



*Editor's Desk*

**Quality of Thought V/S  
Quality of Life**

“Quality is not an act, it is a habit”. These words of the Ancient Greek scholar, Aristotle, mean a lot in the modern period also. Habit is an action that is continuously practiced and then it becomes the part of the personality of a person. It is again defined as a routine of behavior that is repeated regularly and tends to occur subconsciously. The American Journal of Psychology defines a “habit, from the standpoint of psychology a more or less fixed way of thinking, willing, or feeling acquired through previous repetition of a mental experience”. According to Henry Ford, “Quality means doing it right when no one is looking”. Quality is always result oriented and naturally, improvement of quality will lead to better results. “Quality without result is pointless. Result without quality is boring.” (Johan Cruyff).

“A quality education grants us the ability to fight the war on ignorance and poverty”, (Charles B. Rangel). According to great Indian sages, the best way to eradicate darkness which is ignorance is the proper education. After education comes the satsanga or better friendship. At this point we will surely remember the examples of the great George Washington who said, “Associate with men of good quality if you esteem your own reputation; for it is better to be alone than in bad company.”

Quality education and quality of Friendship must lead to quality of character. We have often heard that when wealth is lost, nothing is lost; when health is lost, something is lost; when character is lost, everything is lost. Here we must remember always the sayings of John Wooden who is better known as Wizard of Westwood, “Be more concerned with your character than your reputation, and because your character is what you really are while your reputation

is merely what others think you are”. It is not an easy matter to develop better character, but it would be the result of trials and sufferings. Character cannot be developed in ease and quiet. Only through experience of trial and suffering can the soul be strengthened, ambition inspired and success achieved. (Helen Keller) Quality is to be considered the most and all must concentrate on its development.

Quality of thought, quality of friendship and the quality of everything else is connected with life. All activities are personal responsibilities that would determine our life and future.

Best wishes to all especially the Final Years (2020-2023 Batches) for the coming examination and future achievements. May God bless you!

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

*Message*

**PSYCHOLOGY BEHIND INVESTING IN  
CRYPTO CURRENCY.**

The rise of cryptocurrencies has been one of the most significant developments in the world of finance in recent years. Bitcoin, the first and most well-known cryptocurrency, was created in 2009, and since then, the market has been exploded with hundreds of other cryptocurrencies. With the potential for significant gains and the promise of a decentralized financial system, many people have been drawn to invest in cryptocurrencies. However, the psychology behind investing in cryptocurrencies is complex and often driven by emotions rather than rational thinking. In this essay, we will explore the psychology behind investing in cryptocurrencies and how emotions play a role in investment decisions.

**The Fear of Missing Out (FOMO)**

One of the most significant drivers behind the recent surge in cryptocurrency investment is the fear

of missing out (FOMO). FOMO is a psychological phenomenon in which people experience anxiety or regret at the thought of missing out of an opportunity of or experience. In the context of cryptocurrency investment, people may fear missing out of significant gains if they do not invest. FOMO is fueled by the fear of regret. People fear that if they do not invest in cryptocurrencies, they will regret their decision later on when prices skyrocket. This fear can lead to impulsive decisions and irrational behaviour, such as investing more money than they can afford to lose or chasing after a rapidly rising price. Investing in cryptocurrencies has been compared to gambling, and FOMO plays a significant role in both activities. In gambling, people may continue to bet even when they are losing, hoping to win back their losses. Similarly, in cryptocurrency investment, people may continue to invest even when the price is falling, hoping to catch the next surge.

### **Overconfidence Bias**

Another psychological factor that drives cryptocurrency investment is overconfidence bias. Overconfidence bias refers to the tendency of people to overestimate their abilities or the likelihood of a positive outcome. In the context of cryptocurrency investment, people may be overconfident in their ability to predict the market or pick winning investments. Overconfidence bias can lead people to take on more risk than they should. People may believe that they can outsmart the market or that they have a special insight that others do not. This belief can lead to excessive trading, investing in risky assets, or investing more money than they can afford to lose.

### **Confirmation Bias**

Confirmation bias is another psychological factor that can drive cryptocurrency investment. Confirmation bias refers to the tendency of people to seek out information that confirms their existing beliefs and ignore information that contradicts them. In the context of cryptocurrency investment, people may seek out news and information that supports their investment decisions and ignore information that suggests they may be making a mistake. Confirmation

bias can lead people to make irrational investment decisions. People may ignore warning signs or red flags and continue to invest in cryptocurrencies that are likely to fail. Confirmation bias can also lead to groupthink, where people in a group reinforce each other's beliefs and make irrational decisions together.

### **Herding Behaviour**

Herding behaviour is another psychological factor that can drive cryptocurrency investment. Herding behavior refers to the tendency of people to follow the actions of others, even if those actions are irrational or detrimental. In the context of cryptocurrency investment, people may follow the herd and invest in cryptocurrencies simply because others are doing so. Herding behavior is often driven by the fear of missing out. People may believe that others have special insight into the market or know something they do not. This belief can lead to irrational behaviour, such as investing in cryptocurrencies that have no real value or investing more money than they can afford to lose.

### **Loss Aversion**

Loss aversion is a psychological factor that can lead to irrational investment decisions. Loss aversion refers to the tendency of people to feel the pain of a loss more acutely than the pleasure of a gain. Loss aversion is a powerful psychological factor that can influence investment decisions in the world of cryptocurrency. Loss aversion refers to the tendency of people to feel the pain of a loss more acutely than the pleasure of a gain. In the context of cryptocurrency investment, this means that investors may be more willing to take risks to avoid losses than they are to achieve gains. For example, imagine an investor who bought Bitcoin when the price was \$10,000 per coin. The investor watches as the price rises to \$20,000 per coin, but instead of selling and taking the profit, the investor holds on, hoping for even higher gains. However, the price then drops to \$5,000 per coin, and the investor is left with a significant loss. At this point, loss aversion can kick in. The investor may be more focused on avoiding further losses than on recovering the original investment. This can lead to irrational behavior, such as holding on to a losing investment



or investing even more money to try to recoup the losses.

In cryptocurrency investment, loss aversion can be particularly powerful because the market is so volatile. Prices can rise and fall rapidly, sometimes in a matter of hours. This volatility can trigger emotions such as fear and anxiety, which can lead to irrational decisions.

**Dr. Emil Joseph**  
*Assistant Professor*  
*Department of Commerce*  
*Yuvakshetra IMS.*

### Seminar on Gender Equality



The Department of Computer Science, in association with the Women Development Cell, YIMS and IQAC, organised a seminar titled “Gender Equality” for first-year B.Sc. Computer Science and BCA students on 13 February 2023 with nearly 102 participants. The resource person was Ms Kalpana. M. N, LLB, Legal Aid Panel Advocate, Palakkad. The main goal of this session was to educate participants on gender equality and how to safeguard ourselves with legislation and their immediate actions. The students received a briefing from the resource person on the rights and legal protections accessible for all gender equality-related problems.

Hima Rachel Thomas, I B. Sc Computer Science, was the master of ceremony for the seminar. The seminar started by Ms Rose Mary Jaison, I BCA, with the prayer song and Ms. Raji N, HoD I/C Department of Computer Science gave the welcome address, followed by the Profile presentation of the resource person. Rev. Dr. Mathew George Vazhayil,

Director of YIMS, presided over the event. Ms Kalpana. M. N, inaugurated the session by lightening the lamp, and also highlighted her personal experiences with gender equality as well as professional experiences. The felicitation speech was delivered by Ms. Sreeja T S, Women Development Cell Coordinator, YIMS. Ms. Jess Maria Jose, I BCA proposed the vote of thanks.

### Student Extension Programme



The Taxation wing of PG Department of Commerce in association with IQAC, YIMS conducted a Student Extension programme on the topic “Banking” on 27th February 2023. The programme started at 2.00 p.m . Welcome speech was delivered by Ms. Asha T.K., ADS, Ward 10. The session was intended for the women members of Mahathma Gandhi Rural Employment Scheme in Ward 10 of Mundur Panchayath. The First and Second year students of B.Com Taxation handled the session. Dr. Ramya J, Section Head, B.Com Taxation Wing felicitated the event. The session was conducted mainly to create awareness on basic banking systems. The students gave classes about how to fill paying slips, how to use smartphone for digital payment etc. Vote of Thanks was proposed by Ms Deepa Y (Member, Ward No1) & Ms. Reshmi P (Member, Ward No 2).



**Blow the Budget**



The Taxation Wing of PG Department of Commerce, in association with IQAC, and Tax Travers Club, YIMS conducted a session on “Blow the Budget” on 17th February, 2023. The programme started with the prayer by Saraswathy, I B. Com Taxation. Dr. Emil Joseph, Assistant Professor, PG Department of Commerce-Taxation Wing welcomed the gathering, Principal. Dr. Tomy Antony delivered the Presidential address. Adv. Joshi K George, Tax Practitioner, Palakkad inaugurated the session by lighting the lamp. Dr. Ramya J, Section Head, felicitated the session. It was followed by the presentation of first prize winners in the Budget Analysis competition. Then the prizes were distributed to all the students who presented and participated in Budget Analysis as well as Debate. Abhijith G, III B.Com Taxation proposed the vote of thanks for the event. The session was actually an interactive one in which totally 110 students participated.

**Alumno Reminiscence**

Department of Computer Science Alumni organised an informative session on “World Sense Disambiguation in Machine Translation” at Sapienza Hall, YIMS on January 27th 2023.. The session was led by the former student Anisha G Krishnan from B.Sc CS of batch 2014-2017 The programme started with the prayer by Gayathri II B. Sc CS. Sreedurgha J Menon II, BCA, was the MC. HOD I/C of the Department of Computer Science, Ms.

Raji N, delivered the welcome note. Rev. Dr Joseph Olikkalkoonal, Vice Principal, YIMS presided over the event.

Ms. Anisha, gave the students novel knowledge about machine translation and also about the upcoming opportunities in the field of Computer Science. The session began with an introduction to machine translators that are currently in a state of development which can make a huge impact in the field of data collection and data mining. The future technology and opportunities are so vast in this area and can be mostly utilised by the coming generation as a job oriented or a passion oriented field. Development is in progress, the new ideas are often encourage in this field. She dived deeply into each and every corner of this vast pool and brought us the best. On behalf of the entire college Ms. Raji N Hod I/C appreciated the resource person. The programme was officially concluded with the vote of thanks by Veena V Nair, (II BCA).



**Congratulations**

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

**Hearty Congratulations**

**Dr. EMIL JOSEPH**  
Asst. Professor, PG Dept. of Commerce

*on securing **Doctoral Degree***

*Title of Thesis:  
Impact of Digitalization in  
Human Resource Management with  
Special Reference to Small & Medium Sectors in Kerala*

**Congratulations...**



## HR-SYMPOSIA

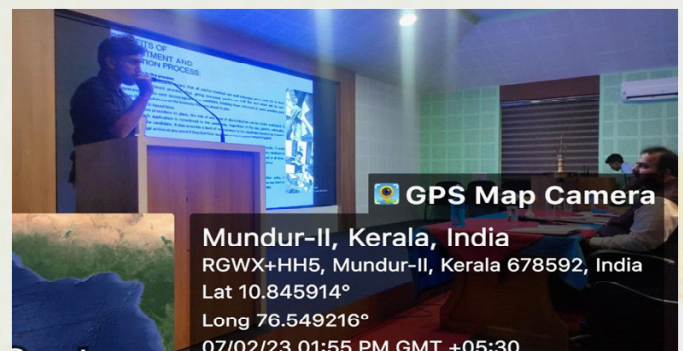
The Department of Management, in association with IQAC organized a three day hybrid mode seminar “HR- SYMPOSIA 2K23”- Empowering Smart and Future Human Resource from 6th to 8th of February 2023. The main motive of HR SYMPOSIA was to empower efficient and smart human resources who seek jobs at various MNCs. This National Seminar was a tremendous opportunity for students to present paper or article in a very professional way and to help them to gain experience in the same.

An interdepartmental poster making competition was organised as part of HR-SYMPOSIA on 6th February 2023. The event began 10:30 a.m in which around 50 students participated from various Departments of Yuvakshetra Institute of Management Studies. Students were divided into three categories- 1st years , 2nd years and 3rd years . Three groups were allotted three different topics on which the participants enthusiastically portrayed their creativity. The event got over by 12 p.m .

The second day of HR - SYMPOSIA started with the inaugural ceremony at 9:30 a. m at Sapienza Hall, YIMS. Eminent personalities Dr. P Paramashivaiah (Professor, Chairman Department of Studies and Research, Commerce, Tumkur University) and Dr. Suresh K Naidu (Teacher, Administrator Bangalore) were the resource persons for the Day 2. Around 150 participants were present in the hall for the inaugural function. The session started with a prayer by Pavitra of 1st BBA followed by welcome speech of HOD of Department of Management, Ms. Shylaja Menon. Director of YIMS, Rev. Dr Mathew George Vazhayil presided over the meeting. After presidential address, there was the lamp lighting ceremony and the programme was declared inaugurated by Dr. P Paramashivaiah. Dr. Suresh Naidu and Rev Dr. Joseph Olikkalkoonal, Vice Principal of YIMS, gave the felicitation. Followed by the felicitation, there witnessed a remarkable release of two books from the department. Ms. Jisha Sankar and Dr. Joseph Varghese, Asst.Professors of Department of Management gave the introduction to the books. The book titled *Basic Equations for Managerial Decisions*, a book by 3rd BBA students under the guidance of Ms Jisha Sankar was released by Dr P Paramashivaiah and the book

titled *Working Paper In Management*, of former 3rd years of BBA under the guidance of Dr. Joseph Varghese was released by Dr. Suresh Naidu. The session was concluded with a vote of thanks by Master Jithesh.K, Association Secretary of the Department and National Anthem

Dr C Ashokan (Professor, HOD of Department of MBA, Jawahar Business School, Lakkidi Palakkad) was the resource person for the third day. Around 150 students including participants were present for the inaugural function. The session started with a prayer by Vinaya of III BBA followed by welcome speech by Ms. Jisha Sankar, Assistant Professor of Department of Management. Vice Principal of YIMS, Rev. Dr.J oseph Olikkalkoonal presided over the meeting. After presidential address, there was the lamp lighting ceremony and the programme was declared inaugurated by Dr C Ashokan. The session was concluded with the vote of thanks by Mr. Anil Kumar, Assistant Professor of the Department and National Anthem by Sajay of III BBA.





**Congratulations**



Dr. Chithra. S, IAS, District Collector, Palakkad Appreciated Ms. Keerthi MS and team for the publication of the Book “Indian Constitution and Human Values” coordinated by the members of Book Warriors Club, Section B Com CA, YIMS.

**Article Publication**



Sreeraj M K

An Article titled 'A STUDY ON THE AWARENESS AND INFLUENCE OF GREEN ADVERTISEMENT AMONG PUBLIC' has been published by Mr. Sreeraj M K, Asst. Professor, PG Department of Commerce, YIMS in the International Research Journal of Education and Technology.

**Blood Donation Camp**



Rev. Dr. Joseph Olikkalkoonal, Vice Principal, YIMS inaugurated the Blood Donation Camp jointly organised by NSS Unit 271 YIMS, Indian Red Cross Society Palakkad and Blood Bank Palakkad. Rev. Dr. Mathew George Vazhayil, Director and Dr. Tomy Antony, Principal, YIMS visited the camp and interacted with the volunteers.



An Article titled 'A COMPARATIVE STUDY ON DEEP LEARNING AND SENTIMENT ANALYSIS' has been published by Ms. Siji George C G, Asst. Professor, Department of Computer Science, YIMS in the Journal Journal of the Oriental Institute.

**Congratulations**



Congratulations to Shifana F. S., I B COM CA who passed the CMA Foundation Level Examination.



M . R . Navaneeth Krishnan of II B.Com CA secured Second Prize for Best Manager (Tarush) at Vezeto 2K23, conducted by Ahalia College of Management on 02/02/2023



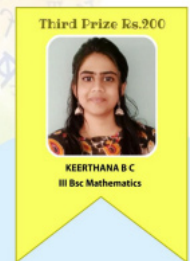
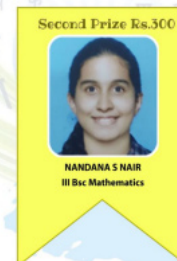
**Congratulations**

Aparna V, S., Jagan, M. R. Navaneetha Krishnan, Nikhil Krishna S of II B.Com CA secured First Prize for Best Management Team in Intercollegiate Meet at Bhatathamatha College Kozhinjampara on 03/02/2023.

**Congratulations**

Navaneeth Krishna II B.Com CA & Gokul Krishna I B.Com CA is selected to District wise 'Speak for India' for Contest held on 01 february 2023 at MES Kalladi College, Mannarkkad

***"Happiness is choice.  
If you choose to be unhappy,  
Don't curse your situation"***

**Congratulations****हिंदी विभाग****विश्व हिंदी दिवस  
10/01/2023****ONLINE POSTER MAKING COMPETITION  
RESULTS**

Co-ordinators  
Mr. Midhun M Ms. Divya N K  
Asst. Professors  
Department of Hindi

**Congratulations**

B S S Gurukulam Higher Secondary School, Alathur honored Dr. Tomy Antony, Principal, YIMS for his contributions in the field of education. Dr. Vijay Yesudas., Actor and Playback Singer handed over the Memento.



**Alumni Corner**

Congratulations to Shiva Gayathri K., (B.Sc Computer Science-2017-2020) who Secured 1st Rank in M.Sc Computer Science from University of Calicut. in 2023

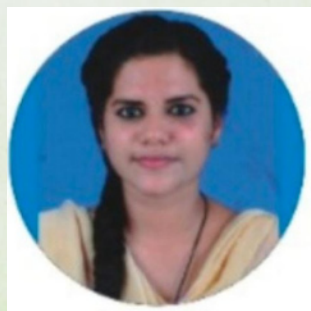


Congratulations to Dona Suneeth (B.Sc Psychology 2016- 2019) secured 1st Rank in M.Sc Psychology from M G University in 2022.

Congratulations to Vijisha P. M., (B.Sc Computer Science - 2017-2020) who Secured 2nd Rank in M.Sc Computer Science from the University of Calicut in 2023.



Congratulations to Vijisha B.V (B.Sc Computer Science-2017-2020) who Secured 9th Rank in M.Sc Computer Science from the University of Calicut in 2023.



Congratulations to Roshni Suresh (BA English 2017- 2021) who secured Xth position for MA English, University Examinations in 2023.

Congratulations to Midhila A Asok (B.Sc. CS- 2017-2020) who secured 1st position in M.Sc. Computer Science Calicut University Centre, University Examinations in 2023.

**HeartFelt Condolences****JINCY JOSE**

**B.Sc Geography 2013-2016 Batch**  
**M.Sc Geography 2020-2022 Batch**

**Congratulations**

Congratulations to Rev. Fr. Dr. Gimmi Akkattu CST, HOD, Department of Psychology, YIMS for being resource person on the topic "Psychospiritual Synthesis for Pastoral Excellence" for Hudoto Renewal organised by Syro-Malankara Catholic Church, Pattom, Thrivanathapuram.



**Congratulations**



The II B.com Taxation Students Anupama, Joel Reji , Anirudh S Kumar , Rohit Jose , Sneha Nair has successfully attended the One Day National Level Workshop on E-filing held at AJK College of Arts and Science Coimbatore on 28 February 2023.

**Skill Development Programme**



The Department of Geography conducted three day workshop on Skill Development Programme on Total Station Survey from 4th January to 6th January 2023 organized by Alumni Association, of PG Department of Geography, and Geographic Forum – Globe Trotters and IQAC YIMS. Inaugural address was delivered by Rev. Dr. Mathew George Vazhayil Director, YIMS. The Presidential address was delivered by Rev. Dr. Joseph Olikkalkoonal, Vice Principal, YIMS and Dr. Ramachandran HOD of Dept. Of Geography felicitated the event. At the end Ms.

Indulekha. J, IInd M.Sc Geography proposed the vote of thanks. After the official session of the programme, the technical session on “Total Station Survey” was initiated by Alumni Mr. Dennies Daise Thomas and Ms. Anjana Jayakumar

**Geography Association Day**



The Department of Geography in association with Geographic Forum – Globe Trotters and IQAC YIMS conducted Department Association Day “TERRE MAGNIFIQUE” on January 10th 2023

The Presidential address was delivered by Dr. Tomy Antony, Principal YIMS. Inaugural address was given by the Chief Guest Dr. T. K Prasad, Associate Professor, Department of Geography, Kannur University. the Key Note address was delivered by Rev. Dr. Mathew George Vazhayil, Director, YIMS. Rev. Dr. Joseph Olikkalkoonal, Vice Principal, YIMS felicitated the programme and Dr. Ramachandran, HOD, Geography. Ms. Dithya KM., I M.Sc Geography proposed the vote of thanks. After the official programme, the session was handled by Dr. T K Prasad on the topic “Interpreting Palimpsest Topography”.

**Congratulations**



Gokul Krishna. P, I B.Com CA is selected to the State-Level Competition of SPEAK FOR INDIA organised by Federal Bank in association with Mathrubhumi Kerala Edition.



**Keltron Digital Survey**



Seventeen students from first year Msc Geography participated in a Survey initiated by Kerala State Housing Board and conducted by Keltron for digitizing Akathethara Panchayat from 31st January to 9th February 2023 with the help of “Gruhasoochana app.

**Awareness of Women’s Rights**



Mundur-II, Kerala, India  
RGXX+64C, Kozhikode - Malappuram - Palakkad Hwy, Mundur-II, Kerala 678592, India  
Lat 10.847878°  
Long 76.547559°  
07/02/23 11:28 AM GMT +05:30

The Department of Geography in association with IQAC and Women Cell Development conducted a seminar on “Awareness of Women’s Rights” on 7th February 2023 Mrs. Geetha V, ASI of Kongad Police station was the chief guest. Ms. Anila, III. B.Sc. Geography. Ms. Divya P M. Assistant Professor delivered the welcome speech. Rev. Dr. Joseph Olikkalkoonal, Vice Principal, YIMS, delivered the Presidential address. Mrs. Geetha V, ASI Kongad PS

lighted the lamp followed by the inaugural address. Ms. Sreeja T S, Assistant Professor, Department of Mathematics and Women Development Cell Co-ordinator felicitated the function. Ms. Afrida Muhammed, student representative, Department of Geography expressed the vote of thanks. The official function ended up by 11.45AM. Awareness session handled by Mrs. Geetha V., ASI Kongad P S, started at 11.55 am. It was followed by student interactive session.

**Orientation on Anti Narcotics**



Mundur-II, Kerala, India  
RGWX+HH5, Mundur-II, Kerala 678592, India  
Lat 10.846322°  
Long 76.549041°  
14/02/23 12:04 PM GMT +05:30

The PG Department of English organized an orientation on anti narcotics on 14 February 2023. The programme began with the prayer by Anagha Baskar of II BA English. Liyamol of II BA English was the Master of Ceremony. Ms. Reshma K, Asst. Professor of the PG Department of English welcomed the gathering. Adv. Dr Tomy Antony, Principal of the College felicitated the session. The orientation session was handled by K R Ajith, Excise Inspector, Excise Enforcement and Anti Narcotic Special Squad, Palakkad. The students of I and II BA English attended the session. The programme concluded up with the vote of thanks delivered by Ms. Rajasree P, Asst. Professor, PG Department of English and the National Anthem. Ms. Nijitha Murali C. M, Assistant Professor of the PG Department of English was the programme coordinator.



**Seminar on GST**

**Rock N Roll- Association Day 2023**



‘GST- A Perspective of Education Sector’? With an objective to update knowledge and understanding of Goods and Services Tax on the education sector, Section B com CA of PG Department of Commerce Conducted a seminar on the topic— ‘GST- A Perspective of Education Sector’ on February 06, 2023. Mr. Haridas M , Tax Expert was the speaker. GST came into effect from July 1, 2017 and the wide ambit of taxation under GST also covers services provided in education sector. The seminar focused on the same subject with various interactive sessions for the participants as well.

Department of Hotel management conducted Association Day “Rock N Roll” on 7th February 2023 in Training Centre at 10:00 a.m. Resource person for the event was Mr. Sujil Mathew (KTDC Regional Manager). The session was felicitated by Rev. Dr. Mathew George Vazhayil(Director) and Rev. Dr. Joseph Olikkalkoonal (Vice-Principal) also shared his valuable words. Welcome speech was delivered by Mr. Vinod (HOD, HM Dept.). Morning session was handled by Mr. Sujil Mathew where he discussed about tourism industry and its developments. Afternoon session was all about cultural programmes by the students. Session concluded with the vote of thanks delivered by Pranav Vimal (Association Secretary, HM).

The talk revolved around the salient features of GST, benefits, framework and its effect on the education sector. Mr. Haridas began by explaining about why GST is the biggest tax reform in the Indian Tax History, where Central and State taxes are subsumed into a single tax. ‘This would not only help in reduction of multiple taxes, but also avoid tax cascading and remove the double taxation, thereby maintaining the transparency in the taxation system of the country’. Making GST simpler for the audience, the resource person also conversed about the key definitions of Aggregate Turnover, Business, Business Vertical, Supply, Imports and Exports among various other important terminologies. He also discussed about the framework of GST and noted how, when, what, why and where to tax. The talk was followed by a Q&A session. The event helped the participants, faculty and staff of the Institute to know about GST in a better way and enhance their knowledge regarding tax system in India.

**Congratulations**



Congratulations to the Students of II B. Com Finance B who secured first prize in Treasure Hunt on Management Fest organised by Govt. Arts and Science College, Pathiripala



**Aurora UG Fest 2023**

The I & II year students of Section B.Com CA of YIMS, participated in Intercollegiate Competition at Guruvayoorappan Institute of Management Studies and it provided exposure to the talented students. Through this Programme, 15 students gained more skills & training through the participation in Management Fest Competitions. In this, Yuvakshetra Institute of Management Studies, won the Overall Championship and Section B.Com CA students won first prizes in Business quiz and Corporate Fashion.



**Overall Championship**

Yuvakshetra Institute of Management Studies secured the Overall Championship for Aurora Management fest held at Guruvayurappan Institute of Management on 17/02/2023.



**Women Empowerment Programme**



Dr. Sabukeralam, Soft Skill Trainer, ICT Academy inaugurated Centre for Women Empowerment- TECH4ALL Programme organised by Department of Computer Science in association with ICT Academy on 25 February 2023.



### Campus Visit

**09th February 2023**

*BBA, B.Sc Psychology, Physics, Chemistry & Mathematics*



As part of Sahavasa Camp, the selected students (5 students from each school) from LP and UP Schools of Mundur Panchayat visited Yuvakshetra Green Campus along with their Teachers. Rev. Dr. Mathew George Vazhayil, Director, YIMS headed the campus tour.

### Congratulations



Fifteen Students from final year Computer Science have published their final year project work on UGC approved international peer reviewed Open access Journal "International Journal of Novel Research and Development" Impact factor 8.76

Paper title: Air-Drawn Character Recognition Using AI and Pattern Recognition Methodology Authors: Arundhathy K (III B.Sc CS), Ashfiya A (III B.Sc CS), Christina K O (III B.Sc CS), Nithin S Nair (III B.Sc CS) Jibin Joy (Project Guide)

Paper title: Detection Of Covid-19 And Pneumonia Using Chest X-Ray

Authors: Muhammed Shabeer A (III B.Sc CS), Archana P (III B.Sc CS), Sruthi Sukumar (III B.Sc CS), Jibin Joy (Project Guide)

Paper title: High Level Security for Internet Usage by Using Q-VPN Authors: Sayooj U (III B.Sc CS), Vishal S (III B.Sc CS), Rinsha (III B.Sc CS), Priyana Rijesh (III B.Sc CS) Jibin Joy (Project Guide)

Paper title: Drowsy Driver Detection System Authors: Aiswarya P Marar (III BCA), Anirudh Babu (III BCA), Cholayil Ravindran Mohith (III BCA), Sona G (III BCA), Jibin Joy (Project Guide)

### Congratulations



Congratulations to Sanjai U Menon student of II BCA who secured Bronze Medal in Mr. Kerala 55kg Junior Category.

### Parent Teacher Meet for First Years

**06th February 2023**

*B.Sc Hotel Management CA & CS,*

**07th February 2023**

*B.Com Finance A & B batch, B.Com CA, Tax*

**08th February 2023**

*First Year B.Sc Geography, Computer Science & BA English*



**Congratulations**

**DEPARTMENT OF COMPUTER SCIENCE  
PLACEMENTS 2023**

**MIDHUN KRISHNA C K**  
III BCA

**VISHNU PRASAD P**  
III BCA

**SNEHA EDISON**  
III BCA

**KARTHIKA C**  
III BCA

**ASWATHY N S**  
III BCA

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

**Congratulations...**

**Tally Level 1 Inauguration**



The PG Department of Commerce (BCom Finance, Taxation and Computer Application) conducted Tally Level 1 inauguration for first year batch (2022-2025) on 16th February 2023. The programme started at 02:00pm with the prayer by Ms. Saraswathi, I B.Com Taxation. Ms. Prajitha Prasad, Assistant Professor, YIMS welcomed the gathering.

The presidential address was given by the Principal of YIMS Dr.Tomy Antony. The session was inaugurated by Mr. Jiji Kumar N, Tally Education Partner and delivered the inaugural address. It was a detailed session on importance of Tally and procedure to complete the course. The felicitation was given by Dr. Matilda Danny, HOD, Department of Commerce. Vote of thanks was proposed by Ms. Arya S I B.Com CA.

**One Day Knowledge Extension Programme**



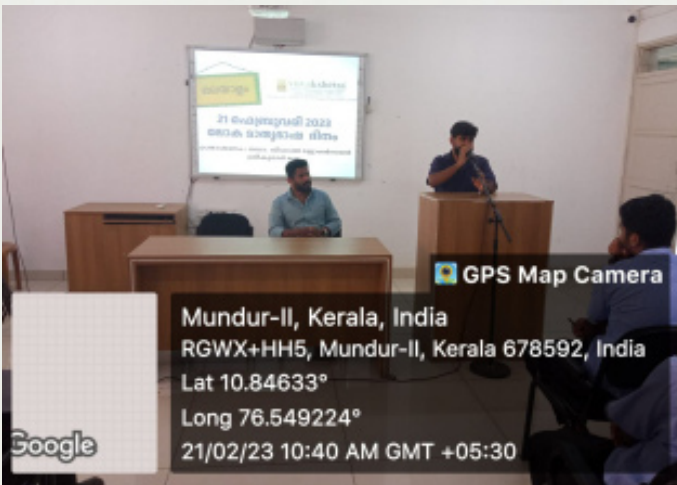
The MES HSS, Olavakkode has conducted a One Day Knowledge Extension Programme for Commerce Higher Secondary Students, in order to build up a participative teaching learning development among the UG students and higher secondary students. We the Section B.Com CA, YIMS especially our I B.com CA and II B.com CA students acted as resource persons at MES school about the various subjects related to Commerce. The programme focused on changing the outlook of students by developing their personality and thereby focused on the social and cultural development of the community.

***“Spread love everywhere you go. Let no one ever come to you without leaving happier.”***

***-Mother Teresa***



**Mathrubhashadinam**



Mundur-II, Kerala, India  
RGWX+HH5, Mundur-II, Kerala 678592, India  
Lat 10.84633°  
Long 76.549224°  
21/02/23 10:40 AM GMT +05:30

Dr. Vishal Johnson and Mr. Sreekumar K were the resource person for the orientation programme conducted by Department of Language, YIMS, as part of World Mother Language Day Celebrations, 'MATHRUBHASHADINAM' on 21 february 2023.

**Certificate Distribution**



Rev. Dr. Mathew George Vazhayil, Director, YIMS congratulated and distributed certificates to the Participants and the winners of the Quiz Competition held in Palakkad Taluk, in connection with the District SVEEP 2023.

**Congratulations**



Kavasseri-II, Kerala, India  
Erattakulam Vaniyampara Rd, Kavasseri-II, Kerala  
678545, India  
Lat 10.633805°  
Long 76.507777°  
21/02/23 10:25 AM GMT +05:30

Prof. T K Rajan, HoD, Department of Mathematics, YIMS was the resource person for the Certificate Course in LATEX Organised by Sreenarayana College, Alathur on 21 February 2023.

*Whoever is happy will make others happy too.*

-Anne Frank

**Congratulations**



Prof. T. K. Rajan HoD, Department of Mathematics, YIMS was the Resource person for the Skill Development Programme 'Effective Document Writing' organised by Department of Mathematics, Sri Krishna Arts and Science College, Coimbatore on 11 february 2023.



**College Day 2k23**

The College Day of YIMS was celebrated on 10th February 2023, at Christ Hill Auditorium. The programme started at 10:00 am with a ‘Rangapooja’. The chief guest of the event was Dr. K. S. Harishankar, the singer of Malayalam Film Industry. Ms. Treesa Mary Thomas, Vice Chairperson, College Union, delivered the welcome speech. Mr. Ron Roy, Chairman of College Union YIMS, presided over the function. Dr. Tomy Antony, the Principal, presented the annual report of the College activities. Rev. Dr. Mathew George Vazhayil, the Director YIMS delivered the keynote address. The chief guest inaugurated the College Day celebrations and gave inaugural address. Rev. Dr. Joseph Olikkalkoonal, Vice Pricipal, YIMS and Ms. Sreeja T S, Staff Advisor, College Union gave felicitations for the event. Ms. Acsah Anil Alexander, Joint Secretary, College Union, delivered the Vote of Thanks. Ms. Rinu Samuel and Ms. Irin Mariya were the master of ceremony. After the official speeches,

there was an interaction and musical performance of the chief guest for an hour. After that prizes for various arts and sports competitions were distributed. Then there was cultural programmes from the departments and DJ with Chendamelam. The event was coordinated by the YIMS College Union. The programme was concluded by 3:30pm.





**Anti Drug Awareness Campaign**



Rev. Dr. Joseph Olikkalkoonal, Vice Principal, YIMS Inaugurated *Anti Drug Awareness Campaign* organised by NSS Unit No 271, YIMS at Special Jail Chittur, Palakkad.

**Welcome to Yuvakshetra Family**



A Cordial welcome was given to Rev. Dr. Lino Emmatty Ph.D, New Assistant Director, YIMS to Yuvakshetra family.

**Faculty & Student Exchange Programme**



Students of Department of Computer Science, Management and Commerce, YIMS Participated in National Faculty & Student Exchange Programme jointly organised by Sri Krishna Adithya College of Arts & Science Coimbatore, MH Shroff College of Commerce, Mumbai and Yuvakshetra Institute of Management Studies.

**Congratulations**



Rev. Dr. Joseph Olikkalkoonal, Vice Principal, YIMS congratulated and distributed trophies and certificates to the Participants and the winners of the AURORA Management Fest held at Guruvayurappan Institute of Management, Coimbatore.

**Congratulations**



Congratulations to Mr. Sinuraj PR, Assistant Professor, HM was the Resource Person for the Peer Educator Training held at CHC Kongad on 05th February 2023.



**Annual Day Celebration**



Rev. Dr. Joseph OlikalKoonal, Vice Principal, YIMS delivered the keynote address at St. Dominic LP School, Tachampara on the occasion of the Annual Day Celebrations.

**Women Empowerment Programme**



The Department of Management, in association with Women Development Cell organized an enriching session for II and III year students on the topic “Women Empowerment”. Rev. Sr. Dr. Prima, Assistant Professor, Department of Psychology was the resource person. The event began at 10:30 a.m with the prayer by Chandraprabha. Ms.Jisha Sankar, Assistant Professor, Department of Management, gave the welcome note followed by the session of Sr.Dr. Prima. The main aim of the session was to build stronger minds in women which would help them to face the harsh realities of outer world in their future. The event ended with the vote of thanks by Diya of II BBA.

**Industrial Visit Dept. of Geography**

A Twelve Day Study Tour was conducted for III year B. Sc and M.Sc students of Geography from

14th to 26th February, 2023. The main destination was the Manchester of India’- Ahmadabad, and visited Sabarmati Ashram. The second destination was ‘The Golden City’- Jaisalmer, where the team had a chance to visit one of the very few ‘living forts’ in the world- Jaisalmer Fort, where one fourth of the old city’s population still resides within the Fort then we went to Thar Desert, where sand dunes rising high and falling low, where life exists in a lifeless form with barren land plenty of thorns. Then it was time to pack and land on to Dehradun.

We also visited ‘Adobe of Drona’- Dehradun, the city which has a pleasing weather and eye capturing beauty; and came across many places like Robbers cave, visited Forest Research Institute (FRI); then landed on to Dhanaulti, capturing its scenic landscapes and natural beauty.

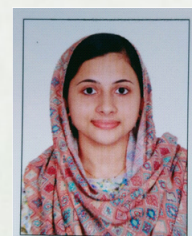
In 'The City of Rallies’- Delhi, the team visited Sushant University, from where they received a knowledge gaining session and signed an MOU with the Uniiversity. The team arrived back at YIMS on February 26th.



**Congratulations**



Dithya K.M



Shifana K. M

Dithya K.M (B.Sc University Ist Rank 2019-2022) and Shifana K. M (B.Sc University 2nd Rank 2019-2022) students of I M.Sc Geography are selected for PG scholarship for University Rank Holders.



**Book Donation**

**Yuvakshetra Publications**

**Upcoming Releases**

978-81-960296-6-1

**CORES - A Handbook of Commerce Research**  
Dr. PS Chandini & Dr. K Parmalakandi

978-81-960296-9-2

**Utharathinte Porul (Mal)**  
- Megha R

978-81-960296-8-5

**Tech Savvy The World of ICT**  
-Nimmy K C

978-81-960296-7-8

**Economic Carve - Exploring the Economic Masters - Rajitha R**

978-81-960296-2-3

**Indian Constitution and Human Values**  
Keerthi MS, Rajitha Rajendran R, Rajitha R and Nimy K C

978-81-960296-3-0

**Giants of Mathematics**  
Dr. Joseph Olikkalkoonal and Mahesh M

978-81-960296-1-6

**The Marian Apparitions**  
Sannet Thomas

978-81-960296-0-9

**Discorso Publico**  
Nikhil Krishna S

978-81-960296-5-4

**Commerce At A Glance**  
Prof. Sasidharan Uppath and Aarsha Nandana



Ms. Keerthi MS, Section Head, B.Com CA donated her book titled *AD CRESCENDO In and Outs of Advertising* to the College Library. The books were presented to Mr. Christo Somi, Librarian, YIMS.



Megha Reghu, II BA English donated her book titled *The Third Eye: Lessons From a Logistic Heart* to the College Library. The books were presented to Mr. Christo Somi, Librarian, YIMS.



Sukurtha TS, I MA English donated her book titled *The Drenched Memories* to the College Library. The books were presented to Mr. Christo Somi, Librarian, YIMS.



**Book Release**



The book titled *Commerce at a Glance* written by Prof. Sasidharan Uppath, Professor, PG Department of Commerce and Aarsha Nandana Student of III B.Com Taxation was released by Rev. Dr. Mathew George Vazhayil, Director, YIMS by handing it over to Dr. Tomy Antony, Principal, YIMS.



Dr. Tomy Antony, Principal, YIMS released the book *Commerce Manual* written by Prof. Sasidaran Uppath and Aarsha Nandana III B.Com Taxation, PG Department of Commerce. Dr. Tomy Antony, Principal and Rev. Dr. Joseph Olikkalkoonal, Vice Principal appreciated Prof. Sasidaran Uppath for his valuable contributions.

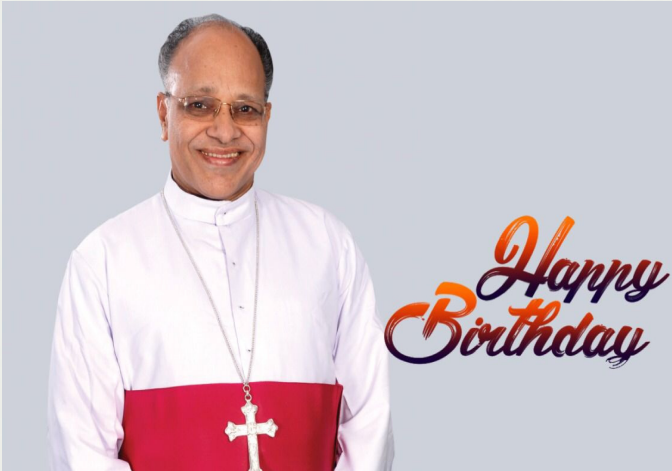
**Congratulations**

Rev. Fr. Dr. Lino Emmatty, Asst. Director, YIMS distributed prizes and cash awards to the winners of Debate competition on 'New Education Policy' organised by Book Warriors Club of Section B.Com CA





**Birthday Wishes**



Birthday wishes to our former patron Mar. Jacob Manthodath, Bishop Emeritus, Palghat.

a formal event. Ms Shylaja Menon, HOD, Department of Management welcomed the dignitaries and introduced the resource person. The session was thereafter presided over by Rev. Dr. Mathew George Vazhayil, Director of YIMS. Mr. Sony Akkara, Executive Director, EazyLink Academy, and all the dignitaries lighted the lamp and gave inaugural address. The programme was felicitated by Dr. Tomy Antony, Principal, YIMS. The official vote of thanks was given by Ms. Rekha S, III B.Sc. CS. Around 103 students from the Science stream participated in the session.



**Anti-Drug Awareness Programme at District Jail**



Students of NSS Unit No.271, YIMS conducted Anti-Drug Awareness Programme at district jail palakkad. Rev. Dr. Joseph Olikkalkoonal, Vice Principal, YIMS Inaugurated the Programme on 03 February 2023. NSS Volunteers performed Flash-mob, Mime and organised Awareness Class for the Jail Inmates.

**Career Guidance Programme**

Department of Computer Science organized a Career Guidance Session for III BCA and III B.Sc CS students on 03rd February 2023 from 01.30 pm to 03.30 pm at Sapienza Hall. The Program began with

**MoU**



PG Department of Geography, Yuvakshetra Institute of Management Studies signed MoU with Sushant University, Gurugram, Haryana on 22nd February 2023.



**Congratulations**



Congratulations to Adhithyan K (Web Designing- 1st prize), Akash D(Coding debugging-1st prize) Students of II BCA who participated and won prizes in Teclado 3.0 conducted at CCSIT Marutharode, Palakkad.

Congratulations to Students of II BCA who participated in Teclado 3.0 conducted at Bharathmatha college of Arts and Science and won the following prizes: First prize - Mind game- Akash D and Adhil Second prize- Mind game- Akash Byju and Sreeshma Second prize- Debugging Akash D and Adhil

an inter-departmental pranayalekhanamalsaram on Feb 14, 2023 via offline mode. The coordinators of the programme were Dr. Vishal Johnson and Mr. Sreekumar K, Assistant Professors, Department of Malayalam.



**Union Budget 2023 - An Analysis**



Dr. Tomy Antony, Principal, YIMS inaugurated Union Budget 2023 - An Analysis organised by PG Department of Commerce in association with IQAC, YIMS on 14th February 2023.

**Congratulations**



Congratulations to Abel Thomas and Adhithyan. K of II BCA who participated in iGen 2023 conducted at Govt College Thrissur and won second prize for web designing

***“I alone cannot change the world, but I can cast a stone across the water to create many ripples.”***

**Pranayalekhanamalsaram**

The Department of Malayalam, In association with IQAC Celebrated Valentine’s Day and organized

**-Mother Teresa**