

ACASIANA

Monthly E- Newsletter



Al Shifa

College of Arts & Science
Perinthalmanna



Forging Academic Alliances: Al Shifa College of Arts and Science, Perinthalmanna, and TKM College of Engineering, Kollam.

STUDENT ECONOMIST AWARD 2024

Economics, Applied!



CALL: 9746639113 / 9747835889

Dept of Economics
Al Shifa College of Arts & Science

The Way We Were is a charming and heartwarming read that seamlessly weaves together romance, friendship, and the timeless allure of love. Prajwal Hegde has crafted a story that lingers in the mind long after the final page, making it a book that I would wholeheartedly recommend to anyone in need of a comforting and captivating read.

Arushi Barathi

Page. 29

A DIFFERENT LEAGUE!

08
FEB
2024

**STUDENT
ENTREPRENEURS
MEET**

@AL SHIFA COLLEGE OF ARTS & SCIENCE

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Guiding Students to Government Services



Dr. P. Unneen
Managing Trustee
Shifa Medicare Trust

Government jobs offer a myriad of advantages that make them highly sought after by job seekers. Firstly, they provide a sense of job security, as government positions often come with stable employment and benefits packages, including health insurance, retirement plans, and paid leave. Additionally, government jobs typically offer competitive salaries and opportunities for career advancement through merit-based promotions and training programs. Moreover, working for the government often entails a better work-life balance, with regular working hours and fewer demands for overtime compared to some private sector roles. Furthermore, government employees may enjoy perks such as job stability, access to resources and facilities, and opportunities to contribute to public service and policymaking. I am glad to see that ACAS motivates its students in pursuing this path and gives all the support in this regard.

Marrying HI to AI in Teaching

Going by the way the faculty members are going around doing their work, practicing their teaching-learning related activities, they don't seem to be worried if AI will take their job! That's on the one hand. On the other, there is still a minority among them who feels the heat and are on the look for ways to meaningfully integrate possibilities opened up by AI into their content delivery methods. There is a fast growing number of AI tools which the teachers can make use to make their students' learning experiences more engaging. It has already been stated by many that technology doesn't make a bad teacher turn good, that it can but make a good teacher better. Effective and productive use of digital technology is a necessity and the field of teaching can't be immune to the transformation happening around. A productive blend of Human and Artificial Intelligences has always yielded amazing results. The series of sessions ACAS has been offering to the faculty members and the effort taken to develop select expert hands among them is a move in the right direction. It needs no assertion that without teachers who are effective and are connected to the changes around, a quality institution can't be built.



Dr. Babu. P. K
Principal
ACAS, Perinthalmanna

KV Anwar: Leadership Legacy

Dr. Babu P. K, Principal, Al Shifa College of Arts and Science attended the Annual General Body Meeting of Malappuram Chamber of Commerce (MCC) held on 27 January 2024 as an Honorary Member. The meeting marked the end of the tenure of Mr. K. V. Anwar who has been at the helm of the MCC for three consecutive terms. Mr. Anwar, Managing Director, Modern Distropolis Ltd. is a member of the Internal Quality Assurance Cell of Al Shifa College of Arts and Science as the Industry/ Business representative.



Innovation and Idea Generation

Entrepreneurship Development Club, in association with YIP Malappuram, organised a hands-on orientation session on "Innovation and Idea Generation" on 4 January 2024. The session was led by Ms. Shahana Shery, a YIP intern from Malappuram. She interacted with the students and facilitated the registration process for becoming ideators of ACAS.



Reported by Ms. Salha
Second Semester B. Com. C. A.

Al Shifa Merit Scholarship Distributed



The Al Shifa Management Scholarship for merit was handed over by Dr. Babu. P. K, Principal, ACAS, to Ms. Suhana. P, Sixth Semester B. Com Finance, in the presence of Ms. Mini. V. K, Assistant Professor and Head of the Department of Commerce, on 4 January 2024. The scholarship recognises outstanding performance by students in their university exams.



Althwaf Hussain

M. A. English and Comparative Literature
Pondicherry University

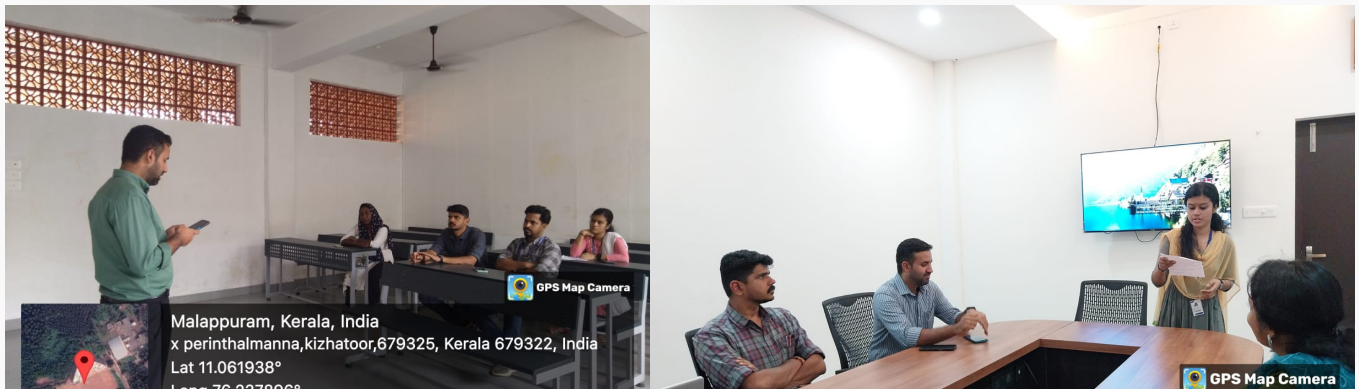
Hope of Being an Adult

Being in my garden,
Walking down the Yard of tile
Thinking of memories back mile
The way it used to cheer me up for being alive
The way I lived, with no fear of next day to live
When every breeze had atoms to cheer me up
Where I ran every dawn to house, Someone waiting to pick up
The field I saw as a child, was full of flowers and breeze
It was late to realize the mud and water beneath to squeeze
The mirror I saw was colorful and lively
It was late to realize the mere reflection as a shadow lately
I remember coloring my book with rainbow colors
It was late to realize the white paper which I put the Ink,
Will turn out to be blank
I saw my reflection, I saw the field,
I saw the colors
But all that I got was mud, water, shadow and blank
Which never gave me the answer of the sights,
I saw as a child
Now it has all gone wild
Nothing cheers me up, nothing clears my mind
And all I think leads to nothing
Past, never mind, Present, not being Kind
Future, Let's Find

Research Forums

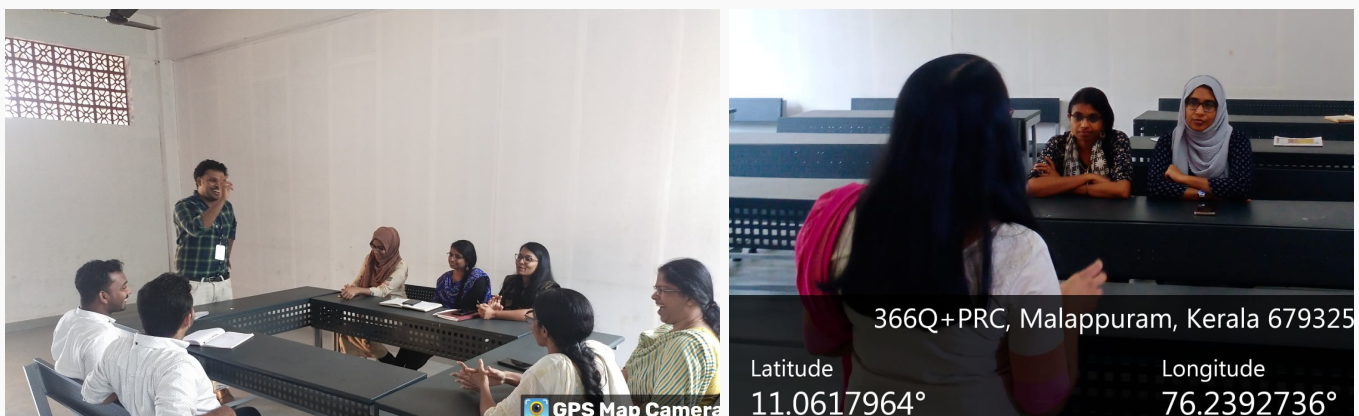
Dept. of Commerce

The Department of Commerce at Al Shifa College of Arts and Science organized a Research Forum on January 11, 2024, Thursday at 2.30 pm in the Conference Hall. Ms. Rajashree V, Assistant Professor of Commerce reviewed the article, "The Impact of Corporate Governance Practices on Firm-Level Innovations and Their Market Value: Empirical Evidence from India, authored by Asha Elizabeth Thomas, Amiya Bhaumik, Jean Mary Aruja, published in the journal Indian Journal of Finance, Vol. 17(11), November 2023. Another session in the forum was organised on 17 January 2024. Mr. Mohammed Yaseen. T. T, Asst. Professor of Commerce, reviewed the article, "An Overview on the Crucial Nature of Innovation Strategies for Sustainable Businesses", authored by Dr. Ishtiyaque Ahmed, published in the journal Indian Journal of Commerce & Management Studies, Vol. 14(3), pp. 21- 29, September 2023. A discussion about the research methodology and analysis part of the articles was conducted towards the end of the sessions.



Dept. of English

Another session in the forum was organised by the Departments of English and Languages on 12 January 2024. Ms. Renjitha. K. R, Asst. Professor, Dept. of English, reviewed the article "Bicultural Bilinguals" by François Grosjean, University of Neuchâtel, Switzerland, published in the International Journal of Bilingualism, vol.19(5), 2015, pp. 572-586. Another article review session was organised on 19 January 2024. Mr. Midhulaj. P, Asst. Professor, Dept. of English, reviewed the article 'Mundasseriyyude Aashan Vayana' by Dr. S. Rajasekharan published in Sahitya Sangam, Malayalam Monthly, Vol.No.11, Issue No.6, January 2024. Detailed discussion followed the review sessions.



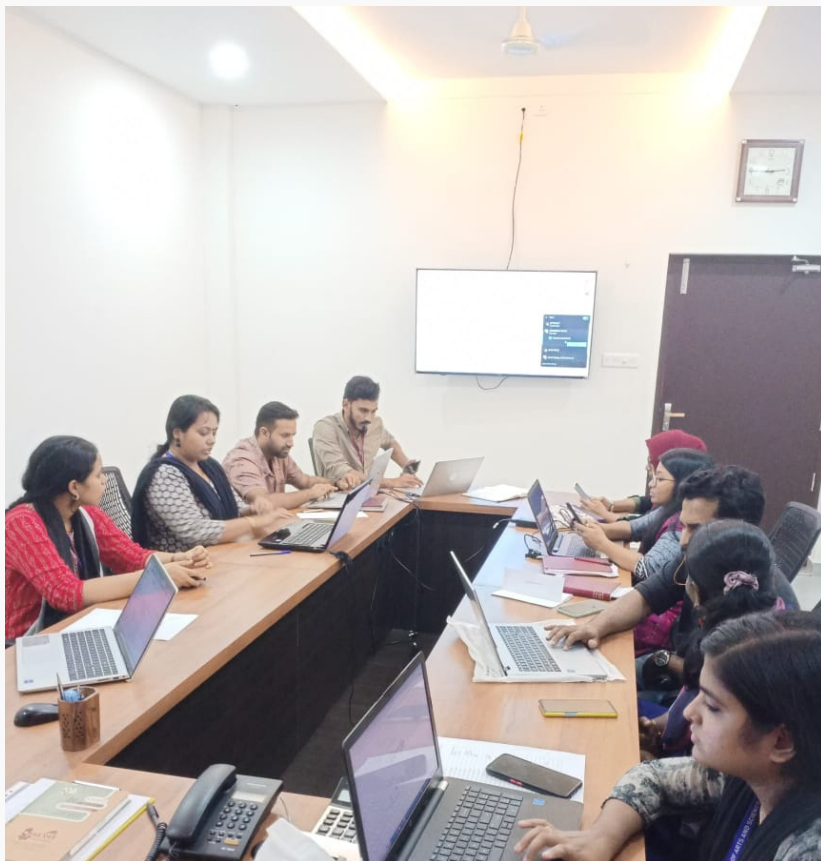
Bridging Majors With Future

The Scholar Mentor Programme, ACAS, organised an orientation session titled "Future Readiness: Bridging Your Major With Tomorrow's Challenges" on 4 January 2023 for the advanced learners in the college. Dr. Habeeb Rahiman, Professor of Chemistry at SSM Polytechnic College, Tirur, spoke in the session, emphasising the significance of emotional intelligence, goal setting, self-learning, and transferable skills. He addressed various challenges students may face after their graduation, such as high level of competition, the advancement of AI, career transition and ever changing skill demands. Dr. Habeeb proposed measures to overcome these challenges, including the need of developing strategies, raising awareness about challenges, and attaining microcredentials. The session also provided insights into job opportunities across different majors, fostering an interactive environment where students had the opportunity to clarify doubts.

Reported by Ms. Sivakamy. P. V
Second Semester B. Sc. Psychology



Workshop Series on AI Skills



The Faculty Development Centre, ACAS, launched its Multi-session Workshop Series on AI Skills on 25 October 2023. The second session, titled "AI Tools for Educators" was handled by Mr. Irshad Ameen. K, Asst. Professor of Commerce on 8 January 2024. The event commenced with a hands-on session wherein Mr. Ameen introduced various AI tools and platforms, including Claude AI, and Chrome Extensions like Merlin AI and My Bib for educators and researchers. The session was engaging, interactive, and promised to enhance the AI skills of the faculty members. The series anticipates further informative sessions.

Ms. Saritha Attends FYUGP Workshop

Ms. Saritha K, Head of the Department of English, ACAS, participated in a two-day workshop on the Four-Year UG Programme (English), organised by the UG and PG Board of Studies, University of Calicut, in the Senate Hall on 4 & 5 January 2024. The workshop focused on Foundation courses, encompassing AEC (Ability Enhancement Courses), SEC (Skill Enhancement Courses), VAC (Value Added Courses), and MDC (Multi-disciplinary Courses). The workshop addressed topics such as OBE (Outcome Based Education) and provided guidance on formulating Course Outcomes. Its primary objective was to develop syllabi for the forthcoming courses under FYUGP, aligning with the Course Outcomes.



Invited Student Talk Series

Dept. of English



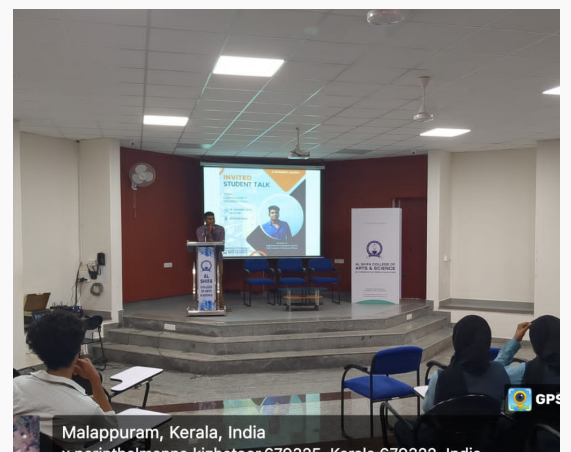
The Department of English, ACAS, organised a Student Talk session in the Seminar Hall on 5 January 2024. Ms. Ayisha Humaira, Second Semester M. A. English, PTM Govt. College, Perinthalmanna, gave a talk titled "Navigating the Ethical Frontiers: An Analysis of Frankenstein, Brave New World, and Origin". She discussed the potential consequences of human-created AI products, drawing references from the aforementioned literary works and AI/ SI platforms.

Reported by Ms. Nowfila Sherin
Second Semester B. A. Functional English

Dept. of Economics

The Department of Economics, ACAS, conducted an Invited Student Talk on 8 January 2024 at Seminar hall. Mr. Sreehari. G, first year BCA student, Department of Computer Science, SAFI Institute of Advanced Study, Vazhayur delivered a talk titled "Capitalism in Modern Times". delivered a welcoming address to the programme and Ms. Fathima Raniya. T. T delivered the vote of thanks.

Reported by Ms. Fathima Binsi. T. P
Second Semester B. A. Economics



English for Competitive Exams

The Centre for Competitive Examinations (CCE), ACAS, organised a session titled 'English for Competitive Exams' on 08 January 2024. The session was led by Ms. Renjitha. K. R, Asst. Professor of English, ACAS. During the session, the speaker delved into different areas, focusing on the types of sentences and the interchange of sentences. The aim was to shed light on crucial aspects of English grammar, providing participants with a comprehensive understanding. The session, which benefited 23 students, emphasised the significance of mastering grammar fundamentals, particularly for individuals preparing for competitive examinations.



Reported by Mr. Niyas. K
Sixth Semester B. A. Economics



Another session in the series was held on 15 January 2024. The session was led by Ms. Adithya. S, Assistant Professor of English, ACAS. She dealt with the topic 'Master Competitive Exams with Question Tag Brilliance'. The session, tailored for competitive exams, was beneficial for 21 students. The interactive session provided a comprehensive understanding of question tags, emphasising their application in competitive exams. .

Reported by Ms. Shifna
Second Semester B. A. Economics

Mr. Sangeeth at National Youth Festival

Mr. Sangeeth Krishnan. K. K, Fourth Semester B. Sc. Psychology, was selected to participate in the 27th National Youth Festival at Nashik, Maharashtra, organised by the Ministry of Youth Affairs and Sports, Govt. of India. He got this unique opportunity after going through a rigorous selection process. The Festival sets the stage for the bright youngsters of the country to interact and compete with each other.



Invited Talks

Mr. Abdul Jaleel. C, Head, Department of Psychology, was invited to handle a Workshop on Research Methodology in Psychology at Assabah Arts and Science College, Valayankulam, on 9 January 2024. Prof. Mohammed Koya. M. N, Principal, Assabah College, inaugurated the program. Mr. Abdul Jaleel interacted with the Final Year B. Sc. Psychology students. Ms. Rose Ann Paulson, Head, Department of Psychology at Assabah Arts and Science College, and Mr. Muhammed Ajmal. R. S, Assistant Professor, Department of Psychology, were present at the occasion.



Book Review by Faculty

Ente Vayana- Adhyapakarude Vaayanaanubhavangaliloode (My Reading- Through the Reading Experience of Teachers), is a series of book reviews by faculty organised by the *Thanimalayalam* Club, ACAS. On 9 January 2024, Ms. Renjitha. K. R, Asst. Professor, Dept. of English, Ms. Rajashree. V, Asst. Professor, Dept. of Commerce, and Ms. Ramees Ban. P. M, Asst. Professor, Dept. of English, presented the review of *Putt* by Vinoy Thomas, *The Bagdad Clock* by Shahad Al Rawi and *Atonement* by Ian McEwan, respectively. The Student members of the *Thanimalayalam* Club attended the session. The programme aims to introduce books to the members of the Club and promote reading among them.



NSS Jersey Released

Dr. Unneen. P, Managing Trustee, Shifa Medicare Trust, released jersey for NSS Volunteers, ACAS. He handed over the jersey to Mr. Muhammed Shahal. C. T, Second Semester BCA, ACAS. Dr. Babu. P. K, Principal, ACAS, Mr. Irshad. K, Assistant Professor of Arabic and NSS Programme Officer, were present in the programme.



Acasians at KLF

The students of Second Semester B. A. Functional English and B. A. English attended the Kerala Literature Festival at Calicut on 12 January 2024. The students were able to listen to the talks of authors like Amish Tripathi, Bhavna Roy, Sunil. P. Ilayidam and more. Ms. Adithya. S, Assistant Professor, Dept. of English accompanied the students.



GST and Its Scope for Faculty



The Department of Commerce, ACAS, organised a program on 'Gst Practitioner: The Scope, Registration And Qualification' for the students of Sixth Semester classes on 12 January 2024. The talk was delivered by Mr. Anwarsha Ali, GST Practitioner, Anwarsha Associates, Pandikkad. The session introduced the students to fundamentals of GST, emphasising its role in Indian taxation. Exploring the scope as a GST practitioner, participants learned about responsibilities, ethical considerations, and the impact of technological advancements. Challenges discussed included complex compliance, client management, and adapting to evolving regulations. The session aimed to prepare students for the dynamic field, highlighting the importance of staying updated and fostering strong professional relationships.

Reported by Ms. Salwa
Second Semester B. Com. FiFinance

Staff Tour



The Staff Club, ACAS, organised a staff tour on 20 January 2024 to Ooty. Fifteen members from the teaching and non-teaching departments participated in the tour. The team visited Needle Rock Viewpoint, Shooting Point at Sholur, and after having lunch, visited the Boat House at Ooty and the Botanical Garden.

ACAS at IIC Regional Meet

Institution Innovation Council (IIC) members of ACAS participated in the IIC Regional Meet at Cochin University of Science and Technology (CUSAT), Kalamassery, Kochi on 16 January 2023. Mr. Midhulaj. P, Assistant Professor of English and Coordinator, IQAC, Mr. Abdul Jaleel. C, Head, Department of Psychology and Coordinator of IIC, along with Mr. Muhammad Shahal. C, Mr. Mohammed Shinan, Second Semester BCA, and Mr. Amal Jaz, Second Semester B. A. English, attended the meet. As a part of the meet, ACAS participated in a poster contest of IIC Activities of the Institution.



Workshop on Start-up Ideas



The Entrepreneurship Development Club and YIP, ACAS, organised a workshop on start-up ideas under the title "Assent to Success: Empowering Your Vision for Growth" on 16 January 2024. The programme was organised for idea generation among the students, and it was done with the support of the Krea Project of Mr. Najeeb Kanthapuram, MLA of Perinthalmanna constituency. The workshop was led by Mr. Fazil. M. P. 52 students from various streams participated in the workshop. Finally 10 students were selected for the Scale-up programme. Scale-up is India's first fusion business conclave, scheduled to happen on 2 and 3 February 2024.

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

Economics for Competitive Exams

The Centre for Competitive Examinations (CCE), ACAS, organised a session titled 'From Micro to Macro: Fundamentals of Economics for Competitive Examinations' on 16 January 2024. The session was handled by Mr. Anjal Juman. P, Assistant Professor, Department of Economics. He spoke on various important topics related to Economics. The primary objective was to establish a strong foundation in the basics of Economics, crucial for success in various competitive examinations. The session proved beneficial to 17 participants.

Reported by Mr. Niyas. K
Sixth Semester B. A. Economics



Paper Bags Distributed

The Consumer Club, ACAS, distributed paper bags, produced by college students, among retail shops in Akkaparamb on 17 January 2024. Mr. Muhammed Shahal, Mr. Sainul Abid, and Mr. Shereef Manshil from the Sixth Semester B. Com. Taxation took lead of this initiative. The endeavour is aimed at promoting sustainable practices and reducing plastic waste. By advocating the use of these bags, their goal is to cultivate a greener community and raise awareness about the importance of environmental conservation.

Reported by Ms. Shimna Sherin
Sixth Semester B. Com. Taxation



Session on Road Safety Awareness



The Youth Red Cross, ACAS, in collaboration with Oral and Maxillofacial Surgeons of India, Kerala Chapter, organised a session on Road Safety Awareness on 17 January 2024. Dr. Mohammed Yahiya, Medical Superintendent at KIMS Al Shifa Super Speciality Hospital, Perinthalmanna, was the speaker. Dr. Yahiya emphasised the importance of road safety measures such as wearing helmets and seat belts, elaborating on the consequences of violating these measures and their negative impact on individuals' lives. He also discussed various treatments for trauma-related injuries, particularly those resulting from road accidents. The session provided an interactive and informative platform, allowing students to clarify their doubts on this significant topic.

Reported by Ms. Fathima Huda
Sixth Semester B. Com. Finance

Mr. Shameem Raza in Cross Country Championship

The Calicut University Intercollegiate Cross Country Men and Women Championship was held on 29 January 2024 at PMST College, Kundoor, Thirurangadi. Mr. Muhammed Shammeem Raza from Fourth Semester B. A. Functional English represented ACAS in the championship.



Ms. Mini Attends Session on FYUGP

Ms. Mini. V. K, Head of the Department of Commerce, ACAS, participated in the one day orientation programme on 'Implementation of Four-Year Undergraduate Programme (FYUGP)' organised by the the Kerala State Higher Education Council (KSHEC) at MES Keveeyam College, Valanchery, Malappuram, on 17 January 2024. The programme focused on the key areas of FYUGP such as major features and contexts, curriculum framework, structure, components and pathways, structure of foundation courses and frameworks and regulations for FYUGP.



PSC Pulse: Faculty Talk



The Centre for Competitive Examinations (CCE), ACAS, organised a session on 'PSC Pulse: Faculty Talk' on 18 January 2024. The session focused on facilitating interactions among the faculty, covering important aspects related to the upcoming PSC Exams. The participants actively engaged in discussions about exam strategies, sharing valuable tips and tricks for maintaining continuous and steady preparation.

Acasians at TechnoFiesta

Students from the Department of Computer Science, ACAS, participated in 'TecnoFiesta,' an intercollegiate TechFest hosted by the Department of Computer Application at MES Keveeyam College, Valanchery, Malappuram, on 22 January 2024. The event provided a platform for the participants to showcase their skills, with active participation in events such as the Hackathon Challenge, Reel Making, Kickoff Clash and Gaming Competition. The event proved to be a valuable experience for the students, fostering both skill development and collaborative connections within the tech community.



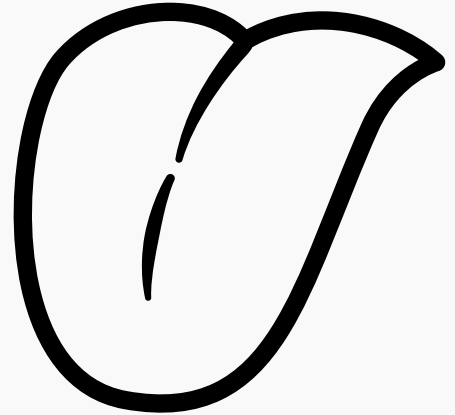
Reported by Mr. Mohammad Aflah. K
Second Semester B. C. A.



Muhammed Farsin. K

Fourth Semester B. A. Economics

നാവ്



ദൈവത്തിന്റെ അത്ഭുതകരമായ സൃഷ്ടിഭവേഭവത്തിൽ പെട്ടതാണ് നമ്മുടെ നാവ്. മനുഷ്യശരീരത്തിലെ ഏറ്റവും ധിക്കാരം കാണിക്കുന്ന ഒരവയവമാണത്.

നാവിന്റെ വലിപ്പം ചെറുതാണെങ്കിലും അതുകൊണ്ടുണ്ടാകുന്ന അപകടം വളരെ വലുതാണ്. ഒരു വ്യക്തിയുടെ നിലപാടുകളും താല്പര്യങ്ങളും രൂപപ്പെടുന്നത് അവന്റെ മനസ്സിലാണ്. ഇതിനെ വാക്കുകൾ ആയി പുറത്തുകൊണ്ടുവരുക എന്ന ഉത്തരവാദിത്വം മാത്രമാണ് നാവ് നിർണ്ണയിക്കുന്നത്. ഈ അർത്ഥത്തിൽ വളരെ നിസ്സഹായനായ ഒരു അവയവമാണ് നാവ്. അത് കൂടികൊള്ളുന്ന വ്യക്തിയുടെ സ്വഭാവ വിശേഷണങ്ങൾക്ക് അനുസരിച്ച് ആയിരിക്കും അതിന്റെ നിയോഗം. എന്നാൽ മിക്ക ആളുകൾക്കും അവരുടെ ദുർബലതയാണ് നാവ്. സങ്കീർണ്ണമായ പ്രശ്നങ്ങൾ ആണെങ്കിൽ പോലും ചിന്താപൂർവ്വം ആയ നിരീക്ഷണങ്ങളിലൂടെ പരിഹാരങ്ങൾ കാണാനുള്ള കഴിവ് സാമാന്യ വ്യക്തികൾക്ക് എല്ലാം ഉണ്ട്. എന്നിരുന്നാലും സ്വന്തത്തിന്റെ താൽപര്യങ്ങൾ ഇതിൽ വന്നു ചേരുമ്പോൾ മനുഷ്യന്റെ പ്രകൃതിപരമായ അത്യാഗ്രഹം, ഉൾപോർ, അസൂയ, തുടങ്ങിയ വികാരങ്ങൾ ഇതിൽ ചേരുകയും. ഇത്തരം സാഹചര്യങ്ങളിൽ മനുഷ്യന്റെ പെടുന്നതിനുള്ള വിവേക ശൂന്യമായ ഇടപെടലുകൾ ആണ് നാവിനെ അപകടത്തിൽ ആഴ്ത്തുന്നതാവിനെ കെട്ടഴിച്ചുവിടാൻ യാതൊരു പ്രയാസവുമില്ല. മനുഷ്യന് അതിന്റെ അപകടങ്ങളും പ്രത്യാഘാതങ്ങളും ലാഘവത്തോടെ കാണുന്നതിനാൽ അതിന്റെ ചതിക്കുഴികളും കെണികളും നിസ്സാരമാക്കി തള്ളിക്കളയുന്നു.

നല്ലതു പറയുക നല്ലത് ചെയ്യുക നല്ലവരായി മറ്റുള്ളവരുടെ ഹൃദയത്തിൽ ജീവിക്കുക.

Invited Student Talk

The Department of Economics, ACAS, organised an Invited Student Talk on 16 January 2024. Ms. Ramsiya. M and Ms. Sainaba Shahnas. K, Sixth Semester B. A. Economics, Department of Economics at Ambedkar College of Arts and Science, Wandoor, presented a talk titled "*Economics in Everyday Life*", incorporating hands-on activities for the students. Ambedkar College is an MoU partner of ACAS.



Reported by Mr. Akshay Kumar
Sixth Semester B. A. Economics

Orientation on Civil Service



The Civil Service Coaching Centre, ACAS, organised an orientation on Civil Service on 18 January 2024. Mr. Muhammed Noufal. M, Head, Dept. of Economics, interacted with selected students on civil service, outlined the selection process, and familiarised them with the subject matter and examination pattern. 60 students benefited from the session.

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

ICT for Competitive Examinations

The Centre for Competitive Examinations (CCE), ACAS, organised a session on 'ICT Essentials for Competitive Examinations' on 24 January 2024. The session was handled by Mr. Farhan. V. M, Head, Department of Computer Science. During the session, he spoke on various important topics related to Information and Communication Technology (ICT). The session aimed to provide a solid foundation on the basics of ICT, which is essential for various competitive examinations. 30 students benefited from the session, with a particular focus on the intricate aspects of the Number System.



Reported by Mr. Muhammed Faris
Fourth Semester B. Com. Taxation

Career Training Sessions

The Career Training and Placement Cell (CTPC) at ACAS organised a session on interview skills on 19 January 2024. Ms. Renjitha K. R, Asst. Professor, Dept. of English, shared informative inputs on attending an interview. She spoke on the etiquettes and mannerisms to be followed. She also demonstrated a mock interview to make the students practise the inputs from the session. A total of 50 students attended the session.

CTPC offered another session on Grooming on 23 January 2024. Ms. Radhika. A, Asst. Professor, Dept. of English, delivered a detailed presentation on grooming, emphasising its importance for job interviews. She spoke on appropriate attire for both men and women, highlighting the significance of personal hygiene. A live demonstration with attendees was conducted, providing necessary inputs in the session. A total of 34 students attended the session.



'afterwords' Released

Afterwords: An interdisciplinary annual e-journal for graduates and undergraduates' (ISSN: 2583-9047- Online), Volume 2, has been released on 24 January 2024. Dr. T. A. Shahul Hameed, Principal of TKM College of Engineering, Kollam, officiated the release in the presence of Mr. Abdul Rassaque, Secretary, Shifa Medicare Trust (SMT), Mr. Pilakkal Hamza, Chief Executive (SMT), Dr. Babu. P. K, Principal, ACAS, and Dr. Imtias Ahmed, Director, Centre for AI, TKM College of Engineering, Kollam. This is the second volume of the e-journal, containing 21 academic articles and 5 creative writing pieces by UG and PG students.





Mohammed Jinan

Second Semester B. A. English

The Enigmatic Brilliance of Sherlock Holmes

Sherlock Holmes, the iconic detective created by Sir Arthur Conan Doyle, has left an indelible mark on literature and popular culture. With his unparalleled deductive reasoning, keen observational skills, and eccentric personality, Holmes has become a timeless symbol of detective prowess. In this blog, we delve into the enigmatic brilliance of Sherlock Holmes, exploring the elements that make him one of the most enduring characters in the detective genre. Holmes's deductive reasoning is unparalleled, and his ability to piece together seemingly unrelated clues sets him apart. His sharp intellect and logical approach to problem-solving make him a master of the detective craft. Readers are captivated by the intricate web of thoughts that Holmes weaves to unravel mysteries, showcasing the beauty of a brilliant mind at work.

Holmes's extraordinary powers of observation are central to his success. His keen eye for detail allows him to notice things that others overlook, turning seemingly insignificant elements into crucial pieces of the puzzle. Whether it's a person's attire, a room's atmosphere, or a trace of mud on a shoe, Holmes demonstrates that the devil is indeed in the details.

No exploration of Sherlock Holmes is complete without acknowledging the dynamic between Holmes and his loyal friend, Dr. John Watson. Watson's role as the narrator provides readers with a window into Holmes's world, and his genuine admiration for Holmes adds depth to their partnership. The banter and camaraderie between these two characters create a compelling and memorable duo.

Sherlock Holmes is renowned for his intriguing cases, each presenting a unique set of challenges. From "The Hound of the Baskervilles" to "The Adventure of the Speckled Band," Doyle's stories showcase Holmes's versatility in solving mysteries. Each case is a journey into the heart of deduction, and readers are left eagerly turning pages to see the great detective in action.

Beyond the pages of Arthur Conan Doyle's stories, Sherlock Holmes has left an enduring legacy. Adaptations in film, television, and other media have continued to breathe life into this iconic character. Countless detectives in literature owe a debt to Holmes, as his legacy transcends the boundaries of time and genre.

Sherlock Holmes continues to fascinate and captivate audiences worldwide, his legacy living on through the pages of classic literature and the various adaptations that keep his spirit alive. As we revisit the tales of 221B Baker Street, we are reminded of the enduring appeal of the enigmatic brilliance that is Sherlock Holmes.

Invited Talks by Faculty

Ms. Saritha. K, Head of the Department of English, ACAS, delivered an invited talk on 'Postmodern Narratives and Gender Issues' at a one-day seminar on 'Postmodern Narratives and Gender Studies.' The seminar was organised jointly by the Women Development Cell and the Department of English at Al Jamia College of Arts and Science, Pooppalam, Perinthalmanna, on 22 January 2024. Ms. Saritha presented the talk interactively, defining the terms in the title and informing the participants on the emergence of Gender Studies in response to gender issues. Around 100 students, including those from the BA English Language and Literature programme and the Women Development Cell, actively participated in the event. Following the presentation, the stage was opened for paper presentations by the students.

Mr. Irshad Ameen. K, Asst. Professor, ACAS, engaged in a session as a resource person in the Faculty Development Programme on "AI in Education: A Toolkit for Educators", organised by the Staff Club and IQAC at Ambedkar College of Arts and Science, Wandoor, an MoU partner, on 22 January 2024. During the session, Mr. Irshad provided hands-on training on using AI tools, specifically focusing on their applications for educators.



Book Release by Dept. of Economics

The Department of Economics, ACAS, published a Book entitled 'Knowledge Economy: Prospectus of Kerala' on 24 January 2024 by Dr. Muhammed Salim. A. P, Asst. Professor of the Department of Economics, MES Mampad College. Dr. Salim delivered a talk on '*Beyond Borders: Unveiling the Dynamics of Migration in Kerala*' as part of the talk conducted by the Centre for Migration Studies, ACAS. The book compiles articles pertaining to education, technology, innovations and startups in the context of Knowledge Economy.



Academic Visit to IIMK

The Entrepreneurship Development Club, ACAS, organised an Academic Visit to IIMK (Indian Institute of Management, Kozhikode) on 23 January 2024. The visit let the students explore the museum, set in the Administrative block, in which separate pavilions were set for SBI, RBI, ISRO, and more. The institute, set up in 1996 by the Government of India in collaboration with the State Government of Kerala, is one of the 20 Indian Institutes of Management (IIMs). It was the fifth IIM to be established. The Indian Institute of Management (IIM) achieved a ranking of 3 in the National Institutional Ranking Framework (NIRF) in 2023.

The purpose of the visit was to explore the entrepreneurial insights and foster connections at the IIM. The visit offered an invaluable opportunity to gain insights into the realm of entrepreneurship and business strategies. 42 students were part of the visit.

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



Public Transport Day Group Walk

The Nature Club and NSS Unit, ACAS, collaboratively conducted a group walk from Akkaparamb to the college on 25 January 2024 as part of Public Transport Day. The walk conveyed the message 'We Need Nature, and Nature Needs Us'. Public Transport Day is observed every month by using means of public vehicles to commute to college. Mr. Basheer, Standing Committee Chairman, Kizhattur Grama Panchayath, flagged off the group walk. Ms. Saritha. K, Vice Principal, shared the message of the event. The students of the college actively participated in the eco-conscious initiative.



Collaboration with TKM College

A significant milestone was reached as ACAS and TKM College of Engineering in Kollam entered into a promising collaboration on 24 January 2024. The agreement was signed by Dr. Babu P. K, Principal, ACAS, and Dr. T. A. Shahul Hameed, Principal of TKM College of Engineering. Also present were Mr. Pilakkal Hamza, Chief Executive of Shifa Medicare Trust, Mr. K. T. Abdul Razak, Secretary of Shifa Medicare Trust, and Dr. Imthias Ahamed, HOD, Centre for AI, TKM College of Engineering, Prof. Sumod Sundar, Prof. Chinnu Jacob, and Prof. Christy. D. Ponnann from TKM College of Engineering. This collaboration signifies a strategic partnership between the Department of Computer Science at ACAS and the Centre for Artificial Intelligence at TKM College of Engineering, with a specific focus on advancing AI technologies in both institutions. Furthermore, the institutions commit to fostering interdisciplinary cooperation and encouraging collaboration across various disciplines, as outlined in the Letter of Cooperation. These areas of cooperation include exchanging information, designing special academic programs, facilitating student exchanges, organizing joint workshops and conferences, arranging campus visits, developing curriculum for Add-on/ Value-added courses, and engaging in any other mutually agreed activities.



Book Review by Students

Ente Vayana- Vidhyarthikal Nadathunna Pusthakaavalokanam (My Reading- Book Review by Students) is a series of presentations on the reading experience by students organised by The *Thanimalayalam* Club, ACAS. Ms. Gadha Balu, Second Semester B. Sc. Psychology, and Ms. Shifna. K, Second Semester B. A. Economics, presented the review of *2 States* by Chetan Bhagat, and *Aanavariyum Ponkurishum* by Vaikkam Muhammad Basheer, respectively, on 25 January 2024. The student members of the club attended the session.





നിലാവ്



Wafa Mol

Second Semester B. Com.
Finance

കൂടണയാൻ വൈകിയ പറവകൾ മരക്കൊമ്പുകളിൽ ചേക്കേറുമ്പോൾ...

ഇരുളിന്റെ വിരുന്നുകാരനായി അവൻ വന്നിറങ്ങി..

നിലാവ്..

പൂർണ്ണചന്ദ്രന്റെ പ്രഭാപുരിതമായ വെള്ളിനിലാവ്. അത്താഴം കഴിച്ച് എല്ലാവരും കിടന്നെന്ന് ഉറപ്പുവരുത്തി അവൾ ജാലകത്തിന്റെ അരികിൽ വന്നിരുന്നു..

തുറന്നിട്ട ജാലകത്തിലൂടെ ഒഴുകിയെത്തുന്ന നിലാവിന്നഭിമുഖമായി അവളിരുന്നു..

അനുപമ...

അവളേറെ മോഹിയാക്കുന്നതും ആ നിലാവിനെ മാത്രമാണ്... ശാന്തമാണ്...

സുന്ദരമാണ്...

അനിർവ്വചനീയമാണ്.

നിലാവു വീണുകിടക്കുന്ന പാടശേഖരങ്ങളും തെങ്ങിൻ തോട്ടവും തോടും...അതിനുമപ്പുറം റെയിൽപ്പാതയും കുന്നിൻ ചെരിവും... എല്ലാം നിലാവിൽ മുങ്ങിക്കുളിച്ച് കിടക്കുന്നത് അനുപമ തുറന്നിട്ട ജാലകത്തിലൂടെ നോക്കിക്കണ്ടു. ഇഷ്ടമാണവൾക്ക് ആ നിലാവിനെ.

നേരം പുലരുവോളം കൊതിതീരാതെ കാണുവാൻ ആശയുണ്ടെങ്കിലും ഉറക്കം അനുപമയെ എപ്പോഴോ കീഴടക്കിയിരിയ്ക്കും..

തോളിൽ തൂക്കിയ ബാഗും മുഷിഞ്ഞ യൂണിഫോമുമായി സ്കൂളിൽ നിന്നും മടങ്ങിയെത്തിയാൽ അനുപമയ്ക്ക് രാത്രിയാവാൻ വേണ്ടിയുള്ള പ്രാർത്ഥന മാത്രമേയുള്ളൂ. നിലാവിനോടുള്ള അനുപമയുടെ പ്രേമം ആരോരുമറിഞ്ഞില്ല.

അവളായിട്ട് ആരേയും അറിയിച്ചില്ല. കറുത്തവാവിലെ ഇരുട്ടിനെ അനുപമ ശപിച്ചു...

Visiting Faculty Programme

Al Shifa College of Arts and Science launched the ACAS Visiting Professor Programme as a part of its strategy to create a platform for our students and faculty to connect with the best scholarship in their subjects.

Dept. of Computer Science

The Department of Computer Science, ACAS, organised a visiting faculty program on 25 January 2024. In this program, a talk titled "The Future of Work: AI and Technologies in the Workplace" was delivered by Dr. Abdul Jabbar. P, Assistant Professor at the School of Computer Sciences, MG University, Kottayam. This session provided valuable insights into the evolving work landscape with a focus on the impact of AI and emerging technologies. The event enhanced attendees' understanding of the skills required for the dynamic job market shaped by technological advancements.



Reported by Mr. Mohammed Fayyad. K
Second Semester B. C. A.

Scholar-Mentor Programme

The Scholar Mentor Programme, along with the Department of Computer Science, ACAS, organised an interaction with advanced learners at ACAS as part of the Visiting Faculty Program. The session was led by Dr. Abdul Jabbar P, Asst. Professor at the School of Computer Sciences, MG University, Kottayam. The program featured engaging question-and-answer sessions and networking opportunities, fostering a collaborative learning environment. Selected students from SMP participated in the session. The session was instrumental in enhancing the educational experience of our advanced learners, equipping them with valuable knowledge.



Debate on Unity in Pluralism

As a part of the observation of Indian Republic Day, the English Club, ACAS, organised a thought-provoking debate on 25 January 2024, on the theme 'Unity in Pluralism: A Debate on Secularism'. Students engaged in insightful discussion, exploring the nuanced facets of secularism and its role in fostering unity amidst diversity. The event provided a platform for students to express their opinions.

Reported by Mr. Anjal Hamid
Second Semester B. A. Functional English



Observance of Republic Day



The National Service Scheme, ACAS, celebrated the 75th Republic Day of India on ACAS campus. Ms. Saritha. K, Vice Principal, ACAS, unfurled the Flag and delivered a Republic Day message. Mr. Irshad. K, NSS Programme Officer presided over the programme. NSS conducted a discourse on the topic 'Rational Minds for Secular Living' in connection with the celebrations. The volunteers expressed their views and opinions on the topic.

Reported by Ms. Niveditha. P
Second Semester B. Sc. Psychology

Add-on Course Certificates Distributed

The Department of English, ACAS, offered an Add-on Course for the students of Second Semester B. A. English Language and Literature and B. A. Functional English. The course was titled 'Presentation Skills' and it aided the students in understanding how to craft presentations around essential objectives, present concepts and ideas with power and enthusiasm, design and present effective visuals, and employ techniques for polishing and mastering presentation and delivery. Ms. Rameez Ban. P. M and Ms. Radhika. A, Asst. Professors of English, were the faculty coordinators in charge of the course. The course was successfully completed with students achieving the intended learning outcomes. Dr. Babu. P. K, the Principal, ACAS, handed over the certificates to the students.



Employability Skill Enhancement Programme

29 Students from Sixth Semester B. Com. Finance & Taxation batches, ACAS, successfully completed their employability skill enhancement programme at Farook Institute of Management Studies (FIMS) Calicut on 29 January 2024. Dr. Ahamed Riaz, Director, FIMS, Inaugurated and handled the first session. Activity oriented sessions included preparation & presentation for interview and mock interview series. The second session was handled by Dr. Sujatha Shankar, Dy. Director, FIMS, on the topic 'SWOT in the Employment Sector'. The Training programme aimed at orienting students towards employability skills and it provided them a good learning experience. The event was held as a part of the collaboration between ACAS and FIMS.



Invited Talks by Dr. Babu



Dr. Babu. P. K. Principal, ACAS, was invited to deliver a valedictory address at MESMAC International Conferences on 11 January 2024. He also spent half a day interacting with the Participants of the Higher Secondary School Teachers Transformation Programme (HSSTP) on 20 January 24. The 10-day long training program is jointly organised by the Departments of General Education and Higher Education, Government of Kerala, and is hosted by Dept of English, Farook College (Autonomous). The interaction revolved around the theme of English Language Teaching (ELT) and Literature.

Flipper of the Month

Flipped Classroom is one of the best practices at ACAS. This is part of the College's digital initiatives and attempts to engender student centric, activity oriented classroom experience for our young ones. In January 2024, Ms. Radhika. A, Assistant Professor of English, delivered a total of 16 Flipped classes, marking the highest number for the month among ACAS faculty. She is selected as the Flipper of the Month based on the number of flipped sessions and the quality of the activities conducted in the classes.





Abhinand. R

Second Semester B. C. A



Mayanadhi: A Deep Dive into Love, Loss, and Redemption

Mayanadhi is a 2017 Malayalam language film directed by Aashiq Abu and written by Syam Pushkaran and Dileesh Nair. The film stars Tovino Thomas and Aishwarya Lekshmi in the lead roles. *Mayanadhi* tells the story of a young couple, Mathan and Appu, who fall in love but are forced to separate due to unforeseen circumstances. The film explores themes of love, loss, and redemption and has received critical acclaim for its storytelling, performances, and technical aspects.

Mayanadhi is a 2017 Malayalam movie directed by Aashiq Abu. The film follows the story of Mathan, a young man who is deeply in love with his girlfriend Appu. However, their relationship is put to the test when Mathan gets involved in a drug deal gone wrong and has to go into hiding. As he navigates the dangerous underworld of drug trafficking, Mathan struggles to maintain his relationship with Appu and keep his past from catching up with him.

Mayanadhi is a movie that explores the complexities of human relationships and the impact of past experiences on present actions. The movie delves into themes such as love, loss, redemption, and the quest for identity. The characters in the movie are all struggling to come to terms with their past and find a way to move forward in life. Water is a recurring symbol throughout the movie, representing the ebb and flow of emotions and the cyclical nature of life. The opening shot of the movie shows the protagonist, Mathan, submerged in water, symbolic of his emotional turmoil. The use of colour is also significant in the movie. The colour blue is used to represent Mathan's emotional state and his connection to water. The colour red is used to represent danger and passion, and is associated with Mathan's love interest, Aparna. The movie also explores the theme of identity and the search for one's true self. Mathan is a character who is constantly struggling to find his place in the world and to come to terms with his past. The ending of the movie, where Mathan finally accepts his past and moves on, is a powerful moment that resonates with the audience.

Mayanadhi received critical acclaim upon its release, with many praising its performances, direction, and cinematography. The film was also a commercial success, grossing over 50 crore rupees at the box office. The film's exploration of themes such as love, loss, and redemption resonated with audiences, and its characters were praised for their depth and complexity. The visual storytelling, which used symbolism and metaphor to convey emotions and ideas, was also widely lauded. *Mayanadhi* went on to win numerous awards, including Best Director and Best Actress at the Kerala State Film Awards, and was selected as India's official entry for the Best Foreign Language Film category at the 90th Academy Awards.

Faculty Web Corner

Mr. Irshad Ameen. K, Asst. Professor of Commerce, is a dedicated academic. A graduate with a B. Com. (Computer Application) and an M. Com. (Marketing) from Jamia Nadwiyya Arts and Science College, Irshad's academic journey is marked by his dedication to knowledge and learning. He has cleared both the NTA NET and Kerala-SET examinations. Over the past 5 years, Irshad has specialised in various challenging subjects, including Financial Accounting, Corporate Accounting, Income Tax Law and Accounts and Managerial Economics, among others. His passion for teaching and his ability to handle complicated problem papers showcase his commitment to enhancing his academic expertise.



Link to the Website:

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

Adithya Grabs the Best Blog Honour



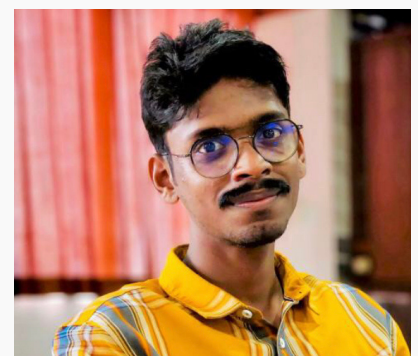
The Faculty Development Centre at Al Shifa College of Arts and Science has a blog page to which faculty members contribute regularly. Among the blogs written by the faculty and published on FaBlo! (Blogging space for the faculty of ACAS) the best blog is selected based on originality, novelty and relevance of the content. The prize winning blog for the month of January 2024 is "The Happiness House" by Ms. Adithya. S, Assistant Professor of English.

Read the prize winning blog here:
<https://fdcacas.blogspot.com/2023/12/the-happiness-house.html?m=1>

Best Poster by Abdul Jaleel



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. Poster designed by Mr. Abdul Jaleel. C, Head, Dept. of Psychology was selected as the best from the month of January 2024.



Mental and Physical Health

The complex interplay between hormones such as oestrogen and dopamine underlies the complexity of mental health. Hormonal fluctuations, such as a drop in oestrogen after childbirth, can affect the risk of psychosis, exacerbate symptoms of ADHD, and worsen the conditions of those with bipolar disorder. Also, hormonal changes, such as oestrogen deficiency during the menstrual cycle, may cause emotional symptoms through serotonin fluctuations.

Research suggests a correlation between metabolic problems and mental health. Conditions such as diabetes or hypertension can cause stress-related brain changes that lead to mood and neurodevelopmental disorders. Conversely, mental health disorders can cause stress-induced metabolic changes, over time developing conditions such as diabetes or hypertension.

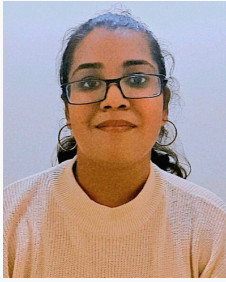
Aging involves more than just DNA methylation, mental illness may accelerate ageing through unhealthy behaviours, sleep disorders, and chronic stress-induced cortisol increases, increasing the risk of various medical conditions such as high blood pressure, heart disease, diabetes, and stroke.

Exercising, eating well, getting enough sleep, and avoiding alcohol and smoking can help improve our mental and physical health.

Febinsha Fahim. C

Fourth Semester B. Sc. Psychology





Arushi Barathi

2020-2023

BA English Honours

College Of Vocational Studies,

Delhi University

Saket, New Delhi

The Way We Were by Pajwal Hegde

Myra Rai is living her best life. At twenty-eight, she is a prominent journalist at the precipice of dreamy success and her dating life is the envy of the town. After all, jealous heads stir to probe her almost engagement to Ravi Rao, the gentleman heir to a roaring political legacy! Myra is well on her course. Until comes knocking the broad-shouldered, chiselled-face ghost from her past...

Andrew Brown is a headstrong political activist, unexpectedly back in the city after a winning stint in the US. Set to take over as the executive editor of Morning Herald, he is determined to revisit his past and reconnect with that one feisty journalist at work who hates his guts, hates that he is back, and hates that he never called...

Both Myra and Andrew have lost a lot over the years, including each other. But in the fierce race to best one another while pretending not to seethe in the hellfire of jealousy and suppressed passion, can they keep their barbs (and hands) to themselves? Right from the centre of a smouldering passion-fest, Prajwal Hegde tugs compellingly at the heartstrings and delivers a stormy rom-com that is all love (AND a whole lot of lust)!

The Way We Were by Prajwal Hegde is a delightful escape into the world of romance, friendship, and the magic of unexpected connections. This book proved to be a great comfort read, one that I would gladly revisit for its soothing and engaging narrative.

The romance in this novel is a true highlight, as it builds up beautifully without ever feeling rushed or predictable. Just when I thought I knew where the story was headed, the author surprised me with new twists and turns that kept me eagerly turning the pages. What's more, the romance felt refreshingly realistic, which will allow readers to immerse themselves in a love story that feels both genuine and dreamy.

One of the book's greatest strengths lies in its character development. Each character is vividly portrayed with unique traits and backstories, making them feel like real people rather than mere figures in a story. I particularly enjoyed the friendship between Mayrah and Chhaya, which was given equal weight and depth as the central romance. This emphasis on friendship added an extra layer of warmth and depth to the narrative, highlighting the importance of meaningful connections beyond romantic love.

The inclusion of Andrew and Myrah's family history and struggles added a profound layer of depth to the story that I wasn't expecting. As the narrative delved into their pasts, it became clear how these experiences shaped their present selves and influenced their relationship. What impressed me the most was how seamlessly the author integrated this layer of the past into the story without it ever feeling forced. Instead, it became an integral part of their romance, adding richness and complexity to their love story.

By intertwining the past with the present, the author not only created a more nuanced portrayal of the characters but also allowed me to empathize with them on a deeper level. This aspect of the novel elevated the reading experience, making *The Way We Were* not just a romance but a compelling exploration of how our pasts shape our futures.

Despite my initial concerns that the story might become repetitive or cliché, I found myself pleasantly surprised by the author's ability to keep the plot fresh and engaging throughout. From start to finish, *The Way We Were* held my attention and left me feeling thoroughly satisfied with its heartfelt storytelling and well-crafted characters.

In conclusion, *The Way We Were* is a charming and heartwarming read that seamlessly weaves together romance, friendship, and the timeless allure of love. Prajwal Hegde has crafted a story that lingers in the mind long after the final page, making it a book that I would wholeheartedly recommend to anyone in need of a comforting and captivating read.

'Sooktham' Released

Anthology of Poems by the Students from various colleges in Kerala titled "Sooktham" was formally released by Dr. V. Hikmathulla, Asst. Professor, Dept. of Malayalam, KAHM Unity Women's College, Manjeri, on 11 January 2024 at the College Seminar Hall. Ms. Febeena. K, Asst. Professor, Dept. of Malayalam welcomed the gathering. Dr. Babu. PK, the Principal, presided over the programme and Ms. Febeena. K received the book from Dr. V. Hikmathulla in the presence of students and teachers. Dr. Hikmathulla engaged in a conversation with students during the event. Ms. Saritha. K, Head, Dept. of English and the Coordinator of the Publication Wing, gave a formal Vote of Thanks for the programme.



Flipped Learning Sessions – Jan '24

60	English	10	Languages
42	Commerce	7	Computer Science
22	Economics	11	Psychology

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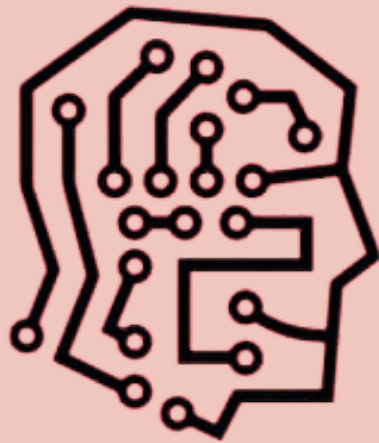
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