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ACASIANA

MONTHLY E-NEWSLETTER



**AL SHIFA COLLEGE OF
ARTS & SCIENCE**

Run By Shifa Medicare Trust & Affiliated to University of Calicut

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A Year of Vision and Inquiry

As we begin a new academic year at ACAS, I extend my heartfelt greetings to all our students, faculty, and staff.

May this year bring with it new opportunities for learning, growth, and collaboration. We are stepping into this academic year with a renewed sense of purpose and a clear vision—declaring it the Research Year at ACAS. This initiative reflects our strong commitment to building a vibrant culture of inquiry, innovation, and academic exploration across all disciplines. Throughout the year, our calendar will feature a variety of research-focused activities, interdisciplinary discussions, and opportunities that encourage critical thinking and creative solutions. I urge our students to embrace curiosity, and our faculty to continue guiding and inspiring with passion and purpose. Together, let us strive to make ACAS not only a place of academic excellence but also a thriving center for impactful research and meaningful knowledge creation. Wishing each one of you a successful, enriching, and purpose-driven year ahead.



Dr. P. Unneen
Managing Trustee
Shifa Medicare Trust

From the Principal's Desk

Dear Students, Faculty, and Well-Wishers,

As we step into a fresh academic year this June, I extend a warm welcome back to our vibrant campus community. With renewed energy and anticipation, we begin this journey of growth, learning, and fraternity.

In June, our campus is quieter than usual, with our final-year stepped out after the course and the first-year students yet to arrive. We eagerly await the return of our seniors, with the great news of their PG admissions or with their new careers. At the same time, we look forward with great excitement to welcoming the newest members of our college family, the first-year students, who will soon add their own spark to our diverse academic and cultural environment.

Let me say to prepare, plan, and set the tone for a meaningful and productive year ahead. Our faculty are already engaging in curriculum updates, research initiatives, and orientation planning to ensure that the incoming batch is greeted with both academic rigor and personal support.

Let us all continue to uphold the spirit of collaboration and curiosity that defines our institution. Here's to a promising academic year 2025-26!

Warm regards,



Dr. Kamaludheen. K. T

LLB, MA (Eng), MA (PA), M.Ed, M.Phil, NET, PhD, PDF (Edu)

OBSERVING RESEARCH YEAR AT ACAS

This academic year, our college proudly dedicates itself to emphasize research, recognizing its transformative role in education and society. Research is not just an academic exercise—it is the foundation of knowledge creation, innovation, and progress. By engaging in research, students and faculty alike develop critical thinking, problem-solving skills, and a deeper understanding of their disciplines.

Research enriches the learning environment, allowing students to move beyond textbooks and actively participate in the discovery process. It empowers them to ask meaningful questions, seek evidence-based answers, and contribute original insights to their fields. For faculty, research ensures that teaching remains current and dynamic, while also enhancing the institution's reputation and attracting new opportunities.

The Significance of Research

Drives Innovation: Research leads to new discoveries and solutions to pressing problems, fueling advancements in science, technology, humanities, and the arts.

Enhances Learning: Students involved in research gain a unique perspective, develop analytical skills, and prepare for diverse career paths.

Builds Institutional Excellence: Active research programs raise the profile of the college, attract talented students and faculty, and foster partnerships with industry and the community.

Prepares Future Leaders: By cultivating curiosity and a spirit of inquiry, research prepares students to become informed, adaptable, and responsible leaders.

Research Week in October

As a highlight of the Research Year, our college will observe the last week of October as Research Week. This dedicated week will feature the ACAS International Conference and the renowned Al Shifa International Student Seminar (ALISS '25). This includes paper presentations and expert talks, providing a vibrant platform to showcase the creativity and achievements of our academic community. Research Week is an opportunity for everyone to engage with new ideas, celebrate scholarly accomplishments, and inspire one another to pursue excellence.

Let us embrace this Research Year with enthusiasm and commitment, knowing that every inquiry and discovery contributes to the growth of individuals and the advancement of society.

ASACA ORGANISES ALUMNI MEET



An Alumni Meet organized by the Association of ACAS Alumni (ASACA) on 12 April 2025 brought together 38 alumni members along with former and present faculty members, making it a memorable occasion. Mr. Nahas Abdul Rassaque, Manager, Placement and Relations, ACAS, interacted with the alumni and emphasized the importance of maintaining strong alumni ties. He also shared details about the upcoming Mega Job Fair to be hosted by Al Shifa College of Arts and Science. Ms. Saritha K, Vice Principal, ACAS, addressed the gathering and highlighted the significance of alumni engagement in the growth of the institution.



MEGA THOZHIL MELA AT ACAS

A Mega Job Fair was conducted on 26 April 2025 at ACAS, Kizhattur, Perinthalmanna. The job fair was organized by the Career Training and Placement Cell of ACAS, as part of its commitment to empowering students and the wider community by facilitating career opportunities and promoting skill-based employment. The event was inaugurated by Mrs. Jameela Chaliyathodi, President, Keezhattur Grama Panchayat, who praised the initiative as a much-needed platform for employment generation in the region. In her inaugural address, she emphasized the importance of creating such employment avenues, especially in the current economic scenario, where access to suitable jobs remains a challenge for many young graduates and skilled individuals. The job fair attracted 25 reputed job providers from various sectors, including retail, finance, jewellery, education and textiles. The participating companies were some of the leading names in their respective industries, such as Nesto Hypermarket, Kalyan Silks, Kalyan Jewellers, Malabar Golds & Diamonds, Muthoot Fincorp, MyG, Popees Baby Care Products Pvt. Ltd and many more emerging local and regional businesses. More than 300 job seekers from various parts of Malappuram and neighboring districts participated in the fair. The fair provided a platform for them to interact directly with HR representatives and recruitment teams from the companies, enabling on-the-spot interviews, resume submissions, and preliminary screening processes. Many recruiters conducted initial rounds of interviews on-site, and some candidates received immediate job offers or were shortlisted for further selection processes. In addition to recruitment, the event also served as a learning experience for attendees. It allowed them to understand the expectations of employers, improve their communication and interview skills, and gain confidence in presenting themselves in a competitive environment. Several companies also offered career guidance and brief counseling sessions to help candidates understand career paths within their industries. It effectively brought together talent and opportunity under one roof, fulfilling its core objective of connecting job seekers with potential employers.





FREE HEALTH CARE CHECK UP CAMP AS PART OF MEGA THOZHIL MELA

A free health care check-up camp was organized at Al Shifa College of Arts and Science, Perinthalmanna, on 06 April 2025, as part of the Mega Thozhil Mela. The camp was conducted by Al Shifa Hospital, Perinthalmanna, offering essential health screenings to attendees. Participants received complimentary checks for blood pressure, blood sugar, and body weight. The initiative aimed to promote health awareness among job seekers and local residents, providing an opportunity for early detection of common health issues. Medical professionals were on hand to offer advice and guidance, emphasizing the importance of preventive care. The camp was well received, highlighting the commitment of Al Shifa Hospital to community welfare alongside the job fair activities.



MR. IRSHAD. K HONoured BY MELATTUR PALLIATIVE CARE

Mr. Irshad. K, Assistant Professor of Arabic and NSS Programme Officer, Al Shifa College of Arts and Science, Perinthalmanna, was honoured with a token of appreciation by Melattur Palliative Care in recognition of his dedicated service and significant contributions to the organization.



ANNUAL REVIEW PRESENTATION

The Annual Review Presentation for the Academic Year 2024- '25 was held on 21 & 22 April 2025, with participation from all faculties. Dr. Kamaludheen. K.T, Principal, ACAS, Ms. Saritha. K, Vice-Principal, ACAS, and Mr. Nuhmanali, Administrative Officer, ACAS, addressed the gathering, reflecting on institutional progress and leadership initiatives. Faculty members from all departments presented their annual reports, highlighting key academic activities, student engagement, and achievements. Mr. Nahas Abdul Rassaque, Manager, Placement and Relationship, was present on the occasion. Mr. Pilakkal Hamza (Chief Executive, Shifa Medicare Trust) delivered the concluding address, appreciating the collective efforts of the teaching community. The event concluded with a vote of thanks and lunch for the participants.



WORKSHOP ON ICAMPUZ

The Faculty Development Centre, ACAS and IQAC organized a workshop on iCampuz, a platform for digital learning and course design on 28 May 2025. Led by iCampuz designer Mr. Vibhath, the session equipped faculty members with skills to enhance online teaching and learning experiences. Faculty members learned how to effectively manage iCampuz, including entering student details, specifically for FYUGP students. The workshop concluded providing valuable insights and hands-on training for the faculty members.



FACULTY DEVELOPMENT PROGRAMME



The Faculty Development Cell, ACAS, in collaboration with IQAC, hosted a three day Faculty Development programme on 28-30 May 2025. Dr. Kamaludheen. K. T, Principal, ACAS, led the session, sharing valuable insights on enhancing teaching-learning transactions for post-COVID generation students. The first day of the event focused on addressing the unique challenges faced by today's students. With its emphasis on innovative teaching methods, the programme aims to equip faculty members with the skills needed to effectively engage and educate students in a rapidly changing educational landscape. The Second day of the Faculty Development Programme on 29 May 2025 focused on "Teacher Roles in the Education Process" and the need for changing teaching methodologies. The session equipped faculty members with insights on evolving their teaching approaches to meet contemporary needs. The workshop provided valuable perspectives on enhancing teacher-student interactions and adapting to changing educational landscapes. The third day of the Faculty Development Programme held on 30 May 2025 focused on teacher ethics and the need for embedding values in education. The event equipped faculty members with insights on instilling values and ethics in students. The session emphasized the importance of integrating moral values into teaching practices, enabling faculty to shape responsible and empathetic individuals. Dr. Kamaludheen's session provided valuable guidance on nurturing students' overall development.

STAFF DAY



The Staff Club of Al Shifa College of Arts and Science organized a Staff Day celebration on 30 May 2025, at the ACAS campus. The event commenced with a joint lunch, fostering camaraderie among staff members. The highlight of the event was the array of engaging games and cultural programmes that brought staff members together, creating an enjoyable atmosphere. This celebration played a significant role in integrating newly joined faculty members and strengthening bonds among the staff.



STAFF CLUB'S EID FIESTA



The Staff Club, ACAS, in association with the Arabic Club and the Spiritual Club, organized Eid Fiesta 2025 on 05 June 2025. The keynote session on "The Spirit of Hajj" was delivered by Dr. Kamaluddeen, K. T., Principal, ACAS. Cultural events such as the mehendi competition and song competitions witnessed active participation from various departments. The celebration reflected the spirit of togetherness and cultural harmony on campus.



WORLD ENVIRONMENT DAY OBSERVANCE



The National Service Scheme (NSS) and Green Club, ACAS, jointly observed World Environment Day with a meaningful and impactful programme held in the college campus on 05 June 2025. The event was marked by the planting of saplings across various parts of the campus, highlighting the institution's commitment to environmental sustainability and climate consciousness. The programme was inaugurated by Ms. Fathima Anshi, the distinguished National Award Winner, whose presence added prestige and inspiration to the occasion. In her inaugural address, she emphasized the critical role that youth and educational institutions play in promoting ecological balance and building a greener future. The event was graced by the presence of Dr. Kamaludheen. K. T. Principal, Al Shifa College of Arts and Science, Mr. Pilakkal Hamza, Chief Executive, Shifa Medicare Trust, Ms. Saritha. K, Vice Principal, ACAS, and Mr. Rahul. E, Assistant Professor of Commerce and Staff Advisor to the College Union, ACAS. The NSS volunteers participated with great enthusiasm, demonstrating their dedication and sense of responsibility towards environmental protection. This observance of World Environment Day 2025 was not just a symbolic gesture, but a reaffirmation of the college's ethos rooted in environmental stewardship and social responsibility.

STUDENT MOTIVATION SESSION

The Students Leadership Cell, ACAS, organized a Student Motivation Session on 05 June 2025 with the aim of inspiring and guiding students in their academic and personal lives. Dr. Kamaludheen. K. T, Principal, ACAS, emphasized on the importance of fostering leadership and motivation among the student community. The event witnessed the esteemed presence of dignitaries including Mr. Pilakkal Hamza, Chief Executive, SMT, Mr. Nahas Abdul Rassaque, Manager, Relations and Placement, ACAS, and Ms. Saritha. K, Vice Principal, ACAS, adding significance to the occasion. The session featured National Award winner Ms. Fathima Anshi as the resource person. Known for her impactful journey and achievements, she connected with students through a thought-provoking question and answer format instead of a traditional lecture. The interaction sparked deep reflections, as students engaged actively, seeking guidance on academic pressures, personal growth, and future goals. Ms. Anshi's insightful responses, grounded in real-life experiences, left a lasting impression and motivated students to pursue their aspirations with greater clarity and confidence. The session reaffirmed the college's commitment to student empowerment and holistic development through meaningful engagement and motivational initiatives.



LIGHTS- CAMERA - ECO- ACTION

The Movie Club of Al Shifa College of Arts and Science celebrated World Environment Day with a thought-provoking event, "Lights- Camera - Eco-Action" on 10 June 2025. The session featured screenings of some impactful documentaries, including "Plastik," "Migrants," and Al Jazeera's "What is Climate Change." These films highlighted pressing environmental issues such as plastic pollution, climate-induced migration, and the broader implications of climate change. A lively discussion followed, where students actively participated and shared their insights on the themes presented. The event successfully raised awareness about environmental concerns and encouraged students to think critically about their role in addressing these issues. By fostering a sense of responsibility towards the environment, the Movie Club's initiative promoted sustainable practices and inspired students to take action.



COMMEMORATING DR. P. N. PANICKER ON NATIONAL READING DAY

The Library Council of ACAS organized a commemoration event for Dr. P. N. Panicker on the National Reading Day, 19 June 2025. The event marked the beginning of Reading Week and highlighted the importance of reading. Student speakers from various disciplines, including Ms. Haya Shamsudheen, Ms. Nidha Sherin, Ms. Shabana, and Ms. Basifa Surumi, from Third Semester B. Sc. Nutrition and Dietetics, Mr. Ameen Ashraf and Ms. Nesla, from Third Semester B. Sc. AI and Ms. Sreya, Third Semester B. Sc. Psychology, shared their insights. The session was able to promote a culture of reading among the students.



BRIDGE COURSE OFFERED BY DEPT. OF NUTRITION & DIETETICS

A Bridge Course on the Basics of Microbiology was successfully organized by the Department of Nutrition and Dietetics, ACAS. The programme was conducted from 03 June to 10 June 2025. The course was specifically designed for Third Semester B. Sc. Nutrition and Dietetics students to strengthen their foundational understanding of microbiology before delving deeper into core subjects. A total of 21 students actively participated in the programme. The sessions were interactive and enriched with visuals and discussions, enhancing the learning experience. Ms. Sajla Mol, Assistant Professor of Nutrition and Dietetics, led the sessions with expertise and enthusiasm, ensuring student engagement throughout. The initiative was part of the department's commitment to academic excellence and bridging knowledge gaps in critical subject areas.



ENVIRONMENTAL DAY PAPER PRESENTATION

A paper presentation on “Contemporary Environmental Issues in Kerala” was held as part of Environmental Day celebrations. Ms. Masharifa. V and Ms. Fathima Sherin of Third Semester B. A. English presented an insightful paper addressing key issues like climate change, deforestation, urbanization, waste management, and water pollution in Kerala. The session incorporated an engaging discussion on sustainable solutions and youth involvement in conservation. The programme was informative, inspiring awareness and critical thought.



Reported by Ms. Adiya

Third Semester B. A. English Language and Literature

ROLE PLAY

The Department of English, ACAS, organized a Role Play event on 12 June 2025 featuring Third Semester B. A. English Language and Literature students enact iconic literary characters from *The Tempest* by William Shakespeare, presenting simple yet engaging dialogues drawn from the play. The programme was conducted by the English Club, in collaboration with the Theatre Club. This programme was exclusively designed for III Semester B. A. English students as part of their University syllabus.



ORIENTATION SESSION ON THE FYUGP INTERNSHIP



An orientation session on the FYUGP Internship was conducted on 13 June 2025 for the Third Semester B. A. English Language and Literature students. Ms. Nasila Jasmin, Assistant Professor of English, served as the resource person who introduced the students to the purpose and structure of the internship component under the Four-Year Undergraduate Programme (FYUGP), emphasizing its role in enhancing practical skills, employability, and real-world experience. The session covered essential aspects such as the importance of internships, how to choose suitable institutions, ways to carry out and document the work, and the credit and evaluation process. Students were guided on maintaining a logbook, writing a final report, and adhering to evaluation criteria. The internship carries 2 credits and contributes to internal assessment. The session concluded with an interactive discussion, where students cleared their doubts and gained clarity on how to approach this academic requirement.

Reported by Ms. Mufeeda
Third Semester B. A. English Language and Literature

REEL CONTEST

The Department of Computer Science, ACAS, organized a Reel Contest on 12 June 2025, as part of a creative engagement initiative for students. The event invited students to create and submit short video reels on the topic "My ACAS", showcasing their experiences, memories, and moments at Al Shifa College of Arts and Science. The contest was open to students of all batches, and it witnessed active participation. It was organised as part of the department's student activity programme and aimed to develop creativity, media literacy, and a strong sense of institutional identity among students. Mr. Salmanul Faris, Third Semester B. Com. CA, emerged as the winner. Mr. Niranjan. M, Third Semester B. Com. Finance and Mr. Mujeeb Rahman, Third Semester BBA bagged the second and third prizes respectively.



INVITED SCHOLAR TALK BY DEPARTMENT OF NUTRITION AND DIETETICS

The Department of Nutrition and Dietetics, ACAS, successfully organized an invited scholar talk titled "Building a Research-Oriented Future." The event was held on 16 June 2025 through the Google Meet platform. The main speaker for this insightful session was Ms. Bushaira. V, a Research Scholar from Avinashilingam University, Coimbatore. The talk was a valuable opportunity for the participants to explore innovations in the field of Nutrition and Dietetics and to appreciate how a research-oriented approach can shape their future endeavors. Ms. Bushaira provided in-depth perspectives on developing skills and knowledge to pursue research, emphasizing its significance in addressing health and nutrition issues. The interactive delivery encouraged curiosity and opened up a path for future nutrition practitioners to pursue higher studies and research initiatives in their discipline.

RESEARCH FORUM- DEPT. OF COMMERCE AND MANAGEMENT STUDIES



The Research Forum organized by the Department of Commerce and Management Studies, ACAS, on 24 June 2025 served as a platform for academic interaction and knowledge sharing on contemporary research topics in commerce and management. The presentation of the forum was delivered by Ms. Rajashree. V, Assistant Professor, Department of Commerce and Management Studies. She presented a critical review of the research paper titled "Gender, Sustainability, & Behaviour: A TPB Analysis of Eastern India's Green Purchases", published in PRABANDHAN: Indian Journal of Management (Volume 18, ISSN 0975-2854). The study was authored by Jayeeta Majumder, Sourav Gangopadhyay, and Susmi Biswas. The study highlights the need for gender-sensitive marketing strategies and policymaking to promote green products more effectively, offering valuable insights for both marketers and policymakers. The forum reinforced the department's commitment to encouraging research excellence and collaborative learning among faculty and students.

QUIZ COMPETITION

A quiz competition was organized by the Quiz Club of ACAS on 18 June 2025 for the students of Third Semester B. Sc. Psychology and B. Sc. Nutrition and Dietetics. The event was centered on the theme of the Indian Constitution and the contributions of Dr. B. R. Ambedkar, with the objective of fostering constitutional awareness and encouraging academic engagement among students from various departments. Participants actively took part in the competition, which was structured to promote critical thinking and a deeper understanding of India's constitutional values. Ms. Fathimathul Arshida, T, Third Semester B. Sc. Psychology, secured the first position, demonstrating commendable knowledge and analytical skills. The event equipped the participants with enriched perspectives on constitutional principles and civic responsibility.



Reported by Mr. Vaibhav
Third Semester B. Sc. Nutrition and Dietetics

ALUMNI MEET

The ASACA Alumni Meet was held on 18 June 2025, bringing together the recently graduated B.Com students. Dr. Kamaludheen. K. T, Principal, ACAS, addressed the gathering and appreciated the continued connection of our students with the institution. Mr. Nahas Abdul Rassaque, Manager, Relations and Placements, ACAS, also addressed the students, encouraging them to remain active as alumni and stay in touch with the college. Ms. Suritha. K, Vice Principal, ACAS, shared a few words on the significance of alumni involvement in institutional growth. Alumni registration was also conducted as part of the meet. NSS certificate distribution to the NSS volunteers in recognition of their service was also held during this event.



ENTE VAYANA- ADHYAPAKARUDE VAAYANAANUBHAVANGALILOODE



Ente Vayana- Adhyapakarude Vaayanaanubhavangaliloode, is a series of presentations on reading experience by teachers organized by *Thanimalayalam Club*, ACAS. As part of the observance of the Reading Day, on 19 June 2024, Dr. Kamaludheen. K. T, Principal, Ms. Saritha. K, Vice Principal, and Ms. Febeena. K, Asst. Professor, Dept. of Malayalam, ACAS, presented the review of *Totto-Chan: The Little Girl at the Window* by Tetsuko Kuroyanagi, *Muthappan* by Akhil. K, *Marakkuappile Theyyangal* by Ambikasuthan Mangad, respectively. The faculty members of ACAS attended the session.



THE INTERNSHIP COMPASS: GUIDING FYUGP SCHOLARS



The Internship Compass: Guiding FYUGP Scholars was held on 20 June 2025 for Third Semester BCA and B. Sc. Artificial Intelligence students. Mr. Sumesh. V, Chief Training Officer at Blue Gen Solutions, Kozhikode, led the session, highlighting the importance of internships in the FYUGP framework and offering guidance on finding and preparing for opportunities. The session was informative and helped students understand the relevance of internships in their academic and career journey.

Reported by Ms. Sanha. M
Third Semester BCA

PROJECT PATH FINDER: DISCOVER, DESIGN, DELIVER

An orientation session for Fifth Semester BCA students was held on 20 June 2025. Mr. Sumesh. V, CHRO at Blue Gen Solutions, served as the resource person and shared insights on discovering project ideas, designing solutions, and delivering meaningful outcomes. An interactive Q &A session followed, allowing students to clarify doubts on project planning.

Reported by Ms. Nidra
Fifth Semester BCA



INTERNATIONAL YOGA DAY OBSERVANCE

The Faculty Development Centre in collaboration with the Yoga Club, ACAS, on the occasion of International Yoga Day, organized a session on micro Yoga Asanas on 20 June 2025. The session was led by Ms. Saritha. K, Vice Principal, ACAS. The faculty members of ACAS benefited from this engaging session, which aimed to promote wellness and mindfulness. Through this initiative, the college encouraged its faculty to adopt holistic practices, enhancing their overall well-being and productivity.



RESEARCH FORUM- DEPT. OF ENGLISH

A Research Forum was organized by the Departments of English and Languages on Friday, 20 June 2025. Ms. Saritha K., Vice Principal and Assistant Professor of English, reviewed the article titled "Factors Driving Poor English Performance among College Students: A Case Study of Sonipat District in Haryana", written by Sonia Malik, Assistant Professor of English, Hindu College, Sonipat, and Seema Devi, Assistant Professor of Commerce, Ch. Dhajja Ram Janta Mahavidyalya. The article was published in the Journal of English Language Teaching, Vol. 67, No. 2 (March 2025). Ms. Saritha K. discussed the key findings of the study, focusing on the challenges students face in English language learning, including socio-economic factors, pedagogical gaps, and lack of motivation. She emphasized how such research can inform better teaching practices and curriculum development. The faculty members of the Department of English actively participated in the forum, contributing their insights and raising meaningful questions during the discussion.



BRIDGE COURSE ON 'STEP INTO DATA SCIENCE'

The Department of Computer Science conducted a Bridge Course titled "Step into Data Science" for the Third Semester BCA Honours batch from 9 to 19 June 2025. The primary objective of this programme was to provide foundational exposure to key concepts in data science, including data handling, visualization, and analytical techniques, thereby equipping students for upcoming specialized courses. The sessions were designed to introduce students to real-world applications of data science and prepare them for academic and industry-level challenges.



BRIDGE COURSE ON ESSENTIALS OF ARTIFICIAL INTELLIGENCE



A Bridge Course on Essentials of Artificial Intelligence was organized by the Department of Computer Science at ACAS. The programme was conducted from 11 June to 21 June 2025. The course was specifically designed for Third Semester BCA students to strengthen their foundational understanding of Artificial Intelligence before delving deeper into core subjects. Ms. Ragi. K. Haridas, Assistant Professor of Computer Science, served as the resource person.

TECH TALK SERIES: FOURTH EDITION

The Department of Computer Science, ACAS, organized the fourth edition of its Tech Talk series titled "Image Generation" on 23 June 2025. This event aimed to engage students with emerging technologies and inspire them to explore innovative areas in computer science. The talk was delivered by Mr. Mohammed Kahab. K. Third Semester B. Sc. AI, who presented a detailed and visually rich session on the concept and techniques of image generation using artificial intelligence. His talk covered various aspects of generative AI, including the use of neural networks. The students of Third semester BCA and B. Sc. Artificial Intelligence programmes actively participated in the session, and it served as a platform to discuss the real-world applications of AI in creative technologies.



READING WEEK OBSERVANCE BY LIBRARY COUNCIL



The Library Council, ACAS, celebrated the Reading Week with the "Ink and Inspiration" session, held on 26 June 2025. Selected members showcased their literary passion by introducing their favourite authors to the audience. Ms. Nadha Fathima, Ms. Haya Shamsudheen, Ms. Binziya, Ms. Fahma, Ms. Shaziya, Ms. Najla, and Ms. Bazila Surumi of Third Semester B. Sc. Nutrition and Dietetics, shared insights into the lives and works of their beloved authors. This initiative promoted a culture of reading and book appreciation within the college community.

RESEARCH FORUM: DEPTS. OF NUTRITION AND DIETETICS & COMPUTER SCIENCE

A research forum was conducted on 24 June 2025 by the Dept. of Nutrition & Dietetics in collaboration with the Department of Computer Science. Ms. Sajla Mol, Asst. Professor and Head of the Dept. of Nutrition and Dietetics spoke on the topic "Main Nutritional Deficiencies" based on a scientific article published in the National Library of Medicine on 22 October 2017. The featured research was a comprehensive study authored by Aysha Karim Kiani, Kristjana Dhuli, Kevin Donato, Barbara Aquilanti, Valeria Velluti, Giuseppina Matera, Amerigo Iaconelli, Stephen Thaddeus Connelly, Francesco Bellinato, Paolo Gisondi, and Matteo Bertelli. The forum explored the prevalence, causes, and global impact of nutritional deficiencies, while also emphasizing the interdisciplinary application of technology and data analytics in addressing public health nutrition challenges. The collaboration with the Computer Science department highlighted the critical role of computational tools in nutritional research, data interpretation, and health informatics. The session concluded with an interactive discussion, promoting faculty engagement and encouraging cross-disciplinary learning and collaboration.



YOGA PRACTICE SESSION OFFERED BY NSS & DEPT. OF PHYSICAL EDUCATION

In connection with the International Yoga Day, the National Service Scheme (NSS) Unit and the Department of Physical Education at Al Shifa College of Arts and Science jointly organized a yoga practice session on 24 June 2025. The event aimed to promote physical and mental well-being among students and staff through the practice of yoga, which is widely recognized as a holistic approach to health and wellness. The session was led by Mr. Varun. P and Mr. Adarsh. N, students of the Fifth Semester B. Com. Finance and B. A. Economics respectively. With their commendable guidance and enthusiasm, they demonstrated various yoga postures, breathing techniques, and relaxation exercises, encouraging fellow students to engage actively in the practice. Their leadership and clarity in instruction were appreciated by all participants. A large number of NSS volunteers participated with great enthusiasm and energy. The session began with a brief introduction to the significance of Yoga Day, followed by a warm-up routine, a series of asanas (yoga postures), pranayama (breathing exercises), and a concluding relaxation session. The event not only emphasized physical fitness but also highlighted the importance of inner peace and mindfulness in today's fast-paced world.



PEER TEACHING

The Department of Nutrition and Dietetics, ACAS, conducted a Peer Teaching Session on the topic "Yeast" for Third Semester B. Sc. Nutrition and Dietetics students on 25 June 2025. The session was led by Ms. Najla. M. H. Third Semester B. Sc. Nutrition & Dietetics. The initiative was part of the department's ongoing efforts to enhance student engagement and collaborative learning through peer-led academic activities. During the session, Ms. Najla provided a detailed explanation on yeast, covering its biological characteristics, role in fermentation, nutritional relevance, and industrial applications, especially in food science and baking. The interactive session allowed fellow students to clarify their doubts and actively participate in discussions, fostering a supportive academic environment.



EXAM ORIENTATION



An exam-oriented special session was conducted for backward students of the Fourth Semester BCA programme at ACAS, on 24 June 2025. The session was led by Mr. Farhan V. M, Head of the Department and Asst. Professor in Computer Science, focusing on making the subject of Microprocessor more approachable and comprehensible. The session emphasized explaining fundamental concepts such as instruction sets, addressing modes, and basic assembly language programming in a simple and easy-to-understand manner. The students were guided on how to recognize and prioritize important questions, how to structure their answers clearly, and how to manage time effectively during the examination. Throughout the session, students were encouraged to ask questions and seek clarification, ensuring that every doubt

was addressed patiently. The initiative was well-received, making the students feel more comfortable and prepared for their upcoming Microprocessor exam, and reinforcing their ability to apply the concepts learned in a structured and confident manner.

ENHANCING STUDENT COMPETENCIES – MASTERING PRESENTATION SKILLS

The Department of English, ACAS, organized an enriching session titled "Enhancing Student Competencies: Mastering Presentation Skills" on 25 June 2025. The session was facilitated by Ms. Nasila Jasmin, Assistant Professor of English, who guided the students through the core aspects of developing and delivering effective presentations. The workshop focused on equipping students with practical strategies to boost their confidence and clarity while presenting.



Ms. Nasila emphasized the importance of structuring content, using non-verbal cues effectively, engaging the audience, and managing stage presence. The interactive session also included tips on handling anxiety, voice modulation, and using visual aids to enhance understanding. Students of Third Semester B. Sc. AI, B. Sc. Nutrition and Dietetics and B. Sc. Psychology were the beneficiaries.

ORIENTATION SESSION ON HACKATHON



The Department of Computer Science, in collaboration with the Innovation and Entrepreneurship Development Centre (IEDC), organized an orientation session titled "Hack to Hackathon" on 25 June 2025. This informative session designed to introduce students to the concept of hackathons — competitive programming and innovation events that foster problem-

solving, teamwork, and creative thinking, team building, technical preparation, and presentation strategies. The resource person was Mr. Muhammed Rameez. A. K, Asst. Professor of the Department of Computer Science. Students from various departments benefited out of this programme.

MR. IRSHAD AMEEN DELIVERS INVITED LECTURE



The PG Department of Commerce, in association with IQAC, of Jamia Nadwiyya Arts and Science College, Edavanna, organized a session on "Recent Trends in International Business" on 25th June 2025. The session was handled by Mr. Irshad Ameen, K, Asst. Professor, Dept. of Commerce and Management Studies, ACAS. He shared key insights on global trade trends, digitalization, supply chain shifts, and the role of Free Trade Agreements.

THE VOICES OF CONSTITUTION – A CREATIVE EXPLORATION OF CIVIC VALUES

The English Club at ACAS conducted a session titled "The Voices of Constitution" on 25 June 2025. The event was designed for the Third Semester B. Com Taxation and B.Com. CA students, to instill a deeper understanding of constitutional values through creative expression and enhance presentation skills. Students explored and presented key ideals in the Preamble of the Indian Constitution such as sovereignty, liberty, and socialism. Each theme was approached through innovative means like mock debates, news reports, and spoken word poetry, allowing the learners to voice their perspectives and reflect on contemporary interpretations of constitutional values.



QUIZZARDS OF LITERATURE

The Library Council, in collaboration with the Quiz Club, ACAS hosted Quizzards of Literature, an engaging quiz program on 25 June 2025. Students from various departments participated enthusiastically, demonstrating their passion for literature and quick recall of literary knowledge. After several intense and exciting rounds, Ms. Mufeeda. P, Third Semester B. A. English Language and Literature, was declared the winner.



ORIENTATION SESSION ON FYUGP INTERNSHIP

The Department of Commerce and Management Studies at ACAS organized an orientation session on 24 June 2025 for the Third Semester B. Com and BBA students. Ms. Mekha C. M, Assistant Professor of Commerce, served as the resource person. The session introduced the structure and purpose of the FYUGP internship, highlighting its role in enhancing practical skills and employability. Key topics included selecting institutions, maintaining a logbook, preparing the final report, and understanding the credit and evaluation process.



SESSION ON GLOBAL TRADE: CHALLENGES AND OPPORTUNITIES

The Dept. of Commerce and Management Studies and the Dept. of Economics, in collaboration with the Consumer Club, ACAS, organized a session on Global Trade: Challenges and Opportunities on 26 June 2025 at 12:00 PM in the Lecture Hall 08. The session was handled by Mr. Irshad Ameen. K, Assistant Professor, Dept. of Commerce and Management Studies, ACAS. He provided valuable insights into the dynamics of global trade, highlighting the major challenges faced and the emerging opportunities in the international market. The session also focused on the latest emerging trends in international business, including technological advancements, global supply chain shifts, trade barriers, and the growing participation of developing nations in global commerce.



MONTHLY MOVIE PREMIERE BY MOVIE CLUB

The Movie Club, ACAS, launched its monthly premiere series with a screening of the 2023 Indian bilingual biographical film *Ayisha* on 26 June 2025. The movie, directed by Aamir Pallikkal and produced by Zakariya Mohammed, under Cross Border Cinema, is based on the life of Nilambur Ayisha and features Manju Warriar and Mona Tawil in lead roles, with Krishna Sankar and Radhika in supporting roles. The film tells the story of Ayisha, a domestic worker who migrates to the Gulf and develops a beautiful bond with her employer, Mama. The screening, which started at 10 am, was exclusively for selected members of the Movie Club and concluded at 12:30 pm.



WALKATHON IN OBSERVANCE OF INTERNATIONAL DAY AGAINST DRUG ABUSE AND ILLICIT TRAFFICKING



In observance of the International Day Against Drug Abuse and Illicit Trafficking, a Walkathon was organized by the Department of Sports, Government of Kerala, at Perinthalmanna on 26 June 2025. The event aimed to raise public awareness about the dangers of drug abuse and the importance of collective action in combating illicit trafficking, especially among the youth. A group of students from ACAS actively participated in this noble initiative. The participants included Ms. Fathima Dilna Shifa and Mr. Vaibhav of Third Semester B. Sc. Nutrition and Dietetics, Mr. Adarsh. N, Fifth Semester B. A. Economics, Mr. Mohammed Sahal, Third Semester BCA, Mr. Anshid, Third Semester B. Com. Taxation. Their involvement in the walkathon reflects the commitment of Al Shifa College of Arts and Science towards social responsibility and health awareness among students. The programme witnessed the participation of students, teachers, and officials from various institutions, creating a strong message of unity and resolve against substance abuse.



A BLINDFOLDED BRIDGE TO CONNECTION

TA blindfold conversation session titled "Feel the World Together" was organised by the PG Department of Psychology, in collaboration with the Mindlance Club, ACAS, on 26 June 2025. The programme commenced with an introductory talk by Ms. Saritha. K, Vice Principal and Assistant Professor, Dept. of English, ACAS. Students, blindfolded and paired without revealing identities, engaged in meaningful interactions. The session aimed to create a safe space where participants could share their inner feelings without the fear of being judged. It began with a relaxation session, encouraging students to reflect on their innermost thoughts. With soft music playing in the background, participants were invited to hold hands with their partners and share deeply personal feelings and unforgettable experiences. Following the activity, many students expressed a sense of emotional relief. The event was designed to nurture empathy and authentic communication, emphasizing the importance of listening—something often neglected in today's fast-paced life.



PARENT EDUCATION PROGRAMME



The third episode of Parent Education Programme was held at ACAS on 30 June 2025, exclusively for the parents of Third Semester students. Dr. Kamaludheen. K. T, Principal, ACAS, led the session, sharing insights on effective parenting and addressing current challenges faced by students. Organized by the Parent Teacher Association, the event featured active participation from parents. The session highlighted the importance of strong collaboration between parents and educators and concluded on a positive note.



MS. MINI. V. K IS BLOGGER OF THE MONTH

Al Shifa College of Arts and Science has a fully functional faculty blog titled 'FaBlo!'. New entries are made regularly wherein faculty express their views on a variety of topics. The best blog of the month is recognised based on the novelty of the idea, presentation style and writing skills. The blogs shortlisted for the month of June 2025 are 'The Psychology of Habits: Why We Do What We Do', by Ms. Sruthakeerthi, Assistant Professor, Dept. of Psychology and 'A Tribute to My Father-in-Law: A Father in Every Sense', by Ms. Mini. V. K, Head & Assistant Professor, Department of Commerce and Management Studies. The winner of the prize is Ms. Mini. V. K.



STAR OF THE MONTH



ACAS recognizes the accomplishments and capabilities of its students through the 'Star of the Month' initiative. This program highlights and commends students for their exceptional skills in diverse areas, including arts, sports, music, videography, editing, and other fields of talent. The star of June 2025 is Mr. Salmanul Faris Poozhithara of Third Semester B. Com. CA honoured for his exceptional video editing skills. This recognition stands as a testament to Mr. Salmanul Faris Poozhithara's dedication and talent, and the institution extends its heartfelt congratulations on his commendable achievement.

STAR DEPARTMENT OF THE MONTH – JUNE 2025

The Department of Commerce and Management Studies has been selected as the Star Department of the Month for June 2025. This distinction is part of an ongoing initiative spearheaded by the Internal Quality Assurance Cell (IQAC) to recognize and promote departmental excellence across the institution. The evaluation considers a wide range of criteria, including academic initiatives, co-curricular engagements, faculty contributions, and overall performance during the month. Particular commendation was given for the department's systematic and well-maintained documentation, which clearly supported the scope and quality of its activities. This recognition reflects the department's unwavering commitment to academic quality, collaborative engagement, and institutional growth.



A Tribute to My Father-in-Law: A Father in Every Sense

It has been three months since you left us unexpectedly, and not a single day passes without your memory echoing in every corner of our home. They say every girl's first and strongest support system is her father. That bond is special, irreplaceable. But for a married woman, there's an additional space in her life where that fatherly support can reappear—sometimes in the form of a father-in-law. In my case, I was blessed beyond words to have had that bond, not just with my own father, but also with the man I proudly call my second father—my father-in-law.

I was born as the third child in a loving family with two older sisters. There's an eight-year age gap between my eldest sister and me, and perhaps my parents hoped for a son when they decided to try again. But destiny had other plans and gave them another daughter—me. Despite the societal expectations and assumptions, I was cherished like no other. I became the most favorite child of my parents, raised with love, warmth, and freedom that perhaps my sisters were not always allowed. That bond with my father shaped me, and his support gave me wings.

So, when my marriage was arranged at the age of 22, my heart was filled with the same fear every girl experiences—how would I survive in a new house, with strangers, away from my family and my father's comforting presence? I was stepping out of the only world I knew and entering another, not knowing what awaited me.

It was my father-in-law who saw me first during the marriage discussions. I still remember his calm eyes and warm smile. He liked me, and more importantly, he respected and accepted our humble background from a village near Kuttippuram, even though they hailed from the more developed Perinthalmanna town. On August 24, 2011, the day I entered their home as a bride, I realised that people like my father exist in other homes too. From that day forward, he wasn't my "father-in-law." He was my father, my supporter, and my friend.

His presence gave me comfort. His guidance gave me strength. During my first pregnancy, it was he who often accompanied me to hospital visits. On the day of my delivery, the stress and effort he took upon himself were nothing short of what my own father would have done. He waited outside with the same tension, the same prayers, and the same care. His love was quiet but deep—felt through actions more than words.

He was the pillar of our family. The effort and dedication he showed in building such a beautiful, united home is truly admirable. He created a space where I never felt like an outsider. He never imposed restrictions on me; instead, he offered the kind of freedom that only comes from love and trust. Whether it was my personal growth, career decisions, or simply needing a listening ear, he was always there—like my father would have been.

Even in his last days, he never lost that warmth. Though hospitalized for what seemed like a simple fever, none of us knew those were his final days with us. I had the privilege of being with him during that time. I fed him, gently trimmed his nails—small acts of love he usually would shy away from. But that day, he let me care for him. It was as if, in those moments, he allowed me to give back a fraction of what he had given me all these years. That memory is now etched in my soul.

Three months have passed since he left us, and the house feels unbearably empty. My children still search for their beloved achachan. They miss his laughter, his stories, his presence. Our mother is silently lost without him—her partner, her support. My husband, too, struggles with the void left behind. He misses the man who had been his compass through every storm. And me—I still lie awake some nights, overcome with memories of him. His belief in me, his emotional strength, his gentle love.

Life without him is hard. But what he has left behind is a legacy of kindness, of fatherhood beyond blood, of support that knew no bounds. To the world, he was a father-in-law. But to me, he was Acha—my father in every sense of the word.

We miss you. We always will.



Mini, V. K.
Assistant Professor & Head
Department of Commerce
Al Shifa College of Arts and Science, Perinthalmanna

The Psychology of Habits: Why We Do What We Do

Have you ever wondered why you automatically reach for your phone the moment you wake up—or why some habits, like eating junk food late at night, are so hard to break? The answer lies in the psychology of habits—a fascinating area that explains how our brains turn repeated behaviors into automatic routines.

What Is a Habit?

A habit is a behavior that becomes automatic through repetition. Unlike conscious decisions, habits don't require much mental effort. We brush our teeth, lock the door, or scroll social media almost without thinking. Habits help us conserve mental energy and increase efficiency—but they can also trap us in unhealthy routines.

The Habit Loop

According to psychologist Charles Duhigg, habits follow a three-part loop:

1. Cue – A trigger that tells your brain to start the behavior.
2. Routine – The behavior itself.
3. Reward – The positive feeling or relief you get after doing it.

For example, feeling stressed (cue) might lead someone to eat chocolate (routine) because it brings comfort (reward). Over time, the brain learns to crave the chocolate whenever stress arises.

The Neuroscience Behind Habits

Habits are formed in the basal ganglia, a part of the brain associated with learning patterns and automatic behavior. When a behavior is repeated in the same context, neural pathways strengthen, making it easier and faster for the brain to repeat the same behavior.

This is why habits can be so difficult to change. The brain favors energy-efficient shortcuts, even if they're not good for us.

Why We Form Habits

From a psychological perspective, habits help us:

- Conserve mental energy – We make thousands of decisions every day. Habits allow us to operate on autopilot for routine tasks.
- Reduce anxiety – Predictable behaviors create a sense of control.
- Increase success – Productive habits, like planning, exercising, or setting goals, often separate high achievers from the rest.

However, bad habits also form easily—often when they bring immediate gratification or relief from discomfort.

Breaking a Habit

Breaking a habit isn't about having more willpower—it's about changing the habit loop. Here are a few strategies:

- Identify the cue – What triggers the behavior? Time of day? Emotions? Location?
- Substitute the behavior with a healthier alternative that offers a similar reward.
- Avoid cues that trigger the habit.

For example, if you check your phone in bed, leave it in another room at night.

- Start small – Behavioral psychology supports the idea of “micro-habits.” Even 2-minute changes, repeated consistently, can rewire the brain.

Research suggests it takes an average of 66 days to form a new habit—not the widely believed 21 days.

The Power of Habit Stacking

James Clear, author of *Atomic Habits*, suggests a technique called habit stacking: linking a new habit to an existing one.

For example: "After a screentime of 30 minutes, I'll read 2 pages of a book."

This technique uses existing neural pathways to build new ones, making the new habit stick more easily.

Self-Awareness and Identity

Habits aren't just actions—they reflect our identity. One powerful method to build lasting habits is to shift one's self-concept.

Eg:

- Instead of "I want to be more organized," say, "I'm a person who values order."

Psychologists call this identity-based changes are more effective than just setting goals.

"We are what we repeatedly do. Excellence, then, is not an act, but a habit."



Ms. Sruthakeerthi

Assistant Professor of Psychology

Al Shifa College of Arts and Science, Keezhattur, Perinthalmanna

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