

AL SHIFA COLLEGE OF ARTS AND SCIENCE

# ACASIANA

THE MONTHLY NEWSLETTER

---

Volume 2

Issue 4

October, 2022

---



**"Voice of unique students": Meera Kasiraman inaugurates Al Shifa International Student Seminar (ALISS '22) on Digital Commerce, Sustainable Economy and Post-millennial Popular Cultures on 27 September 2022**



**Dr. P. Unneen**  
Managing Trustee

### **Message from the Managing Trustee**

Let me use this space to emphasise the significance of an Arts and Science College in a community. In a time when professional courses are pursued with great zest, people should realise that courses in Arts and Science are also full of opportunities provided they are delivered in the right way. That is how institutions like Al Shifa College of Arts and Science gain importance.

Our college proves time and again that courses in Arts and Science can be as good as any other professional course. This is because we provide Add-on Courses to prepare the students for their future careers and we open doors for the academic community to explore their interests in research. Al Shifa International Student Seminar (ALISS '22) is an effort to facilitate research works among the students. I appreciate the Principal, staff and students of ACAS who joined hands in organising the International Student Seminar at our college thereby adding momentum to our academic pursuits.

---

### **Message from the Principal**

September has been a big month for ACAS for two reasons: ALISS and the new students. Al Shifa International Student Seminar (ALISS) is a signature ACAS event which reflects the core drive of the institution and this one was the first edition too. It is a matter of satisfaction to the team ACAS that the opening edition of ALISS went off smooth. ALISS, the totally student-run event justified the faith we had in students and has emboldened us to stretch it to new levels in the future editions.



**Dr. Babu. P.K**  
Principal

---

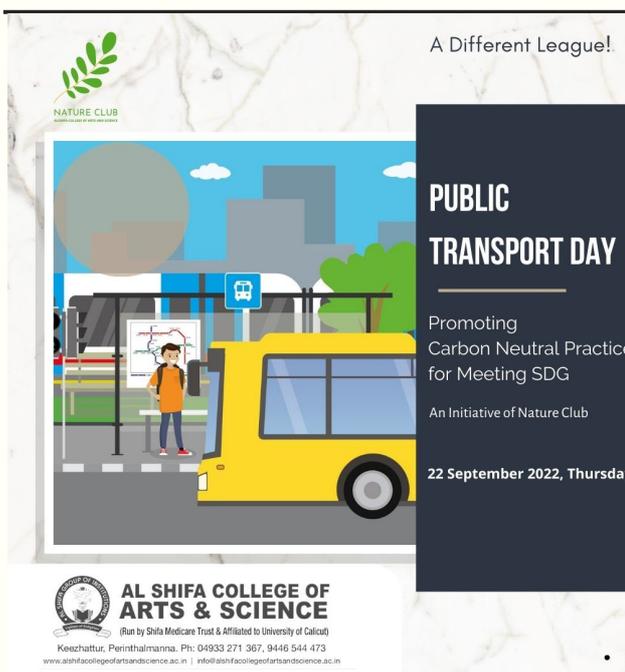
The entry of another batch of students, Class of '25, is the other highlight of the month. Campuses are rejuvenated each time a new, younger bunch of students or faculty members walk in. The campuses remain eternally young thanks to this recurring infusion of youth: in age, thoughts and ideas. The new Acasians will certainly be key contributors to the new campus helping us grow in size and be more expansive in thoughts.

The event-rich life went on as usual at ACAS notwithstanding the leanness due to Onam holidays.

## Blogger of the Month

The Faculty Development Centre at Al Shifa College of Arts and Science has a blog page to which faculty members contribute regularly. Among the blogs written by the faculty and published on FaBlo! (Blogging space for the faculty of ACAS) the best blog is selected based on originality, novelty and relevance of the content. The blogs of Mr. Irshad Hamza, Asst. Professor of Arabic, Ms. Athira Hanna, Asst. Professor of English, Ms. Renjitha. K. R, Asst. Professor of English and Ms. Saritha. K, Head, Department of English were shortlisted for the honor of best blog of the month. Ms. Saritha. K is selected as the best blogger of the month of September 2022.

Find the blogs here: <https://fdcacas.blogspot.com/>



## Public Transport Day

As a part of the agenda to attain Sustainable Development Goals (SDG), set by Al Shifa College of Arts and science, the faculty members and students of the institution pledged to use means of 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 commute to college on 22 September 2022.

## Finest Faculty Designed Poster

The Faculty Development Centre also keeps track of the posters designed by the faculty members in which original posters related to college events, designed by the faculty are evaluated. The best poster from the month of September was designed by Mr. Midhulaj. P, Asst. Professor of English.

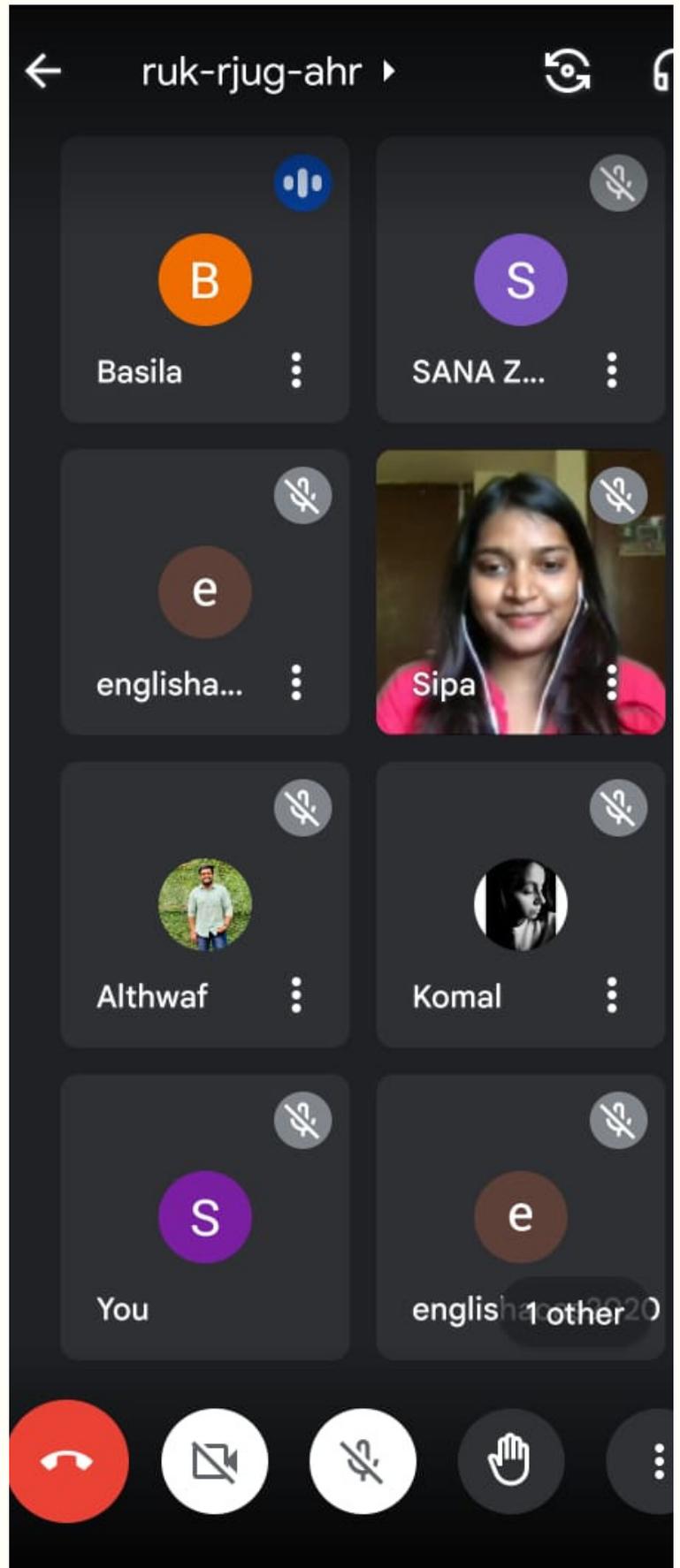


## Research Article Review Sessions

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, Languages and Physical Education present and attend the sessions. In the month of September 2022, four sessions were held in which Mr. Muhammad Noufal. M, Head, Department of Economics, Ms. Renjitha. K. R, Asst. Professor of English, Mr. Nitin Raj, Asst. Professor of Economics and Ms. N. T. Amritha Kumaran, Asst. Professor of Commerce, 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.

## Invited Student Talk Series

The Department of English conducted an Invited Student Talk as a part of the Series started in the academic year 2021-'22. The fourth talk in the year was conducted on 12 September 2022, through Google Meet. Three students from Pondicherry University were the presenters. The first speaker was Ms. Sipa Sutapa, M. A. English and Comparative Literature. Ms. Sipa gave a talk on "Diasporic Identities in Jhumpa Lahiri's Interpreter of Maladies". The second speaker was Ms. Komal Pandey, M. A. English and Comparative Literature. She spoke on "A Talk on Young Adult Literature: Juxtaposing 13 Reasons Why by Jay Aser and The Maze Runner by James Dashner". The final speaker was Mr. Althwaf Hussain, M. A. English and Comparative Literature. He gave a talk titled "An Introduction to Creative Writing: First You Write a Sentence: The Elements of Reading, Writing and Life by Joe Moran".



## Invited Talk



Ms. Saritha. K, Head, Dept. of English and Ms. Renjitha. K. R, Asst. Professor of English were invited to take sessions on Communication Skills at Al Shifa College of Nursing, Perinthalmanna. This was part of the Value-Added Programme run by the college on 17 & 24 September 2022. The resource persons conducted sessions on speaking skills and writing skills in English.

## Team Talk! on Freedom

The Department of English, Al Shifa College of Arts and Science, organised 'Team Talk', a contest for High School and Higher Secondary School Students, on the topic 'Freedom' on 21 September 2022. Team Talk is a speech co-delivered by two students. Members of the team have to take turns to present the talk in the five minutes allotted to each team. The Talk of the two members of a team should sync with each other. Students from schools across the district participated in the event. Under High School session, Fathima Feroz Khan and Hezlin (ACE School, Manjeri), Azmi Sajid and Isha Nourin (Benchmarks, Manjeri) and Haniya Fyzal and Tubah Sadiq (ACE School, Manjeri) won first, second and third places respectively.



From Higher Secondary Section, Binsha Basheer (XII) and Rahmath Saleema (XII) from HSS Mezhatthur, Shajeeha (XI) and Aisha M (XII) from MSP HSS, Malappuram and Hiba (XI) and Nanditha (XII) from Presentation School, Perinthalmanna won first, second and third prizes respectively. Students redefined the perspectives on the theme of freedom in their talks. Cash prizes and certificates were distributed to the winners by Dr. Suriaprakash, Principal, Al Shifa College of Pharmacy.

## ACAS Onam

Al Shifa College of Arts and Science organised Onam Celebration, 'Vannanam Angad Thimirthonam', on 1 September 2022 in the college campus. Onam is the traditional harvest festival of Kerala. As a part of Onam Celebration, various programmes and games were organised for students and staff. The spirit of Onam was reflected in the enthusiastic participants. 'Onasadya', a Kerala meal with various dishes, was also served on the day. Dr. P. Unneen, Managing Trustee, Shifa Medicare Trust, gave Onam wishes to all. Other representatives of the management were also present on the occasion.



## ACAS Football Team in Action

The football team of Al Shifa College of Arts and Science took part in friendly matches with teams of neighbouring colleges such as Sreesastha College, Edakkad and SNDP College, Cherukara, on 21 & 30 September 2022. Friendly matches help the teams to stay fit and take out their best performance in upcoming tournaments like the B-Zone.



## Induction Programme of the class of '25

### Day-1: Lead-In



Al Shifa College of Arts and Science organised an Induction Programme for the undergraduate degree batch 2022-25 titled 'Lead-In '22' for a week and the opening ceremony of the programme was held on 14 September 2022. K.T Abdul Rasak, Secretary, Shifa Medicare Trust, in his presidential address, spoke about his expectations with the new batch and his readiness to support the future activities of the college.

Dr. Babu. P. K., Principal, Al Shifa College of Arts and Science, in his address, spoke about his vision and the novelty in teaching that is being practised in the college. He also talked about the progress of NAAC and SAAC accreditation procedures of the college, and the future of best practices including 'Flipped Learning' and 'Earn While You Learn.' Mr. Pilakkal Hamza, Chief Executive, Shifa Medicare Trust, in his message shared the vision of the Trust with the audience. Ms. Saritha. K, Vice Principal and Head, Department of English presented a session on 'A Different League: The Making of ACAS' during the event.

## **Day- 2: SIDRA**

More sessions in the Induction Programme for the class of '25 was held on September 15 2022. The session began with the principal's address followed by a presentation about the college. The first session was handled by Mr. Muhammed Noufal, M., Head, Dept of Economics. who described various facilities available at the Campus. Arts and cultural activities in the college were introduced by Mr. Irshad. K, Assistant Professor of Arabic, and the session on Student Support by Suhaib. P, Assistant Professor of Commerce. The second session was a training session titled SIDRA-Dream Big, Sparkle More, Shine Bright. It was presented by Ms. Shyma Chandrasekharan, Assistant Professor, Dept. of Management, Don Bosco College, Mukkom, and Dr. Sreejil. K (Teacher in Mathematics, Peruvallur HSS, Malappuram). Both are Provisional Zone Trainers, JCI India, Zone XXI. The trainers emphasised that in order to accomplish one's dreams, one should be willing to break the comfort zone.



### Day- 3: Know the College



The following sessions of the Student Induction Programme were held on 25 September 2022.

The first session was handled by Ms. Saritha. K, Head, Department of English. She gave a motivation session titled 'Key to Happy Campus Life' to the newly admitted students. It was a thoughtful and inspiring session. In the following session each faculty member explained the activities and functioning of their respective clubs and cells.

Following the common Induction for the batch of '25, the core Departments gave customised sessions for their respective students on the particulars of the Departments.

Past accomplishments and the future plans of the Departments featured in the Department-wise Induction Programme.

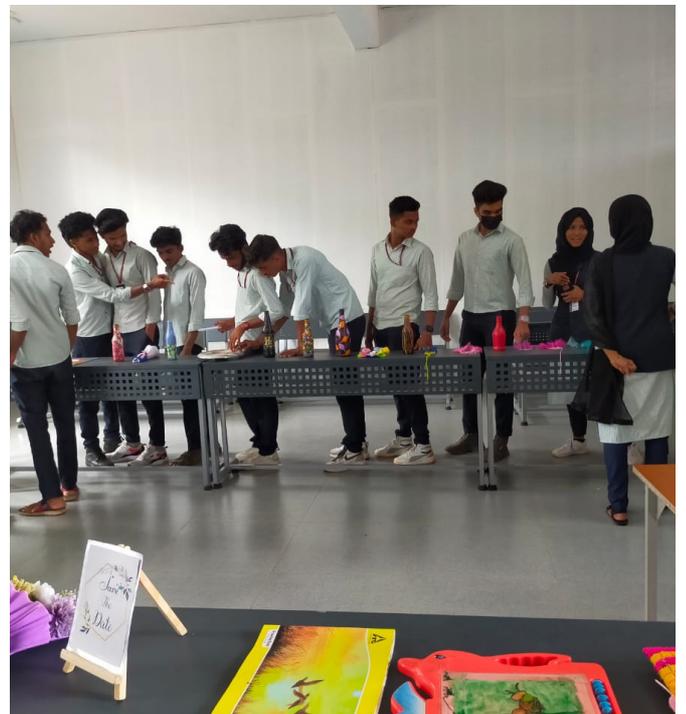
### PTA Meeting

A PTA meeting of the students of first semester B. A, B. Sc., and B. Com (Admn: '22) was held on 14 September 2022. Dr. Babu. P. K, Principal, Al Shifa College of Arts and Science, introduced the academic and co-curricular activities being held at the college. Discipline, punctuality, and general rules at the college were explained. Ms. Nivya, M/o Nandana of I B. A Functional English, Ms. Jamshida, M/o Safa Faizal of I B. Sc Psychology, Mr. Abdul Nasar, F/o Noushidha. P of I B. A Economics and Mr. Safwan. M, F/o Furjas of I B. Com Finance, were selected and added to the existing PTA Executive Committee.



## Art and Craft Exhibition

The Entrepreneurship Development (ED) Club of Al Shifa College of Arts and Science, organised an Art & Craft Exhibition on 19 September 2022. Ms Saritha. K, Vice Principal and Head of English Department, inaugurated the session. The programme was organised to promote one of the best practices of the college namely 'Earn While You Learn'. The programme also aimed at skill enhancement among students. The ED Club plans to open a kiosk in the campus for student entrepreneurs and artisans to exhibit and sell their wares.



## Hospital Visit by Psychology Students

As a part of the induction programme 'Lead-in 22', the first semester Psychology students visited KIMS Al Shifa Super Specialty Hospital, Perinthalmanna on 20th September. Students visited the 'Patient Health Exhibition' organised by KIMS Al Shifa. The dangers of self-medication were explained to the students in the exhibition. Along with that, they got to know about CT scan and MRI scan in detail. The machinery and process used in the scanning procedure were explained in detail.

In the second part of the visit programme, Ms. Fahmi Thabassam, Consultant Psychologist of the hospital, interacted with the students in the Hospital Seminar Hall. The session helped students to understand how psychologists work in the hospital sector and what Clinical and Counselling Psychology are. The present role of Clinical and Counselling Psychology and information on higher education in the subject were also covered in the session. After the session, students were given certificates for participating in the exhibition.



## Observance of World Rivers Day



The Nature Club of Al Shifa College of Arts and Science organised a cleaning drive in connection with the observance of World Rivers Day at river banks near the College and the surrounding area of Poonthanam Smaraka Open Auditorium. Members of the Club were involved in the cleaning drive. Mr. Abdul Latheef. E, Ward Member, Keezhattur Grama Panchayath, inaugurated the session. Mr. Balakrishnan Mangottil, President, Poonthanam Smaraka Samithi, addressed the audience.

## Al Shifa International Student Seminar (ALISS'22)



Al Shifa College of Arts and Science organised Al Shifa International Student Seminar (ALISS '22), which is a multi-department event, and a fully student-powered one, conceived, organised and run by the student community. ALISS is an event with Speakers, Paper Presenters, and Chairs belonging to the student segment of academia. From conception to execution, the various roles involved in realising the event, academic or administrative, is a different learning space for the student community. The Seminar is jointly organised by the Department of Commerce, Economics and English. The theme of the seminar was “Digital Commerce, Sustainable Economy and Post-millennial Popular Cultures”. The Seminar was organised with a mission to offer learning experiences that are quality-driven and exposure-oriented.

### **Student Centered Seminars will Change the Face of Academic Research : Meera Kasiraman**

The seminar was inaugurated on 27 September 2022 at College Auditorium by Meera Kasiraman, Senior Research Fellow, Dept of English, Vimala College (Autonomous), Thrissur. During the inaugural address, she said that student-centered seminars will change the character of academic research.



She argued that seminars like ALISS provide a model for students to think differently, leading to interdisciplinary research. The interconnectedness of Post Millennial Popular Cultures, Sustainable Economy and Digital Commerce was also commented upon.

### **Digital Commerce**

The Department of Commerce organised three Keynote Speeches in which Ivan Zizinga, Rajagiri College of Social Sciences, Cochin, Gijo George, Pondicherry Central University and Abhishek Shine, Lead College, Palakkad, spoke on "Derivatives as a Tool for Financial Risk Management", "Upcoming Trends in E-tourism" and "Cryptocurrency and Blockchain: History and Evolution" respectively. 16 paper presentations were made on the topic in two sessions on 27 & 28 September 2022. The sessions were chaired by Mr. Mohammed Anees. Y. C, Research Scholar, UCC&BM, Osmania University, Hyderabad, and Mr. Muhammed Nisar. M, Research Fellow, Department of Commerce, Pondicherry Central University.

The keynotes and presentations in the seminar discussed various tools and techniques for the management of risks in finance, the impact of Covid-19 on the online payment systems, study of entrepreneurial skills among youth, trends in pharmaceutical industry, analysis of consumer behaviour, the scope of e-commerce platforms in India, the contemporary shift in digital marketing and advertising, the involvement of the student community in online marketing and more. The sessions also explored certain ecological concerns such as the future of electric vehicles and their contribution to a sustainable environment.



## Sustainable Economy

Irene Vettiyadan, Leiden University, Netherlands and Meera. M, Central University of Haryana were the student-keynote speakers on Sustainable Economy. They spoke on "Sustainable Development: An International Perspective" and "Oceans as a Critical Foundation for Developing Economies- An Indian Approach" respectively. 16 paper presentations were made on the topic in two sessions on 27 & 28 September 2022. The sessions were chaired by Mr. Muhammed Ramees. C, Research Scholar, John Mathai Centre, Calicut University, and Ms. Prinsha, Research Scholar, JMC, Calicut University.

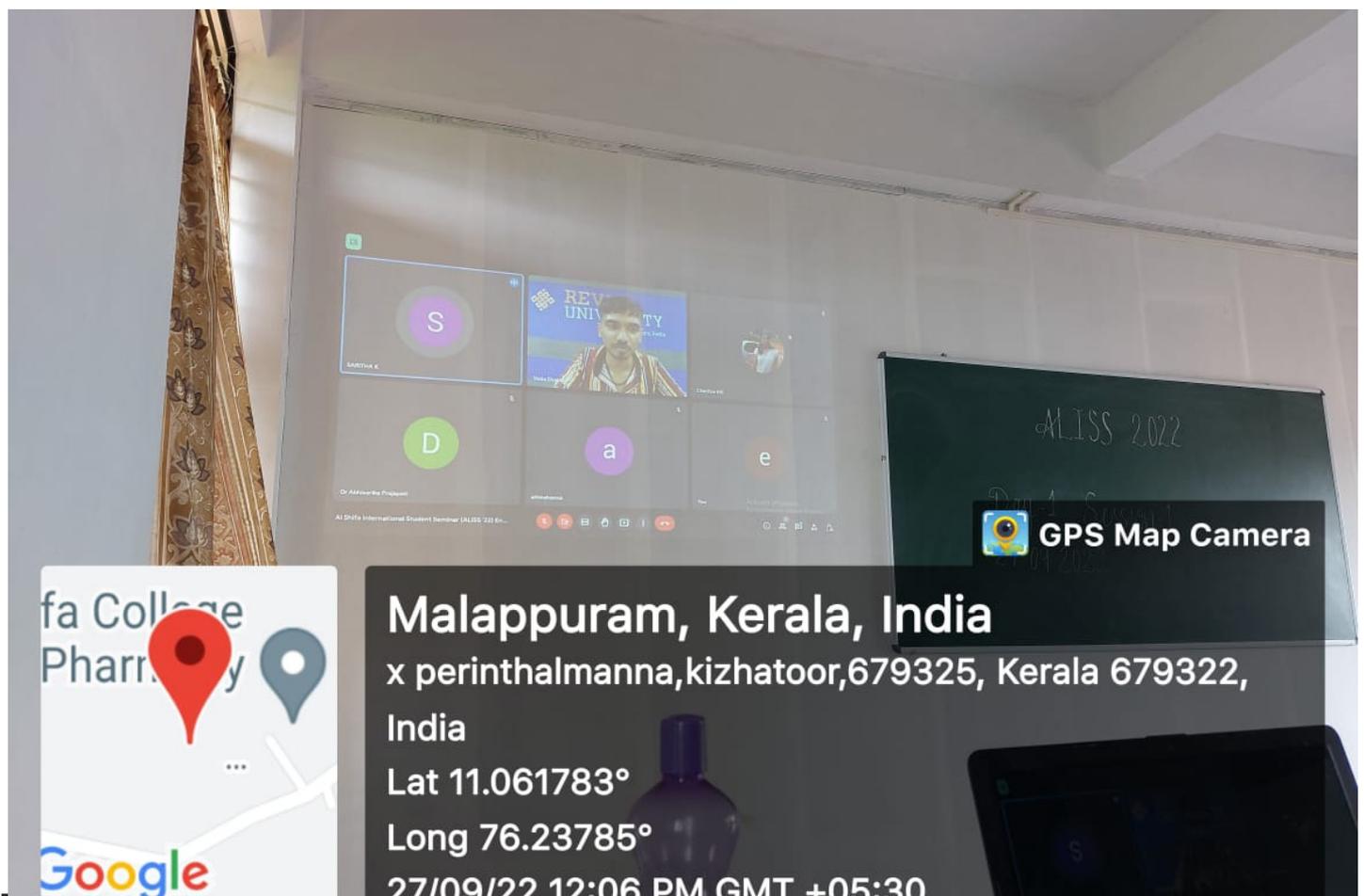


The sessions contributed feasible discussions on the sustainable use of the resources from oceans, sustainable modes of development, the significance of circular economies, the intricate balance between development and sustainability, and poverty alleviation programmes in India for attaining SDG. The sessions also analysed the correlation between public health and sustainable development, MGNREGA and sustainable development. The presenters also scrutinised the need of sustainable finance and the role of public distribution systems (PDS) in attaining sustainable development.

## Post-millennial Popular Cultures

R. Vishal, Reva University, Bengaluru delivered a Keynote on "Consent Politics in Consumption of Contemporary Culture". 22 paper presentations were made on the topic in three sessions on 27 & 28 September 2022. The sessions were chaired by Ms. Nazrin. , Research Scholar University of Calicut, Thenjippalam, Ms. Noorjahan. C. K., Research Scholar, Farook College (Autonomous), Calicut, and Ms. Sahira Kizhakkepeedika, Research Scholar, Farook College (Autonomous), Calicut.

The sessions scrutinised consent politics in contemporary ethos, the current inclinations in customs related to marriages, the use of social media motivation as a money making mechanism, the online shopping culture among youth, the link between social media and mental health in youth, the shift in the latest styles in clothing and behaviour, and the popularity of K-Drama in India among many. The sessions also discussed the use of YouTube and Facebook for the development of verbal communication skills and depiction of self-harm and suicide in YA Fiction. Stock-taking was done on the depiction of religion and the language of fashion in popular culture, the portrayal of the 'new vampire' as a literary trope, the evolution of the empathetic cyborgs in the android era and more.



## ALISS '23

The Seminar Committee declared that the second edition of Al Shifa International Student Seminar (ALISS) will be conducted in 2023. The committee thanked the students and faculty of Rajagiri College of Social Sciences, Cochin, Lead College, Palakkad, Pondicherry Central University, UCC&BM, Osmania University, Hyderabad, Central University of Haryana, Leiden University, Netherlands, John Mathai Centre, Calicut University, Reva University, Bengaluru, DGM MES Mampad College (Autonomous), Mampad, Safi Institute of Advanced Studies, MEA SS College, Areacode, KAHM Unity Women's College, Manjeri, Dwaraka Doss Govardhen Doss Vaishnav College, Chennai, NSS College, Manjeri, Farook College (Autonomous), Calicut, Ideal Arts and Science College, St. Thomas College (Autonomous), Thrissur, Vimala College (Autonomous), Thrissur and more for their contributions to ALISS '22. The Committee expressed their enthusiasm in associating with the HEIs in ALISS '23.

### ***Ente Vayana by Students***

'Ente Vayana', is a series of book reviews by students organised by the *Thanimalayalam* Club, Al Shifa College of Arts and Science on 29 September 2022. Ms Jifanath. C, Third Semester BA Economics, Ms. Shibna. K, Third Semester BA Functional English and Ms. Noufa. A. P, Third Semester BA Economics presented the review of *Bhagavante Maranam* by K. R. Meera, *Half Girlfriend* by Chetan Bhagat, *Indulekha* by O. Chanthu Menon respectively. The student members of the club attended the session. The forum aims to inculcate the habit of reading among the students.



## Mentor-Mentee Interactions

The Mentor-Mentee Programme at Al Shifa College of Arts and Science organised a session on 29 September 2022, in which the mentors casually interacted with their mentees. Such sessions help bring about relevant information sufficient to provide personalised guidance to the students. The Mentor-Mentee Programme aims to provide guidance, motivation, emotional support and companionship to students by developing productive relationships among teachers and students.



---

## Bridge Courses Offered

Bridge Course is a preparatory course for students who learn an advanced course for the first time. A Bridge Course was given to the students of First Semester BA Functional English titled 'Bridge Course on British Literature from Chaucer to Post Modernism' in September 2022. The Department of English also offered 'Bridge Course- 1: Parts of Speech' for the students of Common English classes. The Department of Commerce offered two Bridge courses on 'Basics of Management' and 'Fundamentals of Economics for Commerce' for First Semester B.Com students. The Department of Economics offered a Bridge Course on 'Fundamentals of Microeconomics' for the first semester students in the Department. A 'Bridge Course on Basic Themes in Psychology' was offered by the Department of Psychology for the first semester students in the Department.

---

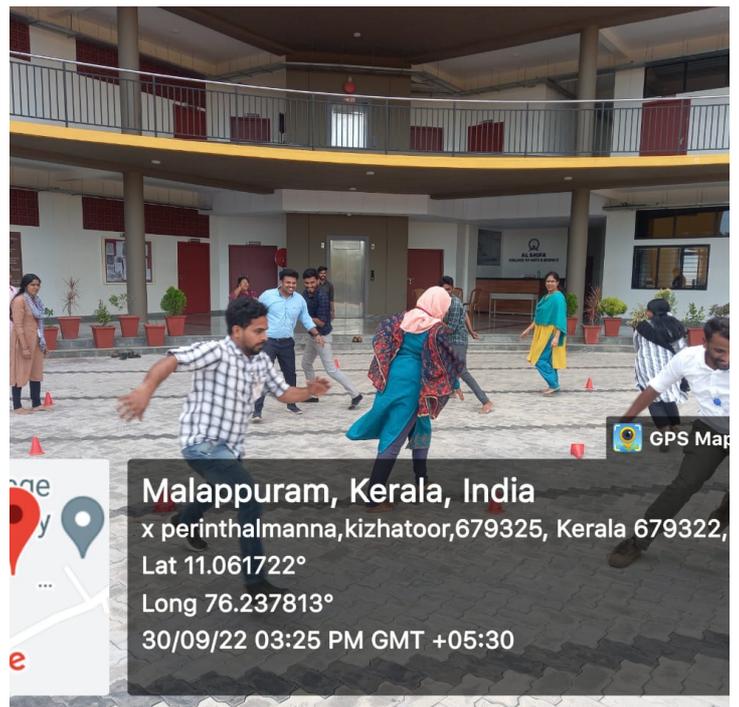
## Planting of Saplings in Campus



The Nature Club at Al Shifa College of Arts and Science organised planting of saplings in the campus as a part of the Green Campus Scheme on 26 September 2022. Nature Club members and faculty have been actively involved in the programme. The programme is a part of the initiative running throughout the year and aims to bring more green to the campus.

## Physical Training for Faculty

The Department of Physical Education in collaboration with the Faculty Development Centre and Staff Club, Al Shifa College of Arts and Science, organised a session on 30 September 2022 for the faculty members of ACAS. Mr. Vibin Das, Head, Dept. of Physical Education spoke on 'Lifestyle and Hypokinetic Diseases'. The session was followed by a game for the audience. The session is a part of a sustained, year-long fitness programme designed for the staff.



## 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](http://www.alshifacollegeofartsandscience.ac.in) | [info@alshifacollegeofartsandscience.ac.in](mailto:info@alshifacollegeofartsandscience.ac.in)

# Editorial Board

## Chief Editor

Dr. Babu. P. K, Principal

## Editors

Mr. Midhulaj. P, Assistant Professor of English  
Ms. Renjitha. K. R, Assistant Professor of English

## Editorial Committee

Mr. Muhammad Noufal K, Head, Dept. of Economics  
Ms. Mini. V.K, Assistant Professor of Commerce

## Student Representatives

Mubashir. P- V Semester B. Com Finance  
Rinshi Nasri- V Semester B. A Functional English  
Althaf. P. T- V Semester B. Com Taxation  
Fathimath Naseehath - V Semester B. A Economics  
Fathima Rana - III Semester B. A Functional English  
Shifna. K. T - III Semester B. Com Finance  
Ajmal Sadath - III Semester B. Com Taxation  
Mohammed Shabeeb - II Semester B. A Economics  
Nandana P. V- I Semester B.A Functional English  
Bibina. S- I Semester B. Com Taxation  
Noufidha. - I Semester B. A Economics  
Febinsha Fahim- I B. Sc Psychology

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

---