

Sports Day “Olympia 2024”

PHYSICAL EDUCATION

The Department of Physical Education, Yuvakshetra Institute of Management Studies, Mundur, successfully organized the Annual Sports Day, “Olympia 2024”, on Friday, 24th January 2025. The event was graced by renowned athlete Ms. Tintu Luka as the Chief Guest. The programme commenced with a warm welcome speech by Mr. Mukundan M, Head of the Department of Physical Education, who emphasized the significance of sports in holistic development. This was followed by the Presidential Address delivered by Dr. Tomy Antony, Principal, YIMS, who highlighted the importance of perseverance and teamwork in achieving success. Rev. Dr. Joseph Olikkalkoonal, Vice Principal of YIMS, introduced the Chief Guest, appreciating her exceptional



contributions to Indian athletics. The official inauguration of Olympia 2024 was marked by the lighting of the Deepashika by Ms. Tintu Luka, symbolizing the spirit of sports and igniting enthusiasm among the participants. Rev. Dr. Mathew George Vazhayil, Director of YIMS, delivered the Keynote Address, emphasizing the role of sports in fostering discipline and resilience

among students. The day witnessed a vibrant display of athleticism as students competed in various track and field events, including 100m, 200m, and 400m races, relay events, shot put, discus throw, javelin throw, and a 3000m marathon. The competitions showcased high levels

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Editor’s Desk

Rev. Dr. Joseph Olikkalkoonal

Be Selective in Influences

Friedrich Wilhelm Nietzsche (1844 –1900), a German classical scholar, philosopher, and critic of culture, was one of the most influential of all modern thinkers who began his career as a classical philologist before turning to philosophy. He was the youngest philosopher to hold the Chair of Classical Philology at the age of 24, at the University of Basel in Switzerland in 1869. He resigned in 1879 due to health issues. At the age of 44, he was collapsed and later suffered a complete loss of his mental faculties. And then in 1900, at the age of 55 he dies of pneumonia and multiple strokes.

“Ecce Homo” is a book written by Friedrich Nietzsche, which has one chapter with the title

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Mic Set Distribution by NSS Volunteers

NSS UNIT 271 & 342

The National Service Scheme (NSS) Units 271 and 342 of Yuvakshetra Institute of Management Studies (YIMS) organised a Mic Set Distribution Programme for Government Upper Primary School, Kongad, on 09 January 2025.

The initiative aimed to support the school in enhancing its educational and extracurricular activities through better audio facilities. The programme was part of the NSS's ongoing commitment to community development and education.

The event was well-received by the school staff and students, who expressed their gratitude for the generous contribution. This initiative highlighted the NSS volunteers' dedication for making a positive impact in the community by addressing essential needs in the education sector. Through such programmes, YIMS continues to foster a sense of social responsibility among its students, encouraging them to contribute actively to society.



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“Why Am I So Clever?” He has mentioned in detail in this book about his philosophy of life based on his personal experiences. According to Walter Kaufmann, Nietzsche’s most prominent English translator, “Ecce Homo” is Nietzsche’s own interpretation of his development, works, and his significance”. The book contains several chapters with self-laudatory titles, such as “Why I Am So Wise”, “Why I Am So Clever”, “Why I Write Such Good Books”, “Why I Am a Destiny” etc.

In the chapter titled, “Why am I so Clever”, he mentions about the secret of success. “Be Selective in Influences” is the sole reason of success in life. Nietzsche believes that surrounding oneself with the right people, books, and ideas is crucial for intellectual development and at the same time, avoiding negative or limiting influences is very basic key to maintaining clarity of thought. Here there are three things such as people, books and Ideas, which are very important in the intellectual and personality development.

The Best and Right People

The best and the right people are those who have morals, ethics, and benevolence significantly different from others. They are those who have been taught character first and capability second. They are ready for collaboration. They are ready to be involved, to take responsibility, and to give themselves for the good of all. They are those who enjoy what they do, and often they make others participants in what they do. They tend to collaborate with others to achieve even greater things. The right people neither compete nor compare, but better themselves. They understand they just need to be better than they were yesterday.

The Best Book - Best Friends

The best quality book is one that changes you for the better that makes you think profoundly, that teaches you about the world. It might shake you, it might leave an impression upon you, but most important of all, it will make you feel. According to Francis Bacon (1561 –1626) a reader can make the best use of books. Bacon wrote, “Some books are to be tasted, others to be swallowed, and some few to be chewed and digested”. He meant for a person to take in a book based on their ability to be interested in the book and also their level of understanding.

The Best Idea – and Success

An idea always changes human lives. A good idea is one that is simple and relevant while also being easy to implement and delivering value. The idea must be very simple to understand, surprising as its effect is attained, applicable to the situation, practical and can be put into action. The society always accepts values. When we talk about different values, let us realize the society looks forward to different people with values and principles. A good idea improves something in a way that people want.

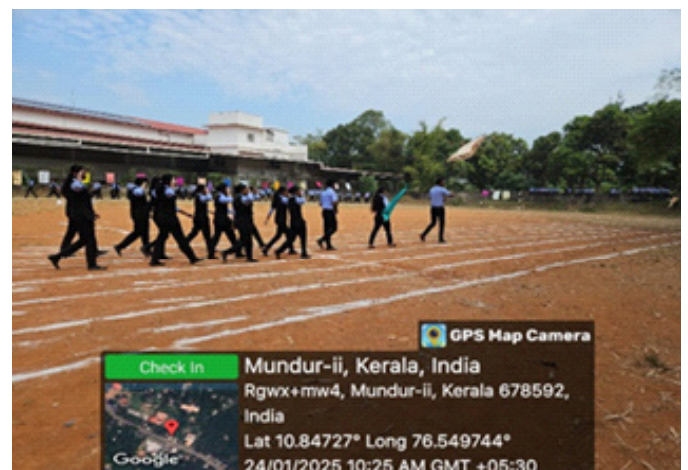
According to Friedrich Wilhelm Nietzsche, “Be Selective in

Influences” includes the selection of good people, good books and good ideas. If these selections are the best, the further achievement and progress will also be the best. Dear Students, ‘Be Selective in your Influences’.

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

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of energy, determination, and sportsmanship among participants. Adding to the significance of the event, an oath was taken to raise awareness about voting rights, reinforcing civic responsibility among students. A spectacular march-past by various departments added grandeur to the occasion, displaying discipline and unity. The Sports Day successfully instilled a sense of teamwork, perseverance, and competitive spirit, making Olympia 2024 a memorable and inspiring event for all.



NSS Orientation Class

NSS UNIT 271 & 342

The National Service Scheme (NSS) Units 271 and 342 of Yuvakshetra Institute of Management Studies (YIMS) organized an Orientation Class for Volunteers on 18 January 2025, at Sapienza Hall from 9.30 AM to 12.30 PM.

The session aimed to educate NSS volunteers about the objectives, responsibilities, and opportunities associated with community service. Esteemed resource persons Prof. K. Suresh Babu (Director, OISCA International Children's Forest Programme, South India, and Former NSS Programme Officer, University of Calicut) and Rev. Dr. Joseph Olikkalkoonal, Vice Principal, YIMS led the session with insightful talks.

Prof. K. Suresh Babu highlighted the significance of volunteerism in shaping communities and emphasized sustainable development initiatives. Rev. Dr. Joseph

Olikkalkoonal shared motivational insights, encouraging students to embrace NSS activities as a platform for personal and societal growth.

The orientation provided the volunteers with a clear understanding of their roles in contributing to the NSS motto, "Not Me But You." Students left the session inspired, motivated, and ready to make a meaningful difference in the community.

The NSS Units of YIMS continue to nurture socially responsible and active citizens through such impactful programmes.



Congratulations

COMPUTER SCIENCE

Anjana K A, Ananya M, Aromal K S from III BSc Computer Science participated in the hackathone organized by STEYP, an initiative from TALDROP, a community-first digital university platform for tech engineers and scientists.



ANANYA M
III BSC CS



AROMAL K S
III BSC CS



ANJANA K A
III BSC CS

"Our greatest glory is not in never falling, but in rising every time we fall."

– Nelson Mandela

"The difference between ordinary and extraordinary is that little extra."

– Jimmy Johnson

Online essay writing competition

ELC

Electoral Literacy Club of YIMS in association with SVEEP PALAKKAD and IQAC YIMS organized Online Essay Writing Competition. More than 15 students participated. The theme was related to National voters day celebration. Finally 3 students won the prizes. 1 prize: Mislath shamsudeen P- 1 HM CS 2nd prize: Gouri S- III B COM Finance 3rd prize: Malavika A - III B.Com. Taxation

Logo Unveiling Ceremony

SFEC



The Skill Formation and Enhancement Committee of YIMS proudly unveiled its official logo during a ceremony held in the morning assembly on 21 January 2025. The event was graced by Dr. Tomy Antony, Principal, Dr. Joseph Olikkalkoonal, Vice Principal, faculty members, and students. Ms. Rajitha Rajendran R, Convener of the Committee, gave a brief address and highlighted the importance of skill development and the committee's mission. The logo, designed by student coordinator Sreeraj PV (III BCA), was officially released by Dr. Tomy Antony, Principal along with Dr. Joseph Olikkalkoonal, Vice Principal. The unveiling of the logo signified an important milestone for the committee, serving as a symbol of its mission to inspire students to enhance their skills and unlock their full potential.

Art of Public Speaking

MANAGEMENT

The Department of Management in association with IQAC, organized a session on “the Art of Public Speaking” on 08th January 2025 for the first year BBA students at III BBA Classroom. The session was handled by Rev Dr. Joseph Olikkalkoonal, Vice Principal, YIMS. The programme started at 10.30 AM with the welcome speech by Jayalakshmi S and Gowtham P Sankar (I year BBA). Around 38 students of I BBA participated in the session, in which Rev. Dr. Joseph Olikkalkoonal emphasized the importance of preparation, clarity, and audience engagement in delivering impactful speeches. Drawing from his extensive experience, he shared practical tips on overcoming stage fright,

effective voice modulation, and utilizing body language to enhance delivery. The session was enriched with anecdotes, live demonstrations, and activities, making it both educational and engaging. Students actively participated in the session, asking questions and practicing impromptu speeches. Many appreciated the practical insights and expressed gratitude for the opportunity to learn from an accomplished mentor.

The session concluded with the Vice Principal encouraging students to practice regularly, seek constructive feedback, and develop confidence in their speaking abilities. It was a memorable and motivational experience for the budding business professionals of YIMS. He also provided various tips to be followed for becoming a successful a public speaker . The session was useful for the students to develop their public speaking skills.



“Keep smiling, because life is a beautiful thing and there’s so much to smile about.”

– Marilyn Monroe

Code to Career: Mastering IT Skills and Interviews

COMPUTER SCIENCE



The Department of Computer Science in association with IQAC organised an insightful programme titled "Code to Career: Mastering IT Skills and Interviews" on 03 January 2025 at the Sapienza Hall. The event aimed to equip students with the essential skills and knowledge needed to excel in the IT industry and prepare them for successful career interviews. The session was handled by Ms. Rinsha, an alumna from the B.Sc.CS 2020-23 Batch and currently an Associate Analyst at Deloitte, Chennai. She shared her journey from college to a thriving IT career, inspiring students with practical insights and motivational anecdotes. This enriching session served as a transformative experience for students, and offered them invaluable insights into mastering IT skills and excelling in interviews. By bridging the gap between academic learning and industry expectations, the programme empowered participants with

the confidence and knowledge needed to embark on successful and fulfilling careers in the ever-evolving tech industry. Ms. Meena Jose Komban, Head, Department of Computer Science, warmly greeted the attendees and highlighted the importance of the event. Rev. Dr. Joseph Olikkalkoonal, Vice Principal, YIMS, emphasized the transformative role of education and skill development in shaping future IT professionals. Sumedha C P (III BSc Computer Science) was the Master of Ceremony. The programme commenced at 10.30 AM with a prayer led by Bennichan (III B.Sc. CS). The event concluded with the vote of thanks proposed by Srelakshmi K, Association Secretary, Department of Computer Science. The enriching session provided students with valuable guidance on mastering IT skills and to prepare them for interviews, setting them on the path to successful careers in the tech industry.

Association Day & Seminar on How to Become a Data Scientist

COMPUTER SCIENCE



The Department of Computer Science hosted the Association Day Inauguration for the academic year 2024-25 on 03 January 2025 at the Sapienza auditorium. The event was an occasion to celebrate the accomplishments of the department and provide a platform for inspiration and knowledge sharing. The inauguration was done by the esteemed chief guest, Mrs. Vaishali Ravindranath, Senior AVP, Quantitative Model Solutions, Finance Transformation Office, Wells Fargo, Chennai. Drawing from her extensive professional experience, she encouraged students to embrace innovation, continuous learning, and resilience in their career journeys. The presidential address was delivered by Dr. Tomy Antony, Principal, YIMS, who highlighted the vital role of academic associations in fostering technical excellence and leadership skills. Rev. Dr. Mathew George Vazhayil, Director, YIMS, delivered an inspiring keynote address, emphasizing the importance of interdisciplinary learning and the dynamic nature of the Computer Science field. A heartfelt felicitation was offered by Ms. Meena Jose Komban, Head, Department of Computer Science, recognizing the invaluable contributions of the speakers and organizers. The session concluded with the vote of thanks by Srelakshmi K, Association Secretary, expressing gratitude to all attendees and contributors. The second session of the Association Day featured a captivating guest lecture by Mrs. Vaishali Ravindranath, titled "How to Become a Data Scientist," provided an in-depth understanding of the field of data science and its vast career opportunities.

Vegetable Harvest Event by NSS Volunteers

NSS UNIT 271 & 342



The National Service Scheme Units 271 and 342, in collaboration with the Yuvakshetra Institute of Management Studies (YIMS), organized a remarkable event titled "Vegetable Harvest" on 06 January 2025. The event took place at the Yuvakshetra Farm, located in Mundur, Palakkad.

This initiative was an excellent opportunity for participants to engage in hands-on agricultural activities, from which they gained insights into sustainable farming practices and fostered a deeper connection with nature. It also aligned with the NSS mission to inculcate community service values and environmental

awareness among students.

The lush setting of the Yuvakshetra Farm provided the perfect backdrop for participants to experience the joys of harvesting of a variety of fresh vegetables. The activity not only highlighted the significance of sustainable agriculture but also encouraged participants to appreciate the importance of locally grown produce. The success of the event was a testament to the collective efforts of NSS Units 271 & 342, the students, and the faculties of YIMS. It served as a reminder of the institute's commitment in promoting holistic education through community-oriented and environmentally sustainable initiatives.



Check In Mundur-ii, Kerala, India

The Research Compass: Guiding Student Project to Excellence

B.COM TAXATION



A session titled "The Research Compass: Guiding Student Project to Excellence" was held on 23 January 2025, at Sophia Theatre. The event, which began at 10.30 AM, focused on empowering students with the skills and knowledge to enhance the quality of their academic projects.

The session commenced with a warm welcome speech and it was followed by the Presidential Address delivered by Rev. Dr. Joseph Olikkalkoonal, Vice Principal, YIMS, who emphasized the importance of research in shaping the future of students.

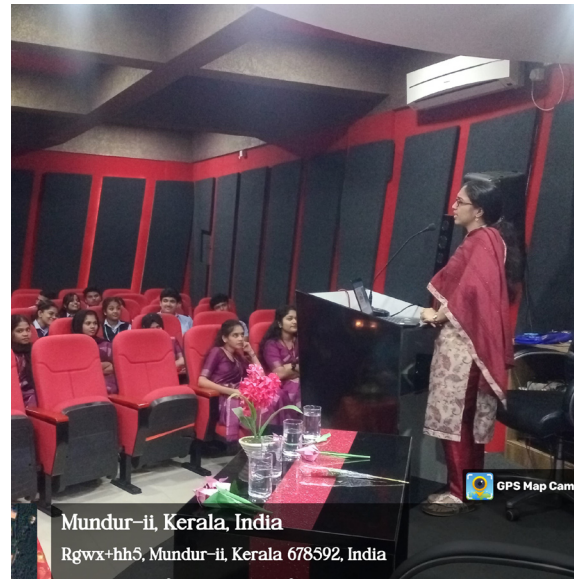
A key highlight of the session was the inaugural address by Dr. Matilda Danny, Assistant Professor, Department of Commerce, Hindustan College of Arts & Science, Coimbatore. She underscored the importance of research in bridging the gap between theoretical knowledge and practical application, encouraging students to take ownership of their academic work. This session was of great importance as it not only equipped students with valuable research insights but also provided them with practical guidance on how to excel in their academic projects. By highlighting the significance of research in student development, the session aimed to foster a more research-oriented approach among the students, encouraging them to contribute meaningfully to their fields of study. The event aimed to provide students with the tools to excel in their research and academic projects, offering valuable insights from experts in the field.



Menstrual Hygiene and Feminine Health

ENGLISH

The PG Department of English Language and Literature in association with IQAC and Women Development Cell organised an Awareness Session on “Menstrual Hygiene and Feminine Health” on 06 January 2025 at Sophia Theatre. The gathering was welcomed by Ms. Pameela Johnson, Head, PG Department of English Language and Literature. Subsequently, Dr. Tomy Antony, Principal, YIMS, delivered the presidential address, setting the tone for the event. The keynote speaker, Dr. Rameela Sanya, Assistant Professor, Department of Community Medicine, PK Das Institute of Medical Sciences, formally inaugurated the session. She shared invaluable insights into menstrual health, expertly navigating the discussion to debunk prevalent myths, address existing challenges,



and highlighted best practices related to menstrual hygiene, thereby ensuring an engaging and informative session. Rev. Dr. Joseph Ollikkalkoonal, Vice-Principal, YIMS, dignified the occasion with his gracious felicitations. Dr. K Krishna Praveen, Assistant Professor, PG Department of English Language and Literature and programme coordinator, expressed heartfelt gratitude to the distinguished guests, organisers, and participants for their contributions to the event's success. The students of II MA English and I BA English programmes actively participated in the session.

Oath Taking Ceremony – As part of National Voter’s Day – 2025

ELC

Yuvakshetra Institute of Management Studies (YIMS) proudly celebrated National Voter’s Day with an Oath Taking Ceremony on 24 January 2025 on the importance of upholding voting rights, as due citizens of the country. Organized by the Electoral Literacy Club (ELC) in collaboration with the Internal Quality Assurance Cell (IQAC) and Systematic Voters’ Education and Electoral Participation (SVEEP), Palakkad, the event brought together students, faculty, and administrators to honour the democratic values of the nation. Dr. Tomy Antony, Principal, YIMS outlined the importance of voting rights and invited the chief guest of the day, Olympian



Tintu Luka to read out the oath to students, faculties and non-teaching staff present in the college ground. In addition, the oath was also taken by the students, faculties and members of YIMS Youth Club at Sapienza Hall.

The event was meticulously coordinated by Ms. Anjali KP, Assistant Professor, Department of Commerce, Ms. Anupama N, Assistant Professor, Department of Computer Application and Ms. Swethal Ramchandran,

Assistant Professor, PG Department of English Language and Literature.

The National Voters' Day programme proved to be a meaningful celebration, not only marking the occasion but also inspiring attendees to take a solemn oath to uphold their democratic duties and actively contribute to strengthening the nation's electoral process.

Geography Association Day

GEOGRAPHY



The PG Department of Geography, Geographic Forum-Globetrotters & IQAC of Yuvakshetra College organized Geography Association Day- “TERRA NOVA: Exploring New Horizons” on 17 January 2025 at Sapienza Hall.

The “TERRA NOVA: Exploring New Horizons” event was a great success, bringing together students, faculty, and geography specialists. The event served as a forum for learning, inspiration, and idea exchange, reinforcing geography's critical role in understanding and addressing our world's challenges.

Inaugural Session (10.00AM to 11.00 AM)

The event commenced with a prayer by Sai Krishnan S, II M.Sc. Geography. This was followed by a welcome speech delivered by Ms. Anupriya M, Assistant Professor, Department of Geography, who warmly greeted the attendees and set the tone for the day.

Dr. Tomy Antony, Principal, YIMS, delivered the Presidential Address, emphasizing the importance of geography in understanding our world. Dr. M Ramachandran, Head, Department of Geography, introduced the esteemed chief guest, Rev. Dr. Joseph Olikkalkoonal, Vice Principal, YIMS, who delivered the Key Note Address. His insightful speech highlighted the evolving horizons in geographical studies and their relevance to current global challenges.

The Inaugural Address was given by Dr. Sunil Kumar R, Associate Professor, Ph.D. and Research Department of Geography, Government Arts College, Coimbatore. Dr. Sunil Kumar R shared his expertise and encouraged students to explore new frontiers in geographic research. Following the inaugural address, Dr. Saranya U, Assistant Professor, Department of Geography, felicitated the gathering with words of encouragement and inspiration. The session concluded with a Vote of Thanks by Pavithra U, Association Secretary, Department of Geography, expressing gratitude to all who contributed to the success of the event. The session ended with the National Anthem led by Sai Krishnan S.

Resource Session (11.15AM to 12:30 PM)

The resource session was conducted by Dr. Sunil Kumar R, who provided an engaging and informative presentation on the latest research and developments in the field of geography. His session offered valuable insights into the practical applications of geographic knowledge and inspired students to pursue further studies and research in this dynamic field.

Candle Walk

ELC



Sanjana S and Karunya S (III B Com CA) represented YIMS in the "ELC Candle Walk" organized by SVEEP, as part of National Voter's Day Celebrations with Mr. Sachin Krishnan KAS, the Deputy Collector of Palakkad on 29th January 2025.

“All the world’s a stage, and all the men and women merely players.”

William Shakespeare

Workshop on Design Thinking, Critical Thinking and Innovation Design

COMPUTER APPLICATION

The Department of Computer Application at Yuvakshetra Institute of Management Studies (YIMS), in association with the Institution's Innovation Council (IIC), successfully organized a workshop on "Design Thinking, Critical Thinking, and Innovation Design." The programme was held on 13 January and 14 January 2025 from 9.30 AM to 3.30 PM, at Computer Lab 2 in the institute.

The workshop aimed to enhance participants' understanding of innovation processes, including developing innovative solutions, assessing Technology Readiness Levels (TRL), commercialization of lab technologies, and tech-transfer methodologies. The programme featured expert sessions led by Mr. Shyamlal T S, a Learning and Development Consultant, Srishti Innovative Computer Systems, Technopark, Trivandrum.

The workshop provided a platform for students and faculty to explore and apply concepts of design thinking and innovation in real-world scenarios, which fostered a culture of creativity and problem-solving within the institution.

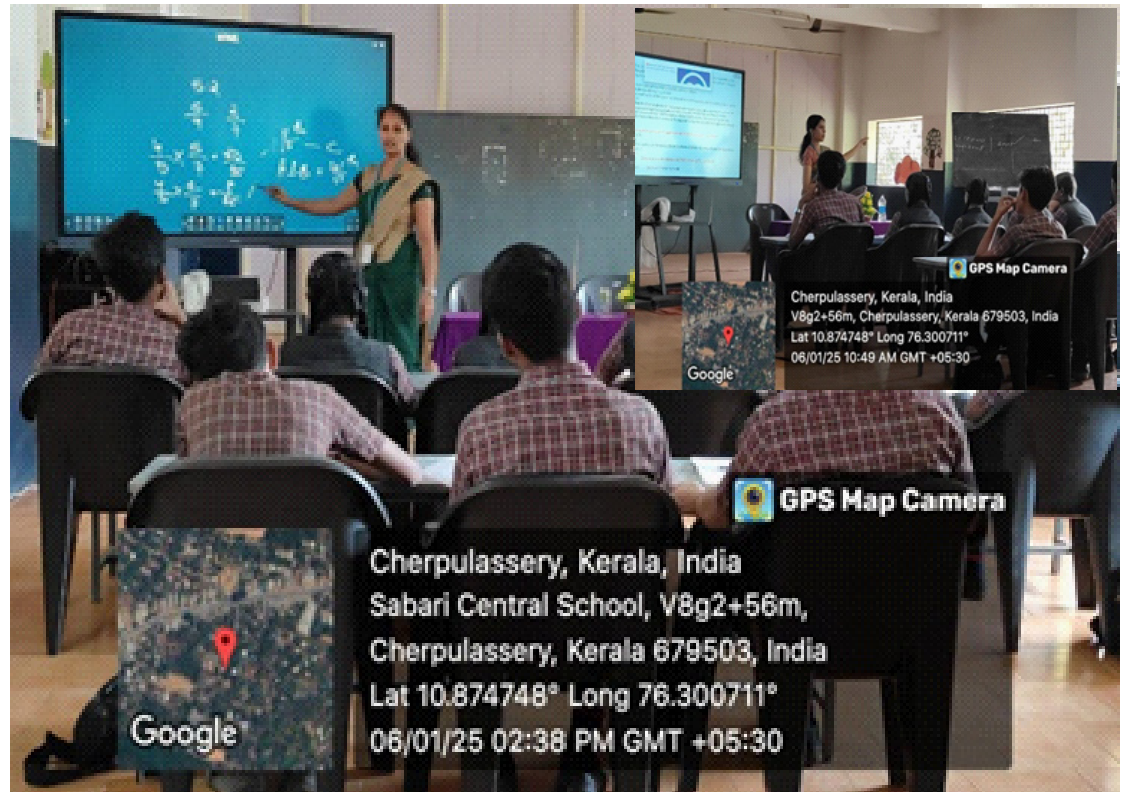


YIMS Bridges the Gap Between Academia and Industry

B.COM FINANCE

The PG Department of Commerce in collaboration with the IQAC, as part of the MOU between Sabari Central School, Cherupulassery and YIMS hosted a Knowledge Extension Programme on "Accounting: The Language of Business." The engaging workshop aimed to bridge the gap between theoretical knowledge and its practical application in the business world.

The event featured esteemed resource persons, including Ms. Rajitha Rajendran R Section Head of B.Com CA and Ms. Anjana K V, Assistant Professor, Section B.Com Finance from the PG Department of Commerce, YIMS. The workshop was conducted in two sessions from 10.00 AM to 12.00 PM at YIMS and 1.00 PM to 3.00 PM at Sabari Central School, Cherupulassery on 6 January



2025. The workshop provided valuable insights to students, equipping them with a deeper understanding of accounting principles and their significance in the contemporary business landscape.

The National Youth Day District Level Elocution Competition

ELC

The National Youth Day District Level Elocution Competition was to showcase the oratory skills of students from various institutions. The event celebrated the spirit of youth and encouraged participants to express their thoughts on significant topics with eloquence and confidence.

Ananya Muralidharan (III B.Sc. Mathematics) secured the second prize, while Anusha M (II B.Sc. Psychology) secured the third prize with their compelling presentation and thoughtful perspectives. The competition highlighted the talent and enthusiasm of the participants and served as an inspiring platform for young voices to be heard.



Ananya Muralidharan



Anusha M

Scaffold Visit to Yuvakshetra Institute of Management Studies

YIMS

Yuvakshetra Institute of Management Studies campus visit was inaugurated on 12 January 2025. Rev. Dr. Joseph Olikkalkoonal, Vice Principal inaugurated the campus visit organized under the auspices of Samagra Shiksha Kerala. Mr. Hari Senthil M, General Education Block Project Coordinator of Samagra Shiksha Kerala, was the chairman. Mr. Praveen R, the Program Officer, and Mr. Shiju extended their wishes. Asst. Prof. Smt. Anupama welcomed, and student Jasna Fathima expressed her gratitude. The campus visit that followed included visits to various departments of the college and the different crops of the Green Farm Club.

The camp was an enriching experience for the students, providing valuable insights into higher education opportunities. The visit was organized as part of the Samagra Shiksha Kerala (SSK) initiative to introduce students to reputed institutions and motivate them towards academic excellence.

Motivational Session was led by Rev. Dr. Joseph Olikkalkoonal, Vice Principal, Yuvakshetra IMS, who delivered an inspiring talk about the importance of higher education and career prospects. He introduced the students to the institute’s infrastructure, academic programmes, and extracurricular opportunities, emphasizing the importance of holistic education.

Guided Campus Tour

After the session, students participated in a guided campus tour led by Ms. Anupama N, Assistant



Professor, Computer Application. She highlighted the unique aspects of the institute, including its academic facilities, research opportunities, and co-curricular activities that supported student development. The students had the opportunity to explore various classrooms, laboratories, library resources, and other campus amenities.

Dr. Reneela, HoD, Department of Chemistry explained the scope and advancement in Chemistry studies. Mr. Dennis Daise Thomas introduced the students to Geography labs and study possibilities. Ms. Remya R, Assistant Professor, Department of Physics discussed opportunities in Physics education and research. Mr. Praveen explained the curriculum and career opportunities in the Hospitality industry.

Green Institution Certification

YIMS

YIMS has been certified as a GREEN INSTITUTION by the Government of Kerala as part of the **Haritha Keralam Mission**. The institution has secured A+ Grade for demonstrating exceptional and efficient practices in adherence to the green protocol in waste management, water security, energy and biodiversity conservation.



Tree Documentation and Seminar

NSS UNIT 271 & 342

The National Service Scheme (NSS) Units 271 and 342 of Yuvakshetra Institute of Management Studies organized a seminar and tree documentation initiative on 24 January 2025, focusing on Agroforestry and Plantation Models for Palakkad. The event was inaugurated by Dr. Syam Vishwanath, former Director, KSCSTE-KFRI, and Scientist G (Retd.), ICFRE, MoEF&CC, Government of India. Rev. Dr. Mathew George Vazhayil, Director, YIMS presided over the event. NSS Program Officer, Mr. Mithun M, conveyed his best wishes during the occasion. The seminar commenced with a warm welcome by Sai Krishnan (II M.Sc. Geography) and concluded with the vote of thanks by Ashwathy A (NSS volunteer). Following the inauguration, Dr.

Syam Vishwanath conducted a comprehensive session on "Agricultural Development Science and Plantation Models of Palakkad District", offering valuable insights into sustainable agroforestry practices. As part of the event, NSS volunteers conducted a tree documentation drive across the campus, identifying and cataloging various tree species. The initiative aimed to raise awareness about the importance of biodiversity conservation and sustainable environmental practices. The event successfully blended academic learning with practical environmental activities, leaving a lasting impact on the participants.



Interactive Session by Young Innovator

IIC

The Department of Computer Application of Yuvakshetra Institute of Management Studies in association with IIC conducted an interactive session by young innovator on 15 January 2025 at Sophia Theatre in connection with National Youth Day. The event aimed to inspire students towards innovation and technological advancements. Mr. C Abhinav's insights motivated participants to embrace challenges and think beyond conventional ideas. The event fostered collaboration between students, faculty, and innovation leaders, strengthening the institution's entrepreneurship and technological advancement culture. It also encouraged students to participate in competitions, hackathons, and innovation-driven projects, and equipped them with practical knowledge of research, adaptability, and market trends. Overall, the session was pivotal in cultivating a forward-thinking and innovative mindset among students. The session provided students with valuable exposure to innovation, encouraging them to think beyond conventional ideas and engage in research and development.



Commemoration of Mahatma Gandhi

YUVAVOX & ENGLISH



The PG Department of English Language and Literature in association with Yuvavox and IQAC organized the commemoration of the death anniversary of Mahatma Gandhi on 2 January 2025 at 2.30 PM in the Gandhi Park. The PG students of the Department of English assembled in the Gandhi Park for the programme. The programme started with the prayer song by Aswathy P S (II MA English). Adithya J Menon, student representative, Yuvavox, officially welcomed the gathering. Megha R (I MA English), gave an introductory speech Commemorating the day, Rev. Dr. Joseph Olikkalkoonal, Chief Editor, Yuvavox officially addressed the students emphasizing the importance of the day. Joe George, student representative, Yuvavox proposed the vote of thanks. The programme wound up at 3.30 PM with the National Anthem.

Metanoia 2K25 - Psychology Association Day

PSYCHOLOGY

The Department of Psychology, in association with IQAC, successfully organized "Metanoia 2K25" - Psychology Association Day on 31 January 2025, at Yuvakshetra Institute of Management Studies (YIMS), Ezhakkad, Mundur, Palakkad. The event was held at the Yuvachetana Hall that witnessed enthusiastic participation from students, faculties and dignitaries.

The highlight of the event was an engaging session by Mr. Sonu S Dev, a distinguished Clinical Psychologist, Institute of Mental Health and Neurosciences (IMHANS). Mr. Dev shared his invaluable insights into the field of psychology, leaving the audience inspired and informed.

Metanoia 2K25 proved to be an enriching platform for exploring the depths of psychology, fostering learning, and promoting professional growth among attendees. It was a memorable day, reinforcing the commitment of YIMS to academic excellence and holistic development.



37th Science Congress

GEOGRAPHY

The P.K. Gopalakrishan Memorial Lecture, held as a prelude to the 37th Kerala Science Congress, took place on 10th January 2025 at Government College Chittur, Palakkad. 20 Students from the PG Department of Geography participated in the 37th Science Congress. The inaugural session started at 10.30AM. The event was organized by the Departments of Economics, Geography, and Philosophy of the college. The distinguished speaker for the lecture was Prof. R. Ramakumar, Expert Member of the Kerala State Planning Board and Professor at the School of Development Studies, Tata Institute of Social Sciences (TISS), Mumbai.

The lecture served as an intellectual prelude to the 37th Kerala Science Congress, scheduled to be held from 7th to 10th February 2025 at Kerala Agricultural University, Thrissur. The memorial lecture aimed to honor P.K. Gopalakrishan and his contributions while providing a platform for discussing key developmental and economic issues. Prof. R.

Ramakumar, an eminent economist and policy expert, delivered an insightful lecture focusing on critical aspects of economic development, planning, and social progress. His discussion covered 'the role of science and technology in shaping Kerala's development policies', 'the significance of inclusive growth and sustainable development in modern economic planning', 'the impact of scientific research on public policy, particularly in agriculture and rural development' and 'Kerala's unique model of social and economic progress, along with challenges in policy implementation'. Prof. Ramakumar emphasized the need for scientific temperament in governance and the importance of evidence-based policy decisions. He also highlighted Kerala's achievements in human development indices, attributing them to well-structured planning and research-based interventions.

The lecture witnessed active participation from students, faculty members, and research scholars from various disciplines. Thought-provoking

discussions followed the session, where attendees engaged with Prof. Ramakumar on topics related to regional development, economic policies, and the role of interdisciplinary research in shaping Kerala's future.

The P.K. Gopalakrishan Memorial Lecture successfully set the stage for the upcoming 37th Kerala Science Congress by fostering discussions on science, policy, and development. The event not only paid tribute to P.K. Gopalakrishan but also provided a valuable academic discourse on the interplay between science and economic planning. The insights shared by Prof. R. Ramakumar served as an inspiration for students and researchers, reinforcing the importance of scientific inquiry in policymaking.

The lecture marked a significant intellectual event, aligning with the broader objectives of Kerala Science Congress in promoting scientific research and knowledge dissemination.



Association Day - PIONER'S 24

COMPUTER APPLICATION

The Department of Computer Application successfully organized Association day, PIONER'S 24 on 18th January 2025 at CH Square. The inaugural address was delivered by Mr. Kamal Vignesh, Business Head of KGISL Genius Labs, who shared his insights on advancements in artificial intelligence and emerging technologies. His talk inspired students to excel in their respective fields. The event featured an insightful session on "Entrepreneurship in Technology: How to Turn Your Ideas into a Startup", followed by vibrant cultural programmes and a book release ceremony "AI Robovault" by the 3rd BCA A batch students. PIONER'S 24 was a grand success, offering an excellent platform for students to engage with industry experts, enhance their knowledge, and celebrate their achievements. The event was well-organized and left a lasting impact on all attendees.



Career Guidance Workshop

MATHEMATICS

The Department of Mathematics in association with IQAC, YIMS organized a Career Guidance Workshop 'UPSC Civil Service Examination' on 30th January 2025. The official session started with the prayer. The programme coordinator, Ms. Sreeja T S, Assistant Professor welcomed the gathering and introduced the Resource person Ms. Nandana S Nair (Alumnus Batch 2020-2023), Civil Service Aspirant, Drishti IAS Institute, New Delhi. Prof. T. K. Rajan, HoD, Mathematics, presided the event on emphasizing the importance of the civil service examination and different opportunities associated with it. Rev. Dr. Mathew George Vazyail, Director, YIMS inaugurated the ceremony and spoke to the students on how to navigate through their career choices. The official session came to an end with the vote of thanks by Anagha S Nair (II B.Sc. Mathematics).

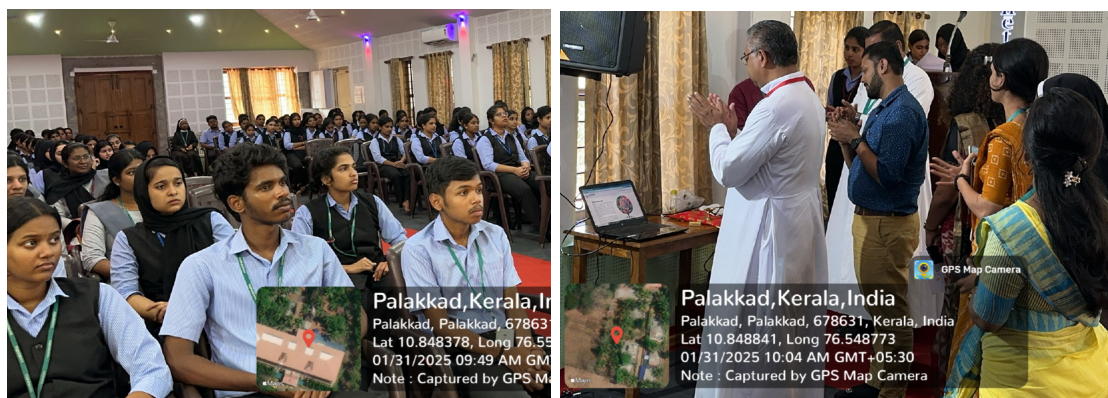


Launch of "Life Thriving Hub": An Online Counselling Website

PSYCHOLOGY

The Department of Psychology at Yuvakshetra Institute of Management Studies (YIMS), in collaboration with the Internal Quality Assurance Cell (IQAC), successfully organized the launch of the "Life Thriving Hub" – an innovative online counselling website. This collaborative initiative by the faculties and alumni aimed to provide accessible mental health support and counselling services to those in need. The grand event took place on 31 January 2025, at Yuvachetana Hall, where the website was officially inaugurated by Rev. Dr. Mathew George Vazhayil, the esteemed Director of YIMS. The occasion was a testament to

the institute's commitment to fostering mental well-being and promoting psychological services through digital platforms. The launch event highlighted the collaborative effort and dedication of the institute's faculty and alumni in creating a platform that embodies their mission to support mental health and enhance the accessibility of psychological services. The "Life Thriving Hub" was designed to cater to the diverse needs of individuals by offering professional counselling and psychological resources. It stood as a beacon of hope and support for the community, showcasing the institute's innovative approach to mental health care



International Convocation Series

MANAGEMENT

The International Convocation Series on Applied Science and Technology hosted by Cagayan State University, Philippines, MOU partner of YIMS conducted an international convocation series on 30 January 2025. Rev Dr. Lino Stephen Emmatty, Assistant Director, YIMS and four students from II BBA, Lakshmipriya V, Priyan Soman Menon, Saurav Devan, Neeraj K P presented papers.

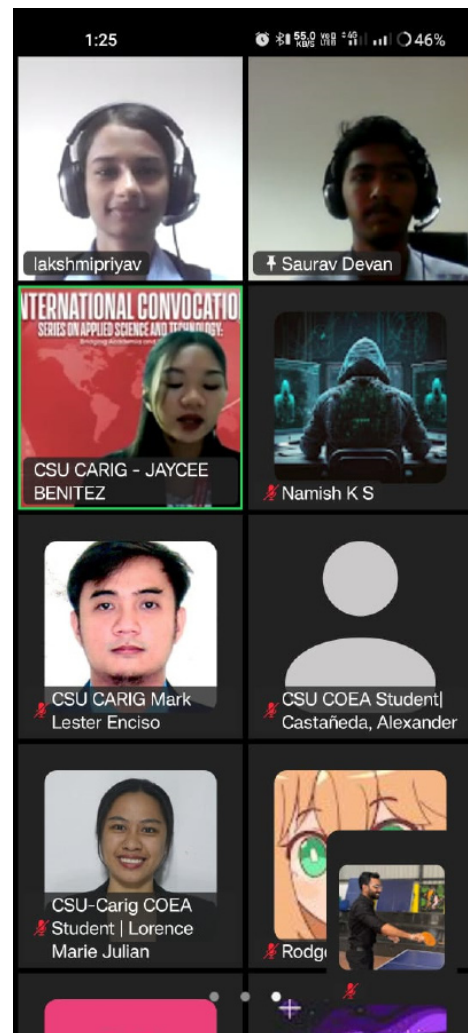
It was an exhilarating online programme that captured the attention of enthusiasts around the globe. The event, which commenced at 8.15 AM featured the compelling presentation titled "A study on Predictive Quality Control Using Machine Learning: a Comprehensive study in the Automotive Industry (Tesla), by Rev Dr Lino Stephen Emmatty and the paper titled "A Study on Adapting Artificial Intelligence for Demand Forecasting in Materials Management at Rubfila International Limited" presented by Lakshmipriya V and Saurav Devan supported by Priyan Soman Menon and Neeraj K P (II BBA). The Presenters were welcomed

by an enthusiastic group of participants.

The presenters delved deep into the predictive quality control using machine learning in the automotive industry (Tesla) and Adapting Artificial Intelligence for Demand Forecasting in Materials Management at Rubfila International Limited, illustrating how those elements can drive the successful implementation of AI solutions in materials management.

Adding to the allure of the programme was a special segment that was dedicated to recognize the invaluable contributions of the presenters and participants. Digital certificates of appreciation were awarded to resource speakers. The thoughtful gesture by the International Convocation Series on Applied Science and Technology underscored the importance of bridging the gap between academia and industry.

In essence, the event was a resounding success. It not only fostered a deeper understanding of AI's role in revolutionizing materials management practices but also emphasized the critical importance of innovation and collaboration in the field of applied science and technology. Participants left the programme inspired and equipped with valuable insights that would undoubtedly influence their future endeavors.



Accounting Forge: Mastering Cost And Management

MANAGEMENT

The Department of Management, in collaboration with the AICTE, IIC & Internal Quality Assurance Cell (IQAC), successfully organized a session titled "The Accounting Forge: Mastering Cost and Management" for the II BBA students.

Day 1: 22/01/2025 Topic Introduction to Management Accounting.

The session focused on Introduction to Management Accounting and was facilitated by Vishnu T (II M.Com). The session offered students valuable insights into the importance of management accounting in decision-making, budgeting, and financial analysis. It emphasized practical applications, linking theoretical knowledge to real-world scenarios.

The interactive nature of the session allowed students to clarify doubts and engage in meaningful discussions, enriching their understanding of the subject. Fifty three II BBA students attended the programme.

Day 2: 23/01/2025 Topic: Cost Accounting and Concepts of Cost

The session was handled by Nikitha R (II M.Com) who delved into the intricacies of cost accounting, covering key topics such as financial accounting, methods, types, cost classification, cost units, cost centers, and elements of cost.

The session provided students with valuable insights into the introduction to cost accounting, emphasizing practical applications that linked theoretical knowledge to real-world scenarios. The session achieved its objective of bridging the gap between theoretical concepts and practical applications, allowing students to develop a deeper understanding of cost accounting principles. Fifty four II BBA students attended the programme.

Day 3: 28/01/2025 Topic: Fundamental Concepts and Practical Applications of Job Costing.

This interactive session, facilitated by Athira S and Anupama K (II M.Com), aimed to provide students a thorough understanding of the fundamental concepts and practical applications of job costing. The session was divided into two segments. Initially, Athira S delivered an introductory presentation, providing students with valuable insights into the introduction to job costing, its meaning, features, advantages, disadvantages, procedures, and the significance of job cost sheet. This presentation served as a foundation for the subsequent discussion, enabling students to grasp the underlying principles of job costing.

Anupama K emphasized practical problems and case studies, effectively linking theoretical knowledge with real-world applications. Through a combination of lectures, discussions, and interactive exercises, she imparted a deeper understanding of job costing principles, enabling students to analyze and apply these concepts in practical scenarios.

By bridging the gap between theoretical concepts and practical applications, the session achieved its objective of enhancing students' knowledge and skills in job costing. Overall, the session was a resounding success, providing students with a comprehensive understanding of job costing and its significance in modern business practices. Fifty II BBA students attended the programme.

Day 4: 29/01/2025 Topic: Marginal Costing

The session was taken by Sneha C P (II M.Com.) on the topic Marginal Costing. The session offered students valuable insights on key concepts such as Meaning and Importance of Marginal Costing, Break-even Analysis and practical Applications of Marginal Costing in Business

The lecture was highly informative and beneficial for students, as it provided them with practical knowledge of cost management techniques. Fifty two II BBA students attended the programme.



Day 5: 30/01/2025 Topic: Financial Planning and Cost Control

The session was led by Anna Jaison (II M.Com). The session focused on Budget and Budgetary Control, a crucial concept in financial planning and cost management. She led an insightful discussion on Budget and Budgetary Control, emphasizing its role in financial planning, cost control, and decision-making. The key topics covered included: Definition and Importance of Budgeting in Business Management, Types of Budgets (Operating Budget, Financial Budget, Cash Budget, Capital Budget, etc.), Steps in Budget Preparation, Budgetary Control Process and its Importance in Performance Evaluation, Comparing Budgeted vs. Actual Performance, Advantages and Limitations of Budgetary Control, Practical Applications of Budgeting in Business Decision-Making. The session was interactive, with students engaging in discussions, case studies, and problem-solving exercises related to budget preparation and analysis. Ms. Anna Jaison provided real-life examples of how businesses implement budgetary control systems to enhance financial efficiency and strategic planning. The session was highly beneficial for students, deepening their understanding of budgeting and its significance in corporate financial management. Fifty II BBA students attended the programme.



Navarang 2k24 Arts Fest

YIMS

Yuvakshetra Institute of Management Studies (YIMS) celebrated arts day NAVARANG, 2K25 on 10 January 2025. As a part of the arts fest, several competitions were conducted from 1st to 10th of January, 2025, which was the celebration of artistic expression, creativity, and cultural collaboration. This vibrant festival aimed to provide students with a platform to showcase their talents, foster a sense of community, and celebrate the diversity of art forms. Events throughout the fest encouraged innovation and collaboration, offering students a chance to push their creative boundaries, express their passions, and engage in healthy competition.

The conclusion of the Arts Fest took place on 10 January 2025, with a spectacular inaugural session that set the stage for an unforgettable conclusion to the festival. The highlight of the evening was an extraordinary performance by Mr. Bhavin Vinod, renowned singer celebrated for his



impressive performance on Star Singer Season 9. His mesmerizing voice and captivating stage presence left the audience spellbound, creating an enchanting atmosphere that reflected the spirit of creativity and artistic brilliance. His performance truly elevated the event, setting the tone for the remaining festivities. The competition was intense, with several departments participating and displaying remarkable talent. The overall champions of NAVARAG 2K25 Arts Fest were the PG Department of Psychology, whose students showcased exceptional creativity and teamwork across a range of events. They were followed by the BCom Finance team, who secured the title of first runner-up, demonstrating outstanding performance and creativity in their participation. The PG Department of

English earned the second runner-up spot, completing the triumphant lineup with their impressive showcase of talent and collaboration. The festival not only served as a competition but also as a celebration of the talent and artistic expression flourishing among the students. With Mr. Bhavin Vinod's captivating performance and the outstanding contributions from all participating departments, NAVARANG 2K25 Arts Fest truly became a remarkable and memorable event, leaving an indelible mark on the hearts and minds of all who attended. It was an embodiment of the power of arts and culture to bring people together, fostering an atmosphere of unity, creativity, and celebration at the Institute of Management Studies.

World Braille Day

B.COM FINANCE

The Spirito Pubblico Club of Section B.Com (Finance) in collaboration with the IQAC commemorated World Braille Day by arranging an exhibition on 8th January 2025, showcasing the significance of Braille in empowering visually impaired individuals. The exhibition was arranged held in the Christ Hill Square, featuring a variety of displays and interactive activities, highlighting the challenges and triumphs of visually impaired individuals. Students from the HKCMM School for the Blind participated in the event, sharing their experiences and perspectives.

Ms. Sabitha R, Assistant Professor, PG Department of Commerce and Spirito



Pubblico Club Coordinator, highlighted the significance of raising awareness about Braille. By understanding the challenges faced by visually impaired individuals, a more inclusive and accessible environment for everyone can be created.

The exhibition concluded with a positive feedback session, where students expressed their gratitude for the valuable learning experience.

Expert Talk on Process of Innovation Development

COMPUTER APPLICATION

The Department of Computer Application at Yuvakshetra Institute of Management Studies (YIMS), in association with the Institution's Innovation Council (IIC), successfully organized an Expert Talk on the Process of Innovation Development on 15 January 2025. The event, conducted from 9.30 AM to 3.30 PM in the Computer Lab 2, aimed to enlighten students and faculty on various stages and best practices in fostering innovation.

The programme featured Mr. Vivek Babu, an accomplished L&D Consultant at Srishti Innovative Computer Systems, Technopark, Trivandrum, as the resource person. His expertise and practical insights provided attendees with a deeper understanding of the innovative process and its implementation in real-world scenarios.

The session was a valuable learning experience, inspiring participants to approach innovation with



structured methodologies while encouraging them to apply creative problem-solving in their academic and professional pursuits.

Empowering Future Accountants - Tally Level 2 Inauguration & Level 1 Certificate Distribution

COMMERCE

The PG Department of Commerce, YIMS successfully organized the Tally Level 2 Inauguration and Level 1 Certificate Distribution ceremony on 27 January 2025. The event marked a significant milestone in the department's commitment to foster practical financial education. The event commenced with an engaging introduction by Devanand (II BCom CA) as the Master of Ceremony. Following this, Bhoomika K S (II BCom Finance B) led the gathering in prayer, setting a solemn tone for the occasion. Dr. Keerthi M S, Head of the PG Department of Commerce, extended a warm welcome to the esteemed guests, faculty members, and students. The presidential address was delivered by Dr. Tomy Antony, Principal, YIMS, who emphasized the importance of skill-based learning in accounting and financial management. The inaugural address was given by Mr. Jiji Kumar, Regional Head, Tally Education Private Limited, who highlighted the impact of Tally certifications in enhancing career opportunities. This was followed by the lamp lighting ceremony, symbolizing knowledge and enlightenment in the field of commerce and technology. The event also witnessed notable felicitation speeches by Rev. Dr. Joseph Olikkalkoonal, Vice Principal, YIMS and Vinod C T, MTAP Director. A proud



moment of the event was the certificate distribution ceremony, where students who successfully completed Tally Level 1 received their certificates. The event concluded with a heartfelt vote of thanks by Ms. Mridhula M, Tally Coordinator and Assistant Professor, PG Department of Commerce, expressing gratitude to all dignitaries, faculty, and students for their participation and support. The event reinforced the institution's commitment to bridging the gap between academic learning and industry requirements. With the launch of Tally Level 2, students now have an opportunity to enhance their expertise in financial accounting software, boosting their employability in the corporate world.

Report of Alumni Meet 2024-25: “MEMORIES 2K25”

YIMS

The Alumni Meet, MEMORIES 2K25 was held on 26 January 2025, at the Symphony Auditorium, to celebrate the enduring bond between the college and the alumni. The event emphasized the invaluable role alumni played in the institution's growth and success through their insights, contributions, and support. A total of 170 alumni participated in the alumni meet.

The registration started at 9.30 AM, where alumni were greeted warmly and provided with a welcome kit and a keychain as token of love. The cultural performances by the current students of YIMS kicked off at 10.30 AM. The captivating performances highlighted the creative and dynamic spirit nurtured by the institution. The inaugural session commenced with a Ranga Pooja by Sruthi Krishna and Harsha C from II year B.Sc Computer Science and BCA, followed by a welcome address by Mr. Anandhu K H, an alumnus from the 2016-19 BA English Batch. Dr. Tomy Antony, Principal, YIMS, in his presidential address, emphasized the pivotal role of alumni in the institution's journey, noting how their achievements and support continue to inspire current students. Rev. Dr. Mathew George Vazhayil, Director, YIMS, delivered the inaugural address, recognizing the critical role of alumni in bridging the gap between academic learning and professional realities. Rev. Dr. Joseph Olikkalkoonal, Vice Principal, presented a detailed report on the colleges recent milestones and initiatives, emphasizing how alumni contributions have played a key role in driving progress.

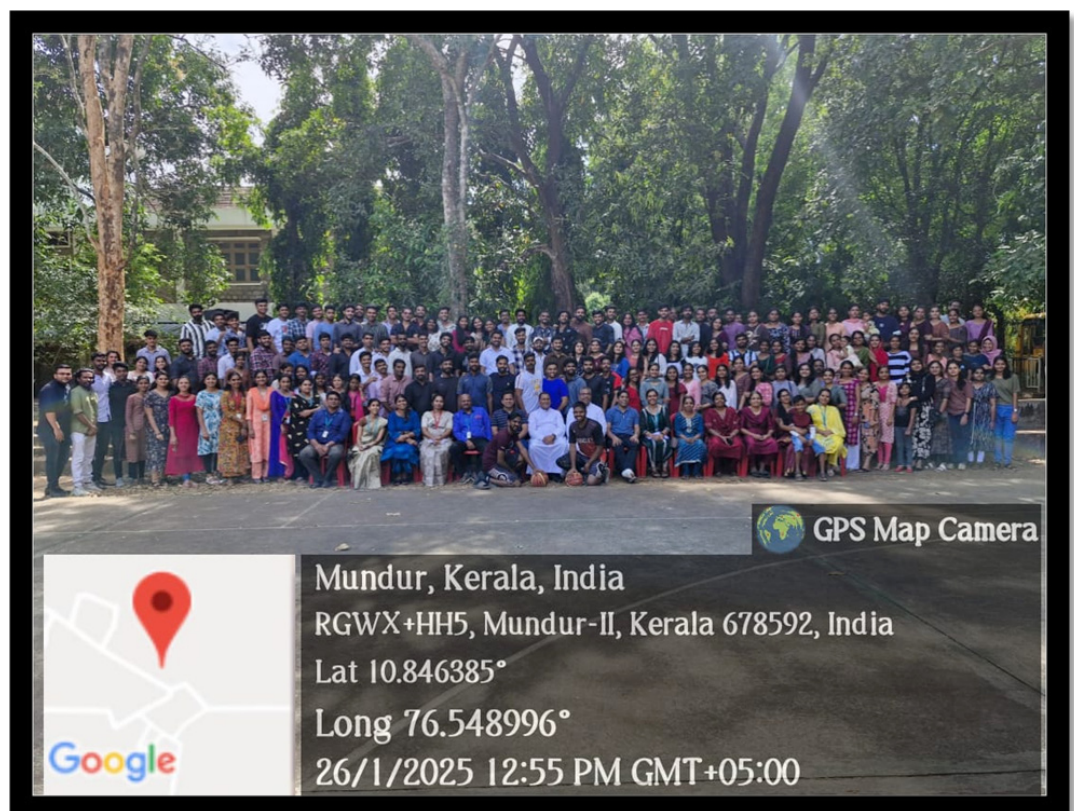
The Open Hour Discussion was an interactive session and several alumni expressed their pride in the development of the college and lauded its efforts to implement suggestions made during the last Alumni Meet. Mr. Akshay Viswanath A (Secretary

YIMS Alumni), Mr. Alwin Alex, Mr. Nihal R, Ms. Jinta Jim, Mr. Deepu A, Mr. Nikhil Krishna, and Ms. Anjali Susanth appreciated initiatives such as the creation of a content creation room in the new library block and the provision of immediate medical aid for alumni. Ms. Meena Jose Komban, Alumni Coordinator, extended heartfelt gratitude to alumni for their valuable placement references and career support, which have enhanced the institutions reputation and helped students achieve success. She, then officially delivered the vote of thanks during the session. The session concluded with the National Anthem, marking the end of a meaningful inaugural segment.

A friendly basketball match between YIMS alumni and the current YIMS teams at 12.15 PM provided a fun and engaging activity to foster camaraderie and teamwork. The alumni team emerged victorious, adding a joyful note to the day. All participants shared a meal, which offered an opportunity for informal conversations among alumni, faculty, and students, reinforcing the bond between the institutions past and present members.

The event concluded with department-wise gatherings, where alumni collaborated with faculty and students to discuss future plans, mentoring programmes, and career guidance initiatives. The meet highlighted the significant role alumni play in the life of a college. Serving as ambassadors, they exemplify the institutions values and achievements in their professional lives. Their ideas, financial contributions, and placement support directly impact the institutions development and community building. Notable initiatives like the content creation room and medical aid provision, adopted from the last Alumni Meet, are testaments to the influence of alumni feedback.

The Alumni Meet 2024-25 was a resounding success, strengthening the alumni network and celebrating their unwavering support. It served as a powerful reminder that alumni are not only the pride of the college but also a driving force behind its future growth and endeavours.



Gender Equality- Importance and Application Today

YIMS

A thought-provoking debate event was held at YIMS, Palakkad in association with Mathrubhumi Daily on 17 January 2025 on the topic GENDER EQUALITY, as part of an intellectual discourse that aimed at foster awareness about equal rights and opportunities. The debate witnessed participation from eminent speakers, students, and faculty members, who engaged in a thought-provoking discussion on the necessity, challenges, and future of gender equality in society. Dr. Tomy Antony, Principal, YIMS emphasized the historical struggles and progress made in achieving gender equality while highlighting persistent gaps in wages, education, and leadership

roles. Rev. Dr. Joseph Olikkalkoonal, Vice Principal, YIMS discussed the role of education and social institutions in dismantling gender stereotypes and promoting fairness in all spheres of life. Sri. Leelaji, a well-known literary figure, argued about the cultural and societal barriers that hinder gender equality, stressing the need for progressive laws and mindset shifts.

Debate Highlights were the importance of equal pay, education, and leadership opportunities for all genders. The role of media and policy reforms in shaping a more inclusive society was highlighted. Gender equality was linked to economic growth and social stability.

Against Gender Equality (Critical Perspectives): Some arguments raised concerns about whether true equality is achievable due to deep-rooted cultural and religious beliefs. Biological and societal roles were debated, with some questioning if complete equality would undermine traditional family structures. The issue of reverse discrimination and the effectiveness of gender-based quotas in workplaces was discussed.

The debate concluded with a consensus that gender equality is not about sameness but about fairness and equal opportunities. The event encouraged critical thinking among students and inspired them to be active participants in creating a more equitable society.



“ 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

Reel-Video-Making Competition

YIMS



Yuvakshetra Institute of Management Studies won The First Position in the Reel-Video Making Competition organized by the Higher Education Ministry of Kerala. The Prize was distributed by Dr. R. Bindhu, Minister for Higher Education Kerala, in the International Conclave on “Next-Gen Higher Education”. Congratulations to Rev. Fr. Shyju Pariyath, (Asst. Professor, PG Department of English Language and Literature), Mr. Sreekumar K, (Asst. Professor, Malayalam), Niranjan V (I BCA - A), Anand K (II M. Sc Geography), Vaishnav S (III B. Sc Geography), and Adithyan P R (II B. Sc Computer Science) whose cooperated effort brought the victory.

“You gain strength, courage, and confidence by every experience in which you really stop to look fear in the face. You must do the thing you think you cannot do.”

– Eleanor Roosevelt



Congratulations

YOUTH CLUB



Congratulations to Varsha.K.S & Sruthi.A.P of I M.Com who won Second prize in National Intercollegiate Paper Presentation Competition of YIMS Youth Club along with OISCA International Women's Chapter Palakkad

Congratulations

PSYCHOLOGY



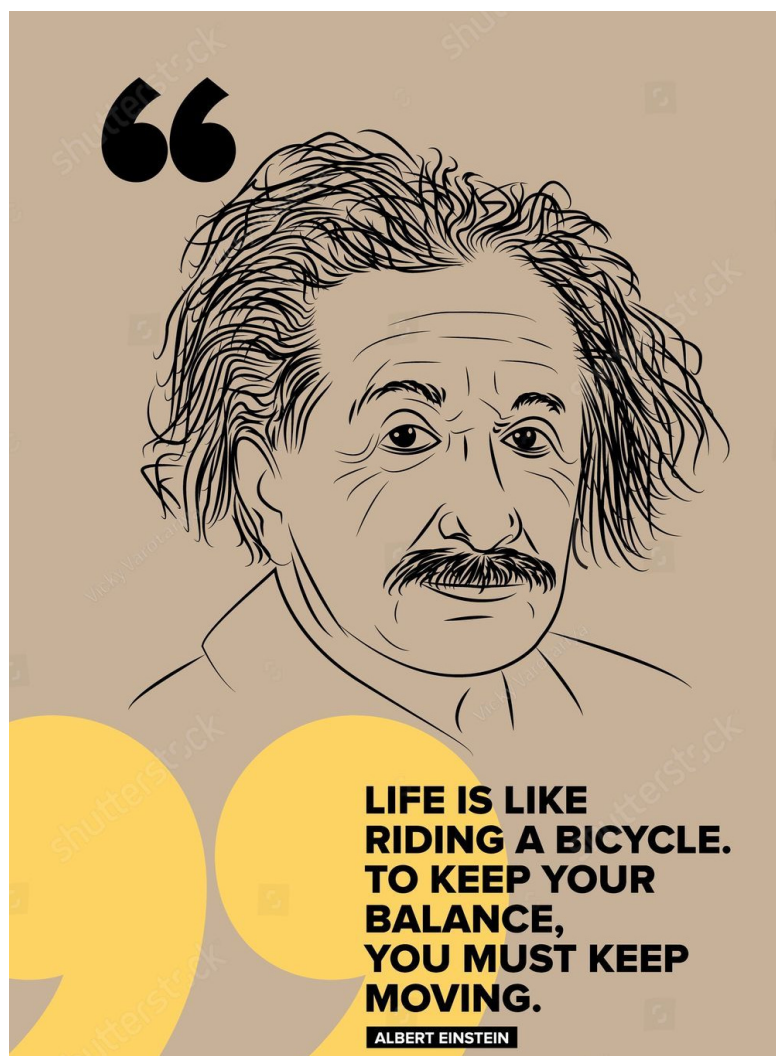
Congratulations to Sr. Sumon Antony, Asst. Professor, PG Department of Psychology who published an article titled "Exploring the Effectiveness of Mindfulness-based Intervention among College Students in India" in Springer Nature 2024.

Congratulations

YOUTH CLUB



Youth Club, YIMS in association with OISCA International, successfully organized a One Day Inter-collegiate Paper Presentation Competition on 24 January 2025, at Sapienza Hall. The presentation dealt with the theme "Role of Youth in the Promotion of Environmental Protection and Conservation." Sruthi A P and Varsha K S of first M.Com. received second prize in the paper presentation.



General Assembly

YIMS



General Assembly organized by II HM CS on 30.01.2025.



General Assembly organized by II B Com with Computer Applications on 28.01.2025.

Book Donation

YIMS



Congratulations to III B.Com Finance (A Batch) students & Rajitha Rajendran (Editor of MSME) who donated their book “Empowering MSMEs: Crafting Futures with Entrepreneurial Canvas” to YIMS Library.

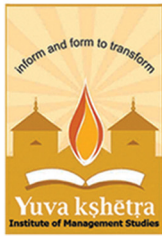


Congratulations to II M.Com students & Dr.Keerthi.M.S (Editor) who donated their Book “Pedagogical Behaviourism” to YIMS Library



The Monthly Newsletter of Yuvakshetra Institute of Management Studies (YIMS)





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STUDENT'S CORNER

DEPARTMENT OF MANAGEMENT

ETERNAL PLEDGE

The clouds that fade away,
The shades of pink on sunset,
Yes, it looks alluring.
It comes, it goes.
My love, it's beauty and tenderness,
It never fades
Like the endless sky, it goes on
That infinite beauty, on a wonderful path.
And right there, I see you.
And just like how the stars twinkle,
My eyes sparkle for you.
Like a blooming flower,
My face flourishes for you
Like the rising sun,
My smile widens because of you.
But everything ends right?
No, not my love for you
My love is like the endless sky
It will continue until my very last breath.
Those late night talks,
Which is never gonna end.
Those long phone calls,
Cheers my heart forever.
Those tight hugs,
Warms this chilling winter.
Those indelible moments,
Are ours forever.
'Cause it's just us,
Two happy souls.

Gopika Krishna K
II BBA



THE HEART OF A POET

Her hearts filled with dreams,
So tender so bright,
Lost in fantasies of love,
Bathed under moonlight,
She dances with verses that rhymes,
So wild yet so true.
A dance of thought through space and time.

A poet's heart is wild and free
A river rushing to be free
Her hands flows with the ink,
Telling stories untold,
Spinning dreams into verses,
Turning whispers to gold.

It aches for love, sings of pain,
It blooms like roses in the rain.
Each word a lantern, each rhyme a refrain,
A melody born from both pressure and pain.

So let her heart wander, let her soul write,
Weaving her dreams in the hush of night,
For a poets truth will be forever
A song in the wind, wild and free.



Sthuthy Narayan V
II BBA

MAKING INDIA A SPORTING AND FIT NATION - A MULTI-FACETED APPROACH

India, a nation rich in artistic heritage and home to a vibrant youth population, stands on the cusp of getting a sporting and fit nation. With over 1.3 billion people, the eventuality for India to crop as a global sports hustler is immense. Yet, despite this vast mortal resource, the country has faced significant challenges in making a mark in the world of sports. This essay explores the hurdles and openings that India must navigate in its trip toward getting a sporting and fit nation.

One of the foremost challenges is the striking lack of structure and coffers devoted to sports. Numerous seminaries and sodalities across the country are devoid of introductory sports installations, similar as playgrounds, courts, and essential outfit. This insufficiency makes it decreasingly delicate for children and youthful grown-ups to engage in sports and hone their chops. Also, the absence of professional coaching, training installations, and sports wisdom support farther stifles the development of elite athletes. Without a solid foundation, a nurturing gift becomes an uphill battle.

Cultural and societal attitudes toward sports present another significant chain. In multitudinous Indian homes, sports are frequently relegated to a secondary status, overshadowed by the emphasis on education and career advancement. This mindset needs a radical shift; sports should be honored as a vital element of a child's education and overall development. Encouraging families to view sports as inversely important as academics can foster a more balanced approach to youth development.

Despite these challenges, India is presented with multitudinous openings to transfigure itself into a sporting and fit nation. One of the most promising avenues is the government's action to promote sports and fitness through programs like the Khelo India Scheme and the Fit India Movement. This enterprise aim to cultivate sports and fitness at the grassroots position, furnishing essential backing and coffers for sports structure while also encouraging private sector investment in sports. By employing these enterprises, India can lay the root for a more robust sports culture.

Another significant occasion lies in India's vast and juvenile population. With over 65 of its citizens under the age of 35, India possesses a demographic tips that can be exercised to promote sports and fitness. By investing in sports structure, coaching, and training programmes, the nation can cultivate a large pool of talented youthful athletes able of contending on both public and transnational stages. This investment isn't simply about producing titleholders; It is about fostering a culture of health and fitness that can profit society as a whole.

Learning from the gests of other countries that have successfully promoted sports and fitness can also give precious perceptivity. Nations like Australia, the United Kingdom, and the United States have made substantial investments in sports structure, coaching, and training programs, creating a culture that values sports and fitness. India can draw assignments from these exemplifications, conforming successful strategies to fit its unique artistic and societal environment. By understanding what has worked away, India can avoid common risks and accelerate its progress.

To realize the vision of getting a sporting and fit nation, India must borrow a multi-faceted approach. This strategy should encompass investments in sports structure, coaching, and training programs, while also promoting a culture that values sports and fitness. It is essential to influence the openings presented by India's juvenile population, icing that the coming generation is equipped with the tools and support demanded to exceed in sports.

A strong grassroots sports system is pivotal for this metamorphosis. Investing in original sports structure, furnishing training and coaching to youthful athletes, and promoting sports and fitness programs in seminaries and communities can produce a solid foundation for unborn success. Grassroots enterprise can help identify and nurture gift from an early age, icing that aspiring athletes admit the guidance and coffers they need to thrive.

Also, community engagement plays a vital part in fostering a sporting culture. Original clubs and

associations can serve as platforms for youthful athletes to showcase their bents and gain.

precious experience. By organizing events and events, these realities can produce a sense of fellowship and healthy competition among actors. This not only helps in skill development but also instills values similar as cooperation, discipline, and perseverance.

In addition to grassroots enterprise, it is essential to promote sports at the public position. The government can play a vital part by feting and awarding outstanding athletes, thereby inspiring others to pursue sports seriously. Media content of sporting events can also help elevate the status of sports in society, showcasing the achievements of athletes and encouraging public interest and participation.

In conclusion, making India a sporting and fit nation requires a comprehensive approach that involves investing in sports structure, coaching, and training programs, while also fostering a culture that values sports and fitness. By staking on the openings presented by its vast and growing youth population, India can produce a sports ecosystem that promotes excellence, inclusivity, and participation. As the nation continues to evolve, prioritizing sports and fitness is essential not only for achieving transnational success but also for enhancing the health, well-being, and happiness of its citizens. Together, the government, private sector, and civil society can work hand in hand to make a brighter, healthier future for India, where sports play a central part in the lives of all its people.



Lakshmipriya V
II BBA

THE BEGINNING OF THE END

Mankind has been speculating about the future for centuries. Visionary minds of the past envisioned a future world where machines could think, humans could fly without wings, and information was at one's fingertips in a matter of an instant. What was fantasy years ago is now becoming a reality at a breathtaking speed. The world is changing fast, and the limits of what we know are being stretched every single day. We are living in an age when the past, present, and future appear to converge, taking us closer to something deep—maybe even the very essence of existence. We are living in an age when innovation is no longer a gradual, slow process. Each year that passes sees

developments that were unimaginable a few decades back. A Chennai startup has been able to create a "flying taxi", and it is no longer a dream but a reality of the near future that aerial transport in cities is possible. Indian students at IIT are also developing "hyperloop technology", which will soon allow us to travel at more than 1,000 km/h, and long-distance travel will become almost instantaneous. In the meantime, Meta's newest breakthrough, the "Orion glasses", is taking augmented reality to a whole new level, fusing the lines between the physical and digital realms. These are not singular developments; they are a part of an infinitely greater tide of technological

development. Quantum computers are changing how we deal with information, artificial intelligence is building self-teaching abilities beyond human understanding, and bioengineering is changing the very nature of life itself. The people of the past were unable to foretell the intricacy of the world we live in today. Their understanding was restricted by what tools they had at hand. But in the present day, we live in a world where all ideas can be challenged, all enigmas can be investigated, and all limits can be transcended. One of the deepest concepts in technology development is the "singularity"—a tipping point at which artificial intelligence outstrips

human intelligence, producing swift and irreparable alterations to society. Many think we are approaching this threshold. AI already can compose, paint, write music, diagnose illness, and even design its own algorithms.

As the AI advances, we could soon be faced with a fork in the road where machines will be able to outsmart us, and humans will have to reevaluate their place in the universe. But singularity is not the only horizon we are reaching. Scientists and physicists have been searching for a "Theory of Everything"—a unified theory that describes all the forces of nature—ever since the term was coined. If man can come to fully comprehend this theory and utilize it in our everyday lives, we will have no longer boundaries of technological doubt. We will have ultimate control over the basic laws of the universe and be able to manipulate reality so that it seems godlike as of today's standards.

Then AI will no longer be a threat. It will be an instrument—a way of increasing our consciousness and mastering our fate. It is not merely a matter of science or technology; it is a matter of the fundamental nature of humanity. Once we arrive at this point, we will no longer be passive witnesses of the universe—we will be its builders. With each technological advance, there is also dread—dread that the AI will be smarter than us, that machines will take our jobs, that our world will end. Down through history, humans have always dreaded change. The industrial revolution was considered to be threatening employment and society, just as the

AI and automation is threatening us today. But human beings possess a remarkable survival mechanism—a mechanism that engages when faced with threats to existence. Just like the human body unleashes "adrenaline" during situations of dire peril, propelling us beyond our accustomed physical and mental capabilities, humanity too has its own such mechanism. When humanity is on the brink of being destroyed, humanity's collective intellect will spring to life like a force beyond any control. That is when humanity makes its most monumental leaps forward.

The fear of disappearing will drive us to discover the secrets of the universe, learn the nature of reality, and transcend the restrictions that have imprisoned us for so long.

We have witnessed this phenomenon before throughout history. All great crises resulted in a rise in innovation—world wars spurred advances in medicine, aviation, and computing; economic downturns spawned new economic models and technologies. In the midst of calamity, humankind does not fail—it transforms.

The instant we completely understand and apply the "Theory of Everything", it will be the "beginning of the end"—not of humanity, but of limitations. It will be the instant when we are no longer constrained by uncertainty, fear, or ignorance. AI will no longer be an obstacle to conquer, but a force to direct us. Space travel will no longer be an experiment, but a lifestyle. The

secrets of the universe will no longer be abstract questions, but solutions at our fingertips. And in that instant, life as we know it will finally begin.

But this future will not just materialize. It needs a generation of thinkers, dreamers, and innovators who are not afraid to ask questions. Today's students do not just need to learn from the past but question the present. All the greatest discoveries in the history of the world started with one question: "Why?" or "What if?" The minds of tomorrow need to be infused with that curiosity, testing the limits of science, philosophy, and technology. The world is changing more rapidly than ever in history, and those who have the courage to investigate its secrets will make the future. The end is beginning. The only question is—are we prepared for what comes next?



Abhishek Anand
III BBA

A LETTER TO MY YOUNGER SELF

Dear younger me,
I see you standing there, eyes crying,
Fighting battles you think you're losing.
But trust me—
This is just a storm that has to pass.
And when the skies clear,
You will understand the why.

Dear younger me, the one with the brightest,
Most mischievous smile—
I wish I could whisper to your eager ears
That you are doing well,
That there is nothing to fear.
These worries will one day be jokes,
Memories that make you laugh instead of cry.

I know it feels heavy now,
But please, keep a smile on your face.
It is the glow that brightens your darkest days.
I wish I could hold your hand,
Guide you step by step,
And catch you before you fall.
But trust me—
You are stronger than you think.

So please, make the best of every moment.
Dream of love, unafraid to fall.
You don't yet know how hearts can break,
Or how smiles can be deceiving.
You will love people who never planned to stay.
You will wonder why some pieces never fit
together,
Why love isn't always forever.

But most importantly, you'll learn this—
You are enough.
Even when you think you are not.

With love
Me, but stronger

Sthuthy Narayan V
II BBA



EMERGING DIGITAL MARKETING TRENDS IN SOCIAL MEDIA

Emerging Digital Marketing Trends in Social Media
Businesses have taken new ways and paths with the rise of digital and social media marketing. From renowned businesses to startups, each of them realized the vast potential of the digital rise and how it can bring immense growth to the business. Digital marketing and social media marketing are the two most powerful tools for any business to take its plans to the next level. Also, it is an excellent way to open up new avenues, experiment with various trends, and build a long-lasting community with consumers.

Content consumption has sharply grown after the pandemic. Today, consumers are looking for quality content and want it to be quick and crisp. A business must focus on short-form content if it plans to expand and reach out to its potential customers. Short-form content is a new trend in digital and social media, whether reels or shorts.

Chatbots business's key objective is constantly communicating with its customers. The presence of chatbots has not only made it easier for customers to reach out to a company with their queries at any time, but it has also benefitted businesses by helping with instant communication.

Video marketing will always be in the spotlight, audio marketing is gaining importance too. People enjoy audio as it can be heard on the go or doing some chores. Podcasts and audio shows are essential in carrying out the company's message.

User-generated content has become one of the best ways to engage more audiences while also enhancing brand presence and awareness among consumers. Brands are conducting various contests for their customers to participate in different events and curate content. This direct form of communication is highly beneficial for customer-business relationships.

Digital marketing is helping brands and businesses to make more personalized and customized experiences for their consumers. With efficient digital marketing tools, brands can recommend the right product to the customers, allowing them to save time and get the best outcome for themselves without any effort.

Social listening is integral to social media marketing

tools. Through this tool, brands can directly communicate with their customers about their feedback and grievances. It is easy to keep a tab on what customers are commenting on their page or their views about the new product or campaign the brand has launched.

Influencer marketing has undoubtedly been the most successful digital and social media marketing trend. Through this, brands can reach out to their potential customers quickly, and with the help of influencers, brands can send the right message to their audience. The audience also gets a sense of authenticity and familiarity when they hear it from their preferred influencers.

Social Commerce Brands can allow their customers to purchase products directly from the post. Each brand is leveraging this trend, as people can check out the products and buy them instantly. It is an easy and time-saving process for both brands and customers.

People want to experience everything sitting in the comfort of their homes. AR allows brands to create an interactive experience for their audience where they get a real-life feeling. In this virtual environment, through enhanced images and videos, brands can represent their products better and aid in building a new customer experience.

People are looking for easy methods, and voice search has gained popularity quickly. It is a hassle-free process where people do not have to type; hence it is pretty quick. Voice search features help with better user experiences. Moreover, it has a positive influence on the brand's SEO efforts as well.

Lastly, community-driven engagement is gaining traction. Platforms are focusing on fostering niche communities, enabling users to connect over shared interests. Features like Facebook Groups, Reddit Threads, and Discord Servers are becoming central to user interaction. This trend aligns with the growing desire for authentic, value-driven online experiences over superficial content. As these digital trends converge, social media continues to redefine the way people connect, communicate, and consume content.

Royce M. Ninan
1 BBA



FEAR

They say fear is all in your head, but is it true? The world and its eminent souls with their impeccable experiments come up with various nuanced solutions but deep down it's much more than that. It's a thing thrust upon us, at times so excruciating, it gets hard to get it off your chest.

'Ashapath'- path of hope, thinking of the village name people puke and ridicule the place. The reality far from the privileged meaning of the village, always stung people like a gnawing ache you get after you lose your prized possession. The daylight echoes the moaning of the people who have lost their valuables and possession and the night rumbles with the decoits loitering, stealing, at times killing the underprivileged.

Arup grew among the wilderness....., seeing blood and carcasses was a common thing for him, getting up to a new story of misery or loss was his reality, he was born to the "reality" of the "village name" being a misnomer. And who knew that one day eventually even the village would eat up Arup, making him a warning to the people coming there.

He drenched in sweat was waiting for Maa and Baba to return, it was pitch dark, the far flung area in the outskirts had no lights, no means of travel or even hospitals nearby. Walking back and forth, trembling, the kid frightened is awaiting his parents. Far flung areas are the shelters for decoits, so was Ashapath..... the path of hope indeed. Even after an hour and a half wait, his parents didn't return; the freezing lad, flabbergasted

sat on the floorslowly rumbling Maa!!....Baba!!.... The constant lurking noises and heavy thuds around were making him giddy.

The gradual build-up of fear was a no brainer for the decoits and the robbers, the masterminds always have it planned and it's this that's leading them to their victory. Unlike all weekdays , Arup is awaiting his parents but in vain....., little dies he know, no soul's gonna come to help him from his excruciating pain. As it's getting darker the noises around are going wild driving the child up the wall. Unable to bear it anymore he runs, runs for his life screaming, never looking back.

While running he slips, hits at a rock and falls in a pool of mud and at this harrowing time is him witnessing a dreadful figure beside, one last utter of Maa, Baba!! and he lays there still as a stone, frozen, eyes wide open, covered in mud yet blueish.

You see, fear might be all in one's head, it might even not exist but it still is the lurking shadow behind, the thuding noises around and even entities taking different forms, but there's no two ways about it, it does sends shivers down our spine.

THE IMPERFECTION PARADOX

In a world of flawless dreams, I ponder and roam
Where perfect bodies and faces are the ultimate home
But in this utopia, I question and explore
How do we learn without mistakes, and flaws to adore?

No problems, no struggles, just an empty space
Where growth and wisdom are lost in a perfect, flawless pace
For it's in our imperfections that we find our way
And in our mistakes, we learn to face the day

The club, a haven of freedom, where thoughts are left behind
A flow of joy and happiness, where hearts and minds entwine
And eating, a pleasure, that brings us satisfaction and delight
Yet, we're told it's a flaw, a sin, a source of endless fight

No one knows another perfectly, not even those we hold dear
Our parents, our friends, our lovers, all imperfect, yet precious and clear
So why do we dream of perfect, when imperfect is beautiful and true?
A tendency, a mindset, that's been ingrained in me and you

Who planted this seed of perfectness in our minds?
A collective thought, a shared ideal, that's hard to unwind
For when we hear the word "perfect," we all think the same
A standardized notion, that's been programmed, not reclaimed

Let's celebrate our imperfections, our quirks, and our flaws
For it's in our uniqueness that we find our truest laws
And though the world may strive for perfect,
I'll embrace my imperfections with pride
For in being imperfect, I am beautiful, and I am alive.



Anushree Shaji
I BBA



Merlin Melina B
I BBA

THE CLOCK THAT STOPS

One can today can't even assure a person's existence, you see...., everything's unpredictable. Just because we haven't witnessed it by ourselves we can't make conclusions as such.

Apparently Clementine has been experiencing this for the past ten years non-stop, but what it is that only thrills her, thrills nobody else, no one knows.

"Mama, I need to go there...., my friends are waiting there for me"

"Honey, we can't rush at this hour, I know it's your playtime!!

"Mama, no excuses today I need to hurry!!

Ok, then...., you may go, but come back quick!!

Alright Mommy!!!

There goes the ecstatic child, no one knows whom she's talking to, whom she's playing with....., once she starts running she doesn't look back she rushed to the old , tenebrous house, rusty and dusty, the steps broken; no one has ever got to know what enchants the girl out there, but once she reaches there she just forgets the reality. The continuous chiming of the old clock could be heard from far way, hearing this she further-more sprints and gets inside quickly.

There aren't any resident areas nearby, there aren't any important helping sources nearby, still there she is unbothered as always. From outside no one would get to know the half-broken rooms of the house are suffused with bright sunlight, the photos hung there would tell you their own stories the things scattered on the floor have their stories to their own, and so does the clock, it rushed....., rushed to reach a time period only to stop at a particular time.

" Well....., it's not that gloomy today"!! Clementine says, God knows, whom's she talking to. "It feels far good today, what do you have for me today, after a point it really gets difficult for me to get out from here!!" And there the chiming stops..... It's as if everything just comes to a still. You don't know if she's hallucinating there....., n the far flung place even the drunkards and boozers don't dare to go there and here she is starting with her gleaming green eyes, as if one has witnessed an amalgamation of all the colours of the world. Ahh.....!!!! a skirling noise, and then she comes out of it. The ten year girl doesn't even've a vague notion of what's going there, she is in between the woods, addlepatated she sprints never looking back. Coming out of the woods, Clementine finds an old grumpy lady equally disheveled like her....., where does the next street lie child....., is it to the north down there?

" Which street're you talking about, don't you hear the chiming of the clock, the sun's about to set!!

" Are you on high on something kid, which clock are you talking about? There's not even one residential area out there and you're here talking about a chiming clock!!! don't you see, it's the wild woods out there, even men don't dare to go there in broad daylight!!

Clementine, froze there unable to utter a thing, still as a stone.....!!!!



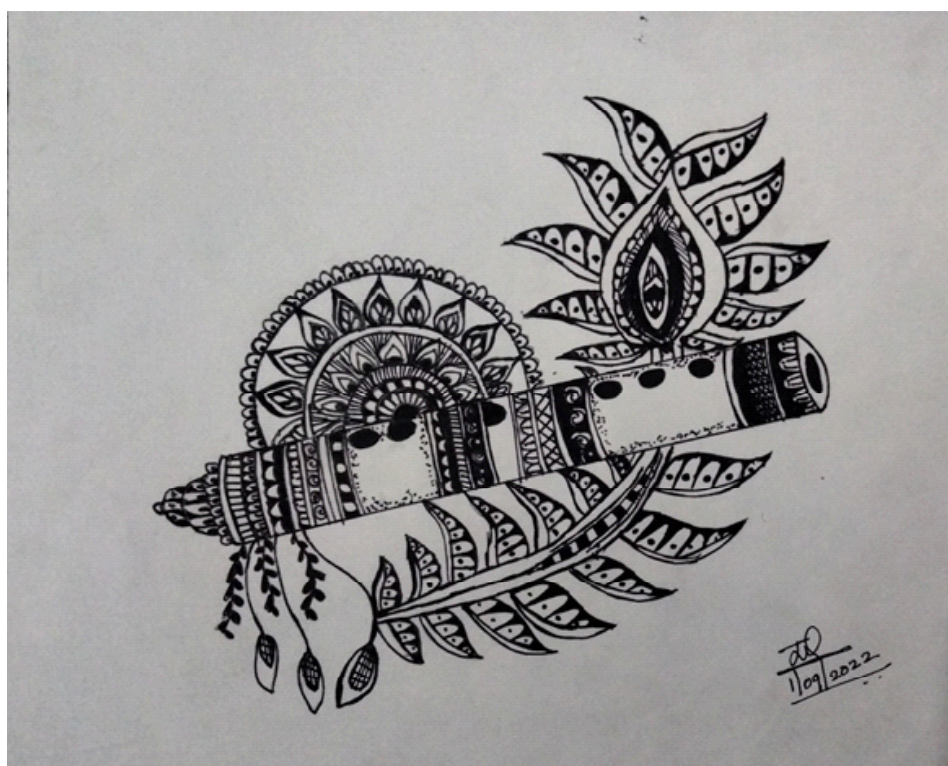
Anushree Shaji
I BBA



Thomas Puliylath
I BBA



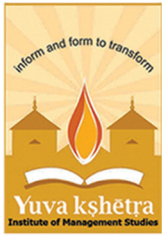
Merlin Melina B
I BBA



Jayalakshmi S
I BBA

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