

December 2024
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ACASIANA

MONTHLY NEWSLETTER



**AL SHIFA COLLEGE OF
ARTS & SCIENCE**

Run By Shifa Medicare Trust & Affiliated to University of Calicut

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Extension Activities at ACAS

Extension activities carried out by colleges play a crucial role in fostering the relationship between educational institutions and their neighboring communities. Through these activities, colleges contribute to community development, address local challenges, and promote social responsibility among students. Initiatives such as community outreach programs, health camps, environmental drives, and educational workshops allow students and faculty to apply their academic knowledge practically, benefiting both their personal growth and the community. I am pleased to notice that ACAS makes consistent efforts to intervene in the development of our neighborhood in Keezhattur. I wish such efforts will continue in the coming days and we will mark ourselves as a major contributor to the development of the region.

Dr. Unneen. P

Managing Trustee, Shifa Medicare Trust





Dear Students, Faculty, and Staff,

As we enter December, it is a moment to reflect and recommit to our academic aspirations, accompanied by the realization that another year is nearing its close. Let's celebrate the accomplishments we have achieved so far while focusing on the goals that still lie ahead.

November is a month filled with opportunities for growth and engagement. Our academic calendar features several key events and outreach initiatives. All these activities are designed to enrich your learning experience and foster a sense of community within the college, thereby growing with a positive personality. Supporting one another, whether through a kind word or a helpful gesture, strengthens the bonds within our college community. Let us strive to create an environment where everyone feels valued and respected.

Wishing you all productive and rewarding months ahead. Stay focused, stay inspired, and continue striving for excellence.

Warm regards,

Dr. Kamaludheen. K. T.

LLB, MA (Eng), MA (PA), M.Ed, M.Phil, NET, PhD, PDF
Principal, ACAS, Perinthalmanna

Kerala Piravi Celebrations



The Thanimalayalam Club, ACAS, in collaboration with Srishti (the dance group of ACAS) Sarangi (the music club of ACAS), and Quiz Club, celebrated Kerala Piravi Day with a vibrant show of Kerala's rich cultural heritage on 1 November 2024. The event featured traditional Naadan Paattu, a fusion fashion show, Thiruvathira, and a quiz competition. Following the programmes, the Thanimalayalam Club held a panel discussion on the topic, "Why Kerala is Known as God's Own Country," moderated by Dr. Kamaludheen. K. T, Principal, ACAS. After the discussion, the staff members enjoyed the traditional dish Kappayum Chammanthiyum (tapioca with chutney), prepared by the Staff Club.



Mentor-Mentee Interaction



The first mentor-mentee interaction at ACAS in the current academic year was conducted on 4 November 2024. It marked a significant step in the institution's commitment to fostering academic and personal growth among students. The event saw a well-organised division of mentors, each assigned an average of nine students. This arrangement ensured that each mentee received personalized attention, enhancing the overall effectiveness of the mentoring process. Prior to the interactions, mentors were provided with a mentor-mentee diary and a checklist of activities to guide their discussions and ensure productive engagement. This structured approach not only facilitated meaningful conversations but also helped set clear expectations for both mentors and mentees. This is a unique initiative under the guidance of Dr. Kamaludheen. K. T, Principal, ACAS.



Frame to Fame: Poster Designing Competition

The Movie Club, ACAS, hosted a poster-making competition titled 'Frame to Fame' on the theme 'Design Your Movie Poster on the Thriller Genre' on 5 November 2024. The event drew enthusiastic participation from 14 talented students across various Undergraduate and Postgraduate programmes in the campus. Mr. Ajlan. K. M, Third Semester B. Com. Finance student, emerged as the winner. The event left participants and attendees inspired for future creative endeavors.



Reported by Mr. Amal Jaz. P
Third Semester B. A. English

Yogic Meditation Session



The P. G. Dept. of Psychology, in collaboration with the Yoga Club, ACAS, organised a yogic meditation session on 6 November 2024 for the students of the Multidisciplinary Course in Child and Adolescent Mental Health. The session was led by Ms. Saritha. K, Vice Principal, ACAS. Ms. Saritha provided students with an enriching experience, introducing them to mindful practices that extended their understanding beyond the coursework. The positive feedback from students highlighted the session's effectiveness in deepening their practical knowledge and mindfulness skills.

Reported by Ms. Fathimath Lameesa. P
First Semester B. Sc. Psychology

Movie Club in Action



The Movie Club, ACAS, hosted 'Movie Prime,' an immersive cinematic experience on 7 November 2024. Designed to replicate a real theatrical experience, the event featured the timeless Malayalam classic, 'Thattathin Marayathu' (2012), on a big screen with superior sound quality. A nominal ticket charge was levied upon students to enhance engagement and support the Movie Club's future initiatives. By providing a genuine theatrical experience, 'Movie Prime' aimed to transport students beyond the college walls, fostering a deeper appreciation for cinema and its cultural significance.

Reported by Mr. Ajlan. K. M
Third Semester B. Com. Finance

Quiz Competition on Kerala Piravi

The Thanimalayalam Club in collaboration with the Quiz Club, ACAS, celebrated Kerala Piravi on 1 November 2024. In the quiz competition first prize was won by Mr. Muhammad Unais. K, First Semester B. Com. C. A. and second prize was shared by Mr. Haneen Wadood and Mr. Hashim. K. T, both from First Semester BBA. The event highlighted the students' deep knowledge and enthusiasm for Kerala's rich cultural heritage.

Reported by Ms. Amna. K
Third Semester B. A. English



Lab Visit by Nutrition Students



The Department of Nutrition and Dietetics organised a visit to the Microbiology Lab on 7 November 2024. The programme was planned for the students enrolled in the Health and Hygiene course (Minor 2). The lab visited was at Al Shifa College of Paramedical Sciences (ACPS), Perinthalmanna. During the visit, Ms. Shameema, Asst. Professor at ACPS, conducted an informative session in the microbiology lab. She explained the various types of agar plates used in microbiological testing, demonstrated different biochemical tests, and showed the students microorganisms viewed under the microscope.

Additionally, Prof. Sudheesh, Principal, ACPS, provided a hands-on demonstration on how to identify, detect, and culture pathogens. This practical demonstration gave students valuable insights into the process of pathogen identification and its significance in clinical diagnostics. The students also had the opportunity to visit an impressive exhibition organised by the Radiology Department, which showcased a range of radiological equipment and their utility. The visit proved to be an enriching experience for the students, enhancing their understanding of microbiology and its applications in health and hygiene.

Reported by Ms. Fathima Sherin. M. P
First Semester B. A. English

Nutrition Lab Inaugurated



The Nutrition and Dietetics Lab at ACAS was officially inaugurated on 8 November 2024 by Dr. P. Unneen, Managing Trustee, Shifa Medicare Trust (SMT). The event was attended by a distinguished group of guests, including Dr. Kamaludheen. K. T, Principal, ACAS, Mr. K. T. Abdul Rassaque, Secretary, SMT, Mr. Pilakkal Hamza, CEO, SMT, Mr. Muhammad Faizal, Manager, ACP, Mr. Nahas Abdul Rassaque, Manager of Placement and Relations, ACAS, Mr. Suhail Hamza, General Manager, SMT, Mr. Nizam, Manager of SIMS, and Mr. Fasil, Project Engineer. The students took the initiative to serve fruit salad to the guests as a gesture of hospitality. During the event, Dr. P. Unneen addressed the students of the Department of Nutrition and Dietetics, emphasising the importance of practical learning and hands-on experience in their academic growth.

**Reported by Ms. Fathima Najla
First Semester B. Sc. Nutrition and Dietetics**

Celebrating Reading Among School Students



The Library Council at ACAS launched an outreach program to recognise and encourage outstanding library users in nearby institutions. A ceremony was held on 8 November 2024 at Poonthanam AUP School to honour Ms. Athira. P, a 6th-grade student, as the best library user. Dr. Kamaludheen. K. T, Principal, ACAS, presented a token of appreciation to Ms. Athira in the school assembly, joined by Ms. Saritha. K, Vice Principal, Ms. Radhika. A, Library Council Coordinator, Ms. Febina. K, Thanimalayalam Club Coordinator, Ms. Suchithra, Librarian, and the school teachers at AUPS, Poonthanam. This recognition acknowledged Athira's exceptional use of the library and inspired her peers. The initiative aligns with the programme's goal to promote reading habits, research skills, and academic excellence among students in nearby institutions.

**Reported by Ms. Shehima. K
Third Semester B. Sc. Psychology**

Ms. Fathima Dilna Wins Accolades

Ms. Fathima Dilna Shifa from First Semester B. Sc. Nutrition and Dietetics secured a gold medal in the Kerala State Kickboxing Championship 2024- '25 in the junior 47 kg weight full contact category. The competition was organized by the District Kickboxing Association, Calicut. This notable achievement marks a significant milestone for ACAS.



Observance of National Education Day

The Faculty Development Centre, ACAS, observed the National Education Day on 11 November 2024. Dr. Kamaludheen. K. T, Principal, ACAS, addressed the gathering, highlighting the current state of higher education and emphasizing the evolving roles of teachers. This was followed by a session on "The Art of Making Question Papers," where the importance of blueprints and integrating Bloom's Taxonomy in question design were discussed. ACAS faculty members benefited from this enlightening session, which aimed to enhance their teaching and assessment skills.



Empower Your Voice: Mastering Public Speaking



The Centre for Development of English Language Skills and Faculty Development Centre, ACAS, jointly organised a workshop titled 'Empower Your Voice: Mastering Public Speaking,' on 12 November 2024. Ms. Saritha. K, Vice Principal, ACAS, led the engaging session, utilizing interactive activities to help participants overcome stage fright and build confidence. The workshop was well-received, with the faculty expressing their appreciation for the practical tips and techniques shared to enhance their public speaking abilities.

Halloween at ACAS

The Movie Club, ACAS, coordinated a Halloween celebration titled "666 The Halloween Party," on 13 November 2024. Dr. Kamaludheen. K. T, Principal, ACAS, formally inaugurated the session. The program commenced with engaging presentations delving into the history and cultural significance of Halloween, followed by dance performances. The highlight of the event was the screening of the horror movie "IT".

Reported by Mr. Amal Jaz. P
Third Semester B. A. English



CDELS Session on Mastering Presentation Skills



The Centre for Development of English Language Skills (CDELS), ACAS, organized the first part of the workshop series titled “Mastering Presentation Skills” on 05 and 06 November 2024. Ms. Saritha. K, Vice Principal and Assistant Professor of English, ACAS, led the session, engaging the student community and guiding them with techniques to develop their presentation skills. The session was attended by students from the First Semester BBA and B. Com. Finance programmes. The session aimed to enhance students' abilities to create and deliver effective presentations, focusing on the style of presentation, body language, and delivery. Students participated in hands-on activities to practice their skills, including impromptu speeches and peer evaluations.

Reported by Ms. Nafisathul Misriya
First Semester B. Com. Finance



Paavanadakam as Part of Awareness Initiative



The National Service Scheme (NSS) and Red Ribbon Club, ACAS, organised an AIDS awareness program through a traditional Pavanadakam (Toy Drama) on 13 November 2024. The event was held in collaboration with the Family Health Centre at Keezhattur Grama Panchayat and supported by the Kerala AIDS Control Society, Government of Kerala. The program was inaugurated by Dr. Kamaludheen. K. T, Principal, ACAS. The attraction of the programme was the *Pavanadakam*, a unique and captivating form of drama that uses dolls and toys to enact stories. Through this art form, participants depicted narratives that conveyed crucial information about HIV/AIDS transmission, prevention, and treatment options.

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



Remedial Session by the Dept. of English

The Department of English, ACAS, organised the "Remedial Classes for the Slow Learners" on 14 November 2024. The programme focused on the slow learners of Second Year B. A. English Language and Literature and B. A. Functional English. The presenters were Ms P. Riya and Ms. Nasila Jasmin, Asst. Professors of the Department of English. The program discussed study strategies, study plan, time management and importance of PYQs, prior learning and revision. In a nutshell students learned how to create a study timetable and what to do to improve their exam scores.

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



Observance of Children's Day



The National Service Scheme (NSS) and Aesthetic Club, ACAS, celebrated Children's Day with a painting competition organised for the students of IMALP School. The event was held at the NSS participatory village on 14 November 2024 and aimed to appreciate children by fostering creativity and artistic expression in a fun, inclusive environment. Ms. Niveditha. P, Third Semester B. Sc. Psychology, played a crucial role as the coordinator of the event. Her dedicated efforts in organising and managing the day's activities contributed significantly to the smooth conduct of the program. She guided the children throughout the competition, ensuring that each participant felt included and appreciated for their efforts.

Reported by Ms. Subaibathul Aslamiya
Third Semester B. Sc. Psychology



ACAS in B-Zone Cricket Tournament



The ACAS cricket team participated in the Calicut University B-Zone Cricket Championship for the academic year 2024- '25. The first match between Al Shifa and PTM Government College was held on 14 November 2024. PTM GC won the toss, chose to bat first, and scored an impressive 212 runs with a loss of 9 wickets. In response, Al Shifa scored 78 runs in 7 overs before being bowled out. PTM GC won the match and advanced to the second round of the tournament.



Poster Making Competition



As part of the observance of World Diabetes Day on 14 November 2024, the Nutrition Clinic, ACAS, organised a Poster Making Competition on the theme "Healthy Eating for Diabetes Prevention". The programme began with an introduction by Ms. Sajla Mol, Asst. Professor & Nutrition Clinic Coordinator, who spoke about World Diabetes Day 2024 and discussed the theme for the year, "Breaking Barriers, Bridging Gaps." Following her address, the competition commenced with the participation of 8 students. Ms. Adiya, First Semester B. A. English, Mr. Yasir Rantheesi, First Semester B. Com. Finance, and Ms. Misna Jubin, First Semester B. Sc. Nutrition and Dietetics, won the First, Second and Third prizes respectively. The event raised awareness about diabetes prevention and promoted the importance of healthy eating habits among the students.



Workshop on Checking Blood Pressure



A workshop on Blood Pressure Check-Up was conducted on 15 November 2024 by PENMA, the Women Development Cell at ACAS. The session was led by Ms. Princy Rose Thomas, Nursing Educator at KIMS Al Shifa Hospital, who shared valuable insights and practical tips on managing blood pressure. The workshop was inaugurated by Dr. Kamaludheen. K. T, Principal, ACAS. The interactive session covered key risk factors, understanding blood pressure readings, and healthy lifestyle habits, and was well-received by the attendees. The workshop aimed to empower participants with knowledge and skills to take control of their heart health.

Reported by Ms. Najla. M. H
First Semester B. Sc. Nutrition and Dietetics



Invited Scholar Talk

The Department of English, ACAS, hosted an Invited Scholar Talk on 15 November 2024. The guest speaker, Ms. Athira Hanna. K. H is a Research Scholar from P. T. M. Govt. College. She had completed her post graduation in English and Comparative Literature from the Central University of Pondicherry. Her talk titled "An Introduction to Digital Humanities" offered fresh insights into this comparatively fresh research field. Students of the English Department actively participated in the discussion.

Reported by Ms. Fidha Febin. A
Third Semester B. A. English



Fill n Chill- Initiative by Tourism Club

The Tourism Club, ACAS, conducted a session titled 'Fill n Chill' on 18 November 2024. The event was inaugurated by the Principal, who ceremoniously placed money into the money box, symbolizing the start of the club's savings initiative. He also distributed money boxes to the team leaders, emphasizing the importance of saving money to make travel dreams a reality. This symbolic gesture underscored the importance of financial planning and discipline.

Reported by Mr. Basim Banna
First Semester B. Com. Finance



Life Saviour Course for Undergrads



The Center for Life Skill Education and the Dept. of Physical Education, in collaboration with the National Service Scheme (NSS), organised a comprehensive seven-day training programme titled 'Life Saviour', aimed at equipping youth with essential rescue skills. This initiative was conducted as part of the National Life Saviour Force Training for the Youth and was sponsored by the Ministry of Sports, Government of India. Ms. Saritha. K, Vice Principal, ACAS, inaugurated the training programme, emphasizing the importance of life-saving skills as a core competency for today's youth. The sessions were expertly led by Mr. Vibin Das. C. P, Head, Dept. of Physical Education, and Mr. Irshad. K, Asst. Professor of Arabic and NSS Programme Officer. Both facilitators brought a wealth of knowledge and hands-on experience to the training, engaging students in both theoretical understanding and practical application. Participants were trained in various water-based rescue methods, with training sessions held at both a nearby river and pond. This approach allowed participants to practice in real-life settings, preparing them to respond effectively in emergencies. This programme marks a significant step towards building a trained, responsible, and safety-conscious youth force.

Invited Student Talk



The Department of Commerce, in collaboration with the Remedial Coaching Centre, ACAS, organised an Invited Student Talk titled 'Ultimate Power of Your Thoughts' on 15 November 2024. The talk was presented by Mr. Muhammed Saifudheen. K. K, Final Year B. Pharm. student at Al Shifa College of Pharmacy. During the session, Mr. Saifudheen elaborated on the power of human thoughts and their significant impact on success. He explained the connection between thoughts and achievements through engaging stories. He also introduced the concepts of three key powers—biomagnetic power, bioelectric power, and biochemical power—highlighting their relevance in daily life.

**Reported by Mr. Mohemmed Fazil
First Semester B. Com. Finance**



IEDC Cluster Meeting



Representatives from ACAS attended the IEDC Cluster Meeting at MES Engineering College on 19 November 2024. The team included Mr. Farhan V. M, Head, Dept. of Computer Science, Ms. Nasila Jasmin, Nodal Officer, IEDC, Mr. Muhammed Kahab, First Semester B. Sc. AI, Ms. Fathima Sana. T. T, First Semester B. Sc. Psychology, and Mr. Shadeed, First Semester B. A. English. The meeting focused on innovation and entrepreneurship development among students. The event included sessions on managing IEDC activities, funding projects and improving pitching skills. It also provided a chance for the participants to connect with others and exchange ideas.

**Reported by Mr. Shadeed
First Semester B. A. English**



Entrepreneurs Meet



The Entrepreneurship Development Club and Women Development Cell, ACAS, organised an event titled 'Entrepreneurs Meet' on 20 November 2024. The presidential address was delivered by Mr. Nahas Abdul Rassaque, Manager, Placement and Relations, ACAS, and Dr. Kamaludheen. K. T, Principal, ACAS, inaugurated the event. Mr. N. Mohammed, Vice President, Kizhattur Grama Panchayath, Mr. Abdul Latheef. M. T, Ward Member, and Mr. Vysakh. V. G, Enterprise Development Executive delivered the felicitations. The event introduced the entrepreneurs of Kizhattur Panchayath to the students of ACAS and honoured them. The student entrepreneurs of ACAS were also honoured in the program. The programme helped to build entrepreneurial ideas in the minds of students and created awareness among them.

Reported by Ms. Nishana. A
Fifth Semester B. A. Economics



PENMA Hosts Self Defense Training Programme



PENMA, the Women Development Cell, ACAS, hosted a Girls' Self-Defense Training Programme in collaboration with the Kerala Police. The initiative aimed to empower female students with essential self-protection skills and confidence. The training session was led by an expert team comprising Ms. A. Valsala, Ms. V. J. Soniya Mable, Assistant Sub-Inspectors and Master Trainers and Ms. K. C. Sini Mol, Senior Civil Police Officer at Women Police Station, Malappuram. Over 130 students from ACAS and Al Shifa College of Pharmacy participated in the programme, demonstrating their eagerness to acquire these valuable skills. This initiative reinforces ACAS's commitment to women's empowerment and safety, aligning with the Kerala Police's efforts to create a secure environment for all.

Reported by Ms. Fathima Dilna Shifa
First Semester B. Sc. Nutrition and Dietetics



ACAS Students Union Inauguration



The inauguration of the Students Union 2024-25, ACAS was held on 19 November 2024. The chief guest, P. Abdul Hameed Master, Hon. MLA, Vallikkunnu Constituency, inaugurated the Students Union and addressed the gathering. Distinguished guests, including Mr. P.K. Mohammed Haji, Treasurer, Shifa Medicare Trust (SMT), Mr. Muhammed Faisal P. K, Manager, ACAS, Mr. Nahas Abdul Rassaque, Manager, Relations and Placements, and Mr. Abdul Latheef M.T, Ward member, Kizhattoor, Grama Panchayat, offered felicitations. Student Union leaders, including Muhammad Rashid. V (Chairperson), Shaziya. P (Vice Chairperson), Shifna. P. K (Secretary), Shiyana Sherin. O. P (Joint Secretary), Muhammad Faris. P (Fine Arts Secretary), Azim Ali (General Captain), Muhammad Shamil. U. P (UUC), and Fathima Raniya (Student Editor) took their oath, administered by Dr. Kamaludheen. K. T. These newly elected leaders will spearhead the Students Union for the academic year 2024-25.



Flipped Learning Session at Bafakhy



A Flipped Classroom Session on 'Postcolonialism: An Overview' was jointly organised by the Institute of Flipped Learning, ACAS, and the PG Department of English, Bafakhy Yattheemkhana Arts and Science College, Kalpakanchery, on 21 November 2024. Prior to this session held as part of an orientation programme on NTA NET- English for postgraduate students, Ms. Saritha. K, Vice Principal and Assistant Professor of English, ACAS, shared a video material on 'Orientalism' with the participants. In-class activities included a quiz, followed by text analysis from a postcolonial perspective. Students' active participation made the session highly engaging and productive.

Interactive Workshop on NTA NET



An orientation session on 'NTA NET- English' for postgraduate students was delivered by Ms. Saritha. K, Vice Principal and Assistant Professor of English, ACAS, on 21 November 2024. The session organised by the PG Dept. of English, Bafakhy Yatheemkhana Arts and Science, in collaboration with the Research Promotion Council, ACAS, aimed to equip students with essential knowledge and strategies needed to excel in the NTA NET examination. Ms. Saritha's interactive approach included games that took students on a journey through English history. She also covered the fundamentals of Literary Theory, focusing on 20th-century theories such as Structuralism, Post-Structuralism, and Postcolonialism. The integration of activities facilitated a more immersive learning experience.

Fun with English Vocabulary for PMSA VHSE students



The Centre for Development of English Language Skills (CDELS), in collaboration with the English Club, ACAS organised an interactive session titled 'Fun with English Vocabulary' for the students of PMSA Vocational Higher Secondary School, Chappanangadi, on 26 November 2024. Ms. Radhika. A, Asst. Professor, Dept. of English, led the session, engaging the students with fun games and activities to improve language acquisition. The activities included tongue twisters and vocabulary-related games to make learning enjoyable. The session aimed to enhance English language skills through language games.



Research Forum: Depts. of Computer Science & Nutrition and Dietetics



The Departments of Computer Science and Nutrition and Dietetics, ACAS, organized a research forum on 12 November 2024. Ms. Shifla Sherin, A, Asst. Professor of Computer Science, presented a paper titled "Metaverse: The Future of the Internet." This hypothetical iteration of the internet promises a persistent, immersive, and three-dimensional virtual world with applications in education and healthcare. Major tech investments in the Metaverse raise concerns about privacy, accessibility, and the future of human interaction. The forum fostered discussions on its innovative possibilities and ethical challenges.



Ms. Sajla Mol, Asst. Professor of Nutrition and Dietetics, presented a talk titled "Habitual Use of Vitamin D Supplements and Risk of Coronavirus Disease 2019 (COVID-19) Infection: A Prospective Study in UK Biobank," which was published in The American Journal of Clinical Nutrition in May 2021, on 27 November 2024. The study analyzed data from 8,297 adults with COVID-19 test results recorded in the UK Biobank from March 16, 2020, to June 29, 2020. The findings suggest that habitual use of vitamin D supplements is associated with a lower risk of COVID-19 infection.

Research Forum: Dept. of English



A Research Forum was organised by the Departments of English and Languages on 22 November 2024. Ms. Nasila Jasmin, Asst. Professor, Dept. of English, delivered an insightful review of the article "Reading Richard Powers' The Overstory: 'treeing' the issue of interdisciplinary knowledge" by Karlijn Herforth, Lisanne Meinen, and Kaixuan Yao. This thought-provoking article, published in the Junctions Graduate Journal of the Humanities by ResearchGate in October 2019, was critically and comprehensively analyzed, highlighting its interdisciplinary depth. The session was concluded by a very productive and informative discussion among the Research Forum members regarding the recent ecological issues and some of the positive advancements to fight the threats against the environmental sustenance.

Ms. Adithya. S, Asst. Professor in the Department of English, delivered an insightful review of the article "From Chaucer to Memes: The Impact of Internet Slang on Contemporary English Literature and Communication" by Mariyam Farzand, published on ResearchGate in October 2024, on 14 November 2024. Ms. Adithya's review delved into the influence of internet slang on modern communication, drawing connections between historical language evolution and contemporary English.



Research Forum: Dept. of Commerce



The Dept. of Commerce and Management Studies, ACAS, conducted a Research Forum on 27 November 2024. Mr. Rahul. E, Asst.Professor, Dept. of Commerce, presented an article review on "Advertising Effectiveness from a Consumer Perspective" from the International Journal of Advertising. The session highlighted the shift from conventional advertisement theories to a reader-response approach and emphasized psychological, social, and cultural contexts related to consumerism.

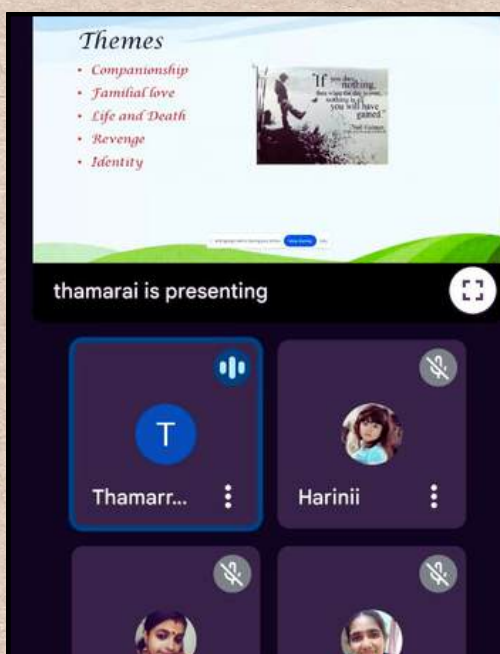


Invited Talk by Ms. Saritha. K



An invited talk on 'Women's Empowerment Matters' was delivered by Ms. Saritha K, Vice Principal and Asst. Professor of English, ACAS, on 28 November 2024. The event was organised by the Women Development Cell of MIC Arts and Science College, Athanikkal, for the cell members. Ms. Saritha emphasized how self-discovery helps women excel with confidence and how breaking out of their comfort zones is key to gaining confidence.

Book Review Forum



The Reading Club of the PG and Research Dept. of English, Providence College for Women (Autonomous), Coonoor, in collaboration with the Department of English, ACAS, hosted a book review session in the Google Meet platform on 26 November 2024. This is part of the weekly book review sessions. Ms. Thamarrai Selvi. S, Ph. D. Scholar at Providence College for Women, delivered a critical analysis of Neil Gaiman's *The Graveyard Book*. Following her, Ms. Hiba Hanan. M, Third Semester B. A. Functional English, ACAS, presented an insightful review of Benjamin's novel *Goat Days*.

Farewell Party Organised by Staff Club



The Staff Club, ACAS, organised a farewell party to Mr. Vineeth. U. V, Asst. Professor, Dept. of Commerce, and Ms. Sneha. K, Asst. Professor, Dept. of Economics, on 29 November 2024. Mr. Irshad. K, Asst. Professor of Arabic, and President, Staff Club, ACAS, welcomed the gathering. Dr. Kamaludheen. K. T, Principal, ACAS, and other faculty members spoke on the occasion. Mementos were handed over as a token of love to Mr. Vineeth. U. V and Ms. Sneha. K.



Calicut University B-Zone Cricket Championship



The Department of Physical Education, ACAS, and MES Ponnani College jointly organised the Calicut University B-Zone Cricket Championship in the academic year 2024- '25 on the college grounds starting from 12 November 2024. 68 teams from colleges under the University participated in this championship.

The matches at ACAS were inaugurated by Dr. Uneen P, Managing Trustee, Shifa Medicare Trust, on 12 November 2024. Dr. Uneen P. inaugurated the championship by batting and performing a straight drive. During the inauguration, Dr. Uneen, P was accompanied by Mr. Muhammad Faisal, Manager, ACP, Mr. Nahas Abdul Rassaque, Manager of Placement and Relations, ACAS, and Mr. Nizam, Manager, SMT.

Star of the Month

ACAS celebrates the success and capability in students with the title 'Star of the Month'. Unique skills of students in arts, sports, music, videography, editing and more are appreciated here. The Star of November 2024 is Mr. Mohammed Kahab. K, First Semester B. Sc. Artificial Intelligence, for his expertise in developing AI tools.



Ms. Radhika. A is the Blogger of the Month



The Faculty Development Centre, ACAS, maintains a blog page for faculty titled FaBlo! The blogs of ACAS faculty are uploaded regularly and the best blog of each month is rewarded with the Blog of the Month Prize. In November 2024, the shortlisted blogs are 'Crafting a Powerful Online Presence Without Losing Your Privacy' by Mr. Suhaib. P, Assistant Professor of Commerce, 'Mindful Momentum: Boosting Mental Well-being through Self-Care' by Ms. Radhika. A, Assistant Professor of English, 'Good Byes' by Renjitha. K. R, Head and Assistant Professor of English. Ms. Radhika. A, Assistant Professor of English, won the blog of the month prize.

FaBlo! Faculty Blogs

Good Byes

It's a routine now

The Goodbyes and best wishes.

The subtle pain, this feeling of perpetual loss

Have all become part of a game.

The farewell parties are particularly muddled

As we gather one last time before we part.

Smiles wane as shadows fall upon each face,

Knowing this closeness is for but a minute.

The miles trod together,

Shared secrets, dreams, fears,

Conquered tasks

Remaining mere memories.

Struggling to come to terms

With the feeling of not being able to see

This person daily tomorrow onwards.



The dear ones bidding bye

Reminds of the story, the warmth, the sheer human bondage,

Of countless days, conversations long and deep,

Moments now priceless but slipping like sand through the fingers.

As Time rips apart what remains of the prized bond,

Attempts are made to stay connected through a

WhatsApp text or an Insta comment,

Basking in glory of the past companionship,

Trying to grasp what's already gone.

Saying bye bye to the bestie

Is as bad as a frequent migraine.

The pain is imminent, expected but unpredictable,

Unbearable and inconsolable.

Missing the evening walks, long talks,
Delightful treats, unplanned trips,
Chitchats that go far to meet the souls in the raw.
Making us wonder why it has to be so!

So here's to the journey, to entwined paths,
To times spent together, moments we've grown.
To the experiences we shared, the lives we lived,
To memories, suffocated in the passivity of it all.

We mumble feebly in the farewells
May life be kind, may roads be clear,
May you be blessed with good friends where you go,
May we keep in touch forever.



Ms. Renjitha. K. R
Assistant Professor and Head, Dept. of English

Mindful Momentum: Boosting Mental Well-being through Self-Care



Everyone is busy with their own business nowadays. Doing household chores, office jobs, stress, workload, dealing with kids... everything makes our days so hectic. Amidst all these inevitable responsibilities, we often forget to maintain our physical and mental health. As part of the trend, some have started indulging in several physical exercises. But we do not care about our mental health. This may lead to severe mental issues like depression, trauma, loneliness, diffidence, etc.

Maintaining good mental health is very important for our lives. Now, the relevance of self-care has increased with the increasing stress levels, anxiety, depression, etc. Self-care is taking care of your life's physical, mental, emotional, and spiritual aspects to promote health and fitness. The World Health Organization (WHO), says that self-care can promote health, prevent disease, maintain health, and manage illness and disability with or without the support of a healthcare provider (World Health Organization. What do we mean by self-care?). A steady self-care routine can help lighten symptoms, boost mood, and improve resilience.

Self-care is not a luxury now; it's a necessity. It's about intentionally taking care of yourself, listening to your needs, and making conscious adoptions to improve your mental health. Self-care covers physical, emotional, and spiritual practices that promote relaxation, stress reduction, and overall well-being.

It is not at all easy to care for ourselves. All of us believe that we are caring for ourselves. In fact, it is a long procedure. Some of the significant and inevitable self-care methodologies are given below.

Morning Routine (60 minutes)

1. Mindfulness Meditation (10 minutes): You can start with guided meditation apps like Headspace or Calm.
2. Gratitude Journaling (10 minutes): Relax and remember three things you are grateful for.
3. Yoga or Stretching (20 minutes): This is an appropriate method for releasing tension and enhancing energy.
4. Hydration and Nutrition (20 minutes): After these mental and physical activities, it is time for refreshment. Have a healthy breakfast and drink sufficient water.

Apart from this, we have to follow some daily practices like

- * Be in the lap of Nature: Spend 30 minutes in the open air, walking or simply sitting in a greenery. Surely, it will reduce your tension and worries at a good pace.
- * Exercise: It is recommended to do cycling or swimming for 30 minutes. It is better for your physical strength and body. If you want to be fit, you have to do small sorts of body movements regularly.
- * Express your creativity: Assign 30 minutes for several creative activities like painting, drawing, writing, or playing music.
- * Social Interaction: As man is a social animal, he/she cannot live alone. So please find time for interaction with your loved ones. Surely, it will fill you with fresh air.

Evening Routine (60 minutes)

One may strictly follow the below-mentioned routines and keep in a harmonious tune with oneself.

1. Stay away from Digital Devices: Reduce screen time, especially before bedtime.
2. Relaxation Techniques: Attempt progressive muscle relaxation exercises like deep breathing, or visual activities like eye movement, rolling eyes, etc.
3. Planning: Review your day to find out the positives and negatives to plan the activities of the next day.

Apart from these, one can follow the following tips to improve self-care.

* Sleep Hygiene: Regularize the sleep time. Sleeping is the best relaxation that a person can provide to his body and mind. So sleep around 7-8 hours a day.

* Keep Healthy Boundaries: For a peaceful life, one should learn to say "no" to the things that you do not want to do. Prioritize your needs is also very important. We can care for others, but at the same time, we should realize our own needs.

* Self-Compassion: You are the person who knows you well.....your ups and downs, your sorrows, your worries, your fears, etc. So if there is no one to console you, console yourself. Self-love is also very significant.

* Seek Professional Help: If you are not able to manage your sorrows and worries, never hesitate to consult a mental health professional.

Self-care can cure almost all the major issues that may happen in one's day-to-day life. The following mental issues will be cured with self-love and self-care to some extent.

* Anxiety: Practice aromatherapy, doing some oil massages to renovate the body. Increase your concentration by following some meditation activities along with physical exercise.

* Depression: It is a mental health disorder characterized by persistent feelings of sadness, hopelessness, and loss of interest in activities. To surpass this condition, one may focus on social connection, creative expression, and do relaxation techniques.

* Trauma: It is also a deeply distressing or upsetting experience that can cause lasting emotional, psychological, or physical harm. Integrate grounding procedures, journaling, and seeking professional help if you are not able to manage it.

Mental health is tough. If one does not get enough external support, start practicing self-love and self-care. Now one can cure himself/ herself by using social media platforms. The Calm app puts the tools to feel better in your back pocket, with personalized content to manage stress and anxiety, get better sleep, and feel more present in your life.

A self-care routine for mental health is not a one-size-fits-all solution. Experiment with different practices to find what works best for you. Self-care is often misinterpreted as selfish; it's not selfishness, but something essential to survive in this busy world. The benefit of self-care is immense. One will become more resilient, productive, and better equipped to handle life's challenges if they start to care for themselves.

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Crafting a Powerful Online Presence Without Losing Your Privacy



As globalization and the attack on our lives continue, there is no better time than to help you build an online presence for personal and career growth. Still, in telling the different pieces of ourselves we share to help create an online brand it is easy to cross over into unintentional overshare which can become a very fine line between personal and public life. It is extremely important to find a middle ground between authenticity and privacy in order to create an impactful online presence.

Here is how to create a brand online that gets remembered while keeping your life private.

STOP – Clear the agenda!!! Before putting anything on the internet, ask yourself why do you want to build an online presence and what you wish to achieve from it? Are you looking to network with peers, build credibility in a domain, or demonstrate the skills? A clearly defined purpose helps you stay on track, maintaining professionalism in your content to prevent oversharing that is irrelevant to your purpose.

Next up is, consider what you want to be known for online in terms of the topics or niches. Focus your posts on 2 or 3 central themes, whether that be digital marketing, management insights or creative projects. This method maintains consistency with your content and reduces the temptation to share personal updates that do not enhance the work you are trying to build.

Use the privacy settings on platforms such as Facebook or Instagram to limit who can see your post. Keep your personal updates to your inner circle, and turn your public facing content into a professional experience. Tweak your profile privacy on each platform, selecting what information, pictures and posts should be accessible for everyone and what to keep private with those chosen-connected.

Keeping the content planned ahead of time makes sure that you put out only relevant and meaningful topics to meet your brand purpose. Having a content calendar also prevents one-off postings that might expose too much. Post content that matters — valuable insights, tips, and professional updates mixed with personal touches (but don't cross the border between private life and work).

Determine what portions of your life you are willing to share. For example, you could write about your career path and general lifestyle tips but not personally about family or relationships. Do not disclose information you might regret, nor which could come back to haunt your professional reputation, just to be open.

The more an experience shows some sort of evolution or lesson learned, the better in terms of creating a genuine brand. Only share stories like this if there is something useful that can be learned professionally from them. For example, talking about a challenge that you faced at work and how you overcame it demonstrates resilience and professionalism without getting into the personal pieces of your life.

Focus on content that will either teach, inspire, or entertain your audience. Share an industry article, tips or highlight a project — whatever it is aim to add value. If you want people to learn something or be intrigued, you are obviously not going to generalize in an ultra-personal update that serves no one.

Make professional posts on the platforms like linked In — work inside inclined articles, accomplishments, abilities, and industry updates — not individual posts. Constantly take LinkedIn as an aspirational resume/career contact list and not a wide social media channel, making every post or comment relevant to your aspiring career level/field.

So, what role does tone play in an online brand? Make sure your voice melds in with the professional shirt you are wearing wherever you are at, whether it be informative, friendly or motivating. Having a regular tone and method for engaging topics helps one to avoid sharing content material that could seem too informal or overly personal.

Act with purpose while crossing paths with people. Comment Mindfully
Comment on posts in your expertise area, comment with smart questions, or avoid reactive comments about personal posts, controversial topics, etc. Part of the answer is thoughtful engagement which builds credibility and visibility without dragging you into personal discussions or overshare.

Take stock of what is publicly visible on your profiles, search for your name and find out how you like to others. Ensure the things that do not fit with your brand and seem too revealing has either been removed or tempered, keeping you looking polished, professional and respectable online.

Inference: You can build a professional presence without needing to expose yourself online You can build an impactful yet polished brand by articulating your goals, one way or the other your content and ensuring boundaries. The key is: less is more – when you are focused, intentional and values-based in your life, you attract the right type of attention without showing every little detail of what happens in your life.



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