



# ACASIANA



Monthly E- Newsletter of Al Shifa College of Arts and Science

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"Higher Education Leadership: The Emerging Paradigm": The Website of Al Shifa Higher Education Leadership Summit (AHELS '23) was launched on 31 July '22 by Dr. Godwin Samraj, Controller of Examinations, University of Calicut.

## Message from the Managing Trustee



**DR. P Unneen**  
Managing Trustee  
Shifa Medicare Trustee

As the earth is going through a difficult time of climate change, habitat loss and imbalance in nature, it is imperative for the educational sector to be involved in the protection of earth. Al Shifa College of Arts and Science makes a significant contribution towards this end through the environment friendly initiatives. The Public Transport Day observed every month to attain SDG, the initiatives of the Nature Club and the observance of days related to nature in meaningful ways are all part of the eco-friendly enterprises of the college. The efforts of the institution are laudable in this regard. I am sure our college will continue to make relevant contributions for the protection of nature in the coming days too.

## Message from the Principal



**Dr. Babu P.K**  
Principal

Every month left behind is mammoth step forward for ACAS. As we never stop learning in the process of growing, each event conducted, each parent interacted with, each comment about us gathered from the street, a word of appreciation which comes our way: all these become the building blocks of who we are trying to be.

Equally relevant is the lead we take, for instance in organising events like session on Add-on course design for faculty members or the demonstration of *Kalamezhuth Paatt*, a folk art of Kerala the College Magazine designing workshop and the effort to push further up the professional profile of the faculty through helping them have websites of their own—all these stood out in August at ACAS. The initiative of ours which foregrounds student experience through Invited Student Talk Series continues with excellent exposure to the organising community at ACAS and the invited presenters from all over the country. Our support to the higher secondary stream will continue, now in the form of the announced Team Talk.

I will be glad to share further happenings at ACAS in October. Meanwhile feel free to connect with your thoughts on what we do at ACAS!



## Session on Add-on Course Design

The Internal Quality Assurance Cell (IQAC), Al Shifa College of Arts and Science, organised a one-day session on 'How to Design an Add on Course' on 04 August 2022. Faculty members from various higher education institutions participated in the session. Dr. Babu. P.K, Principal and speaker, started the session with an introduction about the Add-on courses and their relevance in the present scenario in the higher education

sector. The speaker elaborated on the curriculum designing for Add-on Courses, how to specify the course outcomes and the relevance of productive collaborations for the successful running of Add-on courses. The presentation was well received and the follow up sessions organised in many colleges to share the takeaways from this presentation vouch for the awareness it has created.

## Public Transport Day

As a part of the agenda to attain Sustainable Development Goals (SDG), set by the United Nations general Assembly, Nature Club at Al Shifa College of Arts and science, the faculty members and students of the institution have pledged to use public transportation to commute to college on the second Thursday of every month. The faculty members and students adhered to the decision and made use of public transport to travel on 11 August 2022. More such carbon-neutral moves are on the anvil and will be rolled out in the months to come.

## Mock Interview Sessions



The Career Training and Placement Cell at Al Shifa College of Arts and Science conducted Mock Interview Sessions for the registered students of Third Semester B. A. Functional English on 5 August 2022. The interview performance of students was recorded and review of the same was shared with the participants on 16 August 2022. The Sessions were handled by Dr. Babu. P. K, Principal, ACAS. The students who took the interviews were shown video recordings with expert comments to improve their body language, expressions and posture in interviews they may face in future through the Mock Interview Sessions.

## Yoga Training Sessions for Faculty

The Department of Physical Education organised a session on Yoga on 12 August '22, in collaboration with the Faculty Development Centre and Staff Club. The session was a part of the Physical Training Diploma Course designed for the teaching and non-teaching staff at ACAS. The third session in the series was handled by Ms. Saritha. K, Head, Department of English, Al Shifa College of Arts and Science. Follow up sessions are scheduled on the second Friday of every month.



## Research Article Review Sessions

Weekly sessions are conducted for faculty to give reviews of articles they have read from the journals and research publications available at the college library. The faculty of the Departments of English, Economics, Commerce, Psychology, Languages and Physical Education present and attend the sessions. In the month of August 2022, four sessions were held in which Ms. Saritha. K, Head, Department of English, Mr. Vibin Das. C. P, Head, Department of Physical Education, Ms. Shaneeba. P. P, Asst. Professor of Commerce, and Mr. Midhulaj. P, Asst. Professor of English, reviewed research papers in their respective subjects. The sessions were conducted in the presence of a pre-arranged discussant to ensure a productive dialogue between the presenter and the audience.



## Session on Forex Market



The Trading Club at Al Shifa College of Arts and Science organised a session on 'Introduction to the Forex Market, the World's Largest Financial Market' on 10 August 2022. The session was handled by Mr. Sharukh, Data Administrator at Lal Bahadur Shastri National Academy of Administration (LBSNAA, IAS Academy), and Forex trader and mentor. He initially made the students aware of Forex and shared his own experience and the challenges he faced during his journey as a trader. The foreign exchange (also known as Forex or FX) market is a global marketplace for exchanging national currencies. He highlighted the terms 'Patience' and 'Risk Management' as the two key factors for the success of a trader. Students of the Department of Commerce benefited from the session.

## Career Opportunities in Cyber Security

Career Training & Placement Cell at Alshifa College of Arts and Science organised a session on Opportunities in Cyber Security on 8 August 2022. The session was handled by Vishnu P. Das (Cyber Security Trainer and Researcher, Redteam Hacker Academy). Mr. Vishnu spoke briefly on cyber security. He further talked about the cyber world and evaluated our safety in social media and the internet. He shared information about the different types of hacking and their uses. He concluded the session by explaining the career opportunities in cyber security.



## Workshop on College Magazine Design & Short Story Writing



A Magazine Designing Workshop was organised jointly by the Magazine Committee and Library Council at Al Shifa College of Arts and Science for college students of Kerala, on 11 August 2022.

The workshop was organised in the categories of story writing and layout making. Along with this, an exhibition of award-winning magazines was also held on the same day. Magazines which won the Manorama Chief Editors Trophy from 1995 to 2022 were included in the exhibition. The magazines for the exhibition are curated by Banksmen Club, Calicut. The Workshop was inaugurated by the chief guest Dr. Rajesh Monji (Assistant Professor of the Department of Malayalam, MES Mampad College). It was followed by a workshop to teach the skill of storytelling, under the guidance of Mr. Rajesh Monji. The session also included a layout workshop, organised under the guidance of Mr. Abdullah Kutty Edavanna and Adv. Biju John (editor of Little Masika).

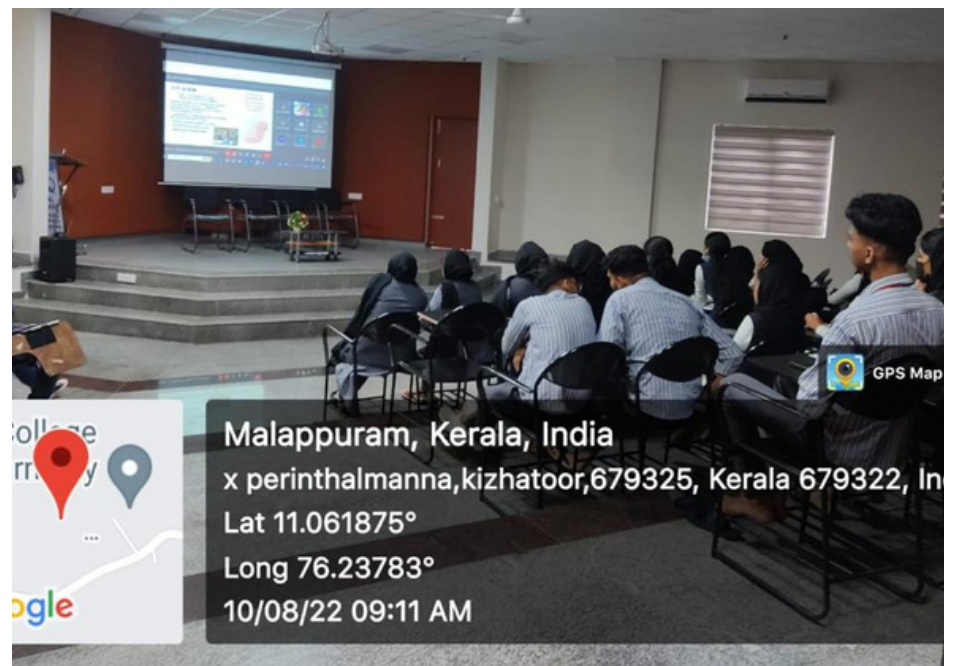
## Invited Student Talks

### Department of English



In another session held on 29 August 2022, four students from Vimala College (Autonomous), Thrissur, presented talks as a part of the series. Ms. Sneha. C. M, Fifth Semester B. A., presented a talk on “The Feminine Rage: A Critical Rereading of Gillian Flynn’s Gone Girl”. Ms. Gopika. T. R, Fifth Semester B. A., spoke on “Time as an Apparatus in the Context of Toshisaku Kawaguchi’s Before the Coffee Gets Cold”. Ms. Rosana Mary Jain, Fifth Semester B. A., spoke on “Marginality and Multidisciplinarity: A Journey Across Amitav Gosh’s The Hungry Tide”. Ms. Lisona Robin, Fifth Semester B. A., spoke on “A Window to the Life of Subalterns in India: An Analysis of Aravind Adiga’s The White Tiger”.

The Department of English conducted an Invited Student Talk as a part of the Series started in the academic year 2021-'22. The session was conducted on 10 August 2022, through Google Meet. Two students from Vimala College (Autonomous), Thrissur were the presenters. The speakers were Ms. Carmel Mary Vadakkethala, Final B. A. English and Ms. Mariassia Devassy, Final B. A. English from Vimala College. Ms. Carmel spoke on “Marginalisation as an Accepted Stain in Elif Shafak’s 10 Minutes 38 Seconds in This Strange World” and Ms. Mariassia talked on “Femininity of an Espionage amidst Patriarchy: An Analysis of Harinder Sikha’s Calling Sehmat”.



### Department of Commerce

The Department of Commerce at Al Shifa College of Arts and Science conducted Invited Student Talks on 19th August '22. Students from Yuvakshetra Institute of Management Studies, Mundur, were the presenters. Mr. Anees. A and Ms. Swathi. V, fifth Semester B. Com F, gave a talk on “Stock Market - A Guide to Beginners”.



## Department of Economics



The Department of Economics at Al Shifa College of Arts and Science, organised an invited student talk on “An Appraisal on LPG Reforms” on 19 August 2022 through Google Meet. Mr. Alkesh. K. Nair, third Semester MA Economics, Dept. of Economics, St. Thomas College (Autonomous), Thrissur, gave a detailed presentation on the implications and background of reforms in India during 1991. He emphasised the scenario of the reforms and the stern decisions taken by the policymakers.

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## Observance of Hiroshima and Nagasaki Days

The Nature Club, Al Shifa College of Arts and Science, organised a quiz competition for the students in connection with the observance of Hiroshima and Nagasaki Days on 09 August 2022. The programme was a reminder of the Hiroshima and Nagasaki nuclear attack during World War II. It helped the students to gain an insight into the importance of anti-war and anti-nuclear policies. Students of all departments in the college participated in the competition. Muhammed Safvan. K, third Semester BA Economics, secured first place. Vidhu Krishnan. C, third Semester B.Com Finance, and Mubashir. P, fifth Semester B.Com Finance, shared the second place. Akshaykumar. K, third Semester BA Economics, secured third place in the competition.

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## Training for Administrative Staff



Mr. Nuhman, Administrative Officer, ACAS, attended a one-day training programme for Administrative Staff at MIC College, Athanikkal, on 6 August 22, organised by the Unaided Colleges Association. The session provided significant information on the kinds of files and registers to be maintained by administrative sessions in colleges. Yet another information shared in the session was on the calculations of Employees State Insurance (ESI) and related details. The training session also provided particulars on the roles and works of administrative staff related to NAAC evaluation procedure.

## Azadi Ka Amrit Mahotsav at ACAS

Al Shifa College of Arts and Science celebrated the 75th Independence Day of the nation on 15 August 2022. Dr. Babu. P. K, Principal, Al Shifa College of Arts and Science, hoisted the National Flag and delivered the Independence Day message. He spoke on the importance of observance of the day. The eminent personalities who participated in the freedom struggle were remembered in the speech. Mr. Irshad. K, Assistant Professor of Arabic, Mr. Suhaib. P, Assistant Professor of Commerce, Mr. Vibin, Head, Dept. of Physical Education, and students were present on the occasion.



'India' was the topic for the slogan contest. Group B including Rinshi Nasri, Muhammad Sulthan. T and Muhammed Jamsheer. K. P, V Semester BA Functional English won the first prize for their slogan "Free India, Feel India".

## Quiz Club

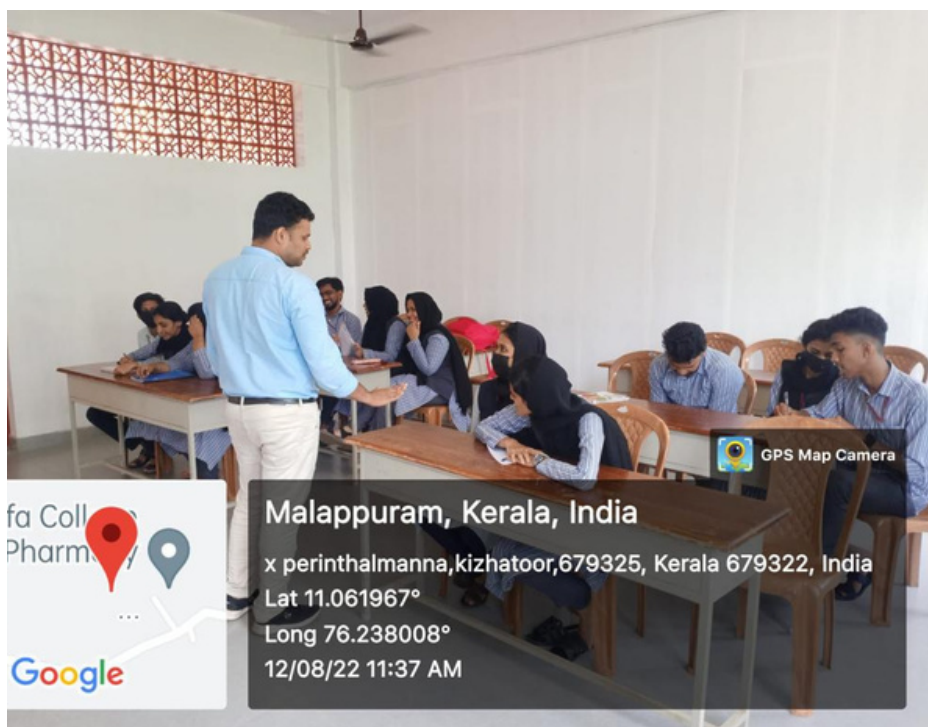
Quiz Club at Al Shifa College of Arts and Science conducted a quiz competition in connection with the 75th Independence Day celebration 12 Aug 2022 at Seminar Hall. The winner of the quiz was the Department of Economics, represented by Muhammed Abdul Basith and Muhammed Yaseen, fifth Semester BA Economics. Second prize was secured by Muhammed Shabeeb. M and Noufa. P, third Semester BA Economics.



## Department of English

The Department of English observed the 75th Independence Day by holding competitions in Elocution, Slogan Writing, Quiz and Tableau. Lack of freedom, development and unemployment were the major points highlighted in the elocution competition. Fathima Safa, III Semester BA Functional English, Farhana M.K and Muhammed Jamsheer K.P, V Semester BA Functional English won the first, second, and third prizes respectively.





Two teams participated in the tableau presentation. The first team came up with the representation of the assassination of Rajiv Gandhi and the latter came up with the representation of first war of independence.

## Department of Commerce



The Department of Commerce observed the 75th Independence Day by screening a documentary titled “Hamara Bharat”, on 12 August 2022. Mr. Rohith. R, Head of the Department shared his thoughts on the occasion. Students of the Department participated in the screening session.

## Students Converse with Dr. Sajid A. Latheef

Students of the Dept. of English conversed with Dr. Sajid A. Latheef, Head of the Dept. of English, DGM MES Mampad College, and prominent Gothic fiction writer in Malayalam. The interview was conducted as a part of the interview series for the college magazine. Ms. Rinshi Nasri, Ms. Farhana. M. P, Mr. Muhammad Shalikh and Mr. Muhammad Sultan. P were the interviewers.

The Quiz Competition was held on the topic “Indian History from 1857 to 1947”. Midhulaj. P, Asst. Professor, Department of English was the Quiz Master. Students participated in the contest in four different groups. Farhana M. K, V Semester BA Functional English and Fathima Safa, III Semester B.A. Functional English from Group A won the first prize.



## Department of Economics



The Department of Economics, Al Shifa College of Arts and Science, organised a biography presentation titled ‘Our Freedom Fighters’ in connection with the 75 Independence Day celebration on 12 August '22. The students of third and fifth Semester BA Economics participated in the event.





## Palliative Awareness Programme



Student Initiative in Palliative (SIP), Al Shifa College of Arts and Science and Palliative Care Society, Melattur, jointly organised a session titled 'Palliative Awareness Programme' on 12 August 2022. The session was handled by Mr. Sreenivasan, Trainer, Palliative Care Society, Melattur. Other speakers in the session were Mr. Haneefa Master, Secretary, Palliative Care Society, Melattur and Mr. Abdul Razak, Former Chairman, Palliative Care Society, Melattur. During his talk Mr. Sreenivasan mentioned the importance of Palliative Care and how it serves the society by helping and caring for patients. He showed different programmes organised under Palliative Care to encourage students to volunteer for Palliative. The session was highly motivating. A plan was suggested to implement a project on anti-drug awareness on the campus in collaboration with the Palliative Care Society, Melattur. A Palliative volunteer team will be formed for the purpose. The aim of the project is to eradicate the usage of drugs among campus students initially and spread the service to the Panchayath later.



## Remembrance of Slave Trade and Its Abolition

The English Club, Al Shifa College of Arts and Science, organized a JAM (Just- A- Minute Speech) Contest on 'Slavery: After the Abolition' for students in connection with the observance of the International Day for Remembrance of Slave Trade and its Abolition on 23 August 2022. Students from the English Club participated in the competition. Modern Day Slavery, human trafficking, and racism were the major points highlighted in the competition. Fathima Safa, third Semester BA Functional English and Arshida. A. K, third Semester BA Functional English shared the first prize. Fathima Rana, third Semester B.A. Functional English won the second prize.



## The Slave: Modern Day Slavery

English and Movie Clubs of Al Shifa College of Arts and Science organised a Movie Screening and Review for the members of the clubs in connection with the observance of the International Day for Remembrance of the Slave Trade and its Abolition on 23 August 2022. A short film titled "The Slave: Modern Day Slavery" portraying modern-day slavery in households was screened for the students. After the screening, Fathima Safa, third B.A. Functional English, Muhammed Shamil, third B.A. Economics and Midhulaj P, Assistant Professor, Department of English shared their reviews on the movie.

## Tribute to Rakesh Jhunjunwala



Trading Club at Al Shifa College of Arts and Science, Kizhattur, Perinthalmanna, organised a session titled “Tribute to Rakesh Jhunjunwala”, as a part of which a quiz on Financial Market and screening of a Documentary were held. The programme was coordinated by Jassir Hussain, fifth Semester BCom Finance student. Rakesh Jhunjunwala (5 July 1960 – 14 August 2022) was an Indian billionaire and business magnate, stock trader, and investor. A documentary was shown to the students about his life journey. After the screening of the documentary a Quiz was held. Jassir Hussain was the quiz master. In the competition, first prize was shared by Anshid. P and Muhammed Safer of fifth Semester B Com Finance and the second prize was shared by 2 teams, including Althaf. P. T & Fuhadheen of fifth Semester B Com Taxation and Mohammad Yaseen & Muhammed Abdul Basith of fifth Semester BA Economics.

## Women's Lib

Women Development Cell, Al Shifa College of Arts and Science organised an awareness session on laws for the protection of females for the students of ACAS on 19 August 2022. The session was handled by Ms. Asija Pullanholi, Advocate, Manjeri. She explained the different laws and Acts for the protection of women. She shared various cases that she handled in her professional life which relate to the violation of rights. She emphasised the Dowry Prohibition Act 1961, Protection of Women from Domestic Violence Act, 2005, and the Indecent Representation of Women Prohibition Act, 1986 among many. In her talk she stressed the relevance of awareness on these laws in the current scenario.



## Kalamezhuthu Pattu at ACAS

The *Thanimalayalam* Club at Al Shifa College of Arts and Science organised a demonstration of *Kalamezhuth Paatt*, a folk art of Kerala, on 29 August 2022. The presenter was Mr. Kadannamanna Srinivasan, winner of Kerala Folklore and Kshetra Kala Academy Award. Mr. Srinivasan made a *Kalam* of goddess *Kali* using powders of five different colours and sang hymns to the goddess with the accompaniment of *Nanthuni*, a string instrument. Members of the Club attended the programme. The demonstration provided a fresh experience for students who have not seen this form of art before.



## Best Faculty Blog

The Faculty Development Centre at Al Shifa College of Arts and Science organises a monthly Blog Writing Competition for faculty members. Blogs written by the faculty and published on FaBlo! (Blogging space for the faculty of ACAS) are evaluated based on originality, novelty and relevance of the content. The best blogger of the month of August 2022 is Ms. Renjitha. K. R, Asst. Professor of English. The blogs could be accessed at: <http://fdcacas.blogspot.com>

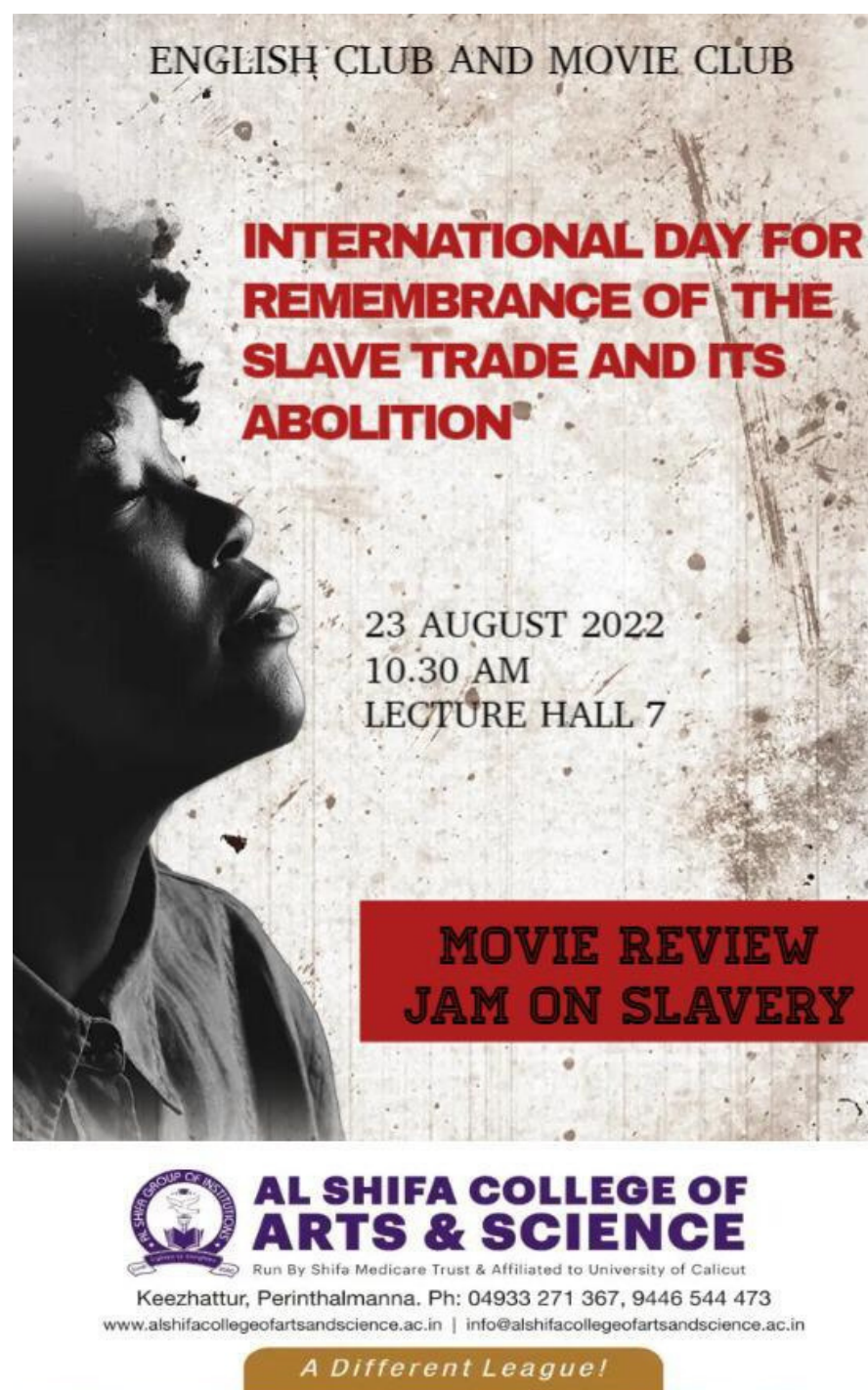
## Pre-seminar Workshops



The Department of Commerce, Al Shifa College of Arts and Science, organised a 'Workshop on Research Article Writing in Commerce' as a part of Al Shifa International Student Seminar (ALISS '22) on 24 August 2022. Rohith. R, Head of the Dept. of Commerce, Ms. Ashida. A. P, Asst. Professor of Commerce and Mr. Suhaib. P, Asst. Professor of Commerce handled the sessions. Students from various colleges in Kerala participated in the programme.



## Best Faculty-designed Poster



The Faculty Development Centre also organises monthly poster designing competitions for the faculty members in which original posters related to college events, designed by the faculty are evaluated. The best poster from the month of August was designed by Midhulaj. P, Asst. Professor of English, ACAS.

## Pre-ALISS Workshop

Another Pre-ALISS workshop was organised at Kottakkal Farook Arts and Science College by the Department of Commerce, ACAS, in connection with ALISS '22. Mr. Suhaib. P, Asst. Professor of Commerce and Ms. Ashida. A. P, Asst. Professor of Commerce, ACAS, were the presenters. In the workshops, orientation for research writing and a general idea on 'Digital Transformation: Business, Industry and Commerce' were given.

## Team Talk! on Freedom



## Idea Pitching Contest

Institution's Innovation Cell (IIC), Al Shifa College of Arts and Science, organised an Idea Pitching Contest on the topic 'What will the World be Like in 2040' in connection with the observance of Innovation Week from 12 August 2022 to 19 August 2022. The students participated in the contest were asked to share their innovative ideas and predict futuristic changes by analysing the present scenario in various sectors, including banking, education, space, and research. The disappearance of printing technology, human colonisation of Mars, research on black holes, and the disappearance of direct banking were the major innovative ideas shared by the participants. Muhammed Yaseen, fifth Semester BA Economics, Muhammed Sulthan. T, fifth Semester BA Functional English, and Farhana. M. K, fifth Semester B.A. Functional English won the first, second, and third prizes respectively.



The Department of English has announced a competition for high school and higher secondary school students titled "Team Talk", on 20 September 2022. It is a speech competition in which students will participate in teams of two. The competition will be held on the theme "Freedom", a concept to be assessed and redefined according to the changing times. The Department has started registrations from schools for the competition.

## CPPR-FNF Workshop Attended by ACAS Faculty



Mr. Mohamed Noufal. M, Head, Dept. of Economics, ACAS, attended a two-day workshop on 'Critical Analysis of Public Policy and Economics' organised by The Centre for Public Policy Research (CPPR) in collaboration with Friedrich Naumann Foundation (FNF), on 30 & 31 August 2022 at Malabar Palace Hall, Kozhikode. The emerging trends and challenges in Economics and how the impediments can be tackled were discussed in the sessions.

## Consumer Court Visit

The Consumer Club at Al Shifa College of Arts and Science, conducted a field trip to the Consumer Court, Malappuram. The authorities of the court allowed them to attend hearing of cases held in the court. The team witnessed the hearing of 7 different cases. After the hearings, they conducted an interactive session for the Consumer Club Members in which Club members cleared their doubts. They also received more information on the Consumer Protection Act (1986).

## Presentation of Faculty Websites



The Faculty Development Centre at Al Shifa College of Arts and Science organised a presentation of 'Personal Websites of Faculty Members', as a follow up session on the workshop held on creating academic websites, on 5 August '22. Mr. Midhulaj. P, Asst. Professor of English, Ms. Saritha. K, Head, Dept. of English and Mr. Muhammed Noufal. M, Head, Dept. of Economics, presented their websites. The academic qualifications, professional achievements of the faculty members and study materials for the students are featured in the websites. The College is moving towards building online repository of the content and materials for easy, anytime access of the students.

Click the below links to access Faculty Websites!

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

<https://sites.google.com/view/sarithak>

**Rohith. R, Head, Dept. of Commerce**

<https://sites.google.com/view/rohithravi>

**Muhammad Noufal. M, Head, Dept. of Economics**

<https://sites.google.com/d/1jpvpoBbsYvCDni4NLIMxmAhqTbWoOA4n/edit>

**Midhulaj. P, Asst. Professor of English**

<https://sites.google.com/view/midhulajp/home>

**Suhaib. P, Asst. Professor of Commerce**

<https://sites.google.com/view/suhaib-p/home>

**Mini. V. K, Asst. Professor of Commerce**

<https://sites.google.com/view/minivijish/home>

**Renjitha. K. R, Asst. Professor of English**

<https://sites.google.com/d/1ZkOKmbS3dIHx48f1A-u1zwnt6U4tLRTy/edit>

**Nitin Raj, Asst. Professor of Economics**

<https://sites.google.com/view/nithindevaraj>

**Irshad. K, Asst Professor of Arabic**

<https://sites.google.com/view/hamzairshad/home>

**Febina. K, Asst. Professor of Malayalam**

<https://sites.google.com/view/febinak/>

## Participation in IIC Regional Meet



The Institutions' Innovation Council (IIC) of the Ministry of Education, Government of India, in association with All India Council for Technical Education (AICTE), organised a regional meet at KMEA Engineering College, Edathala, Aluva on 6 August 2022. Mr. Midhulaj. P, Asst. Professor of English and Co-ordinator of the Institution's Innovation Cell, Al Shifa College of Arts and Science, attended the session representing the college. Interactive sessions by renowned innovators, innovation stalls by students, round table talks, and poster gallery were the major attractions of the event.

## Invited Talks

Ms. Saritha. K, Head, Dept. of English, Al Shifa College of Arts and Science, delivered a talk titled "Women in the Contemporary Society: Chances and Challenges" at PPTM College, Cherrur, Vengara, for the members of Women Development Centre on 10 August '22. She elaborated on the challenges faced by women quoting the examples of Women's participation in the Commonwealth Games, the Civil Service Officers heading the districts of Kerala and Malavika Hegde, prominent business person. The session persuaded the students to involve themselves in the college activities and showcase their latent qualities by making use of the platforms available for them.



# Editorial Board

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

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*Rinshi Nasri- IV Semester B. A Fun. English*

*Althaf. P. T- IV Semester B. Com Taxation*

*Fathimath Naseehath - IV Semester B. A Economics*

*Fathima Rana - II Semester B. A Fun. English*

*Shifna. K. T - II Semester B. Com Finance*

*Ajmal Sadath - II Semester B. Com Taxation*

*Mohammed Shabeeb - II Semester B. A Economics*

**Comments or suggestions, if any, can be mailed to :  
[media@alshifacollegeofartsandscience.ac.in](mailto:media@alshifacollegeofartsandscience.ac.in)**

# JOIN THE RISING CAMPUS!



## PROGRAMMES OFFERED

**BSC PSYCHOLOGY ▶ BCOM FINANCE ▶ BCOM TAXATION**

**BA FUNCTIONAL ENGLISH ▶ BA ECONOMICS**