



ACASIANA

MONTHLY E-NEWSLETTER OF AL SHIFA COLLEGE OF ARTS AND SCIENCE



Change the System: Dr. M. V. Narayanan, Vice-Chancellor, University of Sanskrit, Kalady, delivering the keynote in Al Shifa Higher Education Leadership Summit

The Way Forward

As Al Shifa College of Arts and Science (ACAS) moves into the fourth Academic Year of its functioning, we are steadily moving on the path in alignment with the mission of providing quality education in Arts, Science, Humanities and Commerce Streams. The college has undertaken some exceptional initiatives during this tenure, and I am confident that these efforts will establish ACAS as a prominent institution in the landscape of Higher Education in Kerala.



Dr. P. Unneen
Managing Trustee
Shifa Medicare Trust

Student and faculty upskilling, publication ventures, research support, collaborative efforts and extension activities are to name a few. The Al Shifa Higher Education Leadership Summit (AHELS) is another quality initiative focusing on the leadership narratives in Higher Education. I believe ACAS brings in constructive changes in college education, carving out new paths for young HEIs to follow.

Leading Leaders!

June is back. The campuses are rolling up their sleeves and getting down to delivering another academic year, to greeting another new group of learners. We can say that at ACAS we began with a bang since AHELS, the Al Shifa Higher Education Leadership Summit happened in the second week of June. The Summit was a testament to the Acasians self-belief and drive to achieve more. Leadership is always the core and at a time when the Higher Education scene is experiencing pressures as never before, it is all the more relevant to turn the spotlights on it. Meanwhile the system at ACAS is readied for another eventful year, with new strategies, initiatives in the pipeline. We are sure the public and academic community will continue to stand by us as we carry on with the mission to deliver quality learning experiences.



Dr. Babu. P. K
Principal

Al Shifa College of Arts and Science

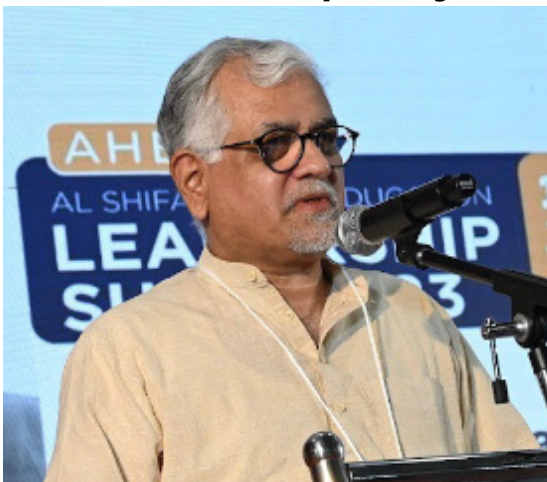


AL SHIFA HIGHER EDUCATION LEADERSHIP SUMMIT '23



The first edition of Al Shifa Higher Education Leadership Summit (AHELS '23) on the theme 'Higher Education Leadership: Emerging Paradigms', organised by Al Shifa College of Arts and Science in collaboration with the Kerala State Higher Education Council (KSHEC), was inaugurated by Mr. Najeeb Kanthapuram, MLA of Perinthalmanna Constituency, on 12 June '23. In his inaugural note, Mr. Najeeb Kanthapuram appreciated the initiatives taken by the College in organising such a summit, highlighting its significance in fostering dialogue and collaboration among educators and leaders in the higher education sector. The event commenced with a solemn prayer followed by a welcome note by Dr. Babu. P. K, Principal, Al Shifa College of Arts and Science. He emphasised the significance of the chosen theme and the potential impact it holds for the future of higher education. Dr. P Unneen, Managing Trustee, Shifa Medicare Trust, in his presidential address, shared insightful reflections on the Trust's rich history in contributing to the field of higher education and his visionary aspirations to elevate the institution to the status of a university. K. T Abdul Rassaque, Secretary, Shifa Medicare Trust felicitated the event. Mr. Pilakkal Hamsa, Chief Executive, and Suhail Hamsa, General Manager, Shifa Medicare Trust were present. The sessions on the first day were attended by 130 delegates.

Contemporary Challenges for Kerala's Higher Education



Dr. M. V. Narayanan, Vice-Chancellor, University of Sanskrit, Kalady, spoke on the topic "Contemporary Challenges for Kerala's Higher Education". He discussed the challenges in the field of higher education, highlighting the transition from the digital economy to the knowledge economy. He emphasised the current crisis faced by Kerala, which involves a declining young population and an increasing population of the elderly.

Furthermore, he expressed concerns regarding the lack of scope for critical thinking in the curriculum, as the examinations primarily assess students' memory rather than their ability to think critically.

Dr. Satheesh. E. K, Registrar, University of Calicut, presented his keynote on "Governance in Higher Education: Way Forward". One key aspect that requires attention is adopting a student-centred approach to governance. This approach emphasises putting students at the centre of decision-making processes, curriculum development and teaching methodologies. By prioritising the needs, interests, and holistic development of students, higher education institutions can create an environment that fosters their intellectual growth, critical thinking skills, and overall well-being. According to him, implementing student-centred governance practices can lead to transformative changes in higher education, ultimately preparing students to thrive in a rapidly evolving world.

Governance in Higher Education: Way Forward



Higher Education Reforms in Kerala



During his presentation on "Higher Education Reforms in Kerala," Dr. Shefeeque. V, Research Officer, Kerala Higher Education Reforms Committee, highlighted the need for reforms in the higher education sector. He acknowledged that implementing these reforms can be challenging in the current context. One key reform emphasised by Dr. Shefeeque was the introduction of multi-disciplinary programmes. These programmes aim to provide students with a holistic educational experience by integrating knowledge and skills from various disciplines. By embracing multi-disciplinary approaches, higher education institutions can prepare students to address complex societal challenges and thrive in an ever-changing job market.

Role of Colleges and Universities in the Context of NEP 2020

Dr. Amruth. G. Kumar, Professor, Department of Education, Central University of Kerala, spoke about the role of colleges and universities in the context of the National Education Policy 2020 and the history of educational reforms in Kerala on the second day of the Summit.

He discussed the rich history of education in Kerala, highlighting a significant milestone when the first education grant was awarded to CMS College Kottayam by Rani Gowri Lakshmi Bai, the Queen of Travancore, in 1817. This historical event predates similar developments in the UK, which occurred only in the 1930s. The speaker emphasised the importance of introducing multidisciplinary programmes in higher education. He suggested, in the light of NEP 2020, the formation of higher education clusters among institutions can mutually complement each other in terms of infrastructure and academic resources.



Higher Education in the Era of Disruption

Dr. Saji Gopinath, Vice Chancellor, Kerala Digital University, focused on post-pandemic global trends, particularly in the realm of higher education. He emphasised the shift from globalisation to localisation, highlighting how the concept of 'work from home' has digitised job roles. Dr. Gopinath stressed the importance of teachers keeping up with technological advancements, considering that today's children are born into a technology-driven world. Furthermore, he discussed the transformation of those in the education sector from being followers into leaders in his keynote on "Higher Education in the Era of Disruption".



Panel Discussion on ‘Whither the Humanities?: The Permanent Crisis in Higher Education Leadership

A panel discussion on "Whither the Humanities?: The 'Permanent Crisis' in Higher Education Leadership" was held in the afternoon session on 12 June 2023. It featured esteemed speakers who shared their insights on the topic. Dr. Kunhammad. K. K, Dean & Professor, Studies in English, Kannur University, the key presenter, raised a pertinent question: 'Does humanities have a place?' in the context of today's technology-driven world. He emphasised the importance of understanding what humanities can offer and its relevance in contemporary society. Dr. M. Zahira, Member, KSHEC Curriculum Committee, and Retd. Associate Professor of English, Sullamussalam Arts College, Areacode, expressed the view that humanities provide valuable perspectives on practical life and help answer fundamental questions about the purpose of our existence. She highlighted the significance of emotional intelligence in relation with intellectual pursuits. Dr. Sajan, Former Head, Department of English, S N College, Kannur, contributed to the discussion by highlighting the role of literature in exploring the generation of meaning and ideas. He mentioned the high demand for professionals with specialised knowledge but also recognised the value of individuals who have studied humanities. The panel discussion was moderated and contributed by Ms. Bindu Amat, Former Head, Department of English, Providence Women's College, Calicut.



Paper Presentations

Paper presentations at AHELS '23 took place on the afternoon of 13 June 2023. Dr. Chacko Jose. P, Principal, St. Aloysius College, Elthuruth, Thrissur, & Ms. Sheena Sarah Winny, Asst. Professor of English, Sahrdaya College of Advanced Studies, Kodakara, Thrissur, co-presented a paper on "Attainment of Learner Centric Environment in HEIs through Quality Leadership". Dr. Habeeb Rahiman Kallikkal, Professor of Chemistry, SSM Polytechnic College, Tirur, put forward his views through his presentation on "Quality Assurance and Technical Education Leadership". Mr. Rohith. R, Head, Dept. of Commerce, ACAS, & Ms. Renjitha. K. R, Asst. Professor of English, ACAS, presented their paper titled "Navigating the Glass Ceiling: Changing Paradigms in Female Leadership in Higher Education with Reference to Kerala". The session was chaired by Ms. Vineetha. M. K, Assistant Professor of English, KAHM Unity Women's College, Manjeri. The Summit reached its conclusion with a valedictory function featuring Mr. Pilakkal Hamza, Chief Executive of Shifa Medicare Trust, as the chief guest.



ENVIRONMENT DAY

Herbal Garden

As a part of World Environment Day 2023, the Nature Club and Staff Club of Al Shifa College of Arts and Science jointly organised plantation of herbs by faculty on 5 June 2023 on college premises. Faculties brought different kinds of herbs and planted them in the herbal garden.



National Service Scheme



The National Service Scheme, in collaboration with the Nature Club at Al Shifa College of Arts and Science, observed World Environment Day on 5 June 2023. A workshop titled 'Recycle: An Eco-Art Workshop' was conducted by Ms. Nishana. A, Second Semester B. A. Economics student. Plastic bottle gardening was also done by the Clubs. The volunteers brought used plastic bottles and made hanging plant cases.

Reported by Ms. Shibila. V
Second Semester B. Sc. Psychology

Interdepartment Quiz

The Department of Economics organised an interdepartment Quiz competition in connection with World Environment Day. The competition was held on 6 June 2023. Ms. Shibila. V, Second Semester, B. Sc. Psychology, won first prize in the competition.

Reported by Ms. Jifanath. C. K
Fifth Semester B. A. Economics



Presentation on Climate Related Words

The English Club, Al Shifa College of Arts and Science, observed World Environment Day in association with Nature Club. A presentation on vocabulary related to climate was organised on 5 June 2023. Ms. Febinsha Fahim, Second Semester, B. Sc. Psychology was the presenter. Members of English and Nature Clubs attended the session. She explained different words related to climate. The programme was meant to enhance the vocabulary skills and to increase awareness on climate change among students.

Reported by Ms. Nandhana. P. V
Second Semester B. A. Functional English



ACAS and Noble to Collaborate

Al Shifa College of Arts and Science, Perinthalmanna, and Noble Women's College (NWC), Manjeri, will collaborate in the areas of Faculty Exchange, Student Exchange and Minor Student Projects. The MoU basically involves the Departments of Psychology of both the institutions. Mr. Pilakkal Hamza, Chief Executive Officer, Shifa Medicare Trust, and Er. Ismail. P, Secretary, Noble Women's College, signed an MoU on 30 May 2023 to this effect. Dr. Babu. P. K, Principal, ACAS, Dr. U. Saidalavi, Principal, NWC, Mr. Abdul Jaleel. C, Head, Department of Psychology, ACAS, Dr. Anupama. S. R, Head, PG Department of Psychology, NWC, Mr. Rohit. R, IQAC Coordinator, ACAS, and Ms. Jisna. T, IQAC Coordinator, NWC, were present on the occasion.



Monthly Movie Premiere



The Movie Club, Al Shifa College of Arts and Science, organised the first session of 'Monthly Movie Premiere' on 6 June 2023. 'Forgotten', a 2017 Korean psychological thriller directed by Jang-Hang Jun, was the movie premiered. The programme aims to introduce world classics to the student community. A review and discussion were held in connection with the screening. Mr. Jasil. K. T, Second Semester B. Com. Finance and Student Coordinator of the Movie Club led the discussions.

Reported by Mr. Jasil. K. T
Second Semester B. Com. Finance

Workshop on Outcome Based Education

The Faculty Development Centre, Al Shifa College of Arts and Science, organised a workshop on Outcome Based Education (OBE) on 15 June 2023. The workshop aimed to address the increasing relevance of OBE in higher education institutions. Mr. Rohith. R, Head of the Department of Commerce and IQAC Coordinator, was the key presenter, delivering a comprehensive presentation on OBE and the tools for mapping outcome. The session provided valuable insights into the principles and components of OBE, stressing the importance of defining and assessing learning outcomes. The workshop proved to be an informative and engaging experience, enabling faculty members to enhance their understanding of OBE and its application in their respective domains.



Invited Lectures

Ms. Renjitha. K. R, Assistant Professor of English, ACAS, delivered an Invited Lecture for Fifth Semester students of B. A. English at DGM MES Mampad College (Autonomous), Mampad, on 19 June 2023. She spoke on 'Project Topic Selection' thereby giving guidance to the students on how to select a feasible topic to complete their UG Project. More than fifty students of the class attended the session.



Mr. Midhulaj. P, Asst. Professor of English, ACAS, delivered an invited lecture on 'Networking Skills and CV Preparation' at Yuvakshetra Institute of Management Studies (YIMS), Mundoor, Palakkad on 14 June 2023. The session was held in connection with the Three-day Workshop on Networking Skills organised by PG Department of Commerce, YIMS. He spoke on 'How to Create an Effective LinkedIn Profile, CV and Cover Letter'. 40 Students from the Fourth Semester M. Com. Finance class attended the session.

From LIBOR to SOFR: A Complete Transition

The Reserve Bank of India (RBI) has declared that various alternative reference tax rates will completely replace LIBOR. LIBOR (London Interbank Offered Rate) is the benchmark or reference rate which is used to determine other rates. It is calculated for seven maturities (overnight, 1 month, 2 months, 3 months, 6 months, and 12 months) and for five different currencies (US Dollar, Pound Sterling, Euro, Swiss Franc, and Japanese Yen). As a result, 35 rates were computed every business day using these. LIBOR plays a critical role in the global market since it was the benchmark rate for financial instruments like derivatives (forwards, futures, swaps, and options). For External Commercial Borrowings (ECB), it was specifically employed.

BLOG



Rajashree. V

Assistant Professor of Commerce
Al Shifa College of Arts and Science

The RBI has asked banks and other financial institutions to discontinue using LIBOR and switch to a widely used alternative reference rate, such as the Secured Overnight Financing Rate (SOFR), by July 1, 2023. They are urged to make sure that none of their upcoming transactions, or those of their clients, depend on or are valued using the US London Interbank Offered Rate. Additionally, MIFOR (Mumbai Interbank Forward Outright Rate), which is based on LIBOR published by Financial Benchmark India Pvt Ltd (FBIL), is not to be used by banks any longer. Commercial banks in India used MIFOR as a benchmark rate for specific financial contracts. Prices for forward rate agreements and derivatives are set using it. It combines a forward premium obtained from the Indian Foreign Exchange Market with the London Interbank Offered Rate. The USD LIBOR and the USD/INR forward premium were used to create a synthetic term Rupee rate. Additionally, banks and financial institutions are urged to take all necessary measures to ensure that fallbacks are inserted as soon as possible in any remaining legacy financial contracts that reference USD LIBOR, including MIFOR-referencing transactions. They must also have created the procedures and systems necessary to oversee the full move away from LIBOR. After June 30, 2023, The Financial Benchmark India Pvt Ltd. will stop publishing MIFOR. From June 30 of current year, LIBOR and MIFOR will both no longer be considered representative benchmarks.

RBI advised the banks to take this action because LIBOR is based on hypothetical figures set by international banks rather than actual transactions, i.e., the rate-setting banks present their estimates of the interest rates they would pay if they had to borrow money from another bank on the Interbank Lending Market in London each day. They may therefore be able to influence these rates to their advantage. A controversy involving big international banks manipulating LIBOR for their needs surfaced in 2012. Thus, LIBOR is being phased out as a result of rate-setting institutions' manipulations and its contribution to the worsening of the 2008 financial crisis. The benchmark or reference rate used by India to determine the rate for external commercial borrowings and other types of loans will be the SOFR as of July 1, 2023. The Secured Overnight Financing Rate is a general indicator of how much it costs to borrow money overnight when it is secured by US Treasury Securities. The Federal Reserve Bank of New York releases the SOFR, a transparent rate that accurately indicates the general financing circumstances in the overnight treasury repo market. It displays the financial costs associated with borrowing and lending for the vast range of market players who are active in the market. Of all the accessible treasury repo rates, it has the broadest coverage in terms of transactions. The volume of transactions behind the Secured Offered Financing Rate eclipses the volume underpinning the London Interbank Offered Rate and is far larger than transactions in any other US money market. It is regarded as a more precise and secure price benchmark because it is based on actual transactions. So, SOFR and MMIFOR (Modified MIFOR) will be mostly used for the new transactions. There are several other alternatives to London Interbank Offered Rate.

1. Securing Overnight Financing Rate (SOFR) for US Dollar
2. Sterling Overnight Index Average (SONIA) for Pound Sterling
3. Euro Short-Term Rate (ESTER) for Euro
4. Swiss Average Rate Overnight (SARON)
5. Tokyo Overnight Average Rate (TONAR) for Japanese Yen

These risk-free rates are based on active market transactions ie, the transactions that happen in the market, which provide a barrier against manipulations. Alternative rates are published at different times and are also currency-specific against LIBOR ie, if Federal Reserve is releasing it then it is especially for the US Dollar and if Switzerland is releasing it then it is especially for the Swiss Franc.

Workshop on Anchoring Events



The Centre for Development of English Language Skills (CDELS), Al Shifa College of Arts and Science, organised a programme titled 'Workshop on Anchoring: Become a Master of Ceremony' on 16 June 2023. The session was handled by Ms. Renjitha. K. R, Asst. Professor of English and Coordinator of CDELS. The workshop aimed to polish the anchoring skills in students with aptitude for the same. The presenter spoke on the preparatory and presenting parts of anchoring, including collecting the agenda, preparing the script, practising, dressing style, maintaining energy, posing the right body language and more while emceeing programmes. Students were also made to demonstrate their anchoring styles and suggestions were given as to improve them.

Reported by Ms. Arshida. A. K
Fifth Semester B. A. Functional English

Workshop on 'How to Write Review of Literature'



The Department of Commerce, Al Shifa College of Arts and Science, organised a workshop on 'How to Write a Review of Literature' on 16 June 2023. The session was conducted by Mr. Suhaib. P, Asst. Professor of Commerce. The workshop aimed to provide students with insights on the process of writing an effective review of literature. Additionally, the workshop covered topics such as citation and referencing to ensure students understand the significance of maintaining academic integrity in their research work. The workshop specifically targeted students from the Fifth Semester of the B. Com. programme.

Reported by Ms. Adithya. A
Fifth Semester B. Com. Finance

NSS Volunteers Attend District Level Meeting

The National Service Scheme, University of Calicut, organised a one day District Level Meeting for NSS Programme Officers and Volunteers at the University Campus on 17 June 2023. Mr. Muhammed Faris. K, NSS Volunteer Secretary and student of Second Semester B. Com. Taxation, Mr. Sangeeth Krishnan, NSS Volunteer and student of Second Semester B. Sc. Psychology and Mr. Irshad. K, NSS Programme Officer and Asst. Professor of Arabic, attended the meeting. Dr. Soni. T. L, Coordinator, NSS Cell, University of Calicut, and Dr. Sanny. N. M, Coordinator, ETI, University of Calicut, led the sessions. Plan of action for the academic year 2023- '24 and unit level management strategies were discussed in the meeting.

Reported by Mr. Sangeeth Krishnan
Second Semester B. Sc. Psychology



Observance of World Refugee Day

The National Service Scheme, Al Shifa College of Arts and Science, observed World Refugee Day with a presentation titled 'Beyond Labels: Understanding Refugee Experiences' on 20 June 2023. Mr. Sangeeth Krishnan, Second Semester B. Sc. Psychology, handled the session. The presenter reflected on the crises faced by refugees and the kind of support extended to them by the rest of the world.



Reported by Ms. Febinsha Fahim
Second Semester B. Sc. Psychology

OBSERVANCE OF INTERNATIONAL YOGA DAY

Yoga and Mental Health Session



The Department of Psychology and National Service Scheme (NSS), Al Shifa College of Arts and Science, conducted a talk session on 'Yoga and Mental Health: Cultivating a Healthy Habit' as part of International Yoga Day on 21 June 2023. Mr. Abdul Jaleel. C, Head, Department of Psychology, led the session. He suggested that daily practice of yoga would improve the mental and physical health of the students. He also explained the psychological benefits of practicing yoga. NSS Volunteers attended the session.

Reported by Ms. Arya Krishna
Second Semester B. Sc. Psychology

Yoga Session

The National Service Scheme in collaboration with the Dept. of Physical Education and Yoga Club, Al Shifa College of Arts and Science, observed International Yoga Day with yoga practice demonstration on 21 June 2023. Dr. Babu. P. K, Principal, inaugurated the programme. Ms. Surya Krishna, and Ms. Arya Krishna, students of Second Semester B. Sc. Psychology, led the yoga practice session. Mr. Vibin Das. C. P, Head, Dept. of Physical Education, gave instructions on yoga. NSS Volunteers and faculty members attended the session.



Reported by Ms. Surya Krishna
Second Semester B. Sc. Psycho

INVITED STUDENT TALK SERIES

Department of Psychology

The Department of Psychology, Al Shifa College of Arts and Science, conducted an Invited Student Talk on 22 June 2023. Ms. Sherin. P, Third Semester M. Sc. Applied Psychology, Bharathiar University, interacted with the students on the topic 'Professionalism in the Counselling Setting'. Ms. Sherin. P said that professionalism in the counselling is imperative when it comes to the hospital setting. She enumerated the potential difficulties of compromising professionalism. Students of Second Semester B. Sc. Psychology attended the session. The talk helped them understand the professional boundaries in the counselling setting.

Reported by Ms. Shilna
Second Semester B. Sc. Psychology



Department of Commerce

The Department of Commerce, in collaboration with ED Club, Al Shifa College of Arts and Science, organised a session as a part of the Series on 23 June 2023. The talk was delivered by Ms. Shaima. P. P, student of B. B. A. at Sahya Arts and Science College, Wandoor. She led a lively discussion on the topic 'From Vision to Venture: Unleashing the Entrepreneurial Power for Success'. She began by expressing her excitement to address her fellow students on a topic she is passionate about. In her captivating talk, she emphasised the importance of having a clear vision and the drive to transform that vision into a successful venture. Drawing from her personal experiences and research, she spoke on the key elements necessary for entrepreneurial success.

Reported by Ms. Lisna. P
Second Semester B. Com. Finance



Invited Scholar Talk Series



The Department of Commerce, Al Shifa College of Arts and Science, organised the first session of the Invited Scholar Talk Series on 23 June 2023. The talk was delivered by Ms. Rishana V. P, Research Scholar at Farook College (Autonomous), Calicut, on the topic 'Mastering the Questionnaire Design for Degree Projects'. The talk was aimed to provide valuable insights and practical tips to help students enhance their questionnaire design skills for their degree projects. She began the talk by highlighting the significance of questionnaire design in the research process and its impact on the overall quality and validity of a study. She emphasised the need for clear and well-structured questionnaires that effectively capture the required information while minimising bias and errors. The session covered essential aspects such as understanding variables and their measurement. The speaker highlighted the utilisation of various online tools for designing surveys, enhancing data collection and analysing data.

Reported by Ms. Adithya. A
Fifth Semester B. Com. Finance

24 X 7

In the bustling household, she works twenty four X seven,
 With hands dexterous and heart full of love and care.
 No recognition needed, her to-do list forever longer,
 She toils and toils everyday with an uncanny determination.

Spices dance and jiggle in her expert hands,
 A pinch of this, a dash of that, flavours added to the taste of others.
 Her cooking skills, so taken for granted, like the morning sun sure to
 rise,
 She makes meals that bring a smile on the face of the loved ones,
 But the sweet smile is not always the reward,
 A sulky face for the lesser salt or extra pepper is expected at every
 meal!
 Nonetheless, her touch transforms ingredients
 Into delectable dishes nourishing the lives of her dear dear ones.

The clinking vessels are tamed to her needs,
 Cooking, stirring, sautéing with practised ease.
 Each pot and pan washed after use,
 With careful hands, as if to wash off her karma on every dirty vessel.
 But, come what may, fever or leg pain or periods,
 She would put the platters full three times a day.

The eaters don't see her in the kitchen,
 Wielding her knife with precision,
 Chopping, dicing, slicing the veggies, fish and chicken,
 And sometimes the tips of her fingers.
 Turmeric, chilly powder, pepper and salt, her queen, knight, pawn
 and rook
 In the game of permutation and combination.
 The daily flavours sometimes make her taste buds bland,
 Making her crave for food made by another,
 But ends up playing the same game day in, day out.

Cleaning every nook and corner of the house and premises,
 With brooms, mops and dusters, she coughs often.
 With every speck of dirt, she tries to wipe away her miseries,
 Finding happiness in each task completed.
 On some days, nothing makes her happy as a clean toilet,
 A testament of her slog.



Renjitha. K. R

Assistant Professor of English
 AI Shifa College of Arts and Science

Her eyes and hands reach each inch in the house,
Dusting, organising and creating order.
The sticky cobwebs, the naughty ants and the shrewd
lizards,
Are sent away from her humble abode.
The dust on the ceiling fans, the dirt on the carpets,
The termite on the wooden interiors,
Nothing leaves untouched by her scouring hands.

Piled up laundry makes her cringe on days,
But she is methodical in sorting the bleeding clothes and the
light coloured ones.
The stubborn stains and the fidgety folds yield to her gentle
touch.
Soap, lather and buckets of water wash away her hours,
Sometimes give her a skin allergy,
But every time, fresh, clean and crisp clothes.
The fragrant dresses are pressed in summer and monsoon,
And folded in bundles in separate cupboards.

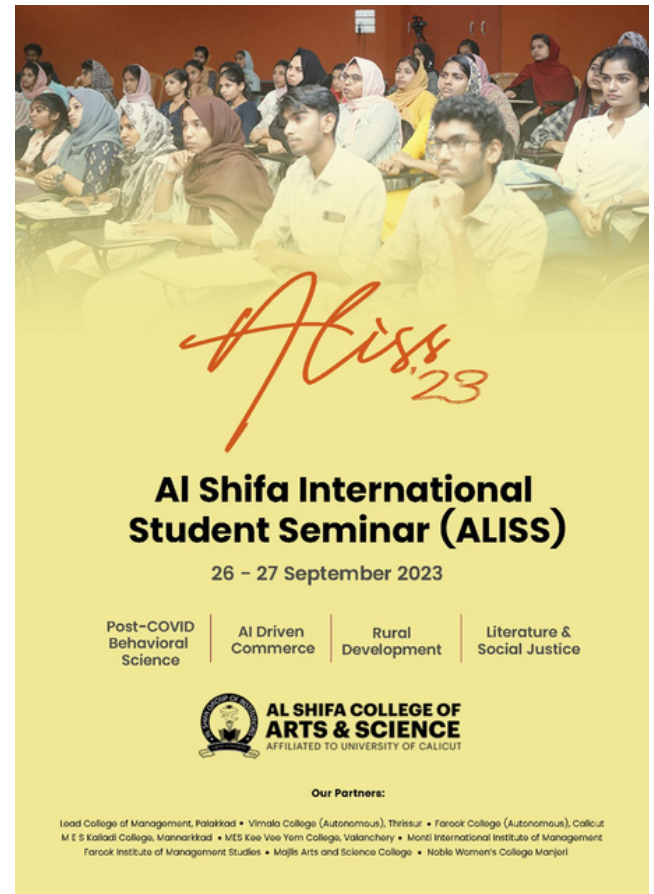
She stands with all in sickness and in health,
More so when the loved ones are down with fever or stress,
Her soft words and kind touch soothing the sick.
The caring touch and the loving embrace
Transforms the illness into cherishable moments.
Medicinal tea and the alleviating words become her smell
and sound.

Her circadian rhythm tuned to the needs of others,
She wakes up before the sun,
To race against time preparing breakfast and lunch boxes.
Though the stress draws lines on her face,
And grey her thinning hairs,
She hardly misses the targets.

The fabric of her life, woven with duty bound love,
Fades as years pass, tears with every job done,
Her body withers as away like a cankerous plant,
Her mind goes bonkers somewhere in the fine tune of works,
Her bones crack, nerves weaken,
Eyes darken, Nails blacken,
And her old self slowly forgotten
By the time she is ready to get into a lighted photograph.

ALISS 2.0 to be held in September

Al Shifa College of Arts and Science organises the International Student Seminar (ALISS '23) in multiple disciplines (Commerce, Economics, English and Psychology) in blended mode on 26 & 27 September 2023. The theme of the Seminar is centred around 'AI-Driven Commerce, Rural Development, Literature & Social Justice, and Post-COVID Behavioural Science'. ALISS is an event with Speakers, Paper Presenters and Chairs belonging to the student segment of the academia. ALISS was launched in 2022, following upon the success of its National Student Seminar in 2021, with a mission to offer quality learning experience to the organising community of students and exposure to research at an early stage to the presenters and participants in the Seminar. ALISS '23 is the third Seminar of this kind orchestrated by ACAS. The Call for Papers in four disciplines was released in June '23.



ACAS Collaborates with Freewill



The Dept. of Psychology, Al Shifa College of Arts and Science, and Freewill Advanced Centre for Mental Health Rehabilitation will collaborate in the areas of Student Capability Building Programmes and Internships. Mr. Pilakkal Hamza, Chief Executive Officer, Shifa Medicare Trust, and Mr. Rafeek Mohamed. P. M, Chairman, Freewill, signed an MoU on 24 June 2023.. Dr. Babu. P. K, Principal, ACAS, Mr. Ibrahim Haris, Director, Freewill, Mr. P. Abdul Fazal, Director, Freewill, Mr. Abdul Jaleel. C, Head, Department of Psychology, ACAS, Mr. Rohith. R, IQAC Coordinator, ACAS, Ms. Shahla, Psychologist, Freewill, were present on the occasion.

ACASians in Recovera

Mr. Sangeeth Krishnan and Ms. Shibila. V, students of Second Semester B. Sc. Psychology, participated in the Idea Presentation and Debate Competition conducted by Al Shifa College of Arts and Science and Noble Women's College, Manjeri, in association with Kerala Social Justice Department on 26 June 2023, at Noble Women's College Auditorium. The programme was held as a part of the observance of International Day Against Drug Abuse and Illicit Trafficking.



Class Toppers in the First Batch

As the first batch of students of Al Shifa College of Arts and Science came out, the college recognised the students who completed their courses with flying colours. The class toppers include Mr. Mubashir. P, B. Com. Finance, Ms. Roshni. K. T, B. Com. Taxation, Ms. Fathimathu Naseehath. K. P, B. A. Economics, and Ms. Basila Sherin. A, B. A. Functional English.



Roshni. K. T
B. Com Taxation



Mubashir. P
B. Com Finance



Basila Sherin. A
B. A. Functional English



Fathimathu Naseehath. K. P
B. A Economics

Al Shifa Merit Scholarship Distributed

Al Shifa College of Arts and Science established the Al Shifa Merit Scholarship for the top-performing students in university exams each semester. Ms. Shifna K. T and Fathima Huda. P, both from the Fourth Semester B. Com. Finance, and Ms. Arshida. A. K, Fourth Semester B. A. Functional English, have won the scholarship based on merit from the UG batch of 2021- '24. The scholarship cheques were presented to the students by Mr. Pilakkal Hamza, Chief Executive, Shifa Medicare Trust, in the presence of Dr. Babu. P. K, Principal, Al Shifa College of Arts and Science, Keezhattur, Mr. Rohith. R, Head, Department of Commerce, and Ms. Ashida. A. P, Assistant Professor of Commerce, and Coordinator of the Scholarship Cell.



Recovera: Idea Presentation and Debate



The Departments of Psychology of Al Shifa College of Arts and Science and Noble Women's College, Manjeri, associated with Kerala Social Justice Department, to observe the International Day Against Drug Abuse and Illicit Trafficking on 26 June 2023 at Noble Women's College. Mr. Ismail Moothedam, Vice President, District Panchayath, Malappuram, inaugurated the programme. Mr. Shameer Machingal, District Officer, Social Justice Department, Malappuram, was the Chief Guest. Mr. B. Harikumar, District Coordinator, Nasha Mukth Bharath Abhiyan, Malappuram, welcomed the gathering. Dr. U. Saidalvi, Principal, NWC, spoke on the occasion. Er. Ismail. P, Secretary, NWC, Ms. Saritha. K, Vice Principal, ACAS, and Dr. Anupama. S. R, Head, PG Department of Psychology, NWC, delivered felicitations. After the inaugural ceremony, Idea Presentation and Debate Competition were held by the student representatives from various colleges in Malappuram on the topic, 'substance abuse and recovery'.

Reported by Mr. Sangeeth Krishnan
Second Semester B. Sc. Psychology

Sports Selection Trials

The Department of Physical Education, Al Shifa College of Arts and Science, organised football selection trials for first year UG admission on 30 May & 26 June, 2023 at Al Shifa College ground, Kizhattur. The cricket selection trials were held on 5 & 27 June 2023. The trial for selection in Table Tennis was held on 26 June 2023. The current members of ACAS football team volunteered in conducting the trials.



Social Spark: Ignite your Idea with Content Creation



The Entrepreneurship Development Club, Al Shifa College of Arts and Science, organised an interactive session with Mr. Shad Muhammed. T, a person known for his role as a social media manager and content creator. The objective of the workshop was to inspire and motivate the club members towards entrepreneurship. Mr. Shad Muhammed shared his personal journey, recounting his experiences, challenges, and successes as a social media content creator. He spoke on the importance of content creation, social media marketing, and building a personal brand. The session concluded with an interactive discussion providing valuable insights to the club members, boosting their entrepreneurial aspirations.

Reported by Mr. Sudhin. C
Second Semester. B. Com. Finance

PODCASTS BY ACASIANS

Department of Psychology

DEPARTMENT OF PSYCHOLOGY

ASSET

DEPARTMENT PODCAST

Episode 4

Marketing by the Social Media Influencers

Thahliya Nargees. C
IInd Semester, B.Sc. Psychology

ACAS Playlist
10:30 AM
28 June 2023

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The Dept. of Psychology, ACAS, aired a podcast on 'Marketing by Influencers' on 28 June 2023. The presenter is Ms. Thahliya Nargees. C, Second Semester B. Sc. Psychology. In the episode, Ms. Nargees speaks on digital marketing by social media influencers and psychological facts behind it.

Here is the link to access the podcast!

<https://open.spotify.com/episode/0cOe1AuzW2vbfr68jjwU90?si=VvS9PE3wTF6CxopbTw9REQ>

Department of English



The Dept. of English, ACAS, released an episode in 'Partager', the department podcast, on 28 June 2023. The speaker is Ms. Fathima Rana, Fifth Semester B. A. Functional English. Ms. Rana throws light on 'Ramachandra Guha's Achievement of Elizabeth Longford Prize' in the episode.

Here is the link to access the podcast!

<https://anchor.fm/partager/episodes/Fathima-Rena-e269lhk>

ACAS Alumni Association



The first Alumni Association of Al Shifa College of Arts and Science was formed with the on 8 May 2023 in the College Seminar Hall. The committee was selected after a general meeting. The Alumni Committee was formed with Mr. Mubashir. P, Department of Commerce, as the President, Ms. Roshni and Mr. Alvin Benny, Department of Commerce, as the two Vice Presidents, Mr. Mohammed Safvan Sabu, Department of Commerce, as the General Secretary, and Mr. Abdul Basith. P. M, Department of Economics, and Ms. Jishna. N. K, Department of Commerce, as the joint secretaries. Mr. Aravind. K. P was selected as the Treasurer, and Mr. Riyan. K. P, Mr. Ameen Ambalakuth, Mr. Muhammed Adhil. K, Mr. Sanjay. P. K, Department of Commerce, and Ms. Fathimath Naseeha, Ms. Shafna Sherin, and Mr. Shibili. A, Department of Economics were selected as executive members. The patron of the association is Mr. Althaf. P. T, Department of Commerce. After the selection of the Alumni members, a meeting of the Association was held with Dr. Babu. P. K, Principal, ACAS, and faculty members on future plans of the Association.

Session on Personality Building

The Remedial Coaching Centre (RCC), Al Shifa College of Arts and Science, organised a session on personality development titled 'Discover Your Authentic Self' on 27 June 2023. Mr. Junise. V, Vice Principal, Al Shifa College of Pharmacy, handled the session. The session began with an ice-breaking followed by an explanation of the concept of personality and its importance in life. Students had the opportunity to ask questions and share their experiences on this topic, making the session informative and interactive.

Reported by Ms. Fathima Safana
Second Semester B. Com. Finance



Paper Bag Making



The Consumer Club members of Al Shifa College of Arts and Science made paper bags using newspapers during the Skill Hour (weekly sessions meant for skill enhancement) on 22 June 2023. Students actively participated in making the eco-friendly bags. The aim of the initiative is to encourage the use of reusable paper bags and reduce the reliance on single-use plastic. The paper bags made by the students are usually distributed to local shops in the neighbourhood, further spreading the message of environmental conservation.

Reported by Mr. Vidhu Krishnan. C
Fifth Semester B. Com. Finance

Observance of World Olympic Day

The Department of Physical Education, Al Shifa College of Arts and Science, conducted a debate for students on the topic 'India in Olympics' as a part of the observance of World Olympic Day on 22 June 2023. Mr. Abdul Jaleel. C, Head, Department of Psychology, and Mr. Irshad. K, Asst. Professor of the Department of Arabic, ACAS, initiated the Debate, with student participants following in. Mr. Vibin Das. C. P, Head, Dept. of Physical Education, spoke on the History of Olympics on the occasion.



Reported by Ms. Muhammad Shameem Raza
Second Semester B. A. Functional English

Session on 'Mastering the Art of Interviewing'



A session on 'Mastering the Art of Interviewing: Strategies for Success' was conducted by 'PENMA', the Women Development Cell, ACAS, with the objective of equipping the members of 'PENMA' with essential skills and knowledge required to conduct successful interviews. The session aimed to provide a comprehensive guidance on interview techniques including preparation of questions, questioning strategies and more. The session was led by Mr. Shad Mohammed. T, Fifth Semester B. A. Mass Communication & Journalism, DGM MES Mampad College (Autonomous). The session helped the members of the Cell gain practical skills on interviewing, which would be useful in bringing out a book on interviews with eminent females.

Reported by Ms. Shifna. K. T
Fifth Semester B. Com. Finance

New Courses at ACAS

As the new academic year begins, Al Shifa College of Arts and Science offers courses including B. A. English Language and Literature and B. Com. with Computer Application in addition to the courses already available at the campus. Admissions for the current academic year is open now. The government also granted permission for the courses Bachelors in Multimedia, Computer Application and Nutrition and dietetics.

Student of the Year

Al Shifa College of Arts and Science honours the best student of each academic year by considering their performance in entrepreneurship, arts, sports, academics, research, organising skills and more. The honour is shared by Ms. Shifna. K. T, Fourth Semester B. Com. Finance, and Ms. Arshida. A. K, Fourth Semester B. A. Functional English, in academic year 2022-23.



Staff Day Celebration

The Staff Club, Al Shifa College of Arts and Science, conducted Staff Day on 22 March 2023. Dr. Babu. P. K, Principal, Al Shifa College of Arts and Science, and Ms. N. T. Amritha Kumaran, President of Staff Club, spoke on the occasion. Cultural programmes and games followed the inaugural session, in which staff exhibited their artistic and athletic skills.



Fablo! Celebrates 250 Posts

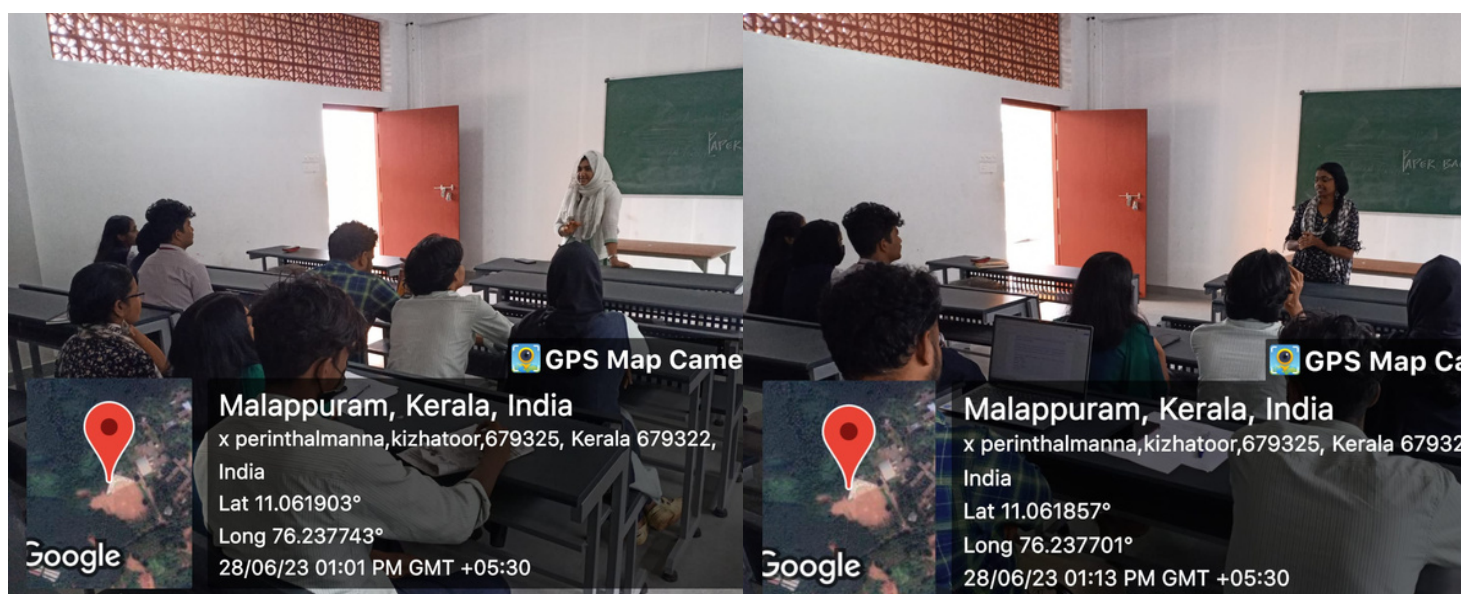
FaBlo!, the blogging space of the faculty of ACAS, celebrated the entry of its 250th blog on 1 June 2023. The initiative taken by the Faculty Development Centre at ACAS means to nurture the writing skills of the faculty. The blog entries are evaluated monthly and the best ones are honoured with Best Blogger of the Month Award. Over time, FaBlo! has become an area of artistic, scholarly and socially considerate expressions by the ACAS faculty.



Reading Week Observance

The Department of English, in collaboration with the Library Council, Al Shifa College of Arts and Science, organised a book review event as part of the observance of National Reading Week on 28th June 2023. The session featured book reviews by faculty members of the Department of English. Ms. Rimshana, Ms. Radhika. A, Mr. Midhulaj. P, Ms. Renjitha. K. R, Asst. Professors of English, provided a review of "A Rose For Emily" by William Faulkner, *Sooryane Aninja Oru Sthree* by K. R. Meera, *Vekkai* by Poomani and *Vellappokkathil* by Thakazhi respectively. Ms. Saritha. K, Head of the Department of English, reviewed *The Bell Boy* by Anees Salim. The students of the Second and Fifth Semester B. A. Functional English benefited from the session.

Reported by Ms. Fathima Safa. V
Fifth Semester B. A. Functional English



Book Time: Review of Books on Entrepreneurship

The Entrepreneurship Development Club, Al Shifa College of Arts and Science, in collaboration with the *Thanimalayalam* Club, organised an event titled *Book Time*, featuring reviews of books on entrepreneurship. The reviewers in the session were Mr. Akshay Kumar. K, Fifth Semester B. A. Economics, and Ms. Rameesa Jahan. V, Fifth Semester B. A. Functional English. During the event, Mr. Akshay presented a review of the book *Think and Grow Rich: The Secret to Freedom and Success* by Napoleon Hill. He provided insights and highlights from the book, discussing its relevance to entrepreneurship and the valuable lessons it offers. Following that, Ms. Rameesa Jahan. V shared her review of the book *Zero to One: Notes on Start-ups, or How to Build the Future* by Peter Thiel. She discussed the key concepts and ideas presented in the book, emphasising their significance for aspiring entrepreneurs.



Reported by Ms. Arshida. A. K
Fifth Semester B. A. Functional English

Monthly Yoga Session 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 Yoga on 28 June 2023. The session is a part of the monthly Physical Training Programme designed for the teaching and non-teaching staff at ACAS. The session was handled by Ms. Saritha. K, Head, Department of English, ACAS.



College Fitness Education Programme

The Department of Physical Education, Al Shifa College of Arts and Science, conducted a session of College Fitness Education Programme (COFE) on 28 June 2023 on College Ground. Mr. Vibin Das. C. P, Head, Department of Physical Education, led the session in which he made the participants do certain Physical Exercises and engaged them in minor games. 36 Students from Second Semester classes attended the session.



CSCC in Action



The Civil Service Coaching Centre, Al Shifa College of Arts and Science, organised a 'Discussion on Current Affairs' on 28 June 2023. The Discussion was led by Mr. Muhammed Noufal. M, Head, Department of Economics. The purpose of the discussion was to enhance the understanding and knowledge of the participants on current affairs.

Reported by Ms. Fathima Safa. V
Fifth Semester B. A. Functional English

Eid Celebration

'PENMA', the Women Development Cell at ACAS, organised a mehndi designing competition titled 'Mehndi: Mehfil-e-Eid' as part of celebrating Eid on 28 June 2023. 16 students, including boys and girls, from different Departments participated in the competition. Ms. Fathimath Munavira Thasni and Ms. Ashika, Second Semester B. Sc. Psychology, won the first prize. Ms. Shifna Sherin. M. K and Ms. Fathima Rana, Fifth Semester B. A. Functional English, won the second prize and Ms. Shanima. P. P and Ms. Hisana Parvin, Second Semester B. A. Economics, won the third prize.



Reported by Ms. Shilna
Second Semester B. Sc. Psychology

Session on Earning from Social Media

'PENMA', the Women Development Cell at ACAS, organised a session titled 'Turn Your Passion into Profit: Social Media as an Earning Platform' on 28th June 2023. The members of 'PENMA' shared their experiences on how to earn through social media. The session aimed to showcase the talents of female students and demonstrate how they turned their skills into profitable ventures. Six students from various Departments shared their individual experiences during the session.

Reported by Ms. Fathima Rana
Fifth Semester B. A. Functional English



IQAC Meeting



The Internal Quality Assurance Cell (IQAC), Al Shifa College of Arts and Science, held a meeting on 22 May 2023. The status of strategic and prospective plans, measures taken after Academic and Administrative Audit, quality enhancement initiatives, measures to enhance quality of research publications and institution of Teacher Innovation Award were among the matters taken up for discussion in the meeting.

Workshop on Outcome Based Education

The Internal Quality Assurance Cell (IQAC), Al Shifa College of Arts and Science, organised a workshop on 'Outcome-Based Education: Curriculum Design, Mapping and Computation of Attainment Gap' on 29 May 2023. Ms. Divya C. Sennan, Assistant Professor of Education, University of Kerala, conducted the workshop. She explained in detail how to design a curriculum that incorporates outcomes and how to identify the attainment gap.



Faculty Attend Capacity Building Programme

Mr. Suhaib. P, Asst. Professor of Commerce, and Mr. Mohammed Noufal. M, Head, Dept. of Economics, attended a Two-Week Capacity Building Programme (CBP) sponsored by ICSSR (Indian Council of Social Science Research) on 'Data Analysis and Publication Ethics in Research', organised by the Department of International Business at Alagappa University, Karaikudi, from 15 to 26 May 2023.

BOOK RELEASES

Department of Commerce

The book with ISBN (978-93-5812-916-8) titled 'Digital Disruption: Business, Industry and Commerce' by the Department of Commerce in collaboration with the Publication Wing, ACAS, was released by Dr. Satheesh. E. K, Registrar, University of Calicut, on 12 June 2023. Mr. Rohith. R, Head, Department of Commerce, Al Shifa College of Arts and Science, received the copy from the eminent academician.



Department of English

The Department of English, in collaboration with the Publication Wing of Al Shifa College of Arts and Science, officially launched the book with ISBN (978-93-5813-148-2) titled 'Marginality and Resistance in Contemporary Culture' on 12 June 2023. Dr. Zahira Rahiman, Retd. Associate Professor, Sullamussalam Science College, Areacode, and Member of the KSHEC Curriculum Committee, released the book. Mr. Midhulaj. P, Assistant Professor of English, and co-editor, received the copy from her. Dr. Babu. P. K, Principal, Ms. Saritha. K, Head, Department of English, and Ms. Renjitha. K. R, Assistant Professor of English, and co-editor, were present on the occasion.



Thanimalayalam Club

The *Thanimalayalam* Club and Publication Wing, Al Shifa College of Arts and Science, collaborated to publish a book titled "*Adhyapanathinte Naalvazhikal*". This book comprises a collection of 19 anecdotes on teaching experience shared by 17 teachers, both currently teaching and retired from the profession. The book was officially released by Mr. Mangottil Balakrishnan, a retired school teacher and Chairperson of the Poonthanam Memorial Committee. Dr. P. Unneen, Managing Trustee, Shifa Medicare Trust, Dr. Babu P. K, Principal, Al Shifa College of Arts and Science, Ms. Febeena. K, Assistant Professor of Malayalam and coordinator of the *Thanimalayalam* Club, and Ms. Saritha. K, Head, Department of English, and coordinator of the Publication Wing, were present on the occasion.



CFP on Knowledge Economy: Prospects of Kerala

The Dept. of Economics, Al Shifa College of Arts and Science, sent out a Call for Paper on 'Knowledge Economy: Prospects of Kerala' in June 2023. The Dept. invites scholarly articles on the topic to be published in a book with ISBN. Articles will be accepted till 20 July 2023.

CFP on Poems in Malayalam

The Dept. of Malayalam and the Publication Wing, Al Shifa College of Arts and Science, invite poems in Malayalam from college students to be published in an anthology. Students can send their poems on any topic for publication by 30 September 2023.

HASH Awareness Programme

The Dept. of Psychology, Al Shifa College of Arts and Science, initiated the HASH Awareness Sessions as episodes on YouTube in the last academic year. HASH (Hands Around Shoulders) is a body under the Department meant to support struggling students. In the latest episode in the series, Mr. Pranav. E, Second Semester B. Sc. Psychology, speaks on the topic 'Parents Comparing Their Children to Others'. The episode was broadcasted on 20 June 2023.

View the session here: https://youtu.be/qUkf6rH8_kQ

DEPARTMENT OF PSYCHOLOGY

HASH Awareness

On Parents Comparing their children to others

Pranav. E
(Second Semester B.Sc. Psychology)

On YouTube | 20 June '23
10:30 AM

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Bridge Courses Offered

Bridge Course is a preparatory course for students who learn an advanced course for the first time. The Departments of Commerce, Economics and English offered Bridge Courses titled 'Income Tax and GST', 'Introduction to Mathematical Economics' and 'Bridge Course on Research Methodology' respectively for their students in Fifth Semester UG Classes.

Public Transportation Day

NATURE CLUB

PUBLIC TRANSPORTATION DAY

8 JUNE '23

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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 once a day every month. The faculty members and students adhered to the decision and made use of public transport to commute to college on 8 June 2023.

Al Shifa UG Project Prize: Shortlist Announced

The image displays four posters for the Al Shifa UG Project Prize 2023. The first poster (left) lists the Commerce Short List with five students: Muhammad Shameem (DGM MES Mampad College), Rifna. P (Malabar College of Advanced Studies), Fathima Fiza (KTM College of Advanced Studies), Anupama Narayanan (Government College Thripunithura), and Najiya Manzoor (Ideal College of Advanced Studies). The second poster (middle) lists the English Short List with five students: Thasleema (NSS College, Nemmara), Hidha Kurikkal. M. P (DGM MES Mampad College), Pooja. R. S (Maharajas College, Ernakulam), Nahda (Dayapuram Arts and Science College for Women, Calicut), and Anasooya Thorakkattu (Providence Women's College, Calicut). The third poster (right) lists the Economics Short List with five students: Fathima Diya. C (Sullamussalam Science College, Areacode), Muhsina Serin. P (MES Kalladi College, Mannarkkad), Fathima Shahana Arakkal (Farook College (Autonomous), Kozhikode), Sandra Sara Binoy (Government Victoria College, Palakkad), and Umaira. M (DGM MES Mampad College (Autonomous), Mampad). The fourth poster (far right) lists the Psychology Short List with five students: Sebesteena Pallippatt Saleem (Rajagiri College of Social Science, Kalamassery), Deena Fathima (St. Joseph's College Devagiri, Kozhikode), Shifa Rahmath (Jamia Hamdard Kannur Campus), Maya. M (Sri. C Achutha Menon Government College, Thrissur), and Afeefa. C. P (KVUM Darul Hidayah College, Edappal). All posters include the Al Shifa College of Arts & Science logo and contact information.

The IQAC at Al Shifa College of Arts and Science instituted the Al Shifa Project Prize, a competition to find out the best UG Projects of students from Colleges. In the second edition of the contest, hundreds of UG students from Kerala sent their entries for the prize in disciplines including Commerce, English, Economics and Psychology. The shortlisted students in Commerce are Mr. Muhammad Shameem, DGM MES Mampad College (Autonomous), Mampad, Ms. Rifna. P, Malabar College of Advanced Studies, Vengara, Ms. Fathima Fiza, KTM College of Advanced Studies, Karuvarakundu, Ms. Anupama Narayanan, Govt. College, Tripunithura, and Ms. Najiya Manzoor, Ideal College of Advanced Studies, Kadakassery. The shortlist in Economics include Ms. Fathima Diya. C, Sullamussalam Science College, Areacode, Ms. Muhsina Serin. P, MES Kalladi College, Mannarkkad, Ms. Fathima Shahana Arakkal, Farook College (Autonomous), Calicut, Ms. Sandra Sara Binoy, Govt. Victoria College, Palakkad, and Ms. Umaira. M, DGM MES Mampad College (Autonomous), Mampad. The shortlisted students in English are Ms. Thasleema, NSS College, Nemmara, Ms. Hidha Kurikkal. M. P, DGM MES Mampad College (Autonomous), Mampad, Ms. Nahda, Dayapuram Arts and Science College for Women, Calicut, and Ms. Anasooya Thorakkattu, Providence Women's College, Calicut. The students shortlisted in Psychology include Ms. Sebesteena Pallippatt Saleem, Rajagiri College of Social Science, Kalamassery, Ms. Deena Fathima, St. Joseph's College, Devagiri, Ms. Shifa Rahmath, Jamiya Hamdard, Kannur Campus, Ms. Maya. M, Sri Achutha Menon Govt. College, Thrissur, and Ms. Afeefa. C. P, KVUM Darul Hidayah College, Edappal. The Open Defence of the shortlisted students will be held on 6 July 2023 at ACAS Campus.

Don't Know

Yes dear,
 You are correct..
 It seems to be an irritating summer,
 as you think.
 Yet, just listen,
 Can you inhale something?
 Something pure, something new,
 Don't look here and there.
 In a distant corner of
 my beating heart,
 Spring slowly blossoms...
 An untainted new fragrance
 Still waiting for someone..
 Even now don't know,
 Is it possible to blind the summer...



Ms. Kavya
 Second Semester M. A. English
 MES Keveeyam, Valanchery

Faculty Web Corner: Showcasing ACAS Faculty Websites

Ms. Saritha. K, Head, Dept. of English has a wealth of teaching experience, starting from schools and transitioning to various colleges since 2005. Demonstrating versatility and adaptability, she has held administrative positions, showcasing her ability to excel in various roles at the workplace and the organisations she is involved in. As a Certified International Trainer since 2009, affiliated with Junior Chamber International, she has offered impactful training sessions to various groups. Her expertise in areas like Presentation Skills, Leadership Training, Parenting Techniques, Faculty Development and Training the Trainers has benefited individuals across groups. She serves as a resource person for UGC NET, Kerala SET, and PSC Coaching. Currently, she is pursuing a part-time Ph. D. on personal narratives of Marginalised Community at Karpagam Academy of Higher Education, Coimbatore.



Sariitha. K
 Head and Assistant Professor
 Department of English

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

Abdul Jaleel is the 'Poster It!' Winner

The Faculty Development Centre keeps track of the posters designed by the faculty members in which original posters related to college events and designed by the faculty are evaluated. Posters designed by Mr. Suhaib. P, Asst. Professor of Commerce, and Mr. Abdul Jaleel. C, Head and Asst. Professor of Psychology, were shortlisted for the recognition. The best poster from the month of June 2023 was designed by Abdul Jaleel. C.



BLOGGER OF THE MONTH



Midhulaj. P

Assistant Professor of English
Al Shifa College of Arts and Science

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 Ms. Rajasree, Asst. Professor of Commerce, Mr. Midhulaj. P, Asst. Professor of English and Ms. Renjitha. K. R, Assistant Professor of English were shortlisted for the honour of best blog of the month. Mr. Midhulaj. P is selected as the blogger of the month of June 2023.

Here is the award winning blog!

Academic and Research Writing in the AI Era

The advent of advanced artificial intelligence (AI) models, such as Chat GPT, has significantly transformed various aspects of our lives, including academic and research writing. These AI-powered language models are capable of generating coherent and contextually relevant text, offering potential benefits for researchers and students alike. However, alongside the advantages, there are several challenges that arise in the chat GPT era when it comes to academic and research writing. In this blog post, we will explore some of these challenges and discuss potential strategies to overcome them.

One of the primary concerns with using chat GPT in academic and research writing is the risk of plagiarism and compromised academic integrity. Since the AI model is trained on a vast corpus of text, there is a possibility that it may generate content that resembles existing published work. This can be problematic, as academic writing relies on originality and proper citation of sources. To address this challenge, it is crucial for researchers and students to critically evaluate and verify the content generated by chat GPT, ensuring that it aligns with the principles of academic integrity.

AI models like chat GPT are not infallible and can produce errors or misinformation. Academic and research writing requires accurate information and reliable sources. It becomes crucial for researchers to exercise due diligence in fact-checking and verifying the information provided by chat GPT. Relying solely on AI-generated content without thorough scrutiny can lead to inaccuracies in research papers, which can undermine their credibility. Researchers should leverage AI as a tool rather than a replacement, using it to assist in gathering information but ultimately relying on their expertise to verify and validate the content.

Chat GPT models are trained on diverse datasets, encompassing a wide range of topics. However, they may lack specific domain expertise required for certain academic or research areas. When writing in specialized fields, researchers may encounter challenges with generating accurate and nuanced content using chat GPT alone. To overcome this, it is essential to combine the power of AI with the knowledge and expertise of subject matter experts. Researchers should use AI-generated content as a starting point, tailoring and refining it to align with the specific requirements of their discipline.

The use of AI models in academic and research writing raises ethical concerns. Chat GPT models can inadvertently perpetuate biases present in the training data, reinforcing existing inequalities or promoting discriminatory views. Researchers must be mindful of potential biases and critically assess the content generated by chat GPT. They should actively work towards creating inclusive and unbiased academic writing by reviewing, editing, and contextualizing the AI-generated content to ensure fairness and accuracy.

While AI models like chat GPT offer remarkable advancements in language generation, they also present challenges in academic and research writing. Maintaining originality, contextual understanding, coherence, and ensuring quality control and fact-checking are critical aspects that researchers and students must address. Additionally, the lack of domain expertise and ethical considerations further complicate the use of chat GPT in academic writing. By understanding these challenges and employing appropriate strategies, researchers and students can effectively write their papers.

Staff Orientation Programme 2023-24



The faculty of Al Shifa College of Arts and Science were given a 'Staff Orientation Programme' from 25 to 29 May 2023. Mr. Hamza Pilakkal, Chief Executive, Shifa Medicare Trust, addressed the faculty members on the topic 'Approaches and Attitudes: Executing Plans' on the first day of the Programme. Dr. Babu. P. K, Principal, ACAS, made a presentation on 'How Different can a Different League Be: Faculty Professionalism and Quality Drives' on the same day. The presentations by Departments, Clubs and Cells were done on 'The Year Ahead: Plan of Action 2023- 2024'. The presentations by Academic Centres including Centre for Development of English Language Skills, Centre for Professional Studies, Centre for Migration Studies, Faculty Development Centre and Centre for Competitive Examinations were done on the day. On 26 May 2023, the new model of the semester plan was presented to the faculty by Mr. Rohith. R, IQAC Coordinator, ACAS. He also shared the specifics of the Performance Appraisal Scheme for ACAS faculty on the occasion. The presentations of the updated websites by the faculty members were also done on the day. A session titled 'Managing the Classroom: Tips' was given by Ms. Ashida. A. P, Mr. Irshad Ameen. K and Ms. Rajashree. V, Asst. Professors of Commerce, and Ms. Rimshana, Asst. Professor of English. The Heads of the four core Departments made presentations on 'Best Academic Practices'. Ms. Saritha. K, Superintendent of Examination and Ms. N. T. Amritha Kumaran, Coordinator, Internal Examinations, spoke on 'Invigilation Management Strategies'. Dr. P. Unneen, Managing Trustee, Shifa Medicare Trust, spoke on 'Moving Forward: The Al Shifa Vision' on the second day of the Staff Orientation Programme. On 29 May 2023, Dr. Divya. C. Sennan, Asst. Professor of Education, University of Kerala, held a workshop for ACAS faculty on 'Outcome Based Education: Curriculum Design, Mapping & Computation of Attainment Gap'.

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Shifna. K. T - V Semester B. Com Finance
Shimna Sherin. P. T- V Semester B. Com Taxation
Mohammed Shabeeb - V Semester B. A Economics
Nandana P. V - III Semester B.A Functional English
Bibina. S - III Semester B. Com Taxation
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