



Editors Desk

Knowledge, Action and Success

“To become successful, you must be a person of action. Merely to ‘know’ is not sufficient. It is necessary both to know and do”. (Napoleon Hill) Napoleon Hill (1883 –1970) is best known for his book *Think and Grow Rich* (1937), which is among the best-selling self-help books of all time. Hill’s works insisted that fervid expectations are essential to improving one’s life. Most of his books were promoted as expounding principles to achieve “success”.

Napoleon Hill talks about the two fundamental principles of success such as knowledge and action. We cannot say exactly what is more important between the two, whether knowledge or action. But we are able to say that these two principles are the two sides of the same coin. According to the Dictionary of Oxford Languages, knowledge is the facts, information, and skills acquired through experience or education, or the theoretical or practical understanding of a subject. It also means the awareness or familiarity gained by experience of a fact or situation. While Plato argues that reasoning produces knowledge, Aristotle insists that knowledge is derived primarily from one’s senses and the related experiences of one’s environment. So for knowledge, there is always an internal dimension which will be made perfect with the experience.

The Collins Dictionary defines action as doing something for a particular purpose. In Philosophy, an action is an event that an agent performs for a purpose that is guided by the person’s intention. The first question in Philosophy of action is to determine how actions differ from other forms of behavior. Action involves a movement for the attainment of something, memorable and rewarding.

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Message

Strategies for Digitalisation and Marketing of Select Geographical Indicated Tagged Products

Geographical Indications, a component of Intellectual Property Rights, are the signs that identify the goods originating from a specific geographical location and possess the fundamental characteristics from the place of origin. The promotion and marketing of GI Tagged products play a critical role socially, economically, and culturally. It creates a significant impact in eradicating poverty and developing rural areas. GI is Tagged to the products possessing exotic quality attributes from tradition and history, enabling producers and artisans to command premium prices. Reputation and regional origin created more demand, and consumers' willingness to pay high premium for the product. However, even though a law under IPR was enacted for Geographical Indication, India has been inefficient in using GI Tags and lacked post-registration activities. Recently, GI registrations have been higher, but the producers claim lower income due to a lack of post –registration activities. Therefore, the study made an attempt to develop distinct Strategies for the Digitalisation and Marketing of Geographical Indication (GI) Tagged Products in the select region.

The research study was carried out from the perspectives of both GI Producers and Consumers. The GI producers’ perception of adopting digitalisation, current promotional techniques, awareness, usage, implementation of digitalisation, opportunities, challenges of digital platforms, organisational readiness and problems faced by them in the marketing of GI products were discussed. The total sample producers were classified into Digital Adopters and Non – Adopters. From the consumer point of view, the intention to purchase GI products online was studied using

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The attained knowledge must lead human being to action and success. In other words all successful action must be based on knowledge that would lead to success. Success is simply defined as the accomplishment of an aim or purpose. (The term success is very relative because the success considered by one person may be a failure for another). But it is a prerequisite, reinforcement and a propeller for human beings to exist and perform various activities. Success provides confidence, security, a sense of well-being, the ability to contribute at a greater level, hope and leadership. Without success, you, the group, your company, your goals, dreams and even entire civilizations cease to survive.

Stephen Hawking says, "However difficult life may seem, there is always something you can do and succeed at." As he said, 'doing something', if it is an action based on proper knowledge, that action will lead you to success. So taking the words of great Walt Disney, "All our dreams can come true; if we have the courage to pursue them", let us perform actions based on proper knowledge that would lead to success. Human being must be a success!

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

the Technological Acceptance Model (TAM).

The methodology adopted is a survey where the producers involved in GI production of products registered from April – 2004 to March – 2022 and consumers who purchased at least one GI product of Kerala were considered. Stratified proportionate sampling technique as used to identify 400 GI producers and snow ball sampling was adopted to choose 400 GI consumers from North, Central and South Zones of Kerala.

The analysis showed a positive intention among the consumers to adopt digitalisation for GI product purchases. The non-adopters showed a positive attitude in implementing digitalisation for the marketing of GI products in future. Based on the study's other findings, strategies and suggestions were developed to help the producers to market the GI products effectively. Increased marketability results in commercialisation which create millions of employment opportunities, uplift various ancillary units and develops the socio – economic condition, thereby resulting in rural development. Further, adopting the formulated strategies strengthens the marketability and aids in achieving the mission of Aatma Nirbhar Bharat Abhiyan.

Dr. Priyanka U
Assistant Professor
PG Dept. of Commerce
Yuvakshetra IMS

Congratulations...

Hearty Congratulations

Dr. PRIYANKA U

Asst. Professor, PG Dept. of Commerce

on securing *Doctoral Degree*

Thesis entitled
"Strategies for Digitalisation and Marketing of
Select Geographical Indication (GI) Tagged Products"



yuvakshētra[®]

Institute of Management Studies (YIMS)

Accredited by NAAC with B+ Grade (1st Cycle)
Ezhakkad, Mundur, Palakkad - 678631, Kerala.

Tourism Week Celebration



Department of Hotel Management in association with IQAC conducted a Poster Making and Essay Writing Competition on 26th and 27th September 2023 at Casa Romana Training Restaurant in connection with World Tourism Day. A total of 60-66 students participated in the competition. A registration fee of Rs.20/- was collected from each student and this amount was used as Cash Prize for students who would secure the I, II and III positions.

IQAC Meeting



As part of the AQAR Submission IQAC, YIMS organised a Meeting for the Criteria Coordinators under the leadership of Rev. Dr. Mathew George Vazhayil (Director, YIMS) Dr. Tomy Antony (Principal) Ms. Shylaja Menon, (IQAC Coordinator) and on 4th September 2023.



Yuvavox Volume 4 Issue 3 was released on 5th September 2023 in the Presence of the I B.Sc Mathematics students and it was received by the Class Leader Anagha S Nair and Class Representative Abhijith KM.

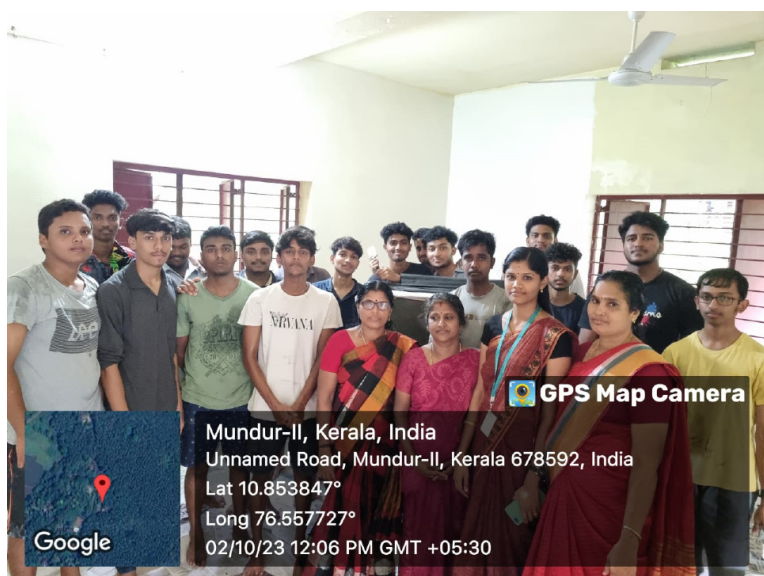


Yuvavox ONAM Supplement was released on 5th September 2023 in the Presence of the I B.Sc Chemistry students and it was received by the Class Leader I B.Sc Chemistry Faeza Banu and the Class Representative Adarsh V.



Yuvavox INIZIO Supplement was released on 5th September 2023 in the Presence of the I B.Sc Physics students and it was received by the Class Representatives Aditya G Nair and Sandra R.

Yuvasparsham



Congratulations to BBA Students who under the leadership of Ms. Shylaja Menon Rev. Dr. Lino Emmatty and others staffs, are painting the Anganavadi of Illathukunnu of the III Ward of Mundur Panchayath as part of Gandhijayathi and Swachh Barath Mission.

Inspire, Believe and Achieve: A Motivational Adventure



The PG Department of Commerce organized a session on “Inspire, Believe and Achieve: A Motivational Adventure” on 15th September 2023 for first year B. Com students. Motivational Speaker Mr. Ganesh Kailas was the resource person for the session. Resource Person motivated the students by sharing his real-life story of triumph over

adversity and how to face their own challenges with renewed vigor and confidence.

Library Orientation and Introduction to INFLIBNET & SWAYAM Courses



The Library Orientation and introduction to INFLIBNET & SWAYAM Courses held on 19th September 2023 at YIMS, was a significant event aimed to familiarize the students with the resources available in the library and introduce them to online learning platforms. The session was successfully conducted with active participation of students a Archana, I B.Com Taxation, was the MC. Rohith, of I B.Com Taxation, initiated the session with prayer. Keerthana, I B.Com Taxation welcomed the attendees with warmth and enthusiasm. Mr. Christo Somi, the Librarian, delivered the inaugural address. He highlighted the significance of libraries in academic pursuits and encouraged students to explore the world of knowledge available in the library. He continued with an informative session on library orientation. He explained the layout of the library, the cataloging system, and the various sections within the library. He also shared tips on effective book searching and borrowing procedures. He further enlightened the audience about INFLIBNET and SWAYAM, two valuable resources for online learning. Vikas, I B.Com Taxation, delivered the vote of thanks, The session concluded with the National Anthem. Ms. Prajitha Parasad S, Assistant Professor, Section B.Com Taxation, Department of Commerce was the Staff Incharge for the programme.

ADD On Course Inauguration



The PG Department of Commerce inaugurated the Add On Course titled “Business Communication” for the first year students. Course was inaugurated by Dr. Nila, Assistant Professor and Research Guide, Mercy College, followed by a session on Business Communication. The business communication session was an enlightening and informative event that focused on enhancing effective communication within the corporate world. The session began by emphasizing the pivotal role of communication in modern business, highlighting its influence on productivity, teamwork, and overall success.

Tally Essential Level Three Inauguration & Level Two Certificate Distribution



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The Tally Essential Level Three Inauguration and Level Two Certificate Distribution was held on 19th September 2023 at YIMS Vrindhakarnakumar, (III B.Com TAX) served as the MC. Lakshmi Chandana, (III



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B.Com CA), initiated the program with a solemn prayer. Dr. Matilda Danny, Head of the PG Department of Commerce at YIMS, delivered the welcome speech. Dr. Tomy Antony, the Principal of YIMS, delivered the presidential address. He congratulated the students on their achievements and encouraged them to continue their pursuit of knowledge and skill development. Mr. Jiji Kumar N, Regional Head of Tally Education Private Limited (TEPL), delivered an insightful inaugural address. He discussed about the importance of Tally in the business world and the opportunities it creates for students. Rev. Dr. Joseph Olikkalkoonal, Vice Principal of YIMS, felicitated the event by sharing words of wisdom and encouragement with the students. Ms. Prajitha Prasad, Assistant Professor in the PG Department of Commerce, delivered the vote of thanks. The programme concluded with National Anthem.

Congratulations



Congratulations to Ms. Pravitha D, Assistant Professor, Department of Management who secured the top score in the B.Ed Examination and received the OMSEVA Trust Excellence Award.

Capacity Building Programme For AIDS Patients



Studies

Mundur-II, Kerala, India

Yuvakhetra Training Centre, Yuvakhetra Rd, Narakassery, Mundur-II, Kerala



Studies

Mundur-II, Kerala, India

Yuvakhetra Training Centre, Yuvakhetra Rd, Narakassery, Mundur-II, Kerala

An interactive session has been organized by the NSS Volunteers of YIMS in association with Kerala State AIDS Control Society (KSACS) to AIDS patients on 19 September 2023 at Yuvachethana Hall, Training Centre in order to enhance the capacity building of AIDS patients. The session began with a prayer and Swetha Krishna and Rinu Samuel, students of II Bsc Psychology were the Masters of the Ceremony. Ms Sneha K, NSS Programme Coordinator welcomed the gathering. Games and various other activities were provided with the assistance of Mr Jayachandran, the programme coordinator. The session ended up with the vote of thanks delivered by Risha Krishna, student of II Bsc Psychology.

Hindi Fortnight Celebration 2023



Palappuram, Kerala, India

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Palappuram, Kerala, India

QC84+35F, Palappuram, Kerala 679103, India

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Palappuram, Kerala, India

QC84+35F, Palappuram, Kerala 679103, India

Lat 10.765122°

Long 76.405833°

14/09/23 03:38 PM GMT +05:30



Palappuram, Kerala, India

QC84+35F, Palappuram, Kerala 679103, India

The students of YIMS have participated in various inter – collegiate competitions “Hindi Fortnight Celebration 2023” connected with Hindi Day. It was jointly organized by NSS College Ottapalam (The Department of Hindi), and the Central Bureau of Communication on 12 September 2023. The celebration saw enthusiastic participation from students representing various colleges including Yuvakshetra Institute of Management Studies. Amongst the students who participated, Arathy P of II MA English secured the First Prize in the Extempore category and the Second Prize in Versification. Veena V Nair III BCA earned the Third Prize in Versification and the Second Prize in Essay Writing. Fathima Ummer and Drishya D Nair of III BBA garnered the Third Prize in the Quiz competition. Smt. D. Dharmalashri IAS, Sub Collector of Ottapalam, distributed the prizes.

Alumini Corner



Alumnus from the Department of Psychology



Congratulations to Gayatri V (III B Sc Physics Pass out) who secured Second Position in Discus Throw (Women) in the Univerasity of Calicut Inter Zone Athletics Championship.

All that glitters is not gold.

William Shakespeare

Congratulations to Devika N



Devika N (BBA 2020-23 Batch) Cleared both Modules of Excecutive Level of Company Secretary Examinations conducted by *Institute of Company Secretaries of India*. Currently joined in SVJS & Associates, Kochi, one of the leading Company Secretary Firms in South India , as part of 21-months long training prescribed by ICSI

Congratulations



Veena V Nair, III BCA, has secured Third position in versification and Second position in essay writing in Hindi competitions organized by NSS College, Ottapalam, in connection with Hindi Fortnight Celebrations 2023. Abhishek Unnikrishnan, III BCA received Best Participant certificate in the same.

Book Releasing Ceremony- Celeste Digital



Section B com CA of PG Department of Commerce conducted a book releasing ceremony of *Celeste Digital* authored by III B. COM CA Students, edited by Ms. Rajitha Rajendran R, Assistant Professor, Section B.Com CA and Abraham Peter Mamra, Student of III B. Com CA serving as Sub Editor on 11th September 2023. This significant milestone was witnessed by the parents of III B. Com CA students as the ceremony was organised during the PTA meeting. The ceremony commenced with a warm welcome by Ms. Keerthi MS, Section Head, B. Com CA and Dr. Tomy Antony, Principal, YIMS appreciated the whole hearted efforts of teachers and students behind the book. The much awaited official hand over of the book to the Vice Principal and Publication Committee convener, Rev. Dr. Joseph Olikkalkoonal, was done by one of the student's parents who was decided by lot drawn by the Principal. The programme showcased the talent and dedication of III B. Com CA students and it served as an inspiration for the future generations of writers and authors at YIMS. The programme ended with the vote of thanks by Abraham Peter Mamra, III B. Com CA, YIMS and the Sub Editor of the book. Madhurya R and Lakshmi Chandhana, III B. Com CA mastered the ceremony and prayer respectively.

Youth Mentoring Programme 2023



Section B. Com CA along with IQAC, conducted a youth mentoring programme focusing on the topic "Corporate Accounting" on 19th September 2023. This initiative aimed at providing an overview of the subject to the students and emphasized the need of mentoring for their academic growth as well. The resource persons were Ms. Sivani.S and Ms. Nikitha.R, Alumnae of YIMS, who delivered an insightful presentation providing a comprehensive overview of corporate accounting practices and its significance. Overall, the programme provided a valuable learning experience for the students, enabling them to grasp the fundamentals of Corporate Accounting and its relevance in business world. All the students actively engaged in both the sessions and the programme concluded with a recap of key takeaways and a call to action for students.

Congratulations



Congratulations to Ms. Hema S, Assistant Professor, PG Department of English for the publication of article titled "Loneliness as Empowering and Enduring: Challenging the Concept of Loneliness in Adrienne Rich's Song" in the *International Journal for Research Trends and Innovation* (September Issue) (ISSN: 2456-3315)

Add On Course Inauguration

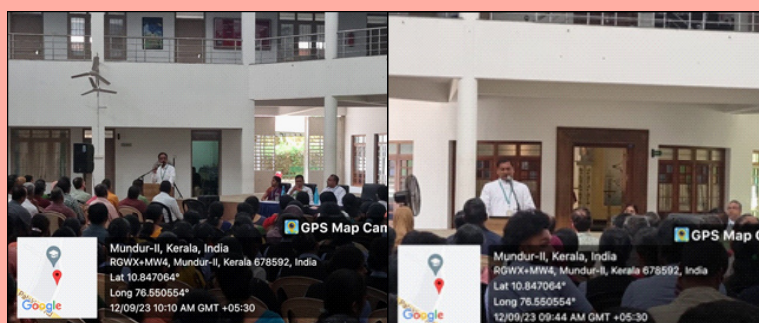


The Department of Computer Science organized an inaugural session on the Add On Course - "Analytics Advantage: Unleashing the Power of Insights in the Digital Age" for the students on September 8, 2023, at 10 a.m. The aim of the program was to raise awareness among the students regarding the data analytics existing in this information technology world. The session started with a prayer, and Dr. Matilda Danny, HoD, Department of Commerce, welcomed the gathering. The session was inaugurated by Mr. Arun Divakaran, Senior Director, Signatech Services, and Head of STAIR Progressive Minds Pvt. Ltd. Dr. Tomy Antony, Principal, YIMS presided over the programme.

The session was handled by Mr. Arun Divakaran, Senior Director, Signatech Services, and Head of STAIR Progressive Minds Pvt. Ltd. The resource person provided an outlook on various Data Analytics tools existing in present generations of Information Technology and giving real-time examples. Students also interacted well with the guest by clearing their doubts with the trainers. The session wound up at 11.30 am with the vote of thanks by Ms. Raji N, HoD, Department of Computer Science,



PTA Meeting



The PTA meeting for III BCA, B. Sc Computer Science, Mathematics, Psychology, Geography, Physics, Chemistry and BA English was conducted on September 12, 2023, at 9.30 a.m. in Christ Hill Square. Mathangi Ajithkumar, III BA English, graced the meeting with a prayer. Rev. Dr. Joseph Olikkalkoonal, Vice Principal and PTA Treasurer, YIMS, welcomed honorable dignitaries, parents, and students. Ms. Shylaja Menon, PTA Secretary, presented the academic year report. Dr. Tomy Antony, Principal, YIMS, conveyed the details of placement and the university examination. The concluding remarks were delivered by Rev. Dr. Mathew George Vazhayil, Director, YIMS, who gave some information regarding the disciplinary actions taken in the college and appreciated the faculties for encouraging the students in placement. The tea was served, and there was an open discussion for the parents to share suggestions. The session came to an end by 10.45 a.m. with the vote of thanks by Ms Raji N, Head, Department of Computer Science. The meeting concluded with the National Anthem. Parents met the mentors collected the report cards and discussed them with subject teachers.



Congratulations to Dr. Divya N K



Bharathamatha CMI Public School, Palakkad conducted Hindi Divas Programme on 14th September 2023 in School Campus. The resource person of the same was Dr Divya N K, Assistant Professor (Hindi), Yuvakshetra Institute of Management Studies, Palakkad. The programme was very interactive and through this session the students were able to get more knowledge about the importance of Hindi language. Dr Divya N K distributed prizes for the various Hindi competitions held in the school.

Removed Weeds of the Paddy Field



NSS Volunteers of YIMS (Unit No 271) have removed weeds of the paddy field on 22-09-2023, forty days after sowing the paddy seeds. The activity was initiated by NSS Programme officers Mr. Chandrashekhar M, Assistant Professor of the PG department of Geography and Ms Sneha K, Assistant Professor of the PG department of English along with the NSS Volunteers. The weeds were removed by working for four hours.

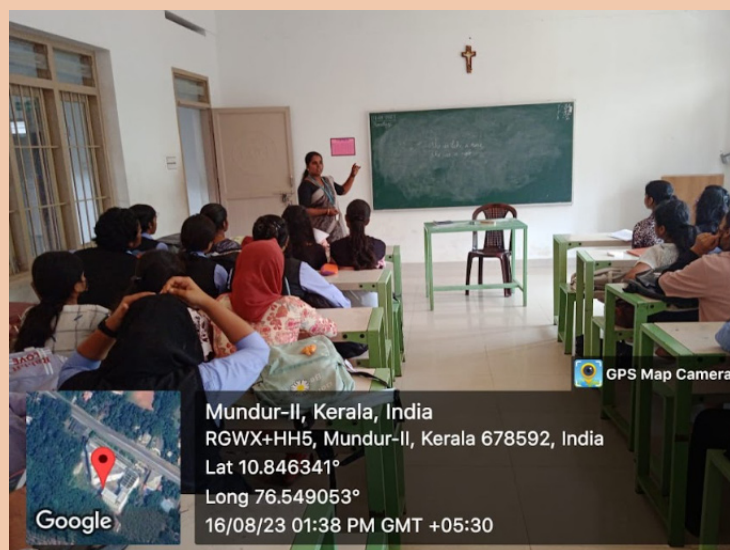
PTA Meeting - B. Sc. Physics



The PTA meeting for the final year students was held on 12th September 2023. Official meeting was started at 9.30 a.m at Christ Hill Square, YIMS. The Principal, Vice Principal and Director addressed the gathering. After the official meeting, a department wise meeting was held in the third year B. Sc. Physics classroom. Parents interacted with the HOD and other faculties. The HOD gave general comments about the class and insisted the parents to motivate the students to concentrate on their studies. Parents suggested to take special classes on Saturdays and other holidays to compensate the classes lost due to university valuation camps. Parents of 17 students interacted with the HOD and joined for "one on one" parents interaction with the class mentor. Most of the parents asked about their wards study progressions and tips for the improvement. Faculties discussed about the performance of each student with parents.



Bridge Course - PG Department of English



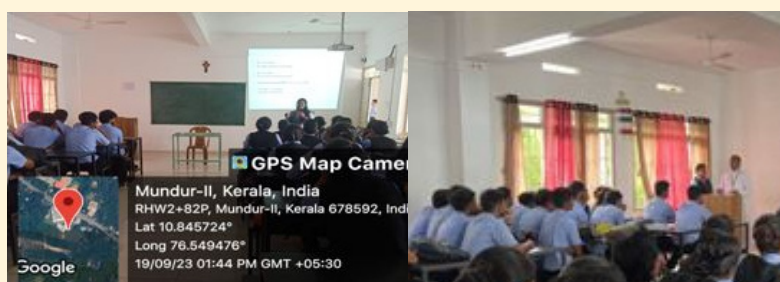
The Bridge Course in the PG Department of English for I BA English 2023-24 Batch was offered from 7th August 2023 to 22nd August 2023. All the teachers of the English department covered the 15 hour syllabus. The main objective of the course was to bridge the gap between subjects studied at Higher Secondary level and subjects they would be studying in Graduation. The syllabus for the course was framed in such a way that they get basic knowledge on the subjects that they would be learning during their graduation programme. The course was framed for 15 hours and it commenced on 7th August 2023.

Congratulations



Congratulations to Prof. T. K Rajan who donated his book, "Calculus of Single Variables" Part One to YIMS Library

Life Skills for High School and Higher Secondary Students



The PG Department of Psychology organized a Life Skill Session on 26 September 2023, at MES Higher Secondary School, Olavakkode. 1st year Post Graduation students of the Department of Psychology participated in the programme. The programme coordinators were Sr. Dr. Delphi Francis and Ms. Ansu Mathai, Assistant Professors, of the PG Department. The session helped the school students to inculcate life skills into their lives. By doing so, they would be able to handle all the hurdles in their lives and deal with various situations in their lives effectively. The session was very effective so that it could motivate the self-confidence and communication skills of the students.



PTA Meeting - B. Sc. Chemistry



The PTA meeting for the final year students was held on 12th September 2023. Official meeting was started at 9.30 a.m at Christ Hill Square, YIMS. The Principal, Vice Principal and Director addressed the gathering.

After the official meeting, parents gathered in the final year B. Sc. Chemistry classroom for the progress card review by class mentors, HOD and other faculties. Parents of 14 students interacted with the HOD and joined for one on one parents interaction with the class mentor. Most of the parents asked about their wards' study progressions and tips to improvement. Faculties discussed about the performance of each student with parents. They were asked to advise their ward to work harder for the following exams. Parents were assured that doubt solving session with the concerned faculty will be arranged for the improvement of the students. Parents were informed about university internal eligibility criteria and also the importance of attendance for the same.

Congratulations



Congratulations to Mr. Arjun M. Pillai, (B.Sc Psychology - 2016-2019) has joined as a Senior Technical Assistant at DIPR (Defense Institute of Psychological Research) under DRDO (Defense Research and Development Organization) in Delhi.

Red Ribbon Club Quiz Competition



The Red Ribbon Club of YIMS has conducted a Quiz competition on the topic "HIV/AIDS and Voluntary Blood Donation" on 20th September 2023 in the language classroom, Jubilee Block. The competition began at 2.00 pm and was inaugurated by Dr M. Ramachandran, HOD of the PG Department of Geography. Mr Chandrashekhar M, Assistant Professor of the PG Department of Geography and Ms Sneha K, Assistant Professor of the PG Department of English, NSS Programme Officers of the College and Jesil C. J, student of II Bcom Tax and Anjana, student of II BCA(B) were the programme coordinators. The competition consisted of eight teams as participants. Each team consisted of two members. The competition was conducted in two rounds. The competition ended up at 3.30 pm. Divya S and Hansa Thahir K of II BCA (B) were the winners of the competition.

Food Packets Distribution



Congratulations to the Department of Management for the distribution of Food Materials in the III Ward of Mundur Panchayath.

Mastering New Skills in Research- A workshop for UG and PG Students



The PG Department of Psychology organized a workshop on Research Methodology for both UG and PG students in which III B.Sc and M.Sc students were the participants. The workshop was held on 29th September 2023 and the resource person was Dr. Arjun Sekhar, Assistant Professor, Kristu Jayanti College (Autonomous), Bangalore. The programme coordinators were Sr. Dr. Delphi Francis and Ms. Durga Vinod, Assistant Professors, PG Department of Psychology. With the blessings of God, the welcome speech was given by Sr. Delphi, and the programme was inaugurated by Rev. Dr. Mathew George Vazhayil, Director, Yims. The presidential address and the felicitation note were given by Dr. Tomy Antony, Principal, and Rev. Dr. Gimmi Antony, HOD, PG Dept. of Psychology respectively. The programme was effective in helping the students to develop an understanding of the basic concepts of research. Sai Smruthi, III B.Sc. Psychology proposed the vote of thanks. The workshop ended with the National Anthem.

Five Day Inter Departmental Peer Teaching Programme



PG Department of English of YIMS conducted a five day Inter Departmental Peer Teaching Programme “Inter Departmental Hand to Hand Series” in association with Taxation Wing of the PG Department of Commerce and IQAC commenced from 18th to 25th September 2023. Rev. Dr. Joseph Olikkalkoonal, Vice Principal inaugurated the programme. Dr. Remya J, Section Head, Taxation Wing, Ms Kripa P, Assistant Professor, PG Department of English felicitated the programme. The resource persons were Sreemol K, Malavika Neathiar P K, Fathima NazrinI, Anaka M, Sneha S, II MA English. The peer facilitators helped the students to understand the basic English grammar and vocabulary.

Field Trip to Sangamagrama and St Joseph's College, Irinjalakuda



The Department of Mathematics conducted a field trip to Sangamagrama and St Joseph's College, Irinjalakuda on 23rd August for the first year and second year Mathematics students. The journey started from college at 7.20 a.m and reached Sangamagrama at 9.35 a.m . Sangamagrama is a town in Medieval Kerala, believed to be the Brahminical Grama of Irinjalakuda which includes parts of Irinjalakuda in Thrissur District. The place is renowned for the famous ancient Mathematician Madhava. Mādhava of Sangamagrāma (Mādhavan)(c. 1340 – c. 1425) was an Indian mathematician and astronomer who is considered as the founder of the Kerala school of Astronomy and mathematics. Madhava made pioneering contributions to the study of infinite series, calculus, trigonometry, geometry, and algebra. After visiting Madahava's birthplace, the journey continued towards St. Joseph's college (Autonomous), Irinjalakuda which is one of the most prestigious women's College in Kerala. Students got an opportunity to visit their Manuscript Research and Preservation Centre, Amar Javan, Lab studio, Zoology Museum, IQAC Room, Biotechnology Lab and Mathematics Department. The trip had come to an end in the afternoon and the team reached back at the YIMS Campus by 6.30 pm.

Inauguration of Soft Skill Certificate Course & One Day Workshop on Arts & Self Development



Section B Com CA of PG Department of Commerce along with IQAC conducted inauguration of Soft Skill Certificate Course and one day workshop on Arts and Self Development for I B. Com CA students on 29th September 2023. Mr. Najeem Yunis, Assistant Professor, Department of Malayalam, MPMMSN College, Shornur was the resource person. The session was highly engaging and enriching event that aimed to promote personal growth and creativity among the students. The programme included variety of activities and games designed to foster self expression and self discovery. Rev. Dr. Joseph Olikkalkoonal, Vice Principal, YIMS presided over the programme and chief guest as well as resource person Mr. Najeem Yunis made the inauguration. Ms. Rajitha R, Assistant Professor, Section B. Com CA, YIMS delivered the welcome speech. Devanand N and Amana Parveen, I B. Com CA students, did the Master of ceremony and prayer respectively. The programme wound up with a heartfelt vote of thanks by Ms. Keerthi. M. S, Section Head, B. Com CA, YIMS.

Hindi Pakhwada Samaroh 2023



The Department of Hindi organised “Hindi Pakhwada Samaroh” from September 14th to 29th, 2023. The Department conducted Essay writing, versification and Extempore competitions. The topic given for Essay writing was लैंगिक असमानता: कारण और समाधान and the topic given for versification was शुरुआत. There was active participation from all the students. They shared their creative and imaginative ideas through their Essays and Versifications. First, Second and Third prize for Essay writing was won by Chaithanya H (II BBA), Veena V Nair (III BCA) and Athira M A(I BA English) respectively. First Prize for versification was won by Veena V Nair (III BCA). Second Prize was won by Gopika Krishna K (I BBA) and the Third Prize was won by Keerthana Srikumar (II B. Sc Physics). For Hindi extempore, The participants were asked to speak on the given topic for 5 minutes. The topic was भारत के विकास में वज्ञान की भूमिका. The participants were judged on content, relevance, fluency, and speeches with great confidence. First, Second and Third prize was won by Kavya Nair (III BSc Psychology), Akshaya G (III BA English) Drishya D Nair (III BBA) respectively.

Book Released - *The Pillars of Justice The Leading Indian Avocates*



The Pillars of Justice The Leading Indian Avocates authored by Dr. Tomy Antony, Principal, YIMS was released by Dr. M. K. Jairaj, the Hon'ble Vice Chancellor of the University of Calicut handing over to Prof. E. K. Ratheesh, The Registrar of the University on 12th September 2023 at the Vice Chancellor's Chamber.

Folklore Club Inauguration



The Malayalam Section of the PG Department of English and Languages inaugurated the Folklore Club on 26th October 2023 to inspire the students regarding the significance of folklore. The logo of the folklore club was also launched on the same day. The chief guest of the programme was the Kerala Folklore Academy Award Winner and the famous folk song artist, Pranavam Sasi.

The president of the programme was Dr. Tomy Antony, the Principal of Yuvakshetra. Felicitations were given by the Director, Rev. Dr. Mathew George Vazhayil and the Vice Principal, Rev. Dr. Joseph Olikkalkoonal. The Welcome Speech was given by the folklore club president, Dr. Vishal Johnson, Asst. Professor of Malayalam, the Introductory Speech regarding the club was given by Mr. Sreekumar K, Asst. Professor of Malayalam and the Vote of Thanks was proposed by Rohith Jose, student of III B Com Tax.



National Employability Test (NET)

Yuvakshetra Institute of Management Studies successfully conducted the National Employability Test (NET) on 29th September 2023, at 3.30 pm. The event was organized with the aim of enhancing the employability skills of second-year and final-year degree students. The programme was guided by Ms. Nasiha M. I., an ASAP (Additional Skill Acquisition Programme) officer from the Palakkad region. She was the resource person also. Ms. Prajitha Prasad, Assistant Professor, Yuvakshetra Institute of Management Studies, served as the programme coordinator. The official message at the beginning of the programme was delivered by Mr. Josen P. Jose, the Chief Superintendent of the College. Yuvakshetra Institute of Management Studies remains committed to empowering its students and enhancing their employability skills, contributing to their future success.



Congratulations



Merritta Elizabeth George (IBAEnglish) who won the Third Position in the 1st TTRCC All Kerala Open State Ranking Table Tennis Tournament under 19 Girls held at Trivandrum from 8-10 September 2023.

VISA Distribution to HM Students



Dr. MK Jayaraj, Vice Chancellor, University of Calicut inaugurated the visa distribution to the Hotel Management students who were attending the *Qatar Formula One* as part of experiential learning. Prof. E. K. Ratheesh, The Registrar of the University of Calicut, Dr. Tomy Antony, Principal and Rev. Dr. Joseph Olikkalkoonal participated in the event.

Congratulations to Photography Competition Winner



Pavithra. U, I M.Sc Geography who secured the 1st Prize in the Photography Competition organized by the Department of Malayalam in connection with the World Photography Day.

World Suicide Prevention Day 2023



The PG Department of Psychology organized a mime, a flash mob and a visit to Shalom Institute of Mental Health on 15th September 2023 on the occasion of World Suicide Prevention Day, to create awareness about the day. The programme was coordinated by Sr. Dr. Delphi Francis and Ms. Durga Vinod, Assistant Professors, PG Department of Psychology in which the UG students were the participants. With the programme, the Department was able to raise awareness about the day and share the hope that help is available and healing is possible.

Book Release - *Signature Verses*



The book titled “Signatute Versus” Collection of Poems authored by Anjana B, II M.Com was released by Dr. Tomy Antony, Principal, YIMS by handing it over to Dr. Matilda Dany, HoD, PG Department of Commerce on 14th September 2023.

“To err is human; to forgive, divine.”

Alexander Pope

Three Day Book Fest



The Central Library and IQAC of YIMS in association with Mathrubhumi Books organised a Three Day Book Fest exclusively for the students and staff of YIMS from 25 September to 27 September 2023 at Central Library, Christ Hill, YIMS. On 25 September 2023, in the inaugural session Mr. Christo Somi, Librarian, YIMS delivered the Welcome Address. Rev. Dr. Mathew George Vazhayil, Director, YIMS inaugurated the fest and delivered the inaugural address. In his message he shared that this Fest would benefit to the Yuvakshtera community in variety of ways. Dr. Tomy Principal and Rev. Dr. Joseph Olikkalkoonal, Vice Principal, YIMS felicitated the event and congratulated the fest coordinators. Dr. Tomy Antony, Principal, YIMS sold the first book to Rev. Dr. Lino Emmatty, Assistant Director, YIMS. Representatives from the Management, Department Heads, Faculties and students participated in the inaugural session. 10000+ walk-in registered in the Fest and sold the Books for more the 1.75 lakhs.



Mathrubhumi Books donated books to Yuvakshetra College Library as part of Yuvakshetra Mathrubhumi Book Fest. Mr. Christo Somi, Librarian, YIMS received the books from Mr. Sandeep, Manager, Mathrubhumi Books, Palakkad.

Appreciation to Resource Persons



Rev. Dr. Joseph Olikalkoonal, Vice Principal of YIMS congratulated the students of II MA English for being the Resource Persons for the “Inter Departmental Hand To Hand Series”. Vice Principal handed over the trophies to - Anakha.M, Sreemol.K, Malavika, Fathima Nazrin, Sneha. The participants of the programme were Final Year B.Com Taxation students.

Logo Launch of the Talent Titans Club



The PG Department of Commerce in association with IQAC and Career Guidance Cell launched the Logo of the club TALENT TITANS and organised a session on sixth sense of fearless, lead by Ms. Priya Menon Founder Director of Sankalp Creative Ventures Pvt. Ltd. for first year B.COM Finance students. The session intended for logo and Product launch of YUVAN’s handmade

soap and a talk on “TRIUMPH- THE SIXTHSENSE OF FEARLESS”. Various inter-departmental competitions and an expo named CRIADOR 2023 were also hosted by the Club on 25th, 26th and 29th September respectively. In connection with the exhibition, 4 competitions: Poster Making, Guess Who, Pitching and Innovation and Wealth out of Waste; were conducted. All competitions witnessed active participation from the students of other departments. Poster Making and Guess Who competitions were conducted on 25 September, 2023. The theme for poster making was “AI Based on Scientific Solutions for Contemporary Social Issues”. 31 students participated in Poster Making and 115 participants in Guess Who. Pitching and Innovation and Wealth out of Waste competitions were held on 26 September 2023. 7 students participated in the Innovative Idea competition and 9 participants in Wealth out of Waste.

DIRECTOR'S FEAST DAY CELEBRATION

The Staff Welfare Committee organized the Feast Day celebration of the Director of YIMS Rev. Dr. Mathew George Vazhayil on 21st September, 2023. The celebration started together the morning assembly at 9.30 am. All the students, teaching and non-teaching staff took part in the function. An official message was delivered by Rev. Dr. Lino Stephen Emmatty, Assistant Director, YIMS. The Principal, Dr. Tomy Antony, gave the festal greetings. Prince Stanley, (II B. Sc Computer Science) delivered the festal greetings on behalf of the students of Yuvakshetra IMS. It was then followed by cake cutting ceremony for which all the dignitaries of the dais joined with the director. The Director gave the reply speech. As part of the celebration, a dance was performed by Samyuktha and team, and a musical treat was given by Sivani and team. Then, the Vice Principal, Rev. Dr. Joseph Olikkalkoonal, made a few official announcements and delivered the vote of thanks. The programme was concluded with the National Anthem. There was a staff meeting in the evening to felicitate the director on his feast day.



ICTAK Premium Membership



The Yuvakshetra Institute of Management Studies has taken premium membership and registered 20 students and 3 faculties in ICSET 2023. The programme commenced at 09.30 am with a thematic address on AI Gyration by Mr. Sreekanth K A, the Global Talent & Enablement Services Leader at EY Global Delivery Services. Dr. R. Bindu, the Honorable Minister for Higher Education & Social Justice, inaugurated the event at 10:10 AM following a moment of silent prayer. The welcome address was delivered by Mr. Santhosh Kurup, CEO of ICTAK, and Dr. Saji Gopinath, VC of Digital University Kerala, provided the presidential address at 10.25 am. Subsequently, the session was officially opened by Dr. B. Bindu, the Honorable Minister for Higher Education and Social Justice, at 10.40 am.



The valedictory session commenced at 4.00 pm, with Mr. P. Rajeeve, Hon. Minister for Industries, Law, and Coir, delivering the valedictory address. The day concluded with awards and recognitions, as well as the distribution of memberships to premium member colleges. As Yuvakshetra Institute of Management Studies held premium membership, they received a

momentum. The event ended on a patriotic note with the national anthem at 5.30 pm. ICSET 2023 was powered by several prominent organizations, including Kerala Empowering Future, Inforparks Kochi, TCS, K-Disc, Google, Acabes, CloudThat, IBS Software, Reflections, and Dhanya Group of Companies.



Congratulations to Angiras PS



Congratulations to Angiras PS (II B Sc Geography) who secured First Position in Archary (men) in the University of Calicut Inter Zone Championship.

PTA Meeting - III B. Com CA



Section B. Com CA of the PG Department of Commerce, YIMS conducted a PTA meeting on 11th September 2023 for the III B. Com CA students. It been high time for having a clear understanding regarding the performance of the students in their academics as well as non academic activities especially for the parents since students are nearing to the end of their UG course. The PTA meeting was a great success as the parents showed whole hearted support through their esteemed presence. The ceremony commenced with a warm welcome by Ms. Keerthi MS, Section Head, B. Com CA. The occasion also witnessed the release of the third book of the III B. Com CA named “CELESTE DIGITAL”, edited by Ms. Rajitha Rajendran R, Assistant Professor of B. Com CA and also the Class Mentor of the III B. Com CA class along with the help of sub editor Mr. Abraham Peter Mamra, III B. Com CA student. The release happened at the very right moment as the parents also witnessed the handover of book to the Vice Principal and the Publication Committee Conveinor, Rev. Dr. Joseph Olikkalkoonal by Dr. Tomy Antony, Principal, YIMS. The meeting included sessions where parents could directly ask the mentor as well as the section head about

the performance and progress of their student especially on academic matters. The programme wound up by the vote of thanks by Mr. Abraham Peter Mamra, III B. Com CA

Congratulations to the Winners

The students of section B. Com CA, YIMS has secured the second prize in the Best Management Team contest conducted by Mercy College Palakkad as part of their Management Fest on 29th September 2023. The event was highly competitive as there were participation from number of renowned colleges and institutions. Our team showcased their exceptional management skills for securing the second prize. The winning teams consisted of four students from II B.Com CA, Fathimathu Shahina OA, Abhijith S, Adarsh Mannattil and Arjun Krishna. The achievement served as an inspiration for those students who were aspiring to excel in the field of management.



“I have a dream that my four little children will one day live in a nation where they will not be judged by the color of their skin but by the content of their character.”

Martin Luther King

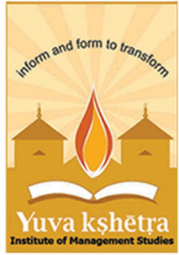
Assemblies conducted in September 2023



Assembly Conducted by III BCA on 04th September 2023 2023



Assembly conducted by III B Com Taxation on 21st September 2023



NEWSLETTER OF YUVAKSHETRA INSTITUTE OF MANAGEMENT STUDIES