



**Editor's Desk**

**Quality of Educational V/s  
Quality of a Nation**

“Collapsing any Nation does not require use of Atomic bombs or the use of Long range missiles. But it requires lowering the quality of Education and allowing cheating in the exams by the students”.

“The patient dies in the hands of the doctor who passed his exams through cheating. And the buildings collapse in the hands of an engineer who passed his exams through cheating. And the money is lost in the hands of an accountant who passed his exams through cheating.”

And humanity dies in the hands of a religious scholar who passed his exams through cheating. And justice is lost in the hands of a judge who passed his exams through cheating. And ignorance is rampant in the minds of children who are under the care of a teacher who passed exams through cheating. The collapse of education is the collapse of the Nation” (Nelson Mandela)

These are the words of great Nelson Mandela who, after over 27 years of unbroken incarceration from 1963 to 1990, became the First President of South Africa from 1994 to 1999. He is remembered all over the world because of his omnibus contributions. I am very much attracted by his vision on education and the context of the above mentioned saying

When South Africa got independence from White British in 1990 under the leadership of Nelson Mandela his supporters, mainly African Tribes, demanded Reservations in education sector,- Govt. sector & in private sector! Nelson Mandela replied that he would not allow any type of Reservations in any sector i.e. in education sector, in Govt. sector or in private sector at any cost, because Reservations & the products of Reservations will destroy the whole nation!

The famous quote of Nelson Mandela is displayed at the entrance of the University of South Africa which is known as UNISA. It is the largest university system in South Africa by enrollment and it attracts a third of all higher education students in South Africa. UNISA, started in the year 1873, there are more than 420000 students from 130 countries.

Dear Students, Let the words of Nelson Mandela written at the entrance of UNISA be resounding at the threshold of the educational goals and life missions. Best wishes!

**Dr. Joseph Olikkalkoonal PhD**  
**Vice Principal, Yuvakshetra IMS**  
**Chief Editor Yuvavox**

**yuva** Institute of Management Studies (YIMS)  
General: Pinarayi Vilasam, Chief Minister, Kerala  
Honorary Chairman: Sri. S. S. Nair, Director, Yuvakshetra

**STUDENTS' UNION ELECTION 2022-23**

<b>RON ROY</b> CHAIRMAN I B. ENGLISH	<b>TREESA MARY THOMAS</b> VICE CHAIRPERSON I B. Com. CA	<b>SANDEEP SUNNY</b> GENERAL SECRETARY I B. ENGLISH	<b>AASH ANIL ALEXANDER</b> JOINT SECRETARY I B. SC. PSYCHOLOGY	<b>RONY MATHEW</b> I. U. C. I B. SC. PSYCHOLOGY
<b>M R NARANATHA KRISHNAN</b> I. U. C. I B. Com. CA	<b>ROHITH JOSE</b> I. U. C. SECRETARY I B. Com. TAXATION	<b>ANJANA K</b> Chief Student Editor I B. SC. PHYSICS	<b>SREERAG C R</b> General Captain I B. Com.	<b>PG REPRESENTATIVE</b> Abhijith M N I M.Sc. Geography <b>1st year UG REP.</b> Albin Tom I B.Com. Taxation <b>2nd year UG REP.</b> Sandra Suresh I B.Com. Finance <b>3rd year UG REP.</b> Shahana III B.Sc. Mathematics

**ASSOCIATION SECRETARIES**

<b>ENGLISH</b> Shamla A I BA English	<b>MALAYALAM</b> Prince Stanley I B.Sc. Computer Science	<b>GEOGRAPHY</b> Dilhya K M I M.Sc. Geography	<b>MATHEMATICS</b> Sajji II B.Sc. Mathematics	<b>PHYSICS</b> Keeathana Sreekumar I B.Sc. Physics	<b>MANAGEMENT</b> Jithesh K II BBA
<b>HINDI</b> Ansil M III B.Sc. Chemistry	<b>COMMERCE</b> Abin Augustine II B.Com. Finance	<b>PSYCHOLOGY</b> Alenya Nair II B.Sc. Psychology	<b>HOTEL MANAGEMENT</b> Pransiv Vimal I B.Sc. HM & CA	<b>CHEMISTRY</b> Farhana III B.Sc. Chemistry	<b>COMPUTER SCIENCE</b> Arjun K III B.Sc. CS

**Congratulations...**



### Message

“One person’s actions can make a difference”

There has been much controversy over this as many believe that one person’s actions CAN NOT make a difference. That could be the biggest misperception about *Climate Change*. One person’s actions CAN most certainly make a difference. It isn’t the action that solves climate change, but the fact that we are acting. One person’s actions against climate change inspire others to do the same. The climate change is not a matter to talk about or pretend to care about to appear woke or to stay on top of the trends. It is a real issue, a global concern that is directly impacting the life of every living being on the face of this earth. And even as we fail to step up and do our bit to save our planet, a little school girl Licypriya Kangujam has taken it upon herself to make a difference. She is the youngest climate activist in the world. She started campaigning to make lesson on climate change mandatory in schools. After her effort Rajasthan and Gujarat became first states in India to introduce climate change as a compulsory subject in a school education curriculum.

India is the 2nd Nation in the world, after Italy, the climate change has been incorporated in school curriculum. 150,000 schools will include climate change as compulsory subject in school education. So India has become the second country in the world to take such an initiative in the history of the world. Her decision to strike from school to raise awareness of climate change inspired thousands of young Indians to do the same. This constant cycle of inspiration to action has played a massive role in all our progress in the ongoing fight against climate change. She opened her voice to claim rights over the climate crisis for the upcoming generation not with the present but for the better tomorrow. Children are the architects of tomorrow and if they are as mature as Licypriya, then we can safely say that our future is in safe hands. We must all remember that one person’s actions are like a ripple effect: no matter how big or small, one good deed can influence and inspire others to do the same.

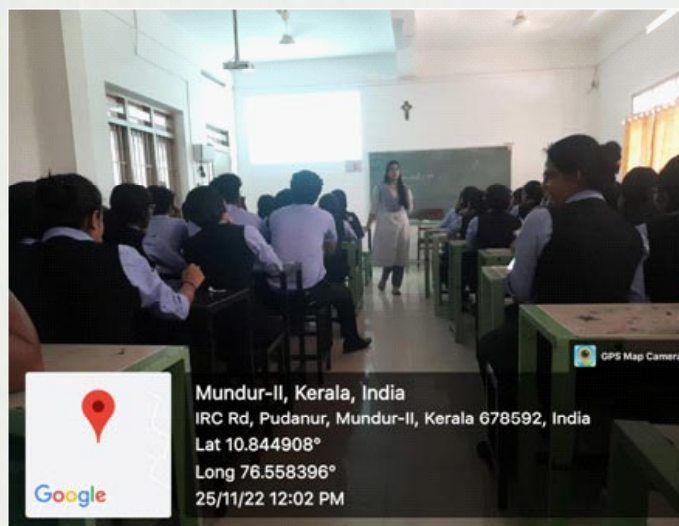
**Dr. Sajeesh V**  
**Assistant Professor**  
**Department of Geography**  
**Yuvakshetra IMS**

### Keralapiravi Celebration



The Department of Malayalam conducted ‘Keralapiravi Day’ Celebration on 1st and 2nd November 2022. Essay writing competition on the topic *Malayaliyude Marunna Madhyama Upabhogam* and versification competition on the topic “Second Show” had been conducted. Students from various departments participated. Dr Vishal Johnson and Mr. Sreekumar K, Assistant Professors of the Department of Malayalam were the programme coordinators.

### Peer Teaching



The PG Department of English conducted the second series of Peer Teaching as part of D-Lect, the Departmental Lecture Series on 25th November 2022 for II BA English students. Negha Prakash of II MA English was the Resource Person.

### Peer Teaching



PG Department of English conducted the third series of Peer Teaching on 25th, 28th and 29th November 2022. Negha Prakash (II MA), Sukrutha T S (I MA), Arathy P (I MA) dealt with various topics from the syllabus of History of English Literature to II BA English students. The interactive sessions helped the students to understand more about the topic.

### Two Day Workshop on English Language & Skills



Section B com CA of PG Department of Commerce conducted Two Day Workshop on English Language on 29th & 30th November 2022 for First year students. The main aim of the programme was to enhance the language skills among students. The two sessions spread over two days. The first session was handled by Ms. Pameela Johnson, Head,

PG Department of English and Languages and the second session was handled by Rev. Dr. Joseph Olikkalkoonal, Vice Principal, YIMS. Each session was a new learning experience for the students. They actively participated in the sessions with enthusiasm and zeal.



### Book Releasing Ceremony



The PG Department of English in association with Literaria Insignia, the literary club of the Department organized the Book Releasing Ceremony and released the book titled *Untold Secrets*, an anthology jointly written by Anjana K and Aswin Thomas of III BA English on 15th November 2022 at Sapienza Hall. The session began with a prayer by Anagha Bhaskar of II BA English. Sukrutha T S of I MA English was the Master of Ceremony. Ms. Pameela Johnson, HOD of the PG Department of English welcomed the gathering. Rev Dr Joseph Olikkalkoonal, Vice Principal of the college presided over the session. Dr. Tomy Antony, Principal of the college inaugurated the session by lighting the lamp and released the book. Aswin Thomas and Anjana. K, in their reply speech, extended their happiness and gratitude to the faculties of the Department and the management for the opportunity. The programme ended up with the Vote of Thanks delivered by Uma Kalyanaraman, Secretary of the Literary Club.

### Children's Day Celebrations



"Children are like buds in a garden and should be carefully and lovingly nurtured, as they are the future of our nation and the citizens of tomorrow."  
(Pt. Jawaharlal Nehru)

"We were all children once. We all share the desire for the wellbeing of our children, which has always been and will continue to be the most universally cherished aspiration of humankind." A day marking Children's Day celebrations focus on children and their enjoyment. Section B com CA of PG Department of Commerce in association with Merchando Club, celebrated Children's Day with Chaithanya Development Institute, Kallekad. The First year students visited the institution and met the children with immense joy, enthusiasm and magnificence as it was party time for the children of Chaithanya Institute. It was a fun-filled day for the students as they danced to peppy numbers in the break and shared their delicious food with them. The campus was buzzing with excitement and joy as it was a day wherein fun and frolic dominated. There was excitement in the air and the little ones left the school with a bag full of stories about their special day at school. The celebrations came to an end with the distribution of mini chocolate cakes in the classes as a small token of love and affection by the students of YIMS.



### Cake Marination

Christmas Plum Cake Mixing Ceremony "Panettone 2022" was conducted on 2nd November 2022 by Department of Hotel Management at 10:30 a.m. in Symphony Auditorium. Traditionally the Cake mixing ceremony also called the 'stirring ceremony' was celebrated from 17th Century which started in Europe. The ceremony marked the arrival of the harvest season, during which lot of fruits and nuts are harvested and used in the making of traditional plum cake. It is a ritual religiously followed the world over, and is a harbinger of good things to happen in the coming New year. Dried fruits and nuts are soaked in wine and liquor and fruit juice syrups, atleast one month before Christmas and rich Plum cakes are made for Christmas and shared with friends and relatives.

The session was inaugurated by Mr. Erine Louise (General Manager, ITC Groups, Coimbatore). Session was graced with the presence of Rev. Dr. Mathew George Vazhayil (Director), Dr. Tomy Antony (Principal), Rev. Dr. Joseph Olikkalkoonal and Mr. Vinod M.R. (HOD, Department of Hotel Management). All the faculties and students organized programme very well with arrangements of fruits and nuts with a Christmas theme. Students had a great session by Mr. Erine Louise. His session was full of energy, knowledge and excitement which made the students curious enough to ask certain questions to him. Session was then followed by the cake mixing ceremony which was blessed by Rev. Dr. Mathew George Vazhayil and mixing was started by all the HODs, staff and students.



### Congratulations

Congratulations to Ms. G. Hari Nandana of IB com CA who has successfully completed a course on Tally ERP 9+GST and Manual accounting with A+grade.



and Department of English, Nehru Arts and Science College, Coimbatore from 07-11-2022 to 10-11-2022. Neethu A. R, Negha Prakash M, Malavika B, Roshini A Thomas, Nimmy Susan Abraham, Ajith Shivan, Aswin Thomas and Sandeep H from Department of English, YIMS participated in the camp. The objectives of the programme were to develop research ideas, interact with experienced researchers and gain scholarly research knowledge and skills.

### Ingress to Inffibnet 2.0

### Congratulations



Arathy of I MA English won III prize in the Literary Quiz conducted at SNGS College Pattambi as part of the commemoration of the hundred years of The Waste Land on 15th November 2022.



The PG Department of Commerce, Section B Com CA YIMS successfully organized a live session "Ingress to Inffibnet 2.0", an overview about E-Library on 23rd November 2022 at Jubilee Block. Ms. Rajitha R, Assistant Professor, B. Com CA, YIMS delivered the welcome address. Mr. Christo Somi, Librarian, YIMS, was the resource person of the session which intended to throw light on the exciting area of online access to library and focused on the importance of Delnet in their Academics. The session went on for an hour and concluded with the vote of thanks by Abhijith S of I B Com CA.

### Research Exchange Programme



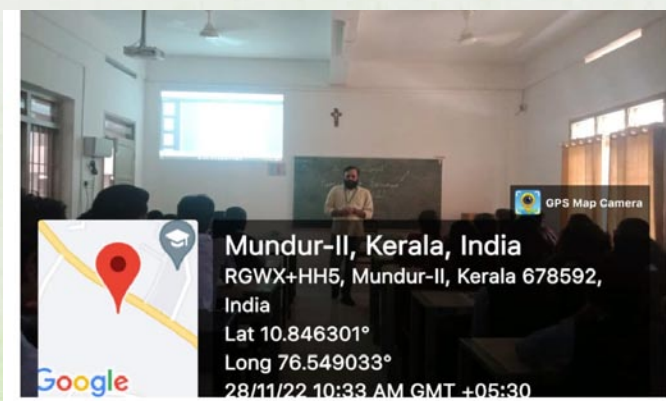
The students of the PG Department of English participated in the National level Research Exchange Programme conducted by the School of Liberal Arts

### *In to the Roads of Inffibnet*



Taxation wing of PG Department of Commerce conducted a session on “IN TO THE ROADS OF INFLIBNET” for first year B. Com Taxation students. The resource person was Mr. Christo Somi (Librarian, YIMS). The welcome speech for the session was delivered by Hasna (I B.com Tax). With the session students came to know about how to register through INFLIBNET AND DELNET and its importance in accessing the E-resources. The session wound up with the Vote the thanks given by Shreya (I B. Com Tax).

### *Digital Archives: A Seminar on Inffibnet'*



The PG Department of English organized ‘DIGITAL ARCHIVES: A SEMINAR ON INFLIBNET’ on 28th November 2022 for I BA and I MA English students. The Resource Person of the session was Mr. Christo Somi, Librarian, YIMS. Library, being a repository of books from diverse disciplines actively contribute to the enlargement of knowledge as well as the language of students.

In today’s technologically advanced world reading books and visiting sources via online will be helpful for students. INFLIBNET offers such an opportunity to students where they get a chance to go through infinite number of books. YIMS in collaboration with the college library and IQAC provides an opportunity to students to be a member of INFLIBNET. The seminar began with the welcome address delivered by Ms. Pameela Johnson, HOD, PG Department of English. Mr. Christo Somi, the librarian gave an overview on how to search books and other materials in both INFLIBNET and DELNET. He also briefed on the different online libraries which the students can use for their research/ project/ dissertation. All the students of I BA and MA English activated their membership in INFLIBNET. The programme ended up with a vote the thanks delivered by Arathy P of I MA English.

### *Assembly (Dept. of Hotel Management)*



As a part of the regular practice, Department of Hotel Management conducted morning assembly at 9:30 a.m. on 23rd November 2022 in Symphony Auditorium The assembly was hosted by the 1st year HM CA students. The session was honored with the presence of Rev. Dr. Mathew George Vazhayil, (Director) Dr. Tomy Antony (Principal, YIMS) and Rev. Dr. Joseph Olikkalkoonal (Vice Principal, YIMS). Dignitaries shared their views and encouraged students with their words. Everyone applauded and congratulated students for conducting such an outstanding assembly. Assembly wound up at 10:15 a.m. and Principal conveyed thanks to the Dignitaries for sparing their time with the Department.

### One Day Workshop on Research Reporting



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“Research is to see what everybody else has seen, and to think what nobody else has thought”  
The Section B.Com CA of PG Department of Commerce conducted One Day workshop on ‘Research Report Writing’ on 28th November 2022 for III B.Com CA students. The session was taken by Mr Anand.K, Assistant Professor, Sri. C Achutha Menon Govt. College, Trissur. The main vision of this programme was to enable the students for preparing project report which is a part of their academics. Students participated well in the programme and it helped them to enhance their report writing skill.

### Congratulations



Ms. Rajasree P



Ms. Kripa P

Congratulations to Ms. Rajasree P and Ms. Kripa P (Second time) (Dept of English) who cleared NET

### Yuvakshetra Publications

#### Up Coming Releases

*Great Indian Nobel Legends*  
-Dr. Joseph Olikkalkoonal

*English Literary Terms for Beginners*  
-Dr. Joseph Olikkalkoonal and Thulasi VV

*Pranayathinte Murivadayalanganal (Mal)*  
-Usha Mathew

*The Drenched Memories*  
- Sukrutha T S

*The Third Eye Lessons from a Logistic Heart*  
- Megha R

*Recent Trends in Management*  
-Shylaja Menon

*Powerful Rings of Teaching*  
- Dr. Sunny Raj and Keerthi MS

*Every Idea Scarcely Survives in the Market*  
-Meghana R

### Congratulations to the authors and editors

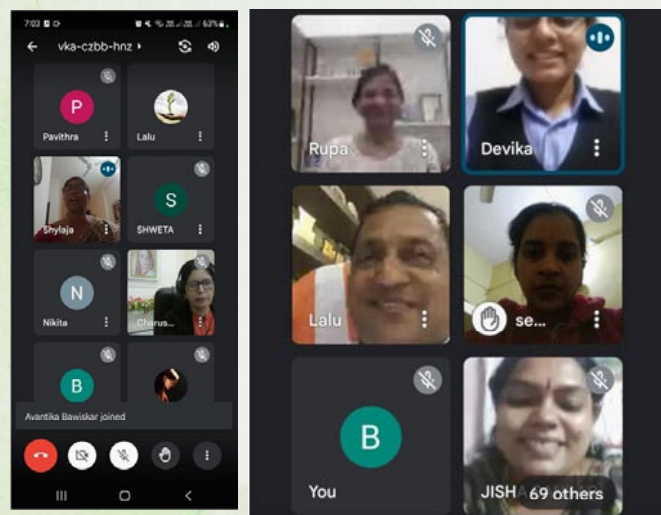
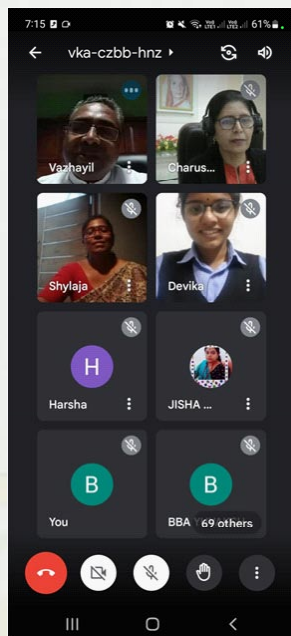
### Book Donation



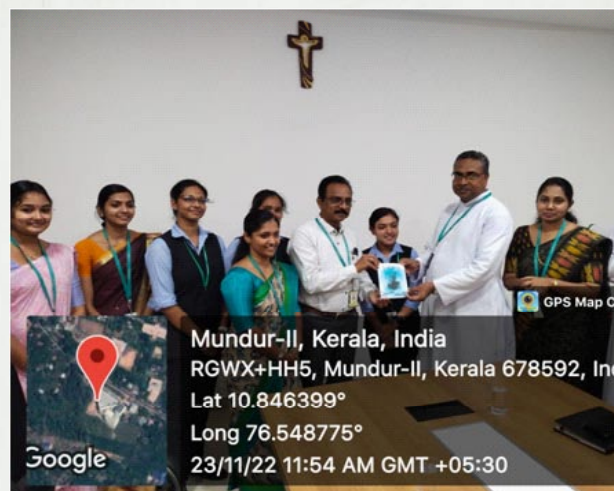
Ms. Grace Aganice donated her book titled *A Treasury of Inspirational Ponderings* to YIMS Central Library

### Certificate Course Inauguration

The Certificate Course Inauguration as part of MOU signed between Department of Management of Yuvakshetra Institute of Management Studies and Department of Commerce and Management Studies of Smt. Radhadevi Goenka College for Women, Akola, Maharashtra was conducted on Virtual mode via Google meet on 25th November 2022. The Meeting started at 7 pm. Ms Shylaja Menon, HOD, Department of Management, YIMS gave the welcome speech followed by Presidential Address by Dr. Charushila Rumale, Principal, Smt. Radhadevi Goenka College for Women. Rev. Dr. Mathew George Vazhayil, Director, YIMS inaugurated the event after which Prof. Harshada Wadhone introduced the Resource Person, Dr. Rupa Gupta, Assistant Professor, Department of Commerce & Management, Smt. Radhadevi Goenka College. Ms. Jisha Sankar, Assistant Professor, Department of Management, YIMS introduced the other resource person, Dr. Joseph Olikkalkoonal, Vice Principal, YIMS. Dr. Joseph Varghese, Assistant Professor, Department of Management, YIMS, delivered the Vote of Thanks and the programme ended by 7:30 pm.



### Book Releasing



The PG Department of English added one more feather to the literary achievement of the department by releasing a collection of essays titled *A Treasury of Inspirational Ponderings* authored by II and III year BA English students and edited by Ms. Grace Aganice V, Assistant Professor of the PG Department of English. The book was released by Rev. Dr. Mathew George Vazhayil, Director of the College and handed over to Adv. Dr. Tomy Antony, Principal of the College on 23rd November 2022 at Sapienza Conference Hall.



### Congratulations



Congratulations to Ms. Rajitha. R, Asst. Professor, Section B Com CA whose article has been published in the International Research Journal of Education and Technology on the topic "Discovery Learning & Technology".



### CMA Foundation Coaching



The PG Department of Commerce conducted CMA foundation coaching inauguration for June 2023 batch on 22<sup>nd</sup> November 2022 at Sophia Theatre. This is the third batch for CMA foundation Exam. The new batch has been inaugurated by the Director of YIMS Rev. Dr. Mathew George Vazhayil and certificates of previous batch qualified students were distributed in the function.

### Drops of Love for Heart and Mind



The Taxation Wing of PG Department of Commerce, in association with Anti- Narcotic Cell, YIMS conducted a session on 'Drops of Love for Heart and Mind' on 23<sup>rd</sup> November 2022. The programme started at 11.00 am with the prayer by Saraswathy, I B.Com Taxation. Section Head, B.Com Taxation, Dr. Ramya J welcomed the gathering, Principal Dr. Tomy Antony delivered the presidential address. Director

Rev. Dr Mathew George Vazhayil gave the key note address. The programme was inaugurated by the chief guest Mr. Sathish P K., Circle Inspector of Excise, Palakkad, The session was conducted mainly to create an awareness on drugs abuse among youngsters. Sruthy S Menon, II B.Com Taxation proposed vote of thanks. The session was an interactive one. The students actively participated and grabbed cash prize from our resource person.

### Inauguration of ED Club



The PG Department of Commerce inaugurated ED Club on 4<sup>th</sup> November 2022 at Sapienza Conference Hall to promote entrepreneurship skills among students and to encourage them for startups and to instill the values of knowledge, wisdom and compassion to make them smart citizens. The club was officially inaugurated by the resource person Arun Raaj Manickaraj, Head Investments and Business Development, Atal Incubation Center, RAISE followed by a talk on I 2 I (Idea to Investment). The program started with prayer by Sreelakshmi A, II B.Com Finance. Ms. Raji R B, Assistant Professor, PG Department of Commerce delivered welcome speech. Respected Vice Principal Rev. Dr. Joseph Olikkalkoonal made the presidential address. Dr. Matilda Danny, HOD PG Department of Commerce felicitated the session. Vote of thanks was done by Mr. Yusuf Khan of II B.Com Finance A. The programme wound up with the National Anthem.

### Extension Programme



The students of the PG Department of English had taken classes to the students of Anakkal Tribal School on 23rd November 2022 as part of the Knowledge Extension Programme of the College. Malavika Neathiar K and Sreemol K, students of the I MA English were the Resource Persons. Malavika Neathiar K taught the students of class VIII and X. Sreemol K engaged the students of class IX.

### Library Orientation



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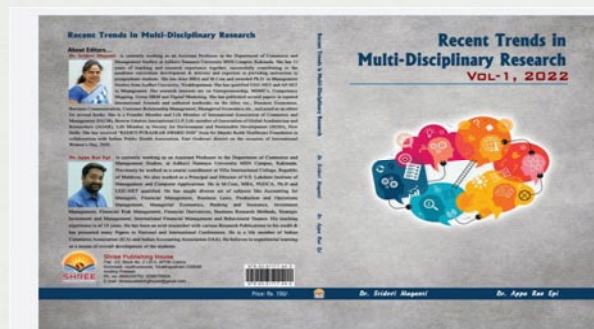
The PG Department of Commerce along conducted “Library Orientation 2022” for I B.Com Finance A & B Batch and I M.Com students at Smart class room, Jubilee Block. The main vision of this programme was to equip the students and to give

assistance regarding the usage of YIMS library. The programme started at 09.30 a.m. with a prayer. The session was handled by Mr. Christo Somi, librarian, YIMS. The session concluded with the feedback from the students and through their interaction it was communicated that the session was successful.

### Congratulations



Congratulations to Ms. Nimy K C, Asst. Professor, Section B Com CA whose article has been published in the International Journal of Innovative and Applied Research on the topic “Advancement in Small Agricultural Sector and their impact on Behavioural Aspects of Palakkad Farmers”.



Congratulations to Ms. Keerthi M S, Section Head, B Com CA whose article has been published in the Book titled, Recent Trends in Multi-Disciplinary Research on the topic “A Study on Job Stress among Private Sector Bank Employees in Palakkad City”.

### National Level Cultural And Management Fest



Students of Section B com CA, participated in National Level Cultural and Management Fest on 25th & 26th of November 2022. The main vision of this programme was to develop extra curricular activities among students by participating in various competitions such as Best Manager and Goal Rush, Photography. In these Competitions, 15 Students participated and received certificates.

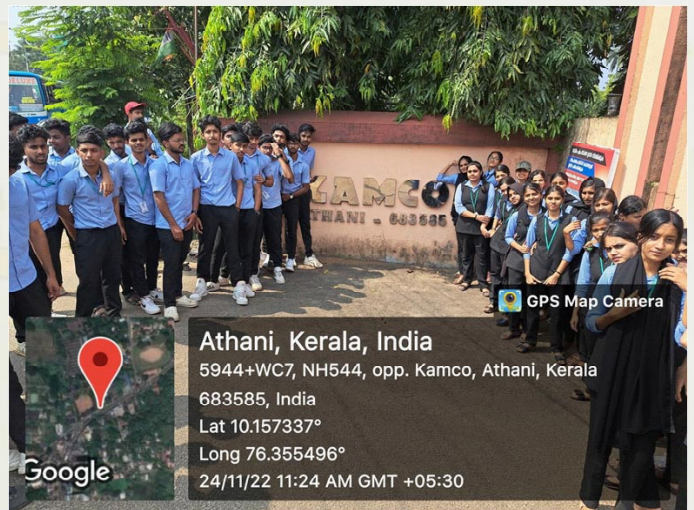
### National Meet Intercollegiate Programme



As a part of MoU with Sri Krishna Adhithya College of Arts & Science, Kovaipudur, Coimbatore, B. Com CA & BBA students participated in the Intercollegiate Meet conducted on 9th November 2022, to enhance students' skills and abilities through participating in various competitions such as paper presentation and Debate. In these Competitions, 18 Student from YIMS participated and got certificates. Mr. Nikhil Krishna of II B Com CA was awarded second prize in Debate Competitions and Mr. Jithesh of II BBA was awarded second prize in Paper Presentation

### Industrial Visit to KAMCO

The Department of Management, in association with IQAC, YIMS conducted an Industrial Visit for the Second Year BBA students on 24th November 2022 to Kamco Factory, Ernakulam. 64 students along with 2 staff members visited the Factory. Kerala Agro Machinery Corporation Ltd (KAMCO) was established in the year 1973 which is engaged in the import & trade of agricultural machineries like Tractors, Power Reapers etc and also includes establishment of engineering workshops to undertake servicing of agricultural machineries. Students were able to get more information related to various Agro-Machines and the visit was very beneficial for all of them.



### Congratulations



Dr. Joseph Varghese, Assistant Professor of Department of Management was the resource person for the National level webinar on the topic "New Perspective in Management" organised by Sri Adi Chunchanagiri Womens College, Cumbum.

## International Day for the Elimination of Violence against Women



The International Day for the Elimination of Violence against Women and Girl Children was observed by the Department of Women and Child Development, Government of Kerala in collaboration with Yuvakshetra Institute of Management Studies. The programme began with the flashmob and prayer by the students of YIMS. District Women and Child Development Officer Smt. Tiju Rachel Thomas welcomed the gathering. Smt. Binu Mol, the President of Palakkad District Panchayat presided over the event. The programme was inaugurated by Adv. Shanthakumari. K, MLA of the Kongad Constituency. District Police Chief Mr. R. Vishwanath IPS was the chief guest of the day. Various activities have been planned to conduct under “UNITE! Activism to End Violence against Women & Girls” from November 25 to December 10. The keynote address was given by Rev. Dr. Mathew George Vazhayil, Director of YIMS.



Adv. Dr. Tomy Antony, Principal of YIMS, Smt. T.Indira, Rtd.District Judge and Neetu A.R of II MA English, YIMS felicitated the session. The inaugural function was followed by an awareness class by Adv. Vijaya. A skit on the different kinds of domestic violence was performed by students of YIMS. Counsellors of Women Child Development Department and members of Anganwadi presented mime and skit respectively. A class on the various services was provided by the Women and Child Development Department under the leadership of Women Protection Officer Smt. Laiju VS. The programme ended up with the Vote of Thanks delivered by Smt. Lata C.R, District Level ICDS Cell District Programme Officer.

## Library Orientation Programme



A Library Orientation Programme was organized by the Department of Computer Science for the II BCA and B.Sc. CS students on 30th November 2022 at 10 a.m. The orientation programme started with the warm introduction of Ms. Meena Jose Komban, HOD Department of Computer Science addressing and inviting Mr. Christo Somi, Head Librarian, YIMS.

The programme mainly focused on the participation and usage of library features. The librarian provided valuable advice and motivation to students on how to use libraries effectively, as well as on the new features of our library. The E-GATE feature of our library was explained by which student's library log is maintained by a machine that reads the code in the student's ID cards and registers it in the log. Students would be able to access and know which books were in stock and out of stock in the library by using online platforms such as INFLIBNET, DELNET, and online access to the library would be made easier. The session was innovative and helpful in various ways for the students, as well as for the proper and effective usage of the library.

**Book Release**



Congratulations to Dr. Joseph Varghese and Dr. Joseph Olikkalkoonal whose book, *Digital Marketing - An Academic Approach*, has been released by Sri. A Prabhakaran, MLA, Malampuzha.

**Sports Achievements**



Team Yuvakshetra at Calicut University Inter-zone Volleyball Championship

**Paper Presentation**



Rev. Dr. Joseph Olikkalkoonal, Vice Principal, YIMS presenting a paper on “Refugee Literature with Reference to Abdul Rasak Gurnah” (Mal) at the international Conference organised by School of Letters of MG University and Department of Malayalam, Baselius College Kottayam on 3rd November 2022.



Congratulations to Ajay R Nair I B Com Taxation who is selected to Kerala Kabaddi Team.

**Congratulations**



Yuvakshetra Institute of Management Studies won the Calicut University C-Zone Volleyball Championship 2022. Congratulations

**Congratulations**



Mr. Sreeraj M K , Assistant Professor of Department of Commerce was the resource person for the Career Guidance session *Build Your Career* organised by of Sreekrishnapuram VTBhattathiripad College, Sreekrishnapuram.

### Welcome to Yuvakshetra Family



Welcome Ms. Lekha P Nair (Faculty Dept of Computer Science) to Yuvakshetra Family

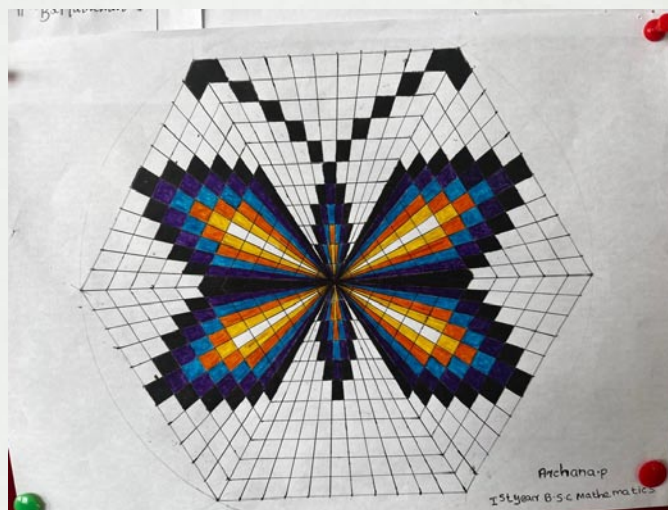


Welcome Ms. Ramya R (Faculty Dept of Physics) to Yuvakshetra Family



Welcome Ms. Meenakshi R (Faculty Dept of Mathematics) to Yuvakshetra Family

### Creative work



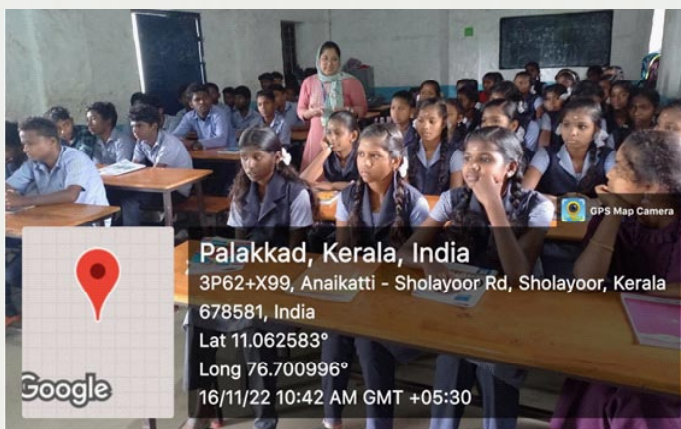
Mathematics in Nature. Creative work of Archana P, I B.Sc. Mathematics

### Seminar on Inffibnet



Department of Physics and Chemistry in collaboration with IQAC conducted a seminar on INFLIBNET on 25th November 2022, in language lab at 2:30 p.m. Mr. Christo Somi, librarian YIMS, was the resource person. He explained the activation and usage of Inffibnet to the I B.Sc Physics and Chemistry students. He also briefed about rules and regulations of the College Library.

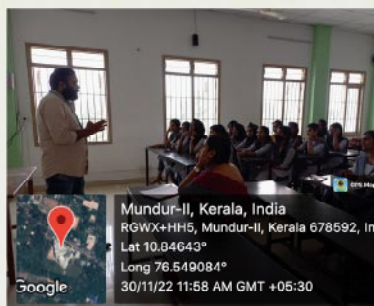
### Community Outreach Programme



Students of I Msc Psychology from PG Department of Psychology carried out a community outreach programme at the Govt. Tribal High School, Sholayur, Attappadi on November 16th 2022, under the direction of Ms. Stemy George. The programme was prepared under the topic of ‘psychological health and mental wellbeing’. The programme was delivered separately in three sessions for the LP, UP, and HS levels. The lessons covered the following subjects: At the LP level: Bad Habits, Traffic Rules and UP level: Use of Social media, drug misuse, sex education and family relations, HS level: Addiction to smart phones, Life skills education, and Drug abuse. The programme started at 10:30 am and ended by noon. The students were provided with complimentary gifts. The teachers at the school provided positive feedback regarding overall interactions with the pupils.

### Seminar on Inffibnet

PG Department of Psychology in Collaboration with IQAC conducted a seminar on INFLIBNET for 1stand 2nd MSC Psychology Students. Resource person for the same was Mr Christo Somi, Librarian YIMS. Programme was organized by class mentor Ms. Stemi George, Asst. Professor, Department of Psychology. A detailed elaboration of



usage of INFLIBNET and DELNET was explained by resource person. The class was informative and motivational regarding the importance of usage of e-Library for Academic purpose. Ms Hanna Hamza from 1st MSC Psychology delivered vote of thanks.

### Book Release



The book authored by Dr. Vishal Johnson *Internet Vyavaharangalum Marunna Malayali Bhavukathavavum* (Mal) was released by Malayalam writer S. Harish by handing it over to Dr. Jose K. Manuel, Director School of Letters, M G University, Kottayam.



### Drawing Competition



Drawing Competition organized by the Department of Mathematics in connection with Fibonacci Day

### Congratulations



Handing over the book *Untold Secrets* to Honourable Collector of Palakkad by the authors Aswin Thomas and Anjana K

### PTA Meeting for First year B.Com



The PG Department of Commerce conducted a PTA Meeting for First B.Com students. The main vision of this meeting was to elect “PTA Executive Members” among the First year parents and also to give “Introduction to Tally Programme”. Through this meeting, the P. G. Department of Commerce gave an awareness about the need of advancing in studies, Professional Orientation, Grooming Standards of YIMS, Importance in joining for Tally Course etc. The PTA Meeting started at 1:30 pm with the prayer by Saraswathy of I B.Com Taxation. After that welcome speech was delivered by Rev. Dr. Joseph Olikkalkoonal, Vice Principal, YIMS. The presidential address was given by the Principal of YIMS, Dr. Tomy Antony. Then the key note address was delivered by the Director of YIMS, Rev. Dr.

Mathew George Vazhayil. The programme was ended with a vote of thanks by Dr. Matilda Danny, HoD, Dept of Commerce, YIMS. Anupama of I B com Finance was the M C

### Daily News Letter



Rev. Dr. Mathew George Vazhayil inaugurated Daily News Letter of Yuvakshetra Institute of Management Studies. It is the platform to publish very briefly the daily activities of the College. The In charge will be Mr. Athul Joseph. This will function as daily report of the activities and it can be used as a picturesque Report of the Daily Activities of the College and will be available in the Website [www.yuvakshetra.org](http://www.yuvakshetra.org)

### Congratulations



Rev Dr Gimmi Akkattu CST, Head, PG Department of Psychology was the resource person for the certificate course in Counseling Skills organized by Vathil Foundation in association with School of Social Work, Marian College, Kuttikanam. All the study materials and practical sessions were included in the course. Course provided an enriched idea about Counselling Skills and the micro skills required for this field. Participants gained knowledge about the course and was a fruitful session.



### Seminar on Remote Sensing and IT Applications



The Seminar session on the topic "Remote sensing and IT applications" was held on 29<sup>th</sup> November 2022 in Sapienza Hall, YIMS at 10 a.m. Ms. Meena Jose Komban, (Head, Department of Computer Science, Yims) formally welcomed all the dignitaries, teachers and students. She also mentioned about the significance and aim of this programme. The honorable Principal Dr. Tomy Antony delivered the Presidential Address. The prestigious part of the programme was the Inaugural address given by the Chief Guest Mr. Pankajakshan P, Assistant Professor, Department of Geography, Govt. College Chittur, Palakkad. The felicitation speech was delivered by Rev. Dr. Joseph Olikkalkoonal, Vice Principal, Yims and Dr. Ramachandran, HOD, of Department of Geography. At the end Thrisha K S, (1st B. Sc CS), Yims offered the vote of thanks. After the official session of the programme, the first technical session was handled by Mr. Panakajakshan P on the topic "Alternative Avenues for Spatial Analysis". And the second session was handled by Dr. Jiju A Mathew (Asst. Professor and HoD of Dept. of Computer Science, St. Thomas' college, Thrissur) on the topic "Algorithm: An Unseen Game Changer". There was a great enthusiasm among the students and they were looking highly spirited after these two sessions. The sessions ended at 1.15 p.m.

### Anti-Drug Awareness Programme

The Seminar session on "Anti-Drug Awareness" was held on 30<sup>th</sup> November 2022 in Sapienza Hall, YIMS at 11.00 a.m. Ms. Dithya K M (I M. Sc. Geography) was the MC. Mr. Sumod Karattuthodi (Kerala Kaumudi Marketing Manager, Malappuram) formally welcomed all the dignitaries, teachers and students. He also mentioned about the significance and aim of the programme. Rev. Dr. Mathew George Vazhayil, Director, YIMS delivered the Presidential Address. The prestigious part of the programme, the Inaugural Address was given by the Chief Guest Mr. A Prabhakaran (MLA of Malampuzha). And also honoured Mr. Vineesh Krishnan (Director CAD centre, Palakkad) and Dr. C.D. Premadasan (Chief Neuro Psychiatrist, Manomitra, Palakkad). Adv. Santhakumari (MLA, Kongad) conveyed the significance of the programme. The felicitation speech was delivered by Dr. Tomy Antony, Principal, Yims, Mr. M. Chandrasekhar (Assistant. Professor, Department of Geography, NSS Program Coordinator), Kallur Balan and Dr. C. D. Premadasan. Seminar session was handled by Mr. K. R. Ajith (Palakkad Excise Inspector). At the end, Mr. Jibin Das P. M (Kerala Kaumudi Beurochief, Palakkad) delivered the Vote of Thanks.



## Fibonacci Day Celebration 2022



The Department of Mathematics organized *Fibonacci Day Celebration 2022* with various activities. The program was inaugurated by Rev. Fr. Shaju Angeveetil, Bursar, YIMS on 22nd November 2022, presided by Dr. Tomy Antony, Principal, YIMS, and Prof. T K Rajan, HoD welcomed the gathering. A Pencil drawing competition was held on the same day for the students of our college based on the theme “Mathematics in Nature”. 45 students from various department participated in the competition.

As a part of *Fibonacci day celebrations 2022*, an Extension Programme (Seminar, Exhibition and Workshop) was also conducted on 23rd November 2022 for the high school students of Aanakkal Tribal School as a part of MoU. The program was presided by Prof. T K Rajan, HoD Mathematics, YIMS and was felicitated by Mr. Sebastian P X, Staff Secretary, Aanakkal School and Ms. Saleena M, Senior Teacher, Aanakkal School. The main activities of the programme were organised by the students of the YIMS. All the first and second year students participated in the programme. A seminar based on Fibonacci Sequence was presented by Ms. Shahufa and Ms. Sajini of II B.Sc Mathematics, after that the students of that school visited the exhibition hall, where mathematical models, puzzles and charts prepared by the students of our department were exhibited. Finally a workshop was conducted for 8<sup>th</sup> and 9<sup>th</sup> std students, they were divided into groups and our students trained them to make different mathematical models. The students learned the modelling works with very enthusiasm. At Aanakkal School the Programme was coordinated by Ms. Sreeja T S, Assistant Professor, Department of Mathematics, YIMS.

A National Seminar Series was also conducted from 28/11/2022 – 30/11/2022 from 1:30PM – 3:30 PM for the students of our department, on the first day 28th November 2022 we had a session on FUNDAMENTALS OF CALCULUS by Mr. Nidhish Unnikrishnan, Assistant Professor, Govt Victoria College, Palakkad. In his lecture he explained the basic concepts of calculus. On the second day 29 November 2022 the session was handled by Dr. Girish K P, Assistant Professor, MES Kalladi College, Mannarkad on the topic ALGEBRA WITH APPLICATIONS. The session mainly focused on algebraic structure, binary operations, groups, abelian groups and its applications. Third day 30th November 2022 we had an Online session on the topic BASICS OF LINEAR ALGEBRA by Dr. Kungumaraj, Assistant Professor, Sri Krishna Arts and Science College, Coimbatore. He explained about matrices, Eigen values and some of the JAM Entrance exam questions.

The Department always aims at extending the mathematical skills and knowledge of students in both familiar and new contexts, to help students to think analytically about the situations and reason logically and to apply it to other areas of life.

All the events in the College, in connection with the Fibonacci Day celebration were coordinated by Ms Radhika V S, Assistant Professor of the department.

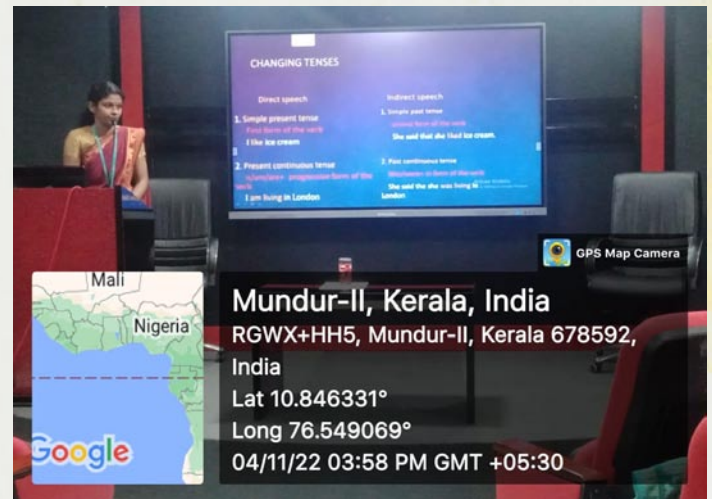


**Congratulations**



Congratulations to Rohan K. S, I HM CS who selected to participate in Inter-zone Badminton Tournament to be held at Devagiri College Calicut.

**Newsletter Workshop**



The third session of Newsletter workshop was conducted on 04th November, 2022 in Sophia Theatre, CH Block. Ms. Nijitha Murali, Assistant Professor, PG Department of English was the resource person. The session began with the welcome address by Ms. Shilpa Sreekumar, QAQC, Yuvavox which was followed by the message by Rev. Dr. Joseph Olikkalkoonal, Chief Editor, Yuvavox. Then the resource person took charge of the session on the topic "Direct and Indirect Speech" which proved really beneficial to the news editors of various Departments. The orientation wound up with the Vote of Thanks proposed by Mr. Christo Somi, Associate Editor, Yuvavox.

**PG DEPARTMENT OF GEOGRAPHY**

**UNIVERSITY POSITIONS**  
B.Sc. Geography 2019-2022



**DITHYA K M**

**1<sup>st</sup> POSITION**



**SHIFANA K M**  
2<sup>nd</sup> POSITION



**SREEVIDHYA K**  
5<sup>th</sup> POSITION



**H HRUTHIK KRISHNAN**  
7<sup>th</sup> POSITION



**JASHEELA K A**  
8<sup>th</sup> POSITION



**SURYA P T**  
8<sup>th</sup> POSITION



**KEERTHANESWARY K L**  
9<sup>th</sup> POSITION

**Congratulations.**

website : [www.yuvakshetra.org](http://www.yuvakshetra.org)  
[www.yuvakshetra.ac.in](http://www.yuvakshetra.ac.in)

**Congratulations**

**yuvakshetra**  
Institute of Management Studies (YIMS)  
Accredited by NBAAC with B+ Grade (1<sup>st</sup> Cycle)  
Ezhakkad, Mundur, Palakkad - 678631, Kerala.

**Hearty Congratulations**  
**Dr. JISHA VIJAY**  
Asst. Professor, PG Department of Commerce, YIMS  
*on securing Doctoral Degree in Commerce*

Title of the Ph.D Thesis  
Online Impulse Buying Behavior:  
An Investigation on the Factors and Consequences.

**Congratulations...**

## SNEHOTSAVAM 2022

Yuvakshetra Institute of Management Studies organized Snehotsavam 2022, one of the best practices of the College. Snehotsavam is intended to cultivate commitment among the students of Yuvakshetra towards the different sections of society and thereby uplifting the talents of the differently abled and age old groups of people in different parts of the Palakkad district. It is a platform for the inmates of Orphanages, Old Age Homes and Special Schools across the district to expose their inner talents. So this can be called as the 'festival of love'. The Programme was conducted on 12th November 2022 at Symphony Auditorium. Jess Maria Jose and Anjali A Nair, students of I BCA were the Masters of Ceremony. The programme began with the Rangapooja by the students of YIMS at 9:30 am. Rev. Dr. Joseph Olikkalkoonal, Vice Principal of the College, welcomed the gathering. The programme was presided over by Rev. Dr. Mathew George Vazhayil, Director of the College. The programme was inaugurated by lighting the lamp by His Excellency Mar Peter Kochuppurackal, Bishop of the Diocese of Palakkad. Mr. Prabhakaran, MLA of the Malampuzha Constituency delivered the keynote address and handed over the wheel chair to the inmates of Saranalayam, Koonathara and Mercy Home, Palakkad. Ms. Divya N. K and Ms. Stemy George were the General Coordinators and all the Snehotsavam committee members and all the first year class mentors were the member coordinators of Snehotsavam.

A total of seventeen institutions were chosen and entrusted to the first year classes of the college. Each Department had visited their respective institutions thrice before the programme date. The charitable institutions that were chosen and visited by the students from each department are Pratheekshabhavan, Thathamangalam; Thirukudumbashramam, Karimba; Deivathan, Vadakkancherry; Anandha Bhavan, Malampuzha; Deivathan, Vadakkanchery; Ashadeepam, Koonathara; Saranalayam, Koonathara; Kiran Jyothi, Kollengode; Mother Shanthal Sadan Palliative Centre, Mundur;

Jyothi Nilayam, Muttikkulangara; Suhruth Bhavan, Palappuram; St. Thomas, Kairady; Chaithanya Development Institute, Kallekkad; Kripasadhan, Malampuzha; Mercy Home, Palakkad; Snehajwala, Kottekkad; Capuchin Sevanalayam, Palakkad and Thirthasramam Akashaparava, Karimba.

The students of YIMS, on their visits, performed different activities, prepared homely food and distributed to the inmates of the concerned institutions. They also realized the needs of these institutions and as per the suggestions received from the students who visited the institutions, grocery items were handed over to the institution on the day of Snehotsavam. College buses were provided to the invitees for their smooth Travel.

On the day of Snehotsavam, food was provided to the invitees. The inmates performed their in born talents like dance, play and sung solo and group songs to entertain the audience. The programme ended up with the Vote of Thanks delivered by Ms Divya N. K, Cheif Co-ordinator and Assistant Professor of the Department of Hindi and there was a D J performance of the students and invitees. Mr. Rony from Kannur, Mr Subinson, owner of Subix, Mr. Hari Menon, owner of Top in Town, Alumni Association of Chinmaya Vidhyalaya Pallavur, Mr. Britto, Mr. Shankara Narayanan and Ms. Shylaja M. K supported and contributed to the well functioning of Snehotsavam.



