



**Editor's Desk**

**Can We Decide Our Death?**

“A person’s last moment is important things. You can’t choose how you’re born, but you can choose how you die”. These are the words from the Novel *IQ84*, written by Haruki Murakami. He (January 12, 1949) is a Japanese writer whose novels, essays, and short stories have been bestsellers in Japan. His works have been translated into 50 languages and sold millions of copies internationally.

The life of a human being is a mission to be fulfilled between two realities; the birth and death. The Year Ending reminds us of the setting of life and Every New Year tells us again the new beginning of life. We can never be certain about neither our birth nor our death. But we are sure that, once we are born, we will definitely die.

The quote mentioned, “You can’t choose how you’re born, but you can choose how you die” takes us to another dimension of life and vision. Our birth is totally beyond our control. “I do not fear death. I had been dead for billions and billions of years before I was born, and had not suffered the slightest inconvenience from it. The fear of death follows from the fear of life. A man who lives fully is prepared to die at any time.” (Mark Twain)

“Given a choice between life and death, choose life, given a choice between right and wrong, choose what is right. And given a choice between a terrible truth and a beautiful lie, choose the truth every time” (Mira Grant). Life is always selections and these selections will decide who we are and what we are. That is why the greatest dramatist the world has ever seen William Shakespeare said, “It is not in the stars to hold our destiny but in ourselves”. So also

William Jennings Bryan says, “Destiny is not a matter of chance; it is a matter of choice. It is not a thing to be waited for; it is a thing to be achieved”. There are temporary goals that we knowingly or unknowingly select and these selections will decide what we become. May this New Year be filled with selections that would help us to attain a place in human hearts and to die a memorable death. Let us choose how we die.

HAPPY NEW YEAR

**Rev. Dr. Joseph Olikkalkoonal**  
**Chief Editor, YuvaVox**  
**Vice Principal, Yuvakshetra IMS.**

**Message**

*A country that doesn't have the pride of its language and literature can't be advanced*

Dr. Rajendra Prasad

World Hindi day was formed to mark the day when Hindi was first spoken in the United National General Assembly in 1949. The Union of India adapted Hindi in Devanagari script as its official Language in 1950. January 10th, 1975, the first World Hindi conference was held in Nagpur. The conference saw 30 countries with 122 participants. This conference was formed by then Prime Minister Mrs. Indira Gandhi in view of bringing together the Hindi Scholars across the Globe. With around 600 million speakers around the globe, Hindi is the third most widely spoken language in the world. World Hindi day is celebrated in several countries including India, Nepal, Mauritius, Trinidad & Tobago and South Africa.

World Hindi day is celebrated on January 10th every year to promote the use of Hindi language

around the world. The day was first celebrated in 2006 by Indian Government to mark the adoption of Hindi written in Devanagari script. It is celebrated to promote the use and spread of Hindi language in India & around the world. The day is also an opportunity to highlight the linguistic and cultural diversity of India, and to bring attention to the fact that India is home to many different languages and cultures. By celebrating World Hindi day, the Indian Government aims to promote linguistic and cultural exchange and to strengthen the bond between India and the Hindi speaking clusters around the world.

This year, 12th World Hindi conference will be organized in Fiji from 15 to 17 Feb 2023 by the Foreign Ministry, Govt of India in collaboration with Fiji Govt. The theme of 12th conference is “ Hindi – Traditional Knowledge To Artificial Intelligence “

**Dr. Divya NK**  
**Assistant Professor**  
**Department of Hindi**  
**Yuvakshetra IMS.**

### **Business Day**



Department of Computer Science, in association with BITS and BYTES club, conducted Business Day on 15/12/2022 AND 16/12/2022. Head of the Department, Ms. Meena Jose Komban, inaugurated the programme. This business day was aimed at encouraging the entrepreneurship attitude of the students. Different craft works and homemade snacks were sold in these days. Students from various

Departments and staff supported this programme and it was a successful one.

### **Anti-Drugs And Narcotic Campaign**



Department of Computer Science organized an Anti-Drugs and Narcotic Campaign for the students on 21st December 2022 at 11 a.m. The programme aimed to give awareness to the students regarding the Anti-drugs and Narcotic issues in this community. The Session started with a prayer, and Mr Praveen.S (Assistant Professor, Dept of CS & Anti-Narcotic Cell CS Dept Coordinator), welcomed the gathering. The Session was inaugurated and handled by Mr K.R. Ajith, Excise Inspector, Excise Enforcement & Anti Narcotic Special Squad, Palakkad.

The Session was inaugurated and handled by Mr K.R. Ajith, Excise Inspector, Excise Enforcement & Anti Narcotic Special Squad, Palakkad. After the presentation, Ms Sneha Edison of III BCA proposed the vote of thanks, and the Session wound up at 12.45 PM. The Session was very fruitful to the students by explaining them by giving real-time examples; students also interacted well with the guest by answering the questions.





### ***Chemistry Association Day 2022-23***



The Chemistry Association Day 2022-23 was held on 27th January 2023 at Sophia Theatre, YIMS. Prof. Sabu Iype, Retd. HOD, Department of Chemistry, MES Kalladi College, Manarkkad and HOD, Department of Chemistry, Seedac College of Arts and Science, Kottapuram was the chief guest of the day. The meeting started with prayer by Ms. Chitra K A of I B.Sc Chemistry. Prof. Mercy Leena Paul HoD, Department of Chemistry delivered the welcome speech. The meeting was presided over by Rev. Dr. Joseph Olikkalkoonal, Vice Principal and Rev. Dr. Mathew George Vazhayil, Director, YIMS extended the keynote address. This was followed by inauguration of the session by the Chief Guest. Ms. Farhana I, Association Secretary, I B.Sc. Chemistry proposed vote of thanks. The inaugural session was followed by a talk on the topic “Taking Chemistry to Daily Life” by the Resource Person. The session was lively with experiences from real life and thought provoking examples for the students.

### ***Debate Competition***

On 25th January 2023, Book Warriors Club of Section B.Com CA organized COGNITIO 2023, Debate Competition on the topic “New Education Policy 2020. The participants were II B com CA students. Points presented by the students were accepted by the spectators with cheers and claps. The competition was impressive as students exchanged

their viewpoints by equally providing evidence in favour and against. The students enjoyed the competition and learned a lot about public speaking. This skill enrichment programme help the students to know their abilities in public speaking.



### ***“Gravity” Movie Show***

A movie show was organized by the Department of Physics on 23 January 2023 at Sapienza Hall. The movie “Gravity” was screened. It was about outer space catastrophic event that left an astronaut stranded in space. The movie is generally considered to be quite accurate from a scientific standpoint, with some minor exceptions. All students from the Department of Physics watched the show. Afterwards, the students were asked to write a review on the movie.



***“The greatest glory in living lies not in never falling, but in rising every time we fall.”***

***-Nelson Mandela***



**INFLIBNET Seminar**

**Competencies for Next Gen Professionals**



Department of Hotel Management conducted a seminar on E-Learning INFLIBNET Library usage at 2:00 p.m. in Symphony Auditorium For 1st year HM CA&CS students on 27th February 2023. The session was handled by Mr. Christo Somi, Librarian, YIMS. It included basic operating of INFLIBNET Library and students also got an idea about accessing E-library. Session was fruitful and effective for the students and got knowledge about various books to be referred for exams. Session wound up at 3:00 pm. with a vote of thanks by Adithya Unnikrishnan, I HM CA.

PG Department of Commerce and Department of Management conducted a programme “Competencies for Next Gen Professionals”, a Placement Orientation and Training Programme for Final Year B.Com and BBA Students on 27th January 2023 Friday at Yuvakshetra Training Centre at 10 a.m. The programme was inaugurated by Prof. Sen B Mathews (Director-Center for Employability, Corporate Relations (CECR), Kristu Jayanti College. Rev. Dr. Mathew George Vazhayil, Director of YIMS presided over the meeting. Ms. Shylaja Menon, HOD, Department of Management welcomed the gathering. The session was very informative and useful to the young graduates to seek a good career in the near future. The program wound up by 3.45 p.m. with the vote of thanks by Dr. Matilda Danny, HOD, PG Department of Commerce.





## Placement Orientation & Training Programme



The PG Department of Commerce together with Department of Management, in association with IQAC, Career Guidance and Placement Cell of YIMS, organised a placement orientation cum training programme for BBA & B.Com students (batch 2023) on 27th of January 2023 at the Training Centre. Director, Centre for Employability and Corporate Relations, Kristu Jayanti College, Prof. Sen B Mathew was the chief guest and resource person.

The event was mastered by Ms. Devika .N, III BBA. Ms Shylaja Menon, HOD, Department Of Management gave the welcome speech which was followed by a Presidential Address by Rev. Dr Mathew George Vazhayil, Director, YIMS. The Programme was inaugurated by Prof. Sen B Mathew. Followed by the Inauguration, Rev. Dr. Joseph Olikkalkoonal, Vice Principal, YIMS gave the felicitation note. The official session ended at 11:00 a.m with the Vote of thanks by Dr. Matilda Danny, HOD, PG Department of Commerce

The Orientation Session began soon after the official session, in which, around 150 students from BBA & B.Com took part. Prof.Sen B Mathew explained about the various stages of recruitment, specifically about the group discussions, self introduction, communication skills required by a candidate, mind decoding activities, aptitude test etc.. After the lunch, training programmes were organised. Students were divided into groups and were made to do several activities in order to test their calibre and access them in depth . Mock GDs, self intro sessions and teamplays were arranged to gain practical knowledge about recruitment process followed by top companies. The session end by 3:45 p.m with Ms Ashwini Rajan proposing the vote of thanks and Rev Dr. Mathew George Vazhayil, Director YIMS,

presenting a token of love to the resource person for his valuable contribution to the institution.

## URJA KIRAN 2022-23

Yuvakshetra Institute of Management Studies NSS Unit No. 271 had organized workshop on URJA KIRAN 2022-23 in association with Energy Management



Centre of Kerala and Centre of Environmental Development on 9th January 2023 at Sapienza Hall, Admin Block. The session started with a prayer song by Gayathri M V and Team. Ms. Anjana KV, NSS Programme Officer, Yims delivered the welcome note. The presidential address was given by Rev. Dr. Mathew George Vazhayil , Director, YIMS. After that lightning Inauguration was done by Mr. Ajith P, President, Kongad Grama Panchayat inaugurated the event by lighting the lamp. The felicitation was given by Dr. Ramachandran, HOD, PG Department of Geography. Mr. Chandrasekhar M, NSS programme officer, proposed the Vote of Thanks . The inaugural session wound up with National Anthem. After the initial session, Mr. Jishnu V Falgunan, EMC Resource person, took class on the life and Energy Efficiency which was an interactive one. All the NSS volunteers participated in the session which ended at 1.00 p.m.

## Drug Awareness Programme-Ottapalam Sub Jail

Yuvakshetra Institute of Management Studies NSS Unit No.271 had organized a Drug Awareness Programme at Ottapalam Sub Jail on 8th January 2023. The programme started at 2.00 p.m The welcome speech was delivered by Chandrasekar M, NSS programme officer, YIMS. The presidential address was given by Mr.Santhosh Rev. Dr. Joseph Olikkalkoonal , Vice principal, YIMS gave the inaugural address which was followed by a mime performance by NSS volunteers. The programme wound up at 3.30 pm.





### Drug Awareness Programme-Alathur sub Jail

Yuvakshetra Institute of Management Studies NSS Unit No. 271 had organized a drug awareness programme at Alathur Sub Jail on 4th January 2023. The Programme started at 2pm. The Presidential address was delivered by Rev Dr. Joseph Olikkalkoonal, Vice principal, YIMS. Mr. Madharan, Jail Superintendent and Chandrasekhar M, NSS programme officer felicitated the event which was followed by the mime performance of NSS Volunteers. The programme wound up at 3.30 pm.



Quiz, Face Painting and Mime. More than 100 students participated for the Management Fest for group and individual events. The programme wound up by 4.30 p.m. with a valedictory function. The cash prize for the winners and overall trophy were distributed in the function. Bharathmatha College, Kozhinjampara won the overall trophy.



### Physics Association Day 2022-23

### Inter Collegiate Management Fest



PG Department of Commerce conducted an Inter Collegiate Management Fest BISTACTICA 2K23 on 10th January 2023, Tuesday in the YIMS campus. The formal inauguration function was conducted at Sapienza hall and was inaugurated by Rev. Dr. Mathew George Vazhayil, Director of YIMS. Dr. Tomy Antony, Principal, YIMS presided over the meeting. After the formal inauguration, various events were conducted at different venues. There were 11 main events for the fest including Treasure Hunt, Best Manager, Spot Photography, Dance competition, Best Management team, Corporate Walk, Talent Show, Bis

The Physics Association Day 2020-23 was held on 23rd January 2023. The programme was organized at Sapienza Hall, YIMS. Dr. Haripadmam P.C. Assistant Professor, NSS College, Nemmara, was the chief guest. The meeting started at 10:30 a.m. with prayer by Aysha Nourin of I B.Sc Physics. Mr. Ajil K Antony, HOD, Department of physics gave the welcome speech. The meeting was presided over by Dr. Tomy Antony Principal, YIMS. This was followed by inauguration of the session by the Chief Guest. The meeting was felicitated by Rev. Dr. Joseph Olikkalkoonal, Vice Principal, YIMS. Ms. Keerthana Srikumar, Association Secretary, I B.Sc. Physics proposed the vote of thanks. The inaugural session was followed by a talk on the topic "Natural Dyes: Exploration of Nature for Science and Technology" by the Resource Person Dr. Haripadmam P. C. The session was lively and followed by interactions with students.



### Placement Drive -SavvySoft Technology



The Department of Management in association with IQAC and Placement Cell, organised a placement drive for BBA & B.Com students (Batch 2023) with SavvySoft Technology, a well reputed and leading organisation, on 24th & 25th of January 2023 at the Sapienza Hall. The drive began by 10:30 a.m with the arrival of 3 eminent officers of SavvySoft Technology, Mr. Kingston, Mr. Vivek and Ms. Lia Gowri. The event was mastered by Ms.Devika .N, III BBA. Ms Shylaja Menon, HOD, Department Of Management gave the welcome speech which was followed by a Presidential Address by Dr. Tomy Antony, Principal, YIMS. The Programme was inaugurated by one among the resource persons, Mr. Kingston S, Learning & Training Division, SavvySoft Technology. Followed by the Inauguration, Rev. Dr. Joseph Olikkalkoonal, Vice Principal, YIMS and Mr. Vivek .V, Talent Acquisition, Savvysoft, gave the felicitation notes. Followed by the felicitation, there was a Pre-Placement talk session handled by Ms. Lia Gowri, Talent Acquisition, SavvySoft. The official session ended at 11:30 am with a Vote of thanks by Lakshmi Priya of III B.com Finance. In the placement drive, around 145 students from BBA & B.Com took part. Out of these, 27 students were selected to the Personal Interview round. The selected candidates appeared for panel interview on 25th of January. Senior officer of Savvysoft Technology, Mr.Prabhu headed the panel interview. After the final round, 12 students were selected to join the Savvysoft Team, which was a great achievement of the placement session.



### Congratulations



NSS Volunteers Receiving momento from Deputy Excise commissioner, Palakkad



### ***Orientation Programme For Women***



Department of Hotel Management organized an extension activity in association with People Service Society, Palakkad and Women Cell, YIMS on 20th January, 2023 in Symphony Auditorium. The session was inaugurated by Rev. Dr. Mathew George Vazhayil, Director, YIMS.

PSSP Secretary Rev. Fr. Justin Kolankanni delivered the Presidential Address. Mr. Joy Arakkal from Environment Development Institute of India extended his greetings. The training was led by Chef Mr. Vinod Raghavan, HOD, HM Department and Sinu Raj, Assistant Professor, HM Department. The session included training and skill development for women for their business endeavours.

### ***Concordia 2022-23***



The PG Department of English conducted the inauguration of 'Concordia 2022-23', the Association Day of the Department on 09 January 2023. The programme began with the prayer by Mathangi Ajithkumar and Vaishnavi, students of the

PG Department of English. Arathy P of I MA English and A Anjali of III BA English were the MC of the programme. Ms Pameela Johnson, HOD of the PG Department of English welcomed the gathering. Rev. Dr. Joseph Olikkalkoonal, Vice Principal presided over the session. The Association Day was inaugurated by M K Gopinathan Nair (Vaishakan Master), Indian Short Story Writer, Playwright and Screenwriter. Rev. Dr. Mathew George Vazhayil, Director felicitated the session. An interactive session between the chief guest and the students was followed after the book launching ceremony. The programme ended up with a vote of thanks delivered by Shamla A of I BA English, Association Secretary. Cultural programmes were conducted in the afternoon.

### ***Book Releasing***



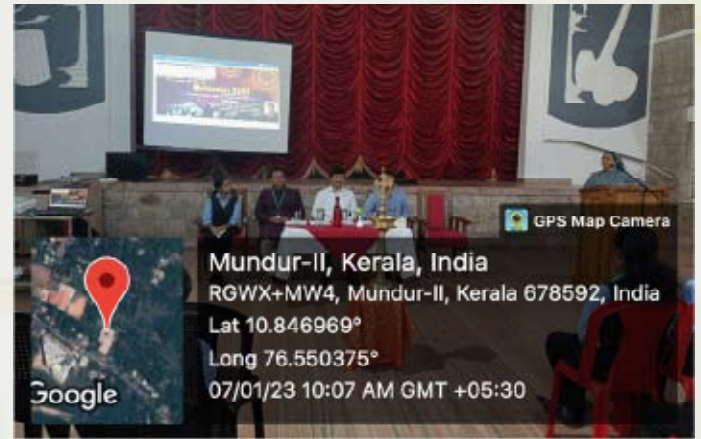
The PG Department of English added one more feather to the literary achievements of the Department by publishing the poetry collections titled *The Drenched Memories* by Sukruta T. S of I MA English and *The Third Eye: Lessons from a Logistic Heart* by Megha R of II BA English on 9th January, 2023 at Yuvaragam Theatre.



**RENDEZVOUS 2K22**



Department of Forensic Science, Nehru Arts & Science College Coimbatore. Dr. Sr.Delphi CHF, Staff Coordinator gave an official welcoming for all staff and students for the programme. Students had an enriching session and gained knowledge about various areas and trends in the field of Forensic Psychology. HOD, PG Department of Psychology, YIMS Rev. Dr. Gimmi Akkattu CST proposed the official vote of thanks for the programme. Students were provided with lunch and were followed by cultural activities.



The Department of Mathematics conducted RENDEZVOUS 2K22 Association Inauguration on 9th January, 2023 at 10:00 a.m. The chief guest and inaugurator of the programme was Ms. Sheela P Koikkara, Retd. Associate Professor and HoD of Mathematics, Mercy College Palakkad. The Principal, Dr. Tomy Antony presided over the programme. The Vice Principal, Rev. Dr. Joseph Olikkalkoonal, HoD, Prof. T. K. Rajan and Mr. Rony Mathew, UUC College Union delivered the felicitation notes. The coordinator, Ms. Steeja I F, Assistant Professor welcomed the gathering and Sajni, Association Secretary, II B.Sc Mathematics student delivered the vote of thanks. M Chandhana, III B. Sc Mathematics student was the Master of Ceremony. The inaugural ceremony ended by 10:45 a.m. There was a talk by the chief guest at 11:00 am for the students of the Department. It was based on the basic mathematical concepts studied from school level to college level. The class ended by 12:15 p.m. In the afternoon, cultural programmes were conducted.

**METANOIA 2K23**

PG Department of Psychology conducted ‘METANOIA 2K23’- Association Day 2023 on January 7th 2023. Inaugural address was given by Principal Dr. Tomy Antony. Chief Guest of the programme was Mr. Akhil Kollarettu, HOD, PG

**Congratulations**

विश्व हिंदी दिवस  
 10/01/2023

**ONLINE POSTER MAKING COMPETITION RESULTS**

<p>First Prize Rs.500</p> <p>ADITHYAN D        III Bsc Geography</p>	<p>Second Prize Rs.300</p> <p>NANDANA S NAIR        III Bsc Mathematics</p>	<p>Third Prize Rs.200</p> <p>KEERTHANA B C        III Bsc Mathematics</p>
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### Study Tour



PG Department of Psychology conducted a Study Tour for final year UG Students and the places they visited were Uduppi, Gokarna, and Mangalore. Ms. Neethi Rose Anto, Assistant Professor and HOD Rev. Dr. Gimmi Akkattu from the Department were the Staff Coordinators. Students had a very good time and thoroughly enjoyed their experience. Organizing Committee for the Study Tour was APPA'S Holidays and it was 3 nights and 3 days package.

### World Hindi Day Celebration 2023

The Department of Hindi celebrated World Hindi Day. World Hindi Day (January 10) is celebrated to promote Hindi language at global level. The Department conducted online Poster Making and Debate Competition in connection with the Day. The theme given for Poster was “नशा मुक्त समाज”. The participants were given the necessary instructions and guidelines for the competition. They were asked to send their posters within 10th to 20th January to the Department E-mail Id. Students' participation were highly appreciable. First prize was won by Adithyan D ( III B. Sc Geography), Second prize was won by Nandana S Nair (III B. Sc Mathematics) and Third prize was won by Keerthana B C ( III B.Sc Mathematics).

The Department also conducted a debate competition for the students of II BA/BSc. The debate topic was 'आज के बच्चों में नैतिक मूल्यों की कमी हो रहे हैं-सहमत है या नहीं' | They actively participated in the debate and they raised their opinions and substantiated their points with different

examples. Best speakers were selected on the basis of consistency, relevance, body language, effectiveness and clarity. First prize was won by Vidup Vinod C K ( II B. Sc Geography ), second prize for Ananya Josephine B ( II B. Sc Psychology) and third prize was shared between Keerthana K (II BSc Chemistry) and Harinandhan M ( II B. Sc Psychology).

### International Peace Day, 2023



PG Department of Psychology celebrated 'International Peace Day' on January 30, 2023. A message was given about the importance of having Peaceful Life which was accompanied by a song by Ms. Niranjana from III B. Sc Psychology. Students from I B.Sc Psychology visually created a Demo portraying the message of Peace.





**Congratulations**



The EMMRC of (Educational Multimedia Research Centre) University of Calicut, invited Dr. Sajeesh.V & Dr. Indu.T.K as subject expert to deliver curriculum based content for UGC DTH -SWAYAMPRAHA channel 08, launched by MHRD with the aim of transmitting quality educational content. The contents are provided by NPTEL, IITs, UGC, CEC, IGNOU, NCERT and NIOS. The INFLIBNET Centre maintains the web portal.

**Road Safety Awareness Rally**

The Department of Management in association with IQAC conducted a 'Road Safety Awareness Rally' on 16th January 2023 at 11 am from Yuvakshetra College to Kongad. The Rally was conducted in connection with the Road Safety Awareness week. The students of II BBA coordinated the rally for which they used placards related to road safety rules. Dr Tomy Antony, Principal, YIMS inaugurated the rally and the flag off was done by Rev. Dr. Mathew George Vazhayil, Director, YIMS. The students were able to get more information and awareness related to the importance of the road safety rules and regulations and they gave some awareness to the public regarding Road Safety as well. The programme was very effective.





### Placement Training Session



The Department of Management in association with IQAC and Career Guidance Cell conducted a Placement Training Session on 4th January 2023 for the III year BBA students. Dr Joseph Varghese, Assistant Professor, Department of Management was the Resource Person for the session. The session commenced by 10 am by introducing the students about the upcoming demands of the corporate world, and keenly explained concerning the importance of every minute things to be taken care of while attending an interview and provided the tips & tricks to successfully crack an interview.

The afternoon session concentrated more on practical experience and boosting confidence of the candidates through mock interviews and group discussions.

This interactive session was extremely useful for the students to gain insight and exposure for freshers to confidently approach interviews and improve their competency. The session ended by 3:15 pm.

### Congratulations



Sandra Suresh, II B. Com Finance B got second prize in inter collegiate debate competition held at Sadanam Institute of Commerce and Management Studies, Pathiripala.

### Congratulations



Ardra Krishna of First B.Com Finance who is placed at First position in Film song and Light music competition held in the Swaralaya Dance and Music festival.

### Congratulations



Congratulations to Dr. Tomy Antony, Principal, YIMS for his meritorious contributions in event management of Qatar World Cup



**Funeral Mass of Pope Emeritus Benedict XVI**



Rev. Dr. Joseph OlikkalKoonal Vice Principal, YIMS and Mr. Igneseus Gonsalvus were the commentators for the Malayalam Live Commentary of the Funeral Mass of Pope Emeritus Benedict XVI Telecast on Raj News Malayalam.

**Commerce At A Glance**

Prof. Sasidharan Uppath and Aarsha Nandana  
978-81-960296-5-4

**Indian Constitution and Human Values**

Keerthi MS, Rajitha Rajendran R, Rajitha R,  
Nimy K C  
978-81-960296-2-3

**Certificate Distribution Ceremony**



Dr. Tomy Antony, Principal, YIMS distributed certificate to the participants of Certificate Course on Basic Skills in Counselling conducted by the PG Department of Psychology

**Congratulations**

CASIRJ Volume 13 Issue 11 (Year - 2022) ISSN 2319 - 9202

**HOPE, RESILIENCE AND ILLNESS ATTITUDE AMONG HIV/AIDS INFECTED AND NON- INFECTED PEOPLE**

Research done by **Jilu Mary Luke**  
Assistant Professor  
PG Department of Psychology Yuvakshetra Institute of Management Studies, Ezhakkad, Palakkad

Guided by **Dr. Sonia George**  
Associate Professor, Department of Psychology, Government College for Women, Thiruvananthapuram

**Abstract**  
HIV/AIDS is a serious medical condition that can be paralyzing to sufferers. It is the single largest sexually transmitted disease of our country. Because of misconceptions and stigma related to this disease, it can affect the personal, emotional health and well-being. HIV infected people and the topic of the Resilience and Illness attitude among HIV/AIDS infected and non-infected implies a certain amount of perseverance i.e., believing that a positive outcome when there is some evidence to the contrary. In some faiths and religions of the world, resilience plays a very important role. Resilience is defined as a dynamic process that in positive behavioral adaptation when they encounter significant adversity or trauma.

An Article has been published by Ms. Jilu Mary Luke, Asst. Professor, PG Department of Psychology in the International Research Journal of Commerce, Arts and Science.

**Driving Learning Programme**



Mr. Vinod, Expert Driving Trainer shared the essential tips of driving to the candidates of Driving Learning Programme 2023 organised by YIMS as part of the Student and Staff welfare programme

**Yuvakshetra Publications**

**Upcoming Releases**

**Giants of Mathematics**

Dr. Joseph Olikkalkoonal and Mahesh M  
978-81-960296-3-0



**Congratulations**

Anshadh S (I B. Com Finance) won Second Place in Mr Palakkad 65 kg Competition held at Manarkkad (Junior category).

**Congratulations**

Sanjay U Menon (II BCA) won Second Prize in Mr. Palakkad Competition 2022-23 (60kg Junior Category)

**Congratulations**

Gayathri V, student of III B. Sc Physics secured 2nd position in Discuss Throw in the 63rd Kerala State Athletics Championship held at the University of Calicut Campus.

**Republic Day Celebrations**

Rev. Dr. Mathew George Vazhayil, Director, Yuvakshetra Institute Of Management Studies hoisted the Indian National flag and delivered the Republic day message.

**Congratulations**



**Congratulations**



SPI Women's College, Cumbum  
Department of Management Studies  
27.01.2023 14:49  
9.71076, 77.16737  
Sri St. Marthas (Women's Coll), Cumbum, Tamil Nadu - 625516

Dr. Joseph Varghese, Asst. Professor, Department of Management was the resource person for the two day National Level Workshop conducted by Sri Adi Chunchanagiri Women's College, Cumbum.

**Congratulations**



An Article titled 'Influences of Green HRM Practices on Environmentally Friendly Performance: The Enabling Role of Green Innovation' has been published by Mr. Emil Joseph, Asst. Professor, PG Department of Commerce, YIMS in the International Journal of Science and Engineering Research.

**INDUSTRIAL VISIT**



II B. Com Finance students visited the Tea Factory, Ooty as part of Industrial Visit.

**World Martyrs Day**



Yuvavox Newsletter observed World Martyrs day, 75th death anniversary of Mahatma Gandhi on 30th January at Sophia Theatre YIMS. Rev. Dr. Joseph Olikkalkoonal, Vice Principal, YIMS delivered the message and remembered the sacrifices made by Mahatma Gandhi for the freedom struggle.

**Congratulations**



Rev. Dr. Joseph Olikkalkoonal, Vice Principal, YIMS takes class for the Students of St. Dominic's School, Narakassery, Ezhakkad. Mundur, Palakkad on 27-01-2023 on the topic 'Proper Motivation and Success of life'.



### Alumni Corner



Congratulations to Salima Sirin, Alumna, Department of Psychology (B.Sc Psychology 2017-2020 Batch) secured FIRST Rank in MSc Psychology (2020-2022) from Kerala University.

Congratulations to Dona Suneeth, Alumna, Department of Psychology (B.Sc Psychology 2016-2019 Batch) secured 1st Rank from (2020-2022) M G University.



Congratulations to Midhila A Ashok, Alumna, Department of Computer Science (Department of Computer Science 2017-2020) Secured 1st Position in the Calicut (2020-2022) University Campus.

### Congratulations



Prof. Mercy Leena Paul, Associate Professor and HoD, Department of Chemistry, YIMS has contributed as subject expert for 10 modules in Electrochemistry-Electrolytic Conductance to be telecasted in UGC-SWAYAMPRAKHA DTH channel. The recording of the classes were done from 28th to 30th December 2022 at EMMRC, Calicut University.

### Certificate Distribution



Distributed Certificates to the students Kartik TK, Abraham Peter Mamra, Majitha Nazriya, Shahma Sana, Alan Sabu, M Aniridh Krishna and Nandagopal MS, II B Com CA who participated in the Project, "Expanding and Deepening of Digital Ecosystem" conducted by Reserve Bank of India and State level Banker's Committee Kerala.



Distributed Certificates to the students Amal K Babu, Shahul Hameed S, Neha A Nair, II BBA who participated in the Project, "Expanding and Deepening of Digital Ecosystem" conducted by Reserve Bank of India and State level Banker's Committee Kerala. Congratulations.

### Congratulations



An Article titled 'Digital Revolution of e-RUPI -Relevance, Possibilities and Limitations' has been published by Rev. Dr. Joseph Olikkalkoonal, Vice Principal, YIMS in the Journal Educational

Extracts



### *NSS Orientation Class 2023*



The NSS Unit No 271 of Yuvakshetra Institute of Management Studies conducted an orientation programme on 28th January, 2023 for the 1st year NSS volunteers at Sapienza Hall.

The inauguration ceremony was started at 10:00 am. The inauguration was done by Mr. Amal Raj Mohan (NSS PAC member). Rev. Dr. Joseph Olikkalkoonal, Vice Principal, YIMS) presided over the programme. Rinu Samuel (I B.Sc Psychology) was the MC. Mr. Chandrasekhar, Programme Officer NSS unit no 271 welcomed the session. The leaders of NSS received their NSS Badge and volunteer Diary. The inauguration ceremony concluded with the vote of thanks proposed by Muhammed Jinan (I B. Sc Computer Science). The orientation session was conducted from 11 a.m. to 12:30 p.m

### *Alumni Meet 2022-23*



The Alumni General Body Meeting 2023 was held on 26th January from 10:30 a.m. to 11 a.m. at Symphony Auditorium, YIMS.

The meeting started with a prayer. The main discussion was focused on ensuring the participation of Alumni members in the placement activities of

the college. The welcome speech was delivered by Mr. Manoj. M, Assistant Professor, PG Department of Commerce. Dr. Tomy Antony, Principal, YIMS delivered the Presidential address. Rev. Dr. Mathew George Vazhayil, Director, YIMS inaugurated the Meeting. Rev. Dr. Joseph Olikkalkoonal, Vice Principal, YIMS presented the Annual Accounts Report of YIMS Alumni for the year 2021-2022. The felicitation was given Dr. Ramachandran.K, HOD, PG Department of Geography. After that, an open discussion was conducted to put forward the suggestions by members.

The meeting wound up by 11:30 a.m. with a Vote of Thanks delivered by Mr. Akshay, Secretary, YIMS Alumni.

After the official meeting and Department gatherings, at 2:30 p.m. a friendly Basket Ball Match between YIMS Team and Alumni Team was conducted in which YIMS Alumni Team won.

### *Congratulations*



Sreemol K - I  
MA English cleared  
K TET

Jisha K J - II  
MA English cleared K  
TET





### Computer Literacy Day Competition 2022



Department of Computer Science, in connection with COMPUTER LITERACY DAY, conducted interdepartmental competitions such as Darwin's Quest (Treasure Hunt) and Techquiz on 01-12-22. Mr Praveen.S (Assistant Professor, Department of Computer Science) coordinated the events. Twelve team members (five students per team) participated from all the Departments in the Darwin's Quest competition, and 18 groups (two students per team) participated in the Techquiz.

The winners of Darwin's Quest were Nishal Shiji and team (III B. COM TAX). The first prize of Techquiz was secured by Adarsh G & Sreeraj M (III B. COM TAX), and the second prize was secured by Aswin Raj & Austin V (II B. Sc Geography). The winners were awarded a cash prize of Rs.500 for Darwin's Quest, Rs.500 and Rs.250 for the First and second prizes for Techquiz respectively.

### IntelliPaat Placement Drive

The Department of Management in association with IQAC and Placement Cell conducted a Placement Drive for the final year BBA students by INTELLIPAAT on 12th January 2023 at 11:30 am via Zoom platform. The Placement Drive started with a pre-placement talk which provided the students with introduction to the company and its policies, the job role and its specifications followed by a Group Discussion round conducted batch wise.

Six students got selected for the next round on the following day, personal interview and Mock call according to the script provided beforehand. Two students got selected for the Final Personal Interview conducted on 18th January, 2023 and finally Ashwini K Rajan and Deepak D of III BBA got placed in IntelliPaat.





**Welcome To YIMS Family**



Welcome to Ms. Shamili Manoj faculty, Department of Commerce to Yuvakshetra Family

Dr Mathew George Vazhayil, Director of YIMS.

The Rank Holders of 2022 (Aiswarya B, 6th Rank, BCA 19-22 Batch, and Aparna A, 9th Rank, BCA 19-22 Batch) were honoured in the event. The vote of thanks was delivered by Arjun K., III B.Sc Computer Science (Association Secretary).

After the lunch break Mr Arun Divakaran, the chief guest, led a session on "Digital Transformation and Industry Trends." The session was attractive and completely captivated the students. The session ended with the National Anthem.

**IN-TOUCH 2K22**

Department of computer science, in association with IQAC, organized IN-TOUCH 2K22, a student-centric computer literacy programme for Society, on 19th December 2022 at Computer Lab, CH Square. More than 25 nearby various community people from kudumbasree, Anganwadi etc., attended the program. The Computer Science students handled the session under Adhithyan K (II BCA) as the student-in-charge. The session mainly focused on "Awareness on Computer and software Basics". It was really fruitful and decided to continue the sessions in future also.

**Celestra '22**



CELESTRA '22, the Department of Computer Science Association, was inaugurated on December 20, 2022, at the Symphony Auditorium in the Admin Block at 10 am. Mr Arun Divakaran, Digital Transformation Consultant, Signatech Services Pvt Ltd, United States, was the event's chief guest. The programme began with a prayer by Ms Aiswarya P. Marrar. Ms Meena Jose Komban, HOD, Department of Computer Science welcomed the gathering, and all the dignitaries on the dais were honoured with pleasantries. The session was presided over by Rev. Dr Joseph Olikkalkoonal, Vice Principal, YIMS.

The chief guest, Mr Arun Divakaran officially inaugurated the programme.. The keynote address was given by Rev.



**Study Tour**



Department of Computer Science BCA and B.Sc. Computer Science final year Batch 2020-23 went for a study tour to places Chikkamangalore – Gokarna – Malpe from Friday, 06th January 2023 to Tuesday, 10th January 2023 to visit cultural and heritage places, accompanied by Mr. Praveen S, Ms. Keerthika M, Assistant Professors, Computer Science.



### *Study Tour*



Section B com CA of PG Department of Commerce conducted study tour for final year UG students. The purpose of study tour was to provide a platform for the students to learn and get acquainted with the process of organizing and conducting a study tour. A study tour to Gokarna was held from 25th to 29th January 2023. 49 students of 2020-'23 batch were accompanied by Mr. Sreeraj M. K and Ms. Rajitha R for the trip. It was a wonderful experience for the students and staff who involved.

### *Educational Excellence Award*



Rev. Dr. Mathew George Vazhayil, Director, YIMS receives Deepika Educational Excellence Award from Hon'ble Minister K Krishnankutty

### *Extension Activity*



As part of the Extension Activity Ms. Sreeja T S, Asst. professor, Dept. of Mathematics and Ms. Nandana R, III B.Sc. Mathematics taken classes at Govt. Tribal School Aanakkal

## TEAM YIMS





## A Success Story on Dairy Farming

### Interview with Rev. Dr. Mathew George Vazhayil

Interviewer: Beloved Father, Congratulations from Team Yuvavox on your glorious achievement of “Best Ksheerakarshaka Award” honoured by Kongad Gramapanchayath.

Father: Thank You

Interviewer: Father, What is your inspiration to start dairy farming?

Father: After taking charge as the Director, I happened to check the accounts of YIMS. Then I realised that the institution buys dairy products for about 10 lakhs in a year. We have zero budget organic farming here and YIMS spend money on fertilizers, manure and other dairy products. So I thought on implementation of dairy farming in Yuvakshetra. Having an agriculture family background also added to my interest. Once on my way back from Valpara I bought two cows from Gopalapuram, Coimbatore. The main intention behind establishing this farm is to provide pure milk to Yuvakshetrians including students, teachers and hostellers.

Interviewer: How did you feel when you receive the *Ksheerakarshaka* Award?

Father: I felt really happy. A priest to be honoured with such an award may be a rarest thing. The reason for receiving this award is that our farm produced the largest quantity amount of milk in Kongad Panchayat. This is a proud

moment for Yuvakshetrians. In this Panchayat I intended our farm to be a model and inspiration to many farmers. All can visit our farm to know about implementation of dairying in less expense. I have helped some farmers to set up new farms. Now they are running their farms well. I believe this is an honor given by Kongad Panchayat to Yuvakshetra. This honouring would also be helpful to create an awareness among students as well as others on how to produce pure milk.

Interviewer: How do you find time for the farming activities amidst the busy schedule?

Father: It is more of a passion. We know the love and concern we get from our pets which will make us relaxed amidst the busy schedule. The time I indulged in sports activities is now used to tend them. I spend at least 2 hours a day in the farm. After the prayer and holy mass in every morning, it is my routine to visit the farm and interact with the workers by giving necessary advice on tending the cattle.

Interviewer: What do you think is the importance of such a farm in an educational institution?

Father: I see students visiting the farm often. Some even visit daily. Due to various circumstances some students don't even know the different varieties of cows that exist. We have around 10 breeds of cows here. Some students





are so much into this farming that they even take classes on animal husbandry to others. They very well know about the different kinds of milk available like the a1 and a2 milk. Since there are many varieties of cows here, it provides the students with immense knowledge on dairying. Teachers as well as students are the consumers of the available products of our farm which is pure and economical. Thus, students and the parents visiting this farm get an opportunity to enhance their awareness on dairy farming, animal husbandry and all such things. The hostellers too help in the farm activities when they get time. This is indeed a great experience to them.

Interviewer: What is your message to the future generation?

Father: Since we all come from agricultural backgrounds, we must take initiatives to ensure its sustainability. While consuming readymade products available in packets, we must be aware of the poison and fatal diseases that carry with it. We buy fatal diseases on paying money. For healthy living, we have to be self sufficient and hard working. We can invest time and energy in organic farming or in dairy farming. Instead of being mere consumers, we must become producers who are capable of giving others pure products in a budget friendly manner.

Interviewer: What are the obstacles that one faces in this field?

Father: First one is the low rate of milk. Another challenge is to balance the cost of cattle feed and milk. In order to tackle this, mass production is required. Lack of sufficient workers, spreading of contagious diseases among cows are yet another difficulties. To overcome this, there must be cleanliness in the cattle shed, provide them clean, sufficient

fresh water at all times and meet the nutritional needs of cows in a better way. Also, we have to rely sometimes on folk medicines other than good vets. Here, we get the help of veterinary doctors whenever needed that ensure the health and safety of the cattle.

Interviewer: Do you think this is profitable if we are well prepared?

Father: Yes. Nowadays many people quit their jobs to start dairy farming and invest their time and money in it. Time plays a crucial role here. In Palakkad, hay is available at a cheaper rate. Even cow dungs can be sold in a profitable way. So I think if we approach this in a systematic manner, this is indeed a profitable field. Many people have proved it.

Interviewer : Thank You so much Father for spending your valuable time for this interview. We are so grateful for interviewing with you today.

Father: Thank you.



## A Success Story on Dairy Farming

Interview with Rev. Dr. Mathew George Vazhayil

# Special Supplement



# The Kshetra of Excellence

## Supplement on Educational Excellence Award

Yuvakshetra Institute of Management Studies (YIMS), established by the Yuvakshetra Charitable Trust and a project of Diocese of Palakkad, was launched in 2005 under the visionary leadership of Rev. Fr. Sebastian Panjikaran, the founder Director of YIMS. The institution was formally inaugurated on 9 Dec, 2004 and the classes commenced from June 2005. YIMS is situated in 22.5 acres of land in Ezhakkad village of Mundur Panchayath in Palakkad district. At its inception, YIMS was just a Vocational Training Institute. Now, YIMS is affiliated to the University of Calicut and accredited with NAAC B+ in the first cycle. The Institution has emerged as one of the premier higher education centers in Kerala within a short span of time. It has attained the status of a "Center of Excellence" as well, under the aegis of His Excellency Mar Jacob Manethodath (Bishop Emeritus, Palakkad Diocese), His Excellency Mar Peter Kochupurackal (Bishop, Palakkad Diocese), Rev. Dr. Mathew George Vazhayil (Director), Fr. Midhul Kombara (Assistant Director), Fr. Shaju Angeveettil (Bursar), Dr. Tomy Antony (Principal), and Rev. Dr. Joseph Olikkalkoonal (Vice Principal). Presently there are 10 Departments with 14 UG courses and 4 PG courses namely, Department of Hotel Management, PG Department of Commerce, PG Department of English, PG Department of Psychology, PG Department of Geography, Departments of Computer Science, Management, Mathematics, Physics, and Chemistry.

'Inform and form to Transform' as the motto, the institution has been in the forefront to inculcate values, ethics, culture, behaviour, and respect in

students and there by transforming the present generation. Behavioural as well as professional change in students make YIMS as a beacon in the arena of education. Discipline, Academics, the Grooming standards and positive relationship and communication are the four strong pillars of YIMS. Self-control and decorum along with academics are the primary concerns of the institution. Grooming standardize students' gestures which boost their self-confidence without any complexities.

The serene green landscape is well preserved in the campus, thus sustaining the desirable environment to facilitate effective teaching and learning. YIMS campus is well known for its practice of organic farming, dairy farming, bamboo garden and other green practices. The campus is also remarkable with its low carbon emission (0.149 rate). Thus, it has been recognised as a Model Green Campus by the University of Calicut. A 'Green Fan Club' exists in the campus that promotes the concept of sustainable development and fosters the love and respect of students towards environment. A supportive Management who actively contributes to staff and student welfare measures also plays a major role in achieving the clearly defined goals and expectations of the institution.

Along with eco-friendly campus, the facilities of the College include 'Bodhi' Central Library, Canteen, Snack Bar, Health Club and gymnasium, game courts, well equipped infrastructure with smart classes, Hostel, Chapel and Prayer Hall, Computer Labs, Language labs, Open Air stadium, Training Kitchen and Restaurant, Transportation services, etc. The co-curricular activities to stimulate creative



thoughts and to improve social and organisational skills of students are also given prime role along with academics. Students actively take part in social outreach programmes undertaken by NSS, different clubs and forums. To hone the talents of young minds, the institution promotes various extra-curricular activities. Arts Day, Sports Day and other competitions, skill enhancement programmes are organised and implemented that showcase the inner talents of the student community. Thus, the students also get opportunities to represent the College in competitions that take place in A-Zone, Interzone, state level as well as National level. The institution also adheres to observe the days of national importance to inculcate social values among the learners.

An yearly published College Magazine seeks to channelize the immense potentiality and artistic, creative talents of students. YIMS College Magazine is acknowledged and recognized even on state level by securing prizes in different magazine competitions. The meritorious achievements of students and staff for their excellence in academic field have got recognition in University level. Students from various Departments have been awarded with University ranks and top positions in Examinations. The hardworking, dedicated faculties securing higher qualifications also prove to be an asset to the institution. The institution ensures to provide best campus placements for the outgoing students by seeking the attention of many established firms. Numerous students have been placed in reputed organisations within a short span of time.

According to the educationist Friedrich Froebel, 'Education is a process by which the child develops its inner potential in a manner so as to participate meaningfully in the external environment'.

## The Kshetra of Excellence

Supplement on Educational Excellence Award

A particular way of looking at something and the empathetic attitude are very much needed for our younger generation. Along with the scholastic training the institution steps ahead in making proud human beings. Thus the Educational excellence Award given to YIMS is not just a recognition, it is an accreditation for the excellent pedagogical approach and interdisciplinary measures adopted in the institution in the guidance of a supportive and strong Management thus making its name worth - 'The Kshetra of Excellence

