

Al Shifa College of Arts and Science

# ACASIANA

**The Monthly E- Newsletter**

Dr. M. Nasser, Pro-Vice Chancellor, University of Calicut inaugurates Undergraduate Research Cell

## Productive Collaborations are the Future of HEIs



**Dr. P. Unneen**

Managing Trustee  
Shifa Medicare Trust

With the changing trends in Higher Education, it has become imperative for HEIs to engage in constructive collaborations with each other. Through MoUs, colleges can engage in joint research projects, exchange programmes and faculty collaborations, enabling the sharing of resources, expertise and knowledge. These partnerships also facilitate curriculum development, encouraging the creation of relevant and updated course materials. Furthermore, MoUs promote internationalisation efforts by exposing students and faculty to diverse cultures and global perspectives. They offer networking opportunities, resource sharing and access to specialised facilities, thus bolstering the colleges' reputations and outreach. By encouraging mobility, flexibility and professional development, MoUs contribute to the growth and recognition of collaborating institutions, ultimately enhancing the overall quality of education and research endeavours. I am glad that ACAS is steadfast in its attempts in creating meaningful collaborations with well-established institutions. I wish the best to the faculty and students in making the right use of such mutually beneficial relationships with other organisations and institutions.

## An Impactful Beginning

When reflecting on the happenings during the month of July, the distribution of the Al Shifa Project Prizes stood out for many reasons. At a time when many seems to outsource their writing skill from ChatGPT, probably not being very aware that thinking precedes writing, the Project Prize assumes a lot of significance. Research skills are key today as the web submerges us in information. The capacity of the learners to access authentic material, to exercise their wisdom while making choices and the ethical need to acknowledge sources - all these are required learning for our undergraduates. This where the relevance of the Project Prizes lies. More than being just an award, this is an attempt to constructively interfere in the different aspects of research writing. We are glad about the rising recognition of the Project Prize which is reflected in the increasing number of projects we receive and the jump in quality many of those projects characterize. Like many other novel initiatives of ACAS which target the quality bar-raising in Institutions of Higher Education, this too is making its energy felt. The new academic year has got off to an impactful start and we are sure that the momentum will be sustained.



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

## State NSS Programme Officers Meeting

The State Cell of the National Service Scheme organised its first State NSS Programme Officers Meeting under the title 'Sumanasam' at St. Joseph's College (Autonomous), Irinjalakuda, on 1 July 2023. Mr. Irshad. K, Assistant Professor of Arabic and NSS Programme Officer, ACAS, attended the meeting. Dr. R. Bindu, Minister of Higher Education and Social Justice, Government of Kerala, inaugurated the programme. Dr. Anzer. R. N, State NSS Officer, presided over the programme. The problems and challenges in the execution of NSS activities, different kinds of activities which can be implemented, issues related to NSS grants and grace marks for volunteers were discussed in the meeting. The minister said that all the problems raised by the Programme Officers and different Cells will be sorted out in the next advisory board meeting.



## Democratising Innovation



The Institution's Innovation Council, ACAS, in association with Young Innovators Programme (YIP), organised an orientation programme titled 'Democratising Innovation' on 3 July 2023. Ms. Hana, Coordinator, YIP Manjeri Constituency, led the session. She spoke on the basics of innovation and how to convert innovative ideas into start ups. Members from Institution's Innovation Council and Entrepreneurship Development Cell attended the session. A registration drive on YIP portal was also organised in connection with the session.

Reported by Mr. Muhammad Shamil. P  
Fifth Semester B. A. Functional English

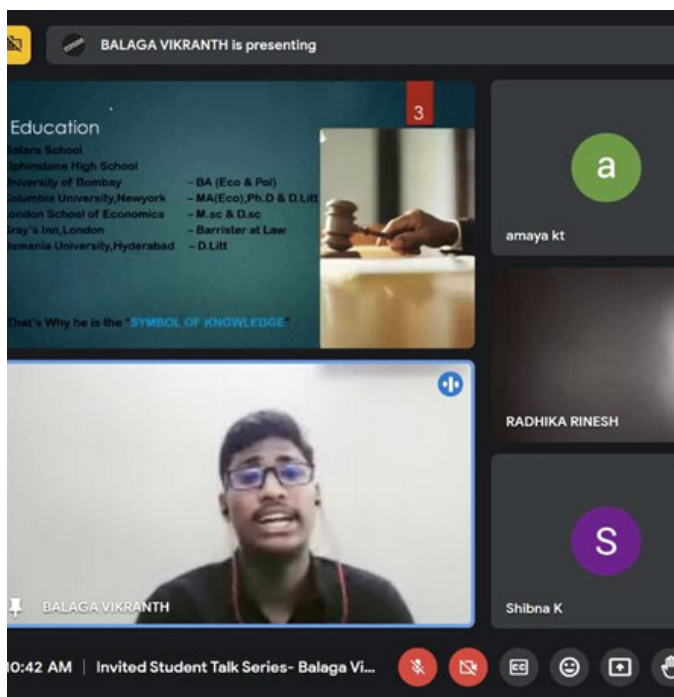


## Invited Student Talk Series

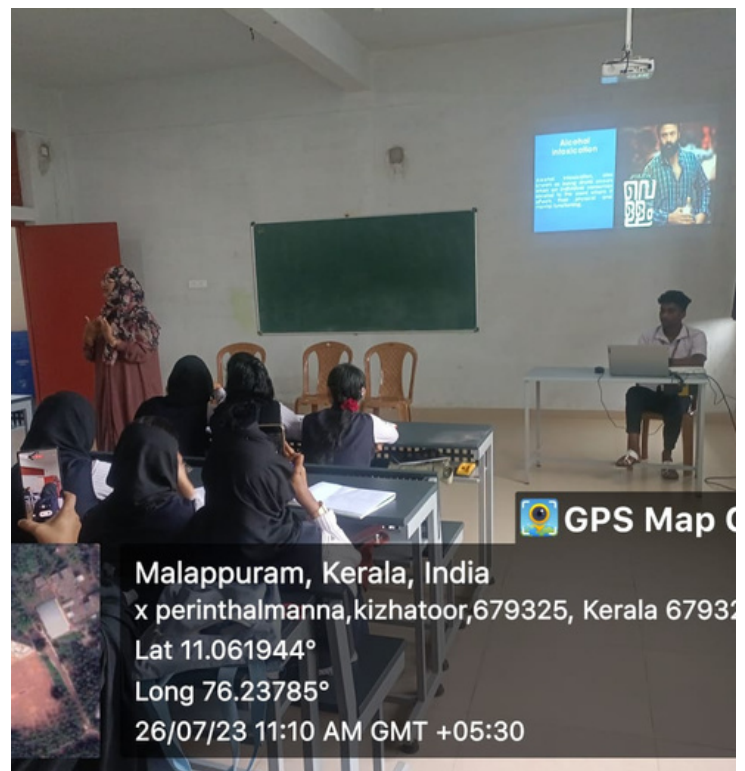
### Department of English

Mr. Balaga Vikranth, First Semester B. A. Political Science, Pondicherry University, presented a talk titled 'Story of Symbol of Knowledge' at the Invited Student Talk Series- Season 3, organised by the Department of English, ACAS. Students from the B. A. Functional English programme participated in the session. The speaker elaborated on the life of Babasaheb Ambedkar in the talk.

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



### Department of Psychology



The Department of Psychology, ACAS, conducted an Invited Student Talk on 26 July 2023. Ms. Aysha Rasha, Fifth Semester B. Sc. Psychology, Al Jamia Arts and Science College, Perinthalmanna, delivered a talk on 'Psychological Analysis on Malayalam Movies'. On the basis of Mollywood movies, she introduced various disorders, symptoms, and treatment plans for the students.

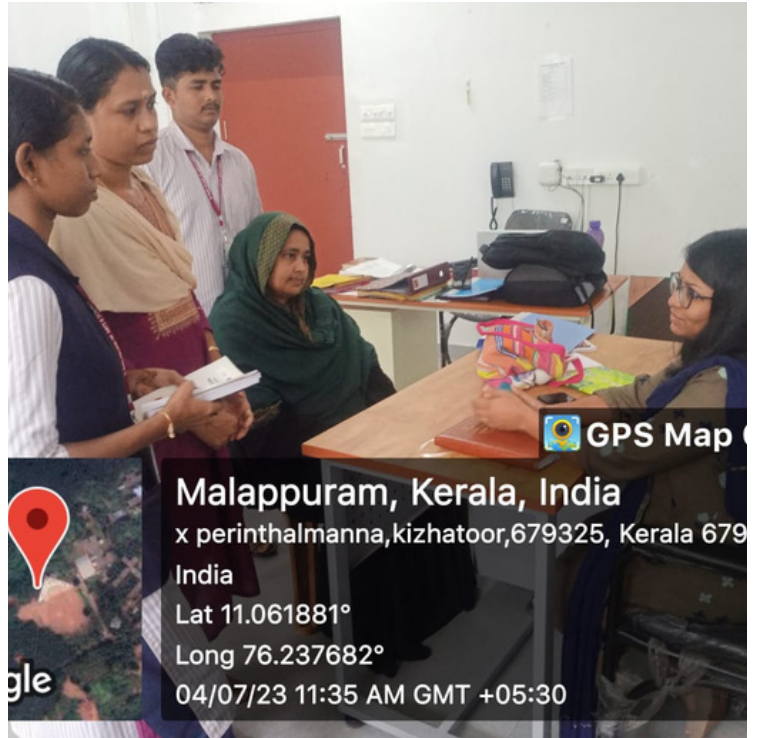
## Class PTA Meetings

### Department of Commerce

The Dept. of Commerce, ACAS, organised a Class PTA Meeting of Second Semester B. Com. on 04 July 2023. Mr. Rohith. R, Head, Dept. of Commerce and the respective class tutors shared insights and updates on matters including Second Semester Internal marks. The meeting served as a platform for effective communication between parents and teachers, fostering collaboration to ensure the academic success of the students.



### Department of English



The Dept. of English, ACAS, organised a Class PTA Meeting of Second Semester B. A. Functional English on 04 July 2023. Students' performance in the internal examinations held during the Second Semester was evaluated in the meeting. The academic and co-curricular activities of the students at the college in general were also brought into discussion. Disciplinary matters, Add-on Course details, preparation strategies for UG Project and more were shared with the parents.

## Invited Scholar Talk Series

### Department of Economics

The Department of Economics, ACAS, organised the first Invited Scholar Talk in the series on the subject on 7 July 2023. The talk titled 'Financial Literacy and Economics of Women Empowerment' was delivered by Ms. Vafira Hanna. K and Ms. Shahna. K. V, Fifth Semester B. A. Economics, Sullamussalam Science college, Areacode. They made an insightful presentation, covering key aspects of financial literacy, such as understanding basic financial concepts, budgeting, saving, investing, and managing debt.

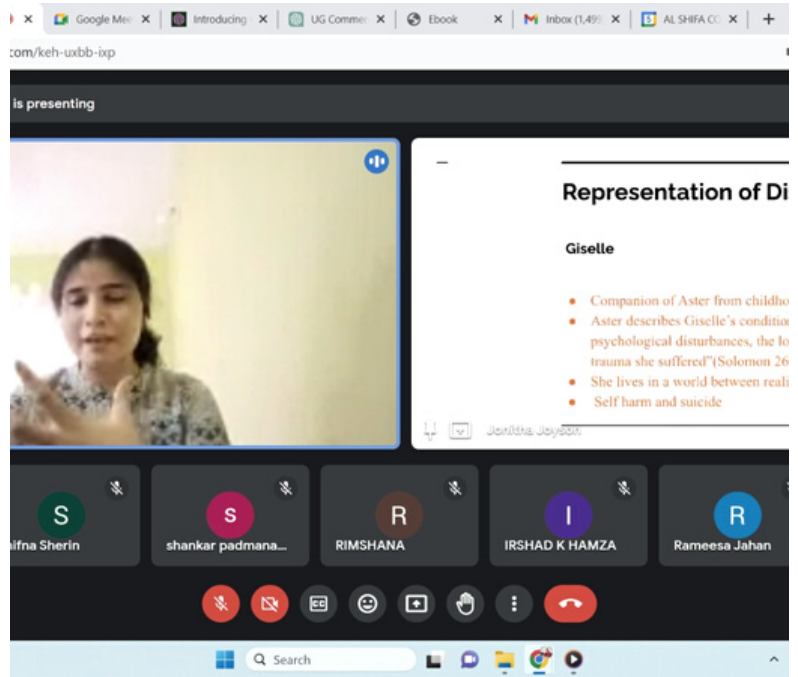
Reported by Ms. Jifanath. K  
Fifth Semester B. A. Economics



## Department of English

The Department of English, ACAS, organised the first Invited Scholar Talk in the series on the subject on 5 July 2023. Ms. Jonitha Joyson, Research Scholar, Department of English, Pondicherry University, delivered an online talk titled 'Challenging Normalcy: Representation of Disability in An Unkindness of Ghosts by Rivers Solomon'. Students from the B.A. Functional English program participated in the presentation. In her talk, Ms. Jonitha shed light on the narrative of disability in the context of the book.

Reported by Ms. Anzalna. A  
Second Semester B. A. Functional English



The Department of English, ACAS, organised its Second Invited Scholar Talk in the series in connection with 'Malala Day' on 12 July '23. Ms. Maria Mathews, Research Scholar, Department of English, Sree Sankaracharya University of Sanskrit, Kalady, delivered an online talk titled "Valorous, Vivacious, and Vulnerable: Theorising Vulnerability in the Indian Context". Students from the B. A. Functional English program participated in the presentation. The speaker helped the listeners understand narratives based on the vulnerable groups in India and how literary theories help in critically analysing their experiences.

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

## 'UG Projects can be a Key to Career Launch', Says Dr. M. Nasser



The Open Defence of the Al Shifa Project Prize '23, a state level competition to honour the best UG Projects in Commerce, Economics, English and Psychology, was held on 6 July 2023. The parallel sessions of the Open Defence started at 9.30 AM. The Open Defence in Commerce was held in Seminar Hall and the judge was Dr. Yasmin. C. K, Asst. Professor, Dept. of Commerce and Management Studies, MES Kalladi College, Mannarkkad. Four students participated offline and one, online. The Open Defence in Economics was held in the Computer Lab and the judge was Dr. P. K. Sujathan, Asst. Professor of Economics, KKTU Govt. College, Kodungallur. The Open Defence in English was held in Lecture Hall 2 and the judge was Dr. Suhail Abdu Rub, Asst. Professor of English, PTM Govt. College, Perinthalmanna. The Open Defence in Psychology was held in the Conference Room and the judge was Dr. Aiswarya Rasmi. M. N, Head, Dept. of Psychology, MES Keveeyam College, Valanchery. The Award Ceremony after the Open Defence was held in the Seminar Hall. Dr. M. Nasser, Pro-Vice Chancellor, University of Calicut, was the Chief Guest. He spoke on the significance of the UG projects in obtaining worthy careers after graduation. He also suggested to the students to get their UG projects published as papers, which may contribute to the betterment of research works to the benefit of the community. Dr. Unneen. P, Managing Trustee, Shifa Medicare Trust, was present on the occasion. Prizes to the following winners in each category were distributed on the occasion.

## Department of Economics

*A Different League*

**Congratulations...**

**ACAS UG PROJECT PRIZE 2023**

*Winners*

**2**

**SANDRA SARA BINOY**  
Govt. Victoria  
College, Palakkad

**1**

**FATHIMA SHAHANA. A**  
Farook College  
(Autonomous)  
Calicut

**3**

**UMAIRA. M**  
DGM MES Mampad  
College, Mampad

## Department of Psychology

**ACAS UG Project Prize '23**

*Winners*

**2**

**Maya.M**  
Sri. Achuthamenon Govt. College,  
Kuttanellur

**1**

**Afeefa. C. P**  
KVUM Darul Hidayah,  
Pookkarathara

**3**

**Deena Fathima**  
St. Joseph's Devagiri College,  
Kozhikode

*Congratulations!*

## Department of English



## Department of Commerce



The winners of first, second and third prizes took away Cash Awards of ₹5,000/-, ₹3,000/- and ₹2000/- respectively, along with certificates.

## Book Release: Interdisciplinary Insights

Dr. Nasser. M, Pro-Vice Chancellor, University of Calicut released the e-book with ISBN titled 'Interdisciplinary Insights: A Compilation of Undergraduate Student Projects (2022- '23)' on 6 July '23. The book contains selected UG projects of Commerce, Economics and Functional English students (Batch 2020- '23) of Al Shifa College of Arts and Science. Dr. P. Unneen, Managing Trustee, Shifa Medicare Trust, and Dr. Babu. P. K, Principal, Al Shifa College of Arts and Science, were present on the occasion. This is the 6th title brought out by the Publication Wing, ACAS, with ISBN.



## Talk Shop 2.0



The English Club, ACAS, organised a TED-model talk session titled 'Talk Shop' on 11 July 2023. Ms. Shibila. V, Third Semester B. Sc. Psychology, led the session and delivered a talk on the topic 'Importance of Human Connections'. She spoke on the importance of making and maintaining mutually beneficial relationships between human beings. The programme aimed to enrich the public speaking ability among the student community.

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

## Meeting with AMU Malappuram Officials

An informal luncheon meeting was held by Al Shifa College of Arts and Science with the officials of Aligarh Muslim University, Malappuram Centre. Dr. Faisal. K. P, Director, AMU, Dr. Hamza, Assistant Professor of Business Administration, AMU, Mr. Pilakkal Hamza, Chief Executive, Shifa Medicare Trust, Dr. Babu. P. K, Principal, ACAS, and Mr. Rohith. R, IQAC Coordinator, ACAS, were part of it.



## Debate Competition



The National Service Scheme, Al Shifa College of Arts and Science, organised a Debate Competition for the students on the topic 'Is India Capable of Facing the Challenges of Population Growth?', in connection with the observance of 'World Population Day' on 11 July 2023. Two teams of 7 members each participated in the debate. Mr. Abdul Jaleel. C, Head, Department of Psychology, and Ms. Febeena. K, Assistant Professor of Malayalam, were the judges of the debate. Team A secured First position in the competition. Mr. Afsal, Third Semester B. A. Economics, was selected as the best performer. Mr. Muhammed Shaheer. P, Fifth Semester B. Com. Taxation, received special mention from the judges. Team A came up with the argument that if the nation makes use of the available resources, population expansion will not be a problem for the citizens; on the other hand, this unique feature can be used for the better development of the nation.

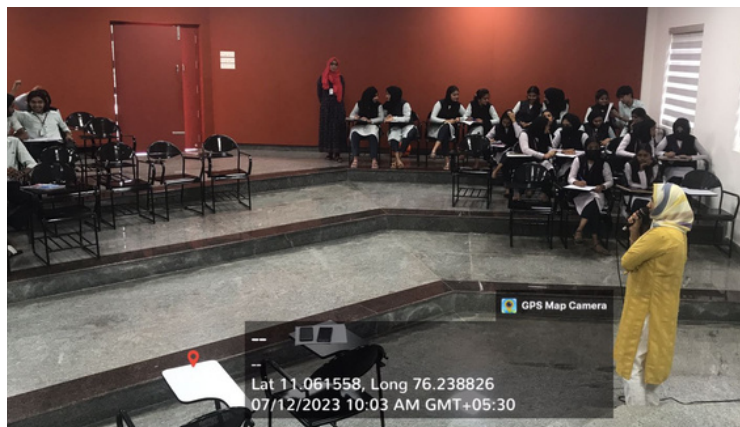
Reported by Ms. Mirsha Salim  
Third Semester B. A. Economics



## Quiz on Travel

Quiz Club, ACAS, organised a quiz competition on travel titled 'Travel Quest' on 12 July 2023. Teams of Mr. Mohammed Fahad. M and Mr. Ashid Rahman. V. K, Fifth Semester B. Com. Finance, Mr. Shahinsha. A. T and Mr. Vinayak. K, Fifth Semester B. A. Economics, and Mr. Mohammed Rayees. K, Fifth Semester B. Com. Finance and Mr. Mohammed Harshal, Fifth Semester B. Com. Tax, won the first, second, and third places respectively.

Reported by Ms. Rinsha Sherin. P. T  
Fifth Semester B. A. Functional English



## Ente Vayana: Book Review by Students



*Ente Vayana* is a series of presentations on reading experience by students, organised by the *Thanimalayalam* Club, ACAS. On 12 July 2023, Ms. Fathima Safa. V, Fifth Semester B. A. Functional English, Mr. Niyas. K, Fifth Semester B. A. Economics, and Ms. Arshida. A. K, Fifth Semester B. A. Functional English, presented the review of *Avasanathe Penkutti* by Nadiya Murad, *Kuttasammatham* by Sibi Thomas and *The Martian* by Andy Weir, respectively. The student members of the club attended the session. The review sessions help the listeners get a sneak peek into the world of books and cultivate the habit of reading.

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

## Invited Student Talk at Dept. of Commerce

The Department of Commerce, Al Shifa College of Arts and Science, organized the ninth session of the Invited Student Talk Series. The session was held on July 31, 2023, in the lecture Hall at 10.30 a.m. The talk was delivered by Mr. Muhammed Yaseen K. P., B. Com, student at Farook College (Autonomous). He led a lively discussion on 'Enhancing Decision Making: Unleashing the Power of Decision Making Tools'.

During the talk, he introduced the audience to several decision-making tools commonly used in various domains. He covered various techniques such as decision matrices, SWOT analysis, cost-benefit analysis, and the Pareto principle. For each tool, he provided real-life examples to illustrate their practical applications, making the concepts easily comprehensible for the students.

The session began with a welcome note by Mr. Naveen Krishnan, student, third semester B. Com. Finance, and ended with a vote of thanks proposed by Mr. Muhammed Arshak, Student, third semester B. Com. Finance.



## Research Forum

A session as a part of the Research Forum was organised by the Departments of English and Languages on 14 July 2023. Ms. Saritha. K, Asst. Professor and Head, Dept. of English, reviewed the article "Effectiveness of Flipped Learning Approach in Teaching English Grammar: An Empirical Study" by Dr. V. L. Jayapaul and Mr. S. Blesswin, published in the Journal of English Language Teaching in May- June '23, Volume: 63.



## Field Visit by Consumer Club Members



The Consumer Club, ACAS, conducted a field visit to SM Street, Calicut, on 14 July 2023 and conducted a market survey. 43 members of the Club and 3 faculty members were part of the visit. The members conducted a survey among the consumers and retailers as a part of the visit. They also distributed paper bags, made by them, among the retail shops at Calicut. Mr. Irshad Ameen. K, Assistant Professor of Commerce and coordinator of the Club, Ms. Ashida. A. P and Ms. Mini. V. K, Assistant Professors of Commerce, accompanied the students.

## Faculty Invited Talks

On 29th July 2023, Ms. Saritha. K, JCI International Trainer, and Vice Principal, ACAS, gave a one-day training on 'Leadership Essentials' at Vallath TES, Trivandrum. The training aimed to empower postgraduate students with foundational leadership skills, focusing on self-awareness, effective communication, decision-making, and team management.



On 20th July 2023, Mr. Rohith Ravi, the Head of the Department of Commerce, served as a resource person for a seminar organised by Bharath Matha College, Kozhijampara, Palakkad. He spoke on the topic "Decoding Research Methodology: Key Principles for Project Excellence".



On 24th July 2023, Ms. Mini. V. K, Assistant Professor of the Department of Commerce, served as a resource person for a seminar organised by Majlis Arts and Science College, Puramannur, Malappuram. She spoke at the seminar, focusing on the topic, "From Start to Finish: Mastering the art of UG Project Execution".



Dr. Babu. P. K, Principal, ACAS, delivered an invited talk at DGM MES Mampad College on 7 July 2023. As a part of the Induction Programme of the PG students, organised by the IQAC at the college, Dr. Babu spoke on the topic "Post-graduation Period as Internship".

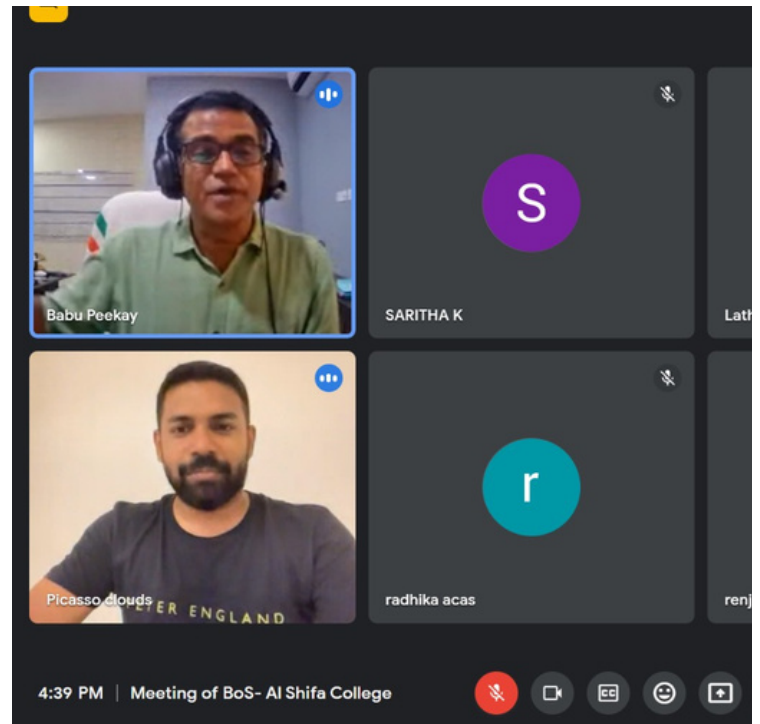


## Undergraduate Research Cell Takes off

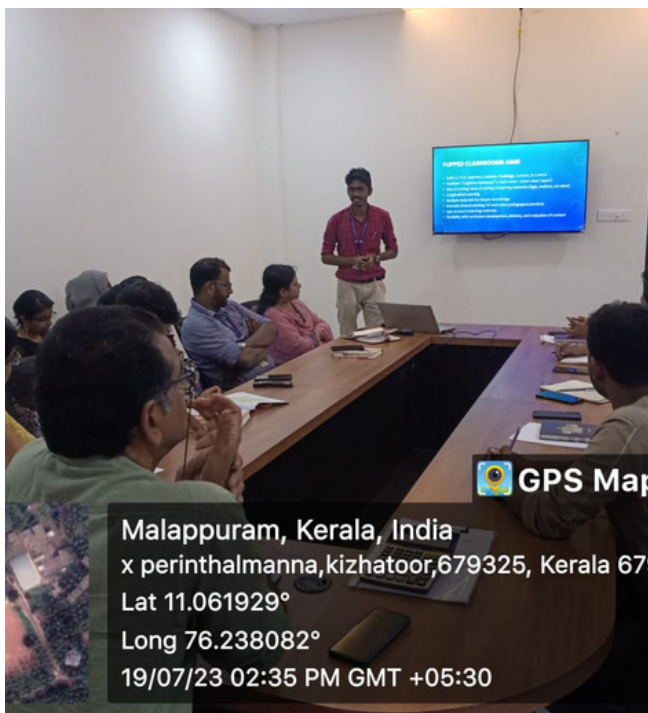
The Undergraduate Research Cell, ACAS, now accepts queries and requests regarding their academic projects from UG and PG students. The students who need help in this regard will be supported by the expert hands at ACAS in subjects including Commerce, Economics, English and Psychology. The Cell offers support on selection of topics, data analysis & tool designing, report and more. Students who seek project support may approach Mr. Rohith. R, Head, Dept. of Commerce and Coordinator of the Cell using the contact number 8907208984.

## English Board of Studies Meets

The Department of English, Al Shifa College of Arts and Science, organised an online meeting of the Board of Studies, constituted to design and deliver Add-on Courses, Value-added Courses and Bridge Courses to the UG students at ACAS. Dr. Babu. P. K, Principal, ACAS, Mr. Abdul Latheef Naha, District Correspondent (Malappuram & Palakkad Dts, Kerala), The Hindu Daily, Mr. Sayyid Noufal, Content Producer, Picasso Clouds, Manjeri, Dr. Mufeeda, Assistant Professor of English, PG & Research Department of English, Farook College (Autonomous), Faroke, Mr. Mrithul. C. Mrinal, Assistant Professor of English, MES Keveeyam College, Valanchery, and the faculty members of the Department of English, ACAS, attended the meeting. The meeting took up the syllabi of the courses offered by the Department to the students of the odd semesters and the external members gave inputs to improve them. They reviewed the Add-on, Bridge and Value Added Courses and gave suggestions as to improve the content and delivery of the same.



## Book Review Session on Flipped Learning



The Faculty Development Centre (FDC), Al Shifa College of Arts and Science, organised a book review session focused on the articles from the book "The Flipped Classroom: Practice and Practices in Higher Education" on 19 July 2023. Mr. Abdul Jaleel. C, Head, Dept. of Psychology, Mr. Muhammed Noufal. M, Head, Dept. of Economics, Mr. Rohith. R, Head, Dept. of Commerce, and Ms. Saritha. K, Head, Dept. of English, reviewed the articles such as "A Technology-Enabled Flipped Classroom Model" by Paul Gagnon, Redante Mendoza and Jan Carlstedt-Duke, "Flipped Classes: Drivers for Change, Transition, and Implementation" by Yasir M. Al-Abdeli, "Flipped Tutorials in Business Courses" by April Wright, Geoff Greenfield and Paul Hibbert, and "Flipping the Learning of Subdivision Design for Surveying Students" by David Mitchell, respectively. The session was meant to provide models to the faculty to write articles on Case Studies done by them on running Flipped Classes. The book containing these articles will be brought out under the aegis of the FDC and the Publication Wing, ACAS.

## Fathima Sudheer is the Chess Champion

The Department of Physical Education, Al Shifa College of Arts and Science, conducted a Chess Tournament on 20 July 2023 on the occasion of International Chess Day. Students and faculty from different departments participated in the tournament. Mr. Vibin Das. C. P, Head, Department of Physical Education, was the Arbiter of the tournament. The Semi-final and Final Matches were held on 24 July 2023. Ms. Fathima Sudheer, Third Semester B. Com. Finance, was the winner of the tournament. Mr. Fahad, Fifth Semester B. Com. Taxation, was the runner up of the tournament. Mr. Irshad Ameen. K, Asst. Professor, Department of Commerce, distributed the prize.

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



## Mastering the Markets: Your Guide to Navigating Financial Market Success



The Department of Commerce and the Trading Club, ACAS, organised a session on 'Digital Trading' in collaboration with Stolox Trading Malappuram. Mr. Anees. T, Co-founder & Mentor at Stolox Trading, led the session. It was a one-day programme, held on 20 July 2023. Mr. Anees. T spoke on the importance of the forex market, which is the biggest financial market in the world, working 24x7. The informative session was attended by the Trading club members and students from various departments.

Reported by Ms. Aysha Nishna. P  
Fifth Semester B. Com. Finance

## HASH Awareness Programme

The Department of Psychology, ACAS, released a short film as a part of HASH (Hands Around Shoulders) Awareness on the theme 'body shaming'. HASH is a student initiative by the Department to support the students of ACAS by addressing their difficulties and psychological distress. The short film was created by the students of the Department. Ms. Shibila. V, Third Semester B. Sc. Psychology, directed the short film. The script was written by Ms. Hanna Fathima, C. K, Third Semester B. Sc. Psychology. Mr. Sangeeth Krishnan. K. K, Mr. Pranav. E, Ms. Ashika, Ms. Fathima Rifa. K, and Ms. Hisana Parvin. V. S, Third Semester B. Sc. Psychology, were cast in the short film.

Watch the video using the link <https://youtu.be/MnkfkD7znzY>

Reported by Ms. Fathima Rifa. K  
Third Semester B. Sc. Psychology

## Add-on Course Certificates Distributed



Students of Second and Fifth Semester B. A. Functional English received the certificates of the Add-on Courses from Dr. P. Unneen, Managing Trustee, Shifa Medicare Trust. Add-on courses on Essay Writing Skills Level 1 and Conversational English were offered to the students of Second and Fourth Semesters respectively. Mr. Pilakkal Hamza, Chief Executive, Shifa Medicare Trust, Mr. K. T. Abdul Rassaque, Secretary, Shifa Medicare Trust, Dr. Babu. P. K, Principal, ACAS, Mr. Jiji Kumar, Regional Director, Tally Education Pvt. Ltd., Mr. Manoj, Managing Director, Tally Assessment Centre, Manjeri, were present on the occasion

## Tally Essential Level-1 Course



The Centre for Professional Studies, ACAS, conducted a certificate awarding ceremony for the value-added course titled 'Tally Essential Level 1' on 21 July 2023. The ceremony was inaugurated by Dr. P. Unneen, Managing Trustee, Shifa Medicare Trust, in the presence of other management members, Mr. Pilakkal Hamza and Mr. K. T Abdul Rassaque, Chief Executive and Secretary of Shifa Medicare Trust, respectively. Mr. Jiji Kumar, Regional Director of Tally Education Pvt. Ltd., and Mr. Manoj, Managing Director of Tally Assessment Centre, Manjeri, also attended the ceremony. Mr. Vidhukrishnan, Fifth Semester B. Com. Finance, and Mr. Mohammed Binshad, Third Semester B. Com. Finance, emerged batch toppers, who were awarded certificates with mementos for their achievement.

## Enrollment for Tally Essential

Students can now enrol for courses such as Tally Essential Level 1 and Tally Essential Comprehensive offered by the Centre for Professional Studies, ACAS. Each programme has 40 available seats, and interested students pursuing any undergraduate stream can enrol in the courses.

## Field Visit at InCare Psychology Services



As a part of the MoU with Team InPsyGht, the Department of Psychology at Al Shifa College of Arts and Science, Perinthalmanna, visited InCare Psychology Services, Malappuram, on 21 July 2023. Sessions on the Add-on Course on Sports Psychology were conducted on the occasion. 16 Students and 1 Faculty Member visited the Clinic at Malappuram. A brief description about the structure of the clinic was given by Mr. Nafih. C, Psychiatric Social Worker, InCare. Students interacted with Mr. Mashood. O. K, Coordinator of Sports Performance, InCare, on functioning of the InCare Sports Psychology Academy. A session on Sports Psychology and Performance Monitoring methods was conducted by Mr. Mashood. O. K. Mr. Minhaj, goalkeeper and team captain of the InCare Football team, shared his experience on the challenges, difficulties, and injuries he faced during his five years of football training. He also mentioned how sports psychologists helped him perform well in the matches.

Reported by Ms. Shibila. K  
Third Semester B. Sc. Psychology

## Podcast Released

Two new episodes were added to Partager, the English Department podcast, in July '23. The first episode, "A Talk on Kundera", was podcasted as a tribute to the recently departed French- Czech novelist, Milan Kundera, on 22 July 2023. Ms. Shifna Sherin. M. K, Fifth Semester B. A. Functional English, prepared and delivered the same. The second podcast, which is also a tribute to Milan Kundera, was "A talk on Kundera's Novel The Unbearable Lightness of Being". It was podcasted by Ms. Rinsha Sherin. P. T, Fifth Semester B. A. Functional English, on 29 July 2023.

Here is the link of the podcast

<https://anchor.fm/partager/episodes/Podcast-by-Rinsha-Sherin--S5-BAFE-e27gpt2>

## Mr. Sangeeth Wins Prize at 'Guernica- 23'

Mr. Sangeeth Krishnan. K. K, Second Semester B. Sc. Psychology, secured Third position in mini story writing in the Calicut University NSS Arts Fest 'Guernica- 23'. 26 NSS Volunteers from ACAS participated in the Fest.



## Session on Fundamentals of ICT



The Centre for Competitive Examinations (CCE), ACAS, organised a session on 'Fundamentals of ICT' on 24 July 2023. The session was handled by Mr. Suhaib. P, Assistant Professor, Department of Commerce. During the session, he spoke on various important topics related to Information and Communication Technology (ICT). The session provided a solid foundation on the basics of ICT which is essential for various competitive examinations.

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

## Skill Session on Interview Techniques

Career Training and Placement Cell (CTPC), ACAS, organised a skill session on 'Interview Techniques' on 24 July '23. The talk was led by Ms. Sarita. K, Head, Department of English. She led an interactive session on interview techniques, covering topics such as effective communication, body language, handling common interview questions, dressing for success and post-interview etiquette to enhance the employability of the students of batch 2022- '25.

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



## Physical Education Session for Faculty



The Department of Physical Education in collaboration with Faculty Development Centre and Staff Club, ACAS, conducted a theory session on 'Exercise in Monsoon Season' in the monthly physical training session for the staff of the college. Mr. Vibin Das. C. P, Head, Department of Physical Education, led the session. Mr. Vibin spoke on the need and benefits of doing exercise during this time of the year. He also spoke on the precautions to be taken while doing exercise.

## Pre-Seminar Workshops

### Department of Economics



The Department of Economics, ACAS, organised a pre-seminar workshop as part of ALISS '23 (Al Shifa International Student Seminar) on 31 July 2023. The programme commenced with a presentation on "How to Write a Research Paper" by Mr. Muhammed Noufal. M, Assistant Professor & Head of the Department of Economics. He provided guidance to the students on the process of creating a research paper and also discussed the sub-themes of the seminar on "Rural Development".

Reported by Ms. Sneha. C  
Fifth Semester B. A. Economic

### Department of English

The Department of English, ACAS, organised a Pre-seminar Workshop as a part of ALISS '23 (Al Shifa International Student Seminar) on 27 June 2023 at Seminar Hall. The programme started at 8.30 AM with a presentation on 'Research Methodology' by Ms. Radhika. A, Asst. Professor of English. She walked the students through the process of drafting a research paper. In the second session of the programme, Ms. Renjitha. K. R, Asst. Professor of English, elaborated on the sub-themes of the Seminar on 'Literature for Social Justice'. She helped the students understand the areas on which students can work to write a research paper based on the sub-themes of the Seminar. Literary works, movies and related theories were discussed.

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



### Department of Psychology



The Department of Psychology, ACAS, conducted a pre-seminar workshop ahead of ALISS '23 (Al Shifa International Student Seminar). Mr. Abdul Jaleel. C, Head, Department of Psychology, handled the session. 17 students were present at the program. The brief about ALISS '23, the benefits of presenting a paper at an international seminar, and the procedures and plans to write a research paper were discussed in the program.

Reported by Ms. Shibila. K  
Third Semester B. Sc. Psychology



## Shifna Clears F7 in ACCA



Ms. Shifna. K. T, Fifth Semester B. Com. Finance, ACAS, successfully cleared the F7 Paper of ACCA (Financial Reporting). She is pursuing the ACCA Programme under the Centre for Professional Studies, ACAS. The college takes initiatives to promote the students interested in gaining professional training during the tenure of their UG courses. The system in place in the campus gives all-round support to those students.

## 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 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 13 July 2023.



## Faculty Website in Focus: Mr. Rohith. R

Mr. Rohith Ravi is a distinguished academician and serves as the Head of the Department of Commerce at Al-Shifa College of Arts and Science, situated in Malappuram, Kerala. Driven by his passion for Commerce, Rohith pursued his Post Graduation at M.E.S Kalladi College, Mannarkad, showcasing academic excellence. He achieved the 6th rank in M.Phil. from Cochin University of Science And Technology (CUSAT) and qualified for UGC NET in Commerce, further affirming his dedication to the field. Currently, Rohith is actively pursuing his PhD at CMS College of Science and Commerce (Autonomous) under Bharathiar University. Throughout his academic journey, he has contributed as a Guest Lecturer in the Department of Commerce at M.E.S. Kalladi College, Mannarkkad, and has served as an Assistant Professor of Commerce at Rajagiri College of Social Sciences (Autonomous), Cochin, as well as Yuvakshetra Institute of Management Studies, Mundur, Palakkad. Apart from his academic pursuits, Rohith finds joy in being an avid reader and a film enthusiast. Literature and cinema have always been a constant source of inspiration for him. With his sharp intellect and exceptional skills, Rohith has made a significant impact in the field of Commerce.

Link to the web: <https://learnwithrohith.com/about-me/>

## Work Readiness Programme



ASAP and the Career Training and Placement Cell (CTPC), ACAS, jointly organised a three-day Work Readiness Programme for the students of Fifth Semester classes on 26, 27 & 31 July 2023. The training sessions were handled by Adv. Bilal Muhammed, M. A. Psychology, MCJ Journalism, LLB. He is also a well-known trainer for Kerala Knowledge Economy Mission and ASAP. On the first day, he demonstrated the interview skills to the candidates and spoke on the basic skills they should possess to face an interview. He trained them in the same through various activities. In the second part of the training, he equipped the students to prepare résumé and explained the various kinds of résumé. He also gave tips and tricks of resume design, and the importance of having a resume of quality. The last day's session was on group discussions and panel interviews. In this session, he demonstrated the process of interviewing with a peer. He engaged the participants in various activities to improve the confidence level of students to face an interview and set professional goals in their lives. The students actively participated in each session with enthusiasm. The program ended with a valedictory function.

Reported by Ms. Amaya. K. T  
Fifth Semester B. A. Functional English

## Abdul Jaleel. C is the Poster it! Prize 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. Abdul Jaleel. C, Head and Asst. Professor of Psychology, and Mr. Rohith. R, Head and Asst. Professor of Commerce, were shortlisted for the recognition. The best poster from the month of July 2023 was designed by Abdul Jaleel. C.



## Midhulaj. P Grabs the Best Blog Honour

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. Midhulaj. P, Asst. Professor of English, and Ms. Mini. V. K, Asst. Professor of Commerce, Ms. Rimshana, Asst. 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 July 2023.



## Join Us!

A promotional poster for the AI Shifa International Student Seminar (ALISS). The background is a photograph of a diverse group of students sitting in a classroom, looking towards the front. Overlaid on the image is the stylized logo 'ALISS 23' in a red, cursive font. Below the logo, the text 'AI Shifa International Student Seminar (ALISS)' is written in bold black font, followed by the dates '26 - 27 September 2023'. At the bottom, four topics are listed in a grid: 'Post-COVID Behavioral Science', 'AI Driven Commerce', 'Rural Development', and 'Literature &amp; Social Justice'.

### AI Shifa International Student Seminar (ALISS)

26 - 27 September 2023

Post-COVID  
Behavioral  
Science

AI Driven  
Commerce

Rural  
Development

Literature &  
Social Justice

## Blog from Partner Institution

### ചാൻ്റൻ്റെ ഒരു എഴുത്തു

പ്രിയപ്പെട്ട കുഞ്ഞേ,  
ഞങ്ങളിതും മറക്കും.

നിൻ്റെ ചിരി മറക്കും,  
നിൻ്റെ ഇക്കിളി മാറാത്ത  
മേനിയിലരിച്ച ഉറുമിനെ മറക്കും.  
നിൻ്റെ അഞ്ചാം വയസ്സിനെ മറക്കും,  
ഇന്നിതുവരെ നീ കണ്ടതില്ലാത്ത ഈ  
പേടിസ്വപ്നത്തെ മറക്കും.  
ഉടലിലുരസിപ്പറിച്ചെടുത്ത  
നിൻ്റെ ബാല്യം മറക്കും,  
കരളു് നൊന്ത് നീ കരഞ്ഞതും മറക്കും.

നിൻ്റെ നെഞ്ച് പൊളിച്ച് കയറ്റിവെച്ച കല്ലിൻ്റെ ഘനം  
മറക്കും,  
മരിച്ചിട്ടും നീ ശ്വസിച്ച  
ചീഞ്ഞളിഞ്ഞശ്ശുകി മണത്ത മണവും മറക്കും.  
കോറിക്കിടന്ന മുറിവുകൾ മറക്കും,  
മധുരം നുണഞ്ഞ് മതിവരാത്ത ചുണ്ടത്തെ ചോര  
മറക്കും.  
നിൻ്റെ മയുടെ നിലവിളി മറക്കും,  
അച്ഛൻ്റെ ക്രോധം മറക്കും.  
വാടാൻ നേരമാവാഞ്ഞിട്ടും വാടിവീണ നിൻ്റെ  
പുമുഖം മറക്കും.

അവനെയിനി  
തടിച്ച് കൊഴുപ്പിക്കും.  
ഉരുക്കിയെടുത്തവൻ്റെ  
കഴിവ് കൂട്ടും.  
ബലവാനായ-  
വൻ്റെ ലിംഗമിനിയും ഉയർന്നു നിൽക്കും.

നിന്നോട് മാപ്പ് പറയും,  
നീ ഇനി കവിതകളാവും.  
വാക്കുകൾ കുമിഞ്ഞ് കൂട്ടി  
വാർത്താ പേജ് നിറയ്ക്കും.  
കണ്ണു് തുടച്ച്, ഞങ്ങളീ ദിവസവും  
സുഖമായി കിടന്നുറങ്ങും.



**Niza Nargees. P. C**  
Assistant Professor on contract  
Department of English  
Farook College

## Blogs by ACAS Faculty

### Digital Relationships

"Relationships are harder now because conversations become texting, arguments become phone calls and feelings become status updates!"

Social media relationships may be beneficial and detrimental, and they have their own set of advantages and disadvantages. The amount of time that couples spend communicating with one another may be hampered by excessive social media use. Digital relationships may sometimes lead to jealousy and inaccurate expectations of how one's own relationship should be.

Digital platforms may help people remain in touch with distant friends and family members and to communicate better with their spouses, kids, and medical professionals. In contrary, social media use can result in unhappy relationships and less time spent with loved ones in person. These issues may be brought on by mental illnesses or pre-existing marital issues. Additionally, 24% of couples claimed social media was detrimental to their union, while 40% of couples claimed it made them feel jealous or insecure. If we think about how today's usage of digital interactions may affect our lives, even if the family is dispersed across the world, we can see that a grandma may watch images of all of her grandchildren's activities and accomplishments away from them.

Researchers and observers have identified three parallels between conventional relationships and those facilitated by social media. Social media platforms allow for three different kinds of online relationships, according to Ellison et al. (2010): 1) relationships that reinforce and expand upon already-existing online relationships; 2) relationships that replace offline relationships and make them weaker; and 3) relationships that expand upon and strengthen already-existing online relationships.

At some level, contact with a buddy who is halfway around the world and engagement with a local acquaintance are just two competing ways for individuals to spend their time and energy. People frequently make such decisions and select a relationship that benefits them more overall. Online and offline interactions may appear to be straight substitutes for one another, but there are subtle distinctions between the two types of relationships that people may not be aware of.

Social networking platforms make it possible to end a relationship in a subtle way, which makes the decision less contentious and less upsetting for the relationship participants emotionally. Thus, in our society today, updating our "relationship status" on Facebook is a method to publicize our emotions worldwide. In conclusion, digital interactions have a significant and varied influence on our lives today. Since the emergence of internet social networks, there have been countless possibilities to meet possible mates from a wide range of regions and backgrounds.



**Ms. Mini. V. K**

Assistant Professor of Commerce  
Al Shifa College of Arts and Science, Kizhattoor,  
Perinthalmanna

A sensation of limitless possibilities brought on by the multitude of options may make it difficult to commit or encourage "ghosting" habits. In digital encounters, the lack of non-verbal indicators can occasionally lead to misconceptions or miscommunications. Furthermore, because we evaluate our relationships against well-crafted online portrayals of others, the pervasiveness of social media can put strain on dating dynamics. Self-esteem and relationship expectations may be impacted by this. Thus, it's critical to find a balance between online and offline relationships in order to negotiate these complications.

# Fostering Creativity: The Intersection of Skill, Practice and Imagination

In 1666, a renowned scientist of immense influence experienced a moment of extraordinary inspiration while leisurely walking through a garden. This moment would go on to reshape the world as we know it. Underneath the sheltering branches of an apple tree, Sir Isaac Newton witnessed the descent of an apple to the ground. Pondering this phenomenon, he questioned why the apple consistently fell straight down towards the Earth's center rather than moving sideways or upwards. Newton postulated that the Earth exerted a gravitational force, drawing the apple towards it. Thus, he conceived the concept of gravity.

The anecdote of the falling apple has endured as a symbolic representation of creative breakthroughs. It serves as a testament to the brilliance and ingenuity that fills our minds during those enlightening "eureka moments" when the conditions for creativity align perfectly. However, what often goes overlooked is the fact that Newton dedicated nearly two decades to developing his ideas on gravity. It was only in 1687 that he published his groundbreaking book, "The Principia: Mathematical Principles of Natural Philosophy." The falling apple merely marked the inception of a train of thought that persisted for many years.

Communication with ourselves is made possible through creativity, which encompasses not only imaginative leaps but also cognitive processes, thinking, and the ability to generate something entirely new. There is a prevailing belief that nurturing one's creativity and imagination is a distinctly human endeavor guided by a complex process. The concept of the "creative leap," referring to an initial idea that instantaneously reveals itself as the solution for producing novelty, has become a central point of discussion when exploring the nature of the creative process.

Progress in various domains, be it technology, science, or other fields, often hinges on creativity and innovation. Ideas and creative insights do not emerge at our command; instead, they manifest unexpectedly, akin to a sudden bolt of lightning reshaping our intentions and desires. Driving and dance can be considered arts. By practicing more, one can improve their skills. Dance, in particular, is one of the most beautiful performances when gracefulness and creativity are applied to it. Most performances or activities require creativity to make them challenging.

Through intentional effort and exposure to various stimuli, individuals can train their brains to make connections between seemingly unrelated ideas. Engaging in activities that promote divergent thinking, such as brainstorming, mind mapping, or exploring different perspectives, can stimulate the creative faculties of the mind. By challenging assumptions, embracing ambiguity, and fostering curiosity, individuals can broaden their mental frameworks and expand their capacity for creative thinking.



**Rimshana**

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However, creative thinking is not solely confined to those who are "born with it." It is a skill that can be nurtured and developed through deliberate practice. Just like any other skill, such as playing a musical instrument or excelling in a sport, creative thinking can be enhanced and refined over time.

Furthermore, environmental factors also play a crucial role in shaping creative thinking abilities. The influences of education, culture, and social interactions cannot be underestimated. Access to diverse experiences, exposure to different disciplines, and the opportunity to collaborate with others can foster creative thinking skills. Encouragement and support from mentors, peers, and educators can also provide the necessary motivation and validation to explore and express creative ideas.

In summary, driving and dance can be considered artistic pursuits that require both skill and creativity. While practice is crucial for developing technical proficiency, it is through creative choices and personal expression that these activities truly shine. Adding creativity to performances and activities makes them more challenging, captivating, and memorable, enhancing the overall experience for both the participants and the audience.

In conclusion, while some individuals may possess a natural inclination towards creative thinking, it is a skill that can be developed and enhanced through practice. Both innate predispositions and intentional cultivation contribute to the development of creative thinking abilities. By nurturing an open mind, embracing challenges, and actively engaging in exercises that stimulate creative thinking, individuals can unlock their potential for innovation and imaginative problem-solving.

## Blog of the Month

### Milan Kundera: The Unbearable Pain of Leaving!

Milan Kundera, a literary titan of the twenty-first century, has passed away, leaving behind a heritage that will continue to reverberate with compendiums for times to come. The Czech novelist, known for his disquisition of empirical themes, oppression, and treason, breathed life into his workshop through runes, short stories, and novels, most specially the acclaimed masterpiece 'The unsupportable Lightness of Being'. Kundera's demise passed at the age of 94, marking the end of a period in the erudite world.

Milan Kundera was the son of renowned pianist and musicologist Ludvik Kundera and was born on April 1st, 1929 in Brno, Czechoslovakia. Despite his musical bent and the influence of his father, Kundera discovered his true calling in jotting. He pursued his passion and ultimately became a speaker in world literature at Prague's film academy in 1952. While Kundera originally embraced Communism in his youth, his perspective shifted as he witnessed the party's repression of abecedarian freedoms, similar as freedom of speech and expression.

Kundera's growing disillusionment with the Communist Party led to his expatriation from Communist- ruled Czechoslovakia in 1975. His "anti-communist conditioning," including his review of the 1968 Soviet corruption, urged his exile. Seeking a retreat in France, Kundera was stripped of his citizenship in 1979. Still, he set up solace and a new home in France, getting a naturalized French citizen in 1981.

Throughout his career, Milan Kundera displayed remarkable erudite productivity. He penned ten novels, three poetry collections, and multitudinous short stories, witching compendiums with his profound perceptivity and exquisite prose. Still, it was his novel *The Unbearable Lightness of Being*, published in 1984, that pelted him to transnational fame. The new excavated into the pervasive influence of despotism on the private lives of ordinary individualities, striking a passion with compendiums worldwide. The promoter, Tomas, a sharp-tongued croaker and notorious Casanova, finds himself relegated to slavish tasks, similar as washing windows, after censuring the Communist Party.

The conception of the "lightness of being" in Kundera's work can be seen as a response to Nietzsche's idea of eternal rush, positing that everything has formerly passed in an endless cycle. Some characters in Kundera's new struggle under the weight of Nietzsche's doctrine, while others embrace the belief that each event is unique and happens only formally, therefore bestowing a lightness to actuality.



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Kundera drew alleviation from a different range of pens, including Franz Kafka, Martin Heidegger, Laurence Sterne, and Miguel de Cervantes. Their influence is apparent in the tragicomic and tone-referential nature of his plots. Kundera adroitly intertwined poetry, composition, essay, and fabrication within the same composition, earning both hot sweeties and critics.

In fact, Milan Kundera will be flashed back for his distinctive jotting style and his capability to transfigure knowledge into novels. His workshop, marked by their profound philosophical reflections and suggestive liar, have left an unforgettable mark on the literary geography. As the world mourns the loss of this erudite luminary, compendiums will continue to immerse themselves in the rich shade of Kundera's words, cherishing his benefactions to literature and the enduring heritage he leaves before.

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# Editorial Board

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