the road ahead is long and arduous!

Wish you all happy reading!

Thank you

Dr. P. Unneen

Managing Trustee

Shifa Medicare Trust

WHAT'S INSIDE

Messages

First Foundation Day Celebration

Add-on Course Inauguration

Events and programmes in the month of September

PRINCIPAL'S THOUGHTS..

September denotes spring in the west. For us Acasians too, it carries elements of hope and growth as it is the month in which the college was established and hence the month in which we stock take. The First Foundation Day was an occasion for that. It was marked by the Foundation Day Lecture by Dr. Saji Gopinath, Vice Chancellor, Digital University Kerala in which he took stock of the reworking of parameters during Covid shut down and the resultant growth made possible in different fields, including education. The change agency called Higher Education needs to wake up to the opportunities and challenges it has thrown up and the Arts and Science colleges have lessons to take away from it, he said. Young institutions like Al Shifa College and the Digital University have much to offer being born in the midst of the possibilities thrown up during the pandemic.

The month was action packed with programmes which were student-centric though we operated classes online. The pages follow will reflect the same and we look forward to your suggestions to improve ourselves!

Thank you

Babu. P. K Ph.D

Principal

COORDINATOR'S MESSAGE

The journey of a thousand miles begins with just a single step!!

Al Shifa College of Arts and Science began its journey with short yet firm steps one year before and is marching towards excellence. When we look back, we are content that we organized programmes of varied kinds which benefits our students in different ways. We firmly believe that our march towards excellence is arduous yet with faith, steadfastness and support it is not unattainable. We focus on developing the overall personality of students by providing exposure to activities and programmes.

The College aims at educating the students in a new perspective, so that they can bring about a change in the dynamics of human relation in the world outside. We intend to strengthen the positive character traits in our students and make them not to feel afraid of failures, instead consider them a stepping stone to success.

Thank you

Sabina

Coordinator-ACASIANA

FIRST FOUNDATION DAY OF THE COLLEGE



Al Shifa College of Arts and Science has completed one fruitful year and celebrated the First Foundation Day on 17 September 2021. The programme commenced with welcome address by the Principal Dr. P.K Babu. In his talk, he briefed on the wide variety of activities, both online and offline, conducted by the college within this short span of time. He expressed how the college stands out with a vision, vigour and value of a new kind. He also talked about the different add-on programmes conducted by the college in each semester, which are capable of enhancing the students' career-capability and making them aware of the current and evolving trends in their subjects.

The honourable MLA of Manjeri, Adv. U.A. Latheef inaugurated the event. The programme was presided over by Dr. P.Unneen, Managing Trustee, Shifa Medicare Trust. Chief Executive Pilakkal Hamza, Secretary K.T Abdul Razzaque and General Manager Suhail Hamza delivered felicitations in the programme.

In the Foundation Day Lecture which followed, Dr. Saji Gopinath, Vice Chancellor, Kerala University of Digital Sciences, Innovation and Technology, talked about the evolving trends in the economy and society which the pandemic has brought about. There is an abundance of opportunities to excel today as we are not confined to the resources just before us. Dr. Saji Gopinath also added that the employability rate of Keralites are relatively low due to the lack of skill-integration in education. He concluded by saying that the young generation have to imprint strong footprints so that no storm can erase them.

CHALLENGES BRING BEST OUT OF THE HUMAN BEINGS: DR. SAJI GOPINATH



Dr. Saji Gopinath, Vice Chancellor, Kerala University of Digital Sciences, Innovation And Technology, in the Foundation day lecture said that it is the disruptions or challenges that we face, make the best out of us. He quoted the lines of Paulo Coelho, “Not all storms come to disrupt you life.... Some comes to clear your path”. The period of pandemic has brought about a completely new way of life, proving that the paradigms of practices could be upended. He said in the contemporary world, there are a lot of challenges, but it is up to us to see, whatever happening around us is a challenge or a great opportunity.

He said that what we thought would never happen, has become common today. Technology brought about a new world where the services are reaching directly to the customers, bypassing the middle men. This has empowered many segments of the society and broken the apparently unbreakable. There is an abundance of opportunities to excel today as we are not confined to the resources just before us. The students today have to be self-directed to make use of these resources in the best possible manner. Dr. Saji Gopinath also talked about relatively low employability rate of the Keralites, while considering the percentage of qualified people. He attributed this to lack of skill-integration in education. We need to rethink the way we need to prepare ourselves for the future. Conventionally colleges used to give knowledge. And the person’s life-long learning, long term career depends upon how knowledgeable he or she is. Without knowledge you cannot survive in the world of change. But knowledge alone is not enough. Skills have to embedded from day 1, he said. He concluded his words saying “If you want to leave your footprints on the sands of time, don’t drag your feet”.

INAUGURATION OF THE ADD-ON COURSES



Internal Quality Assurance Cell (IQAC) organised the inaugural function of the Add-on Courses for the academic year 2021-22 on 17 September 2021. The programme was inaugurated by honourable MLA of Perinthalmanna, Mr. Najeeb Kanthapuram. The programme started with a welcome address by Dr. Babu.P.K, Principal, Al Shifa College of Arts and Science. Dr. Babu, in his talk conveyed how the add-on programmes help the students to succeed in the emerging world, by exposing them to the skills and knowledge of the evolving industry-career demands. This was followed by presidential address by Dr. Unneen. P, Managing Trustee, Shifa Medicare Trust.

Mr. Najeeb Kanthapuram officially inaugurated the Add-on courses for the academic year 2021-22 with an inaugural speech. He opined that skill based additional training and courses will help the students to equip them for the industry-career demands. It is essential to embed modern skill-based courses and training with the regular degree courses. He congratulated the college for initiating such skill enhancing add-on courses. The courses include IT Applications in Commerce, Logistics Management, Accent Training, conversational English and Quantitative tools in Economics.

Shifa Medicare Trust Secretary, Mr. K.T. Abdul Rassaque, Chief Executive Mr. Pilakkal Hamza, General Manager Mr. Suhail Hamza, were present in the programme. Dr. Abdulla Khaleel, Academic Mentor, Al Shifa College of Pharmacy, felicitated the gathering.

AWARD OF SCHOLARSHIP



Anshif. T of II B.Com Taxation was awarded a scholarship by the college in the arts category. The scholarship cheque was handed over by the honourable MLA of Manjeri, Adv. U. A. Latheef in the presence of Shifa Medicare Trust members and the Principal of Al Shifa College of Arts and Science on 17 September 2021.

DIGITAL MARKETING TRAINING

ED Club organised an Online Training Session on Digital Marketing by Mr. Anto Jose (Certified Advertiser from Google and Hotspot) on 02 September 2021,

Mr. Muhammed Noufal shared the statistics of internet users in India and its rate of growth in his welcome speech. Mr. Anto, initially made the students aware of the importance of digital media and the opportunities associated with it. He familiarised the students with the processes involved and also made them capable to operate social media for marketing and seeking orders from the public. Among the millions of internet users we can track the customers who demand our product, he said. He asked the students to raise questions and then the session was more interactive. Mr. Muhammed Shalikh, III Sem English, raised a question regarding how to get the details of customers to which he replied accordingly and talked on how to familiarize the Lead generation and collect details of the responded audience. Followed by which, Roshni K T, III Sem B.com Taxation, asked how to set the radius of the targeted audience.



'BEST OF BOTH WORLDS: EFFECTIVE DECISION MAKING APPROACHES'

Skill Enhancement Cell, in collaboration with Junior Chamber International, Manjeri, organised a session on the topic 'Best of Both worlds: Effective Decision Making Approaches' on 6 September 2021. The session was led by Mr. Rakshesh Nair, JCI India Author and Coach. He started the session by interacting with the students. He said that decision making is the key skill of leadership and management. Strategic decisions help to compete and lead the World. He made the students aware of the essentiality of effective decision making with various activities. Students actively participated in the session and they expressed their views and concepts regarding decision making. Then he moved to the decision making barriers and techniques to over come these barriers.



INVITED STUDENT TALK SERIES-25TH TALK CELEBRATION

The Invited Student Talk Series that took off on 9 June 21, organized jointly by the Department of English and Nature Club in connection with 'World Environment Day'. The series had its twenty fifth talk by Sandra Baiju, V BA English, Vimala College, Thrissur, who presented a talk on 'Ecological Catastrophe and Mass Extinction: The Prophetic Vision in McConaghy's Migrations'. As a part of celebrating the twenty fifth presentation a guest speaker was invited for the occasion. Dr. Nisha Francis Alapatt, Head, Dept of English, Vimala College (Autonomous) Thrissur delivered a short talk on presentation skills that would enable the student speakers to present their talks effectively. She congratulated the Department of English for the variety in which the Environment Day is observed, different from the usual practise of planting of saplings on that day. The student centric approach of the event too was appreciated and also expressed her happiness to have her own ward as the student speaker for the day.

Dr. Babu. P. K, Principal Al Shifa College of Arts and Science, appreciated and thanked the institutions and faculty members for their involvement in the event, making it a successful one and appreciated the students who showed readiness to take part in the talk series. Deena. P, student of III Semester BA Functional English, introduced Ms. Sandra Baiju who talked about McConaghy's work, Migrations. After giving an overview of the novel, she counted the different ways in which this captivating narrative could be categorized under the Cli-Fi (Climatic Fiction) genre. She elaborated the perilous human exploitation of nature that consequently resulted in climatic violence and mass extinction of species. She talked extensively on the terms- Deep Ecology and Shallow Ecology. She concluded her presentation by reinforcing the natural phenomenon that environment would keep on attempting to reinstate and retain its products and resources despite the destruction caused to it by humans.



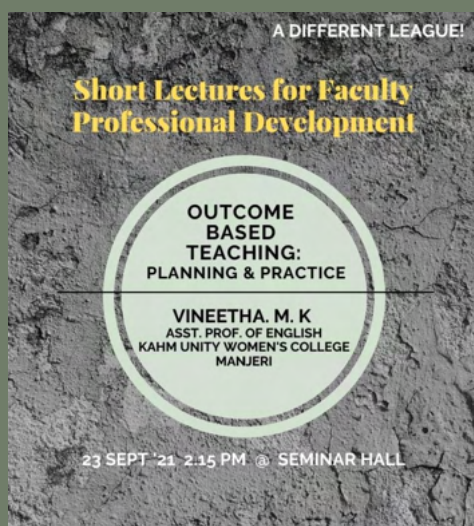
INVITED STUDENT TALK SERIES: SEPTEMBER

The Invited Student Talk Series which was initiated, aimed at providing a platform for UG/PG students from neighbouring Higher Education Institutions to introduce texts/works on environmental and climatic issues, is continuing with 26 talks till date. In the month of September, 9 talks were held, by the students of different colleges.

- **Ridha Shams, III Sem BA English student of Nirmalagiri College, Koothuparambu, Kannur presented her ecocritical readings on the book *The End of Nature*.**
- **Hiba Abdurahiman, IV Sem MA English student of PSMO College, Thirurangadi talked on the man made apocalypse in *The Road* by Cormac McCarthy.**
- **Justin Joseph, VI Sem BA English student of Nirmalagiri College, Koothuparambu presented his ecological readings of the work *Enmakaje*.**
- **P. S. Vidya, III Sem MA English student of Govt. Victoria College, Palakkad, talked on *Annihilation*.**
- **Nikitha, V Sem BA English student of NSS College, Manjeri, presented her views on *Man and Nature*.**
- **Ahashmi, VI Sem BA English student of Noble Women's College, Manjeri talked on *Hathaway's Hamnet*.**
- **Anju. J did her presentation on *Flight Behaviour***
- **Sandra Baiju, V BA English, Vimala College, Thrissur, presented on 'Ecological Catastrophe and Mass Extinction: The Prophetic Vision in McConaghy's Migrations'.**
- **Ms. Vileena. P. Vijayan, V Sem BA English, Vimala College (Autonomous), Thrissur, presented on 'The Environmental Pulse and Climate Change: Re-exploring Michael Jackson's "Earth Song" as a Ballad to Nature'.**

OUTCOME BASED TEACHING: PLANNING AND PRACTICE

Faculty Development Centre organized a short lecture on 'Outcome Based Teaching: Planning and Practice' for professional development for faculty members on 23 September '21. The resource person was, Ms. M. K. Vineetha, Assistant Professor of English, KAHM Unity Women's College, Manjeri, an experienced hand in the field of Language teaching and training. She opened the presentation with an ice breaking session asking the participants to define the title. Inviting comments from all, she took the participants to Programme Outcome, Programme Specific Outcome and Course Outcome. Rather than explaining the terms, she asked each of them to reflect upon what they taught that day in the classroom and how the sessions ended. This made the faculty members evaluate if their way of teaching was outcome based or not. Ms. Vineetha reminded the audience that the learners were ahead of them in terms of technology and hence it's the creative approach to teaching and breaking the usual teaching patterns that were suggestive methods to make the teaching an outcome based one. She left the session an open ended one, letting the faculty members to have their own solutions to transform the sessions into result oriented and outcome based ones.



IT'S TIME I...

The Faculty Development Center and the Staff Club, 'It's time I... Teachers' Reflections on Self on Teaching Better', in connection with the Teacher's Day on 05 Sep 21. As the title suggests, the session was intended to help the faculty members to reflect upon oneself, asking core questions on how relevant they are in the field as a teacher and to accept the shortcomings to create a positive change in the profession. In his opening remarks, Dr. Babu. P. K, Principal, Al Shifa College of Arts and Science, reminded the teaching staff of their role in contributing to the society by inculcating secular, communitarian and humanitarian qualities in students. He also gave emphasis on the aspect that it's the happiness of the students that matters than the happiness of teachers and it's time to reinvent the profession in order to impress the community as well. Reflecting upon themselves, the faculty members at Al Shifa, spoke about how significant it's to practice patience, maintain emotional balance, develop maturity and experience in dealing with students, make classes more activity oriented, find more time in focused reading and academic writing.




A Different League

Teacher's Day Observance
5 Sep '21

**'It's time I...'
Teachers' Self-reflections
on Teaching Better**

06 Sep '21 @ 2 PM
Seminar Hall

**Faculty Development Centre
& Staff Club**


**AL SHIFA COLLEGE OF
ARTS & SCIENCE**
(Run by Shifa Medicare Trust & Affiliated to University of Calicut)
Keezhattur, Perinthalmanna. Ph: 04933 271 367, 9446 544 473
www.alshifacollegeofartsandscience.ac.in | info@alshifacollegeofartsandscience.ac.in

Programmes: B Com Finance | B Com Taxation | B A Economics | BA Functional Engl

'ENTE VAYANA: ADYAPAKARUDE VAYANAANUBHAVANGALILOODE'-BOOK READING EXPERIENCE BY TEACHERS

Thanimalayalam Club organized its second programme in the series 'Ente Vayana: Adyapakarude Vayanaanubhavangaliloode'. The programme was conducted in two days, on 8 and 9 of September.

On the first day of the programme, Mr. Rohit Ravi, Head of Department, Commerce, shared his experience on reading M. S. Anil Kumar's 'Vettum Thiruthum'. He said that in this age of racism and sectarianism, this novel is a must-read one. Students who are beginners in reading may find this book easy to understand, he added.

Ms. Saritha. K, Head of Department, English, introduced the book 'The Red-haired' Woman by Orhan Pamuk. She said that the novel, written in Turkish background is a mixture of myth and reality. The novel is about a 16 year old boy, who was abandoned by his father. She added that this must be read by all the students.

Ms. Sabina, Assistant Professor of English, shared her experience of reading 'P. S. I Love You' written by Cecilia Ahern. She told the students that this novel which is written in twelve volumes is about 'the coming back to life' of a wife, after the death of her husband. She added that though the movie adaptation of the novel is available, reading the book would take you to a different level.

Mohammed Noufal. K, Head of Department, Economics, talked about the book 'Who will die, when you cry?' The book is a compilation of 101 chapters. He said that if we follow the book, we will be able to improve our relationships as well as our standard of living.

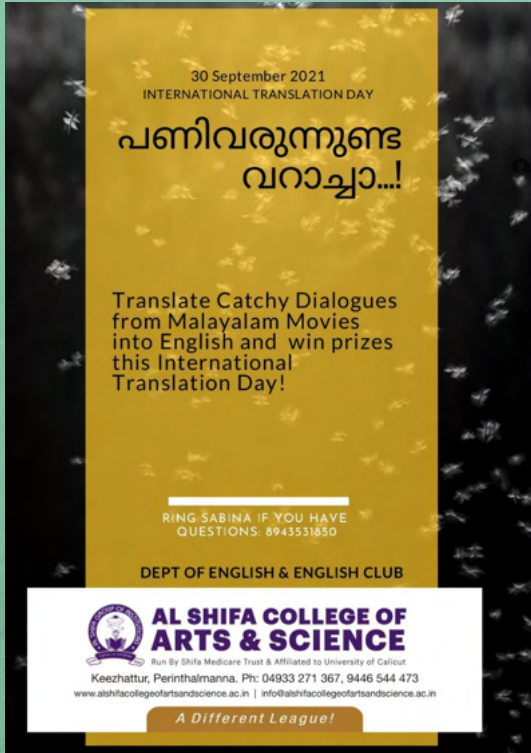
On 9 September 2021, the second day of the programme, Ms. Febina. K, Assistant professor of Malayalam, talked about the book 'Aathi' by Sarah Joseph. The book covers environmental issues caused by the exploitation of the earth by humans. It talks about the catastrophic change that is brought about by the acts of mankind.

Ms. Ashida. A. P, Assistant Professor of Commerce, shared her experience on the book 'Ormayude Nharambukal' by K. R. Meera. The author is saying that only the physical abilities of the woman are considered by the society. Society considers that Man is to rule the country, engage in literary activities, decision making etc. The novel depicts different faces of womanhood.

Mr. Irshad. K, Assistant Professor of Arabic, talked about the book 'Pakshiyude Manam' by Kamala Surayya. The book is compilation of nine chapters. The levels of life are marked by eerie moments. The book leads the readers into a state of insanity.

Principal Dr. Babu. P. K, introduced the book 'Lincoln in the Bardo' by George Saunders. The novel talks about the events that happened after death of the youngest son of Abraham Lincoln named William Wallace Lincoln.

പണി വരുന്നുണ്ടവരാച്ചാ....!



എത്ര മനോഹരമായ ആചാരങ്ങളുണ്ടായിരുന്നോ...
 മില്ലാത്തിനും അതിന്റേതായ ഭാവനകളും...
 പോലീസുകാർക്കും ഉള്ള സമയമുണ്ട്
 ചുരുക്കി എഴുതുന്ന ഈ വിഷയങ്ങളേ.
 അടുത്തുവിനെ തോല്പിക്കാൻ ആവശ്യം കാര്യം?
 ചുരുക്കി കലയാണെന്നു നീ എൻ മോഹവല്ലി.
 ഞാരിയായിരുന്നു.. ഇവിടെ പാലുകാച്ചൽ..

A Translation Competition was conducted jointly by Department of English and English club in connection with International Translation Day on 30 September 2021. Selected dialogues from Malayalam movies were given for the translation. The competition was held for higher secondary and college students across the country. Students from different schools and colleges came up with catchy translations. 230 registrations and 60 entries were received for the contest from students of different colleges and schools.

Surya. S, BA English student of Providence Women's College, Calicut, won the first prize. Malavika Shiju, B. A English student of Union Christian College, Aluva, and Hariskrishnan. V, St. Thomas College of Teacher Education, shared the second prize.

Chief Editor:

Dr. Babu. P.K, Principal

Coordinator:

Ms. Sabina, Assistant Professor of English

Editorial Committee**Faculty Members**

Ms. Mini. V.K, Assistant Professor of Commerce

Mr. Dinesh. A, Assistant Professor of Sociology

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 :
media@alshifacollegeofartsandscience.ac.in



**AL SHIFA COLLEGE OF
ARTS & SCIENCE**

Run By Shifa Medicare Trust & Affiliated to University of Calicut

Keezhattur, Perinthalmanna. Ph: 04933 271 367, 9446 544 473
www.alshifacollegeofartsandscience.ac.in | info@alshifacollegeofartsandscience.ac.in

A Different League!