



Editors Desk

Proactive Behaviour and Life Achievements

“You are not here merely to make a living. You are here in order to enable the world to live more amply, with greater vision, with a finer spirit of hope and achievement. You are here to enrich the world, and you impoverish yourself if you forget the errand”. These words of Thomas Woodrow Wilson, the 28th president of the United States of America from 1913 to 1921, means a lot regarding the everyday human responsibility when we are here on earth and also as far as the proper utilization of human capabilities are concerned.

Woodrow Wilson had been a world leader who contributed greatly for the transformation of the world. As president, he changed the nation’s economic policies and led the United States into World War I in 1917. He was the leading architect of the League of Nations, and his progressive stance on foreign policy came to be known as Wilsonianism. He won the Nobel Peace Prize in 1919 as he had been the leading architect behind the League of Nations and the process of bringing peace in the world after World War I from 1914 to 1918.

Human Success depends on the quality of the action taken for the same. An action plan is an essential part of any quality improvement process. It documents the goals, approach for improvement, who is responsible, what resources are required, the timeline of action being taken, the methods of measuring the progress. After analyzing the action plan, now we move on to the proper implementation of the plan taken which includes, I believe, four different dimensions: 1). Proactive Action; 2). Proactive Massive Action; 3). Proactive Continuous Action and 4). Proactive Improved Actions.

1). Proactive Action: It basically means an action that must be focused on the need of the time or a basic change required or a problem that must be settled soon. It basically depends on the cause effect principles.

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Message

Impact of Geographical Indication Labeling on Consumer Buying Behavior With Special Reference to Selected Districts In Kerala

Geographical Indication (GI) serves as a distinctive marker that indicates the origin of a particular product from a specific geographical area. It signifies that the product possesses certain qualities, reputation, or other distinctive characteristics that can be primarily attributed to its geographical origin. Therefore, the primary purpose of a geographical indication (GI) is to establish a correlation between the specific attributes, qualities, or reputation of a product and its geographical origin. Geographical indications (GIs) are primarily employed for agricultural and food commodities, which commonly exhibit a strong inherent association with their specific geographical location. The origins of geographical indication (GI) protection in India can be traced back to the early 20th century. The Madras Chamber of Commerce and Industry put forth the initial proposal for the protection of geographical indications in India in 1905. There has been a suggestion to grant legal protection to specific regions in order to safeguard the distinctive characteristics of their products. Nevertheless, the enactment of the Geographical Indications of Goods (Registration and Protection) Act by the Indian government occurred in 1999.

This study holds substantial legal and economic importance as it investigates the various factors that influence consumer behaviour towards Geographical Indication (GI) Products, thereby contributing to their developmental support. This study provides academics with the opportunity to conduct an analysis in the field of Geographical indications. The majority of research studies on the contribution of Geographical indications to development have been conducted in the European Union (EU) and various developing countries.

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2). Proactive Massive Action: With a single action the expected result may not be achieved. So the primary action must be combined with several secondary actions of attaining the goal. I have seen many people in foreign countries, finish their cooking very soon, utilizing three or four ovens at the same time so that different items can be prepared for the lunch or dinner at the same time, and time can be saved.

3). Proactive Continuous Action: The third point to be noticed is the perseverance to be taken for the attainment of goals. Hard work is something that is done once to attain the goal, but for grater achievement, we need continuous effort which is called perseverance. Perhaps one of the greatest examples of perseverance in science is that of Thomas Edison. He was a prolific inventor who invented the first commercially viable light bulb. You know, only the thing that turned night into day all over the world. This didn't happen overnight, however (no pun intended). It took many years of theories and experiments to finally get it right from more than 9000 experiments he conducted. He had been very positive regarding the time spent for the experiments. "Results! Why, man, I have gotten lots of results! I know several thousand things that won't work!" According to Dr. A P J Abdul Kalam, F.A.I.L. probably meant "First Attempt in Learning."

4). Proactive Improved Actions: Every experience brings us change and very often improved changes. We are very familiar with the saying, "experience is the best teacher". Every attempt of action is to make evaluations and to make further attempts with sufficient improvement.

Action Plan and Plan actions are the two essential elements of success. Dear Final Years, as you are in a time of transition after your graduation, I wish that your every action may lead to your Success and grater Achievements.

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

Certificate Course at CIPET



Students of First and Second year B.Sc. Chemistry attended a one day training programme on 9th & 14th February under the supervision of Ms. Annu Cherian and Dr. Rahul M.Ongungal at Central Institute of Petrochemicals Engineering & Technology (CIPET), KINFRA, Lakkidi, Palakkad, which comes under Department of Chemicals & Petrochemicals, Ministry of Chemicals & Fertilizers, Govt. of India.

The training was given in "Fundamentals of Injection Moulding" with theory and practical demonstration classes. 22 students from first year and 19 students from second year attended the training programme. The objective of the training programme was to provide skill training along with graduate programme.

"Whatever you are, be a good one"

-Abraham Lincoln

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The objective of this study is to ascertain the factors that customers prioritise and their impact on purchase frequency and price paid. The study additionally examines the variations in consumer behaviour across gender and income cohorts. The primary objective of this study is to assist manufacturers and sellers of GI Products in the State of Kerala in comprehending the specific preferences and purchasing behaviours of their customers.

India is a place where there is a treasure, blessed with rich regular assets of farming items and different merchandise of high monetary worth. Rustic people in different districts of our nation have one of a kind aptitude and ability to create high-quality items like crafted works, adornments, materials other related items and they are engaged with the above expertise for a few ages. Frequently associated with customs, practices and culture, geographical indications are firmly intertwined into provincial lives which utilize conventional strategies, practices and skill to deliver these products related to land signs.

In conclusion, this thesis has delved into the intricate web of factors that exert a profound influence on consumer behaviour in the context of Geographical Indication (GI) products. Through extensive research and analysis, it is evident that consumer choices and preferences regarding GI products are shaped by a multifaceted interplay of variables, spanning from Economic, Socio-Cultural, Personal and psychological dimensions to marketing strategies and product characteristics.

The research findings underscore the necessity for both producers and policymakers to acknowledge these influencing factors and tailor their strategies accordingly. For producers, this means investing in quality control, branding, and marketing efforts to convey the authenticity and unique characteristics of their GI products. Policymakers, on the other hand, must establish regulatory frameworks and protection mechanisms that safeguard the integrity of geographical indications while promoting consumer awareness and trust.

As the global marketplace continues to evolve and consumers become more discerning, the factors explored in this thesis will remain vital considerations for those involved in the production and marketing of GI products. This study contributes to a deeper understanding of consumer behavior within this specific

context and provides a foundation for further research and practical applications that can drive the success of geographical indication products in an ever-changing world of commerce. In essence, the consumer behavior surrounding GI products is a dynamic and intricate field that demands ongoing attention and adaptation by all stakeholders involved.

This study points to the need for independent evaluation of each GI, based on the consumer behaviour. Though there are different sets of norms already existing in the process of GI registration, the present addition will make registration of GI a more credible tool for marketing the products in a better level. Even if the GI registration is aiming at the protection of name, the basic flow of consumer perception moves in a different way. This research identifies certain factors like ethnocentric (GI) values, product uniqueness values, price value, reputation value as influencing consumer purchase decision and prepares an index for its evaluation. The questionnaire so developed, can be used for further research work in other marketing studies on GI, such as Digitalisation of Marketing of GI products, Adoption of Block Chain Technology in GI Tagged Products, Application of AI In the promotion of GI Tagged Products.

(From the extracts of the doctoral thesis of the writer)

Dr. Manoj M
Assistant Professor
Department of Commerce
Yuvakshetra IMS

Congratulations

Congratulations to Tessa Maria Joseph, II B.Com CA who won the Second prize in the poster-making competition and Third prize in "Waste to Wealth" competition organized by the Women Development Cell, YIMS.



One Week Youth Mentoring Programme



The Section B.Com CA of PG Department of Commerce conducted a one week Youth Mentoring Programme for II B.Com CA students from 06th of February to 9th of February 2024. The programme commenced with a prayer by Amritha U. Dr. Keerthi MS, Section Head of B.Com CA, presided over the event. The welcome address was delivered by Mr. Rahul KR, Assistant Professor of Section B.Com CA. The sessions were conducted by alumni of the institution. Mr. Jaideep Pisharody, currently pursuing PGDM in Finance from NL Dalmia Institute of Management Studies and Research, Mumbai, and an Alumnus of B.Com Finance Batch 2019-22 handled session on Budgetary Control, Ms. Smrithi N, an alumnus from B. Com 2013-16 and M. Com 2016-2018 Batches, shared insights on Women Entrepreneurship, Ms. Radhika M. S, Assistant Professor of Commerce

at SN College, Keralassery, currently pursuing PhD from Bharathiar University and an alumnus of M. Com 2015-17 Batch, covered Regression, a vital topic for the students' academic growth, Ms. Vishnupriya K, an alumnus from B.Com CA 2019-21 batch and currently serving as Auditing Staff at Vinstreak Consulting Private Limited, Thrissur, enlightened the students on E-Banking and Ms. Hridya S, an aspiring Company Secretary and alumnus from B. Com CA 2019-22 Batch, provided valuable insights into Shares and Share Capital, concluding the programme effectively. Each session provided a platform for interaction, knowledge exchange, and practical application, ensuring that the students gained holistic insights into their curriculum and future career prospects. The programme concluded with a vote of thanks by Karunya S, (II B.Com CA).

Congratulations



Congratulations to Rijo Roy (IHM CA) who secured Gold Medal in District Level, Gold Medal in University (Calicut) Level and 4th Position in State Level in Arm Wrestling Championships.

“You must be the change you wish to see in the world”

-Mahatma Gandhi

Congratulations



Sanil K.S from II B.Com Taxation secured 4th position in Mr Palakkad 2023-24 competition conducted by Body Building and Fitness Association of Palakkad, held at Shornur on 17th February 2024.



Malathi R, from II B.Com Taxation topped the Bankers Academy’s Free Bank Examination organized by Mathrubhumi and Bankers Academy conducted at PMG HSS Palakkad on 3 February 2024.

Best Management Team contest



Fathimathu Shahina OA, Gokulkrishnan P, Abhijith S, and Abhijith S of II B.Com. CA students from Yuvakshetra Institute of Management Studies showcased their exceptional skills and talent by securing the second prize at the Best Management Team Contest held at Nehru College of Engineering & Research Centre, Pambadi. Their triumph serves as a testament to the caliber of talent and education fostered at Yuvakshetra Institute of Management Studies.

First Prize in Chess Contest



Congratulations to Adarsh Mannattil, II Year B.Com CA student for winning the first prize in the chess contest organized by Nehru College of Engineering & Research Centre, Pambadi, on 15th February 2024.

Best Team Player

Congratulations to Gokul Krishnan P, (II B.Com CA, YIMS) who secured the First Prize (Certificate & Cash Prize) in the Best Team Play category at the Leadership Camp held at Mercy College, Palakkad, on 10th & 11th February 2024.



Meet with Entrepreneur



The Department of Management in association with IQAC organized a Nature Camp-an environmental visit to Attapadi on 3rd February, 2024 for the students of II Year BBA. The students along with Dr. Joseph Varghese and Ms. Pravitha

D, Assistant Professors of Department of Management, accompanied the students. An interactive session was arranged for the students with an entrepreneur as part of their Camp, Mr. Shaji Mullapallyil, Owner of Mullas Group and various enterprises was the resource person for the session. Rev Dr. Joseph Olikkalkoonal, Vice Principal, Yuvakshetra Institute of Management Studies also attended the interactive session. Mr. Shaji Mullapallyil shared his experience as an entrepreneur. The students also asked their queries and cleared their doubts about business and entrepreneurship. A token of love on behalf of Yuvakshetra Institute of Management Studies was given to Mr. Shaji Mullapallyil by Rev.Dr. Joseph Olikkalkoonal. Around 38 students of II Year BBA attended the session. The session was very informative and motivating.



“All that glitters is not gold.”

-William Shakespeare

PTA Meeting for Secon Year B.Com C A, Taxation & BBA



The Parent-Teacher Association (PTA) meeting for the Department of Management, Commerce Computer Application, and Taxation took place on 7 February, 2024, at 10.00 am in the Symphony auditorium. The event was well-organized and aimed at fostering communication and collaboration among faculty, students, and parents.

Dr. Keerthi M S, Section Head, B.Com CA, delivered the welcome speech. Ms. Shylaja Menon, the HOD of the Department of Management and PTA Secretary, presented a comprehensive report highlighting the achievements and initiatives undertaken by the departments. This was followed by the esteemed Presidential Address delivered by Rev. Dr. Joseph Olikkalkoonal, Vice Principal of YIMS. He reflected on the essence of education, drawing insights from Shashi Tharoor's 4E's of Education: Expansion, Equity, Excellence, and Employability. He also commended the students for their exemplary coordination of the ISRO Expo, which resonated positively with the public. Additionally, he expressed his views on the implementation of Barcoded Examination and appreciated the University for its Systematic Approach. Rev. Dr. Mathew George Vazhayil, Director of YIMS, expressed gratitude to the parents for their attendance. Chiathanya H of II BBA emceed and Saraswathi V of II Tax rendered the prayer song.

An open discussion was then facilitated, allowing parents to share their thoughts, concerns, and suggestions. This interactive session served as a platform for constructive dialogue and mutual understanding. Ms. Anjali K P, Assistant Professor of B.Com Taxation, extended a heartfelt vote of thanks to all participants for their contributions and support throughout the meeting. The programme concluded with the rendition of the National Anthem, symbolizing unity and patriotism among the attendees. Overall, the PTA meeting served as a valuable forum for meaningful engagement and partnership between the institution, faculty, students, and parents, further strengthening the educational community and its shared goals.

“If you set your goals ridiculously high and it’s a failure, you will fail above everyone else’s success”

-James Cameron

Wisdom Wellspring



Alumni, the esteemed graduates of the institution, embody a legacy of excellence, resilience, and achievement. Their enduring connection to the Alma Mater enriches the fabric of community, fostering a culture of camaraderie, mentorship, and lifelong learning. The PG Department of Commerce, Section Finance Organised “Wisdom Wellspring” – An Alumni Contribution Programme for Second Year B.Com Finance students from 5th to 9th February 2024. Ms. Sruthi Gopalakrishnan (M Com 2019-22), Mr. Jaideep R Pisharody (B.Com 2019-22), Ms. Reshma Raj (M.Com 2020-22), Mr. Anees K A (B.Com 2020-23), Mr. Leo Babu (B. Com 2017-2020) were the resource persons. The sessions facilitated mentorship opportunities, offered guidance and support to junior students in navigating their academic and professional endeavors. They shared lessons learned from their own experiences, offering valuable perspectives and advice on overcoming challenges and seizing opportunities.



Congratulations

The II B.Com CA students of Yuvakshetra Institute of Management Studies showcased their talent and skills at the Nehru College Management Fest held at Nehru Institute of Technology, Coimbatore, on 23rd February 2024.

Fathimathu Shahina O.A, Gokul Krishnan P, Abhijith S, and Manish V secured the first prize in the HR game, demonstrating their expertise and strategic thinking in the field. Their remarkable achievement was accompanied by a cash award, marking their success in the competitive event. Additionally, Akshara KR and Adhila R displayed their creativity and artistry by clinching the first prize in the Mehendi competition. Their talent and dedication shone brightly, earning them recognition and accolades at the Fest. Congratulations to all the winners for their outstanding performances representing Yuvakshetra Institute of Management Studies.



Faculty and Student Exchange Programme



The National Faculty and Student Exchange programme, held from 12th to 19th February 2024, was a collaborative effort among Sri Krishna Adhitya College of Arts and Science, Yuvakshetra Institute of Management Studies, and KES BK Shroff College of Arts & MH Shroff College of Commerce. Dr. Keerthi MS, the Section Head of B.Com CA, Yuvakshetra Institute of Management Studies, served as the programme coordinator for the Faculty and Student Exchange Programme. The programme aimed at providing students with a unique opportunity to engage in academic exchange and present their research papers. Led by Rev. Dr. Joseph Olikkalkoonal, Vice

Principal of YIMS, a team of 16 students- Hari Nandhana.G, Archana Unni C.U, Neethu. S, Adhila R, Akshara K.R, Anamika.K.G, Arya.S, Visakha J and Arjun Krishna (II B. Com CA), Liya Theresa Sebastian (II BBA), Dhayana Narayanan (II BSc. Computer Science) and Sneha S, Rithik Ravi, Sachin Tom Mathew Sandra A and Megha S (III BSc. Computer Science) participated in the exchange program. Throughout the duration of the event, students had the opportunity to showcase their academic prowess by presenting their research papers on various topics relevant to their field of study. The programme not only provided a platform for students to present their papers but also offered them the chance to interact with faculty and students from other institutions. This interaction facilitated knowledge sharing, networking, and the exchange of ideas, contributing to the overall academic enrichment of the participants. Vice Principal Rev. Dr. Joseph Olikkalkoonal also led a class during the programme ‘Education, Youth and Future of India’ about emphasizing the commitment of the organizing institutions to academic excellence and knowledge dissemination and commitment of students. Overall, the National Faculty and Student Exchange programme proved to be a valuable experience for the participating students, offering them a unique opportunity to enhance their academic and professional skills, broaden their horizons, and forge meaningful connections within the academic community.

National Management Fest 2024



Congratulations to the talented duo of Abhijith KA and Lakshmi Chandhana from III B.Com CA, YIMS for clinching the first prize in the HR game, earning them a cash prize of ₹3000. Additionally, Anushree Varma and Chandhana H showcased their financial prowess by securing the first prize in the Finance game, also receiving ₹3000 in cash. These impressive victories took place at the National Level Management Fest 2024, hosted by Jawaharlal College of Engineering and Technology, Lakkadi. Their achievements reflected the dedication and expertise of our students, bringing pride to the institution.

International Mother Language Day Celebration

Section B. Com CA in collaboration with the IQAC and the Skill Formation and Enhancement Committee, celebrated International Mother Language Day with great fervor and enthusiasm. As part of the celebration, 12 students from various departments showcased their linguistic skills in a diverse array of languages. The languages included were French, English, Tamil, Malayalam, Urdu, Arabic, Mahal, Gujarati, Kannada, Hindi, Sanskrit, and German. This multilingual presentation highlighted the rich linguistic diversity within our institution and emphasized the importance of preserving and promoting mother languages. Rev. Dr. Mathew George Vazhayil, Director of YIMS, commended in German Dr. Keerthi MS, Section Head of B.Com Computer Application, for her innovative idea that highlighted students' multilingual skills. A significant highlight of the programme was the vote of thanks delivered by the Vice Principal of YIMS, Rev. Dr. Joseph Olikkalkoonal, in Italian. His speech underscored the significance of linguistic diversity and the need for continued efforts to celebrate and honor mother languages. The participants of the linguistic skill expression were as follows:

Brito George Fernandez, II BCA, presented in French; Alhan, III B. Com Taxation, showcased his skills in Tamil; Fathima Rinsha, II B. Com Finance, delivered in English; Hajra Hanan, III B. Com CA, demonstrated proficiency in Arabic; Hamdan Hasan V, III Bsc Maths, excelled in Mahal; Ananya Muraleedharan, II Bsc Maths, showcased her talents in Gujarati; Gokul Krishna, II B. Com CA, exhibited his abilities in Malayalam; Amana Parveen, I B. Com CA, presented in Sanskrit; Arya S, II B. Com CA, impressed in Kannada; Lakshmi Chandhana, III B. Com CA, delivered in Hindi; Jessa Maria Jose, II BCA, mesmerized the audience in German; and Muhammed Fawas, I B. Com CA, showcased his skills in Urdu. Their participation not only showcased their linguistic proficiency but also promoted cultural exchange and understanding among peers.



PTA Meeting for IInd Year B.Sc Geography, Psychology, Physics, Chemistry & Mathematics



The PTA for second years was held on 9th February 2024. Official meeting started at 10.00 a.m at symphony auditorium, YIMS. Rev Dr. Mathew George Vazhayil, Director, Rev Dr. Joseph Olikalkoonal, Vice Principal, Ms. Shylaja Menon, Head Dept of Management and Mr. Ajil K Antony, Head, Department of Physics addressed the gathering. After the official meeting parents went for the progress card review by class mentors, HOD and other faculties. Faculties discussed about the performance of each students with parents. Parents were informed about university exams, internal eligibility criteria and also the importance of attendance for the same.

Snehajwala Old Age Home Visit



Section B.Com CA in collaboration with IQAC and YIMS under the Merchando Club, organized a social extension activity at Snehajwala Old Age Home at Kottekad on 23rd February 2024. Led by Dr. Keerthi MS, the Section Head of B.Com CA, a group of 4 B.Com CA students, including Karunyaa S, Unnikrishnan VP, Anaswara A, and Navaneetha Krishnan, from IInd and IIIrd B. Com CA embarked on the initiative with the theme "Spread a Smile." The highlight of the event was serving lunch to the residents, aiming to bring joy and companionship to the elderly inhabitants. The activity not only provided a meaningful experience for the students but also made a positive impact on the lives of the elderly, fostering a spirit of empathy and community service.



Research Reflections

The B. Com Taxation wing of PG Department of Commerce hosted a session titled "Research Reflections" on 21 February 2024, at III B.Com Taxation classroom. Nikitha Ramesh served as the Master of Ceremony. The programme commenced with prayer by Soumya S and Vrindha KarnaKumar of III B.Com Taxation. Section Head Dr. Ramya J provided an overview of research, followed by insights from Dr. Manoj M, Assistant Professor, Department of Commerce, YIMS Resource Person of the day, who discussed its importance, tools, and techniques. The session offered students valuable insights into project viability and practicality, aiding in informed decision-making. The vote of thanks was delivered by Drishya Dileep. This session benefited 57 third-year B. Com Taxation students, empowering them to proceed confidently with their projects aligned with academic goals. The programme was organized by Ms. Anjali.K.P, Assistant Professor, YIMS.



Book Donation



Congratulations to Fathimathu Shahina O.A and Sanjana S, II B.Com CA students, who contributed the ir book "Rays of Capitalism" to the YIMS Library on 20th February 2024, enriching the academic resources available to students and faculty alike.The book was handed over to Mr. Christo Somy, Librarian, YIMS, in the presence of respected Vice Principal Rev.Dr. Joseph Olikkalkoonal and Dr. Keerthi MS, Section Head of B. Com CA.

Congratulations



Ajay R Nair, Suraj Raj, Bhavyasree Baburaj, and Athulya P V, students of II B.Com Taxation, showcased their exceptional skills and teamwork by securing the 2nd prize in a marketing game held at Nehru College on 16 February 2024

Farewell to Rev. Fr. Midhul Kombara, Assistant Director, YIMS



YIMS bid adieu to Rev. Fr. Midhul Kombara, Assistant Director and Hostel Warden. The programme was organized at CH Square on 21 February 2024, at 3.30 pm.

Rev. Fr. Lino Emmatty, Assistant Director, YIMS welcomed the gathering. Felicitations were presented to Fr. Midhul by Rev. Dr. Mathew George Vazhayil, Director, Dr. Tomy Antony, Principal, Josen P Jose, Superintendent of YIMS. Fr. Midhul Kombarayil delivered a gracious reply speech, expressing gratitude and reminiscing on his tenure

at YIMS. Rev. Dr. Joseph Olikalkoonal, Vice Principal, updated the academic proceedings of the College. The event was further embellished by cultural performances by staff members. Vote of Thanks was proposed by Ms. Femi John, Assistant Professor, Department of Chemistry. Ms. Shilpa Sreekumar, Asst Professor, Department of Computer Science rendered the prayer. V Lakshmi, Asst Prof, PG Dept of English emceed the programme

Enriching Economics



The Department of Management in association with IQAC conducted a three-day Alumni Session entitled “Enriching Economics” for I year BBA students of YIMSon 19 February, 2024. The resource persons for the sessions were Anjana Balachandran, Alumna, PG Department of Commerce 2019-22 Batch & Rashmi. S, Alumna, PG Department of Commerce 2017-20, YIMS. The purpose of the session was to provide wide knowledge about Managerial Economics. The first session was handled by Anjana Balachandran. She handled the topics like Introduction to Managerial Economics, Basics of the Managerial Economics Concepts, Law of Demand & Supply and Business Cycle. The second session of the day was handled by Rashmi S. She handled the session on "Market Structures and Price-Output Determination". On 20th and 21st February, Rashmi S. handled the sessions on the topics like Monopoly and Oligopoly, Price and Output Determination under Independent Pricing, Kinked Demand Model and Price Rigidity model. Around 59 students of I year BBA were participated in the three-day session and the students were highly motivated and enriched on various topic.



Career Guidance in SPATIAL PLANNING



The PG Department of Geography conducted career guidance in SPATIAL PLANNING on 2 February 2024. Dr. Paulose. N. Kuriakose from school of Planning and Architecture, Bhopal was the guest of honor. Rev. Dr. Joseph Olikkalkoonal, Vice Principal presided the function. Dr. M Ramachandran, HoD felicitated the audience. After the inaugural session, the official class started. The session was very informative and included fields relevance, job prospects, also outlined the various roles within Spatial planning such as Urban Planners, Environmental Planners, Transportation Planners and so on. These information were enlightening and knowledgeable to students and highlighted the connection between both subjects. Additionally the session also provided useful recommendations for individuals interested in pursuing planning as their beneficial profession. The session made students opt planning as their next choice and enlightened them in every possible way.



“DIE NATUR 24” - Geography Association Day



The PG Department of Geography celebrated their association day “Die Natur 24” on 28 February 2024 at 11.30am in Sophia Theatre. The programme started with a prayer by Ms. Divya P M Assistant Professor Department of Geography. Afrida Mohammed of III B.Sc. Geography delivered the welcome speech. The Department Updates were given by Dr. M Ramachandran, HoD, Geography. Dr. Tomy Antony, Principal, YIMS presided the programme. Prof. Kaladharan Unni, Rtd. Professor, Former HoD, Geography Government college Chittur gave the inaugural address. Rev. Dr. Mathew George Vazhayil, Director, YIMS delivered the Key Note Address. Mehana K Association Secretary, I M.Sc. Geography proposed the Vote of Thanks.

Micro Climate Location Campaign



PG Department of Geography has conducted a Green Campus Campaign, in association with People’s Service Society Palakkad (PSSP) on 19-02-2024 at 1.30 pm, in Sophia Theatre. The programme started with a prayer by Meritta V, II B.Sc Geography. Welcome speech was delivered by Dr. M. Ramachandran Head, Dept. of Geography, YIMS. The programme was Presided over by

Dr. Tomy Antony, Principal, YIMS. Inaugural Address was delivered by, Mr. Bobby P, Project Officer, PSSP. Rev. Dr. Mathew George Vazhayil, Director, YIMS delivered the Key Note Address. Rev. Fr. Cris Koikkattil, Asst. Director, PSSP and Rev. Dr. Joseph Olikkalkoonal, Vice Principal, YIMS felicitated the gathering. Dithya K M, II M.Sc. Geography delivered Vote of Thanks.

The resource session was handled by Mr. Bobby P, Project Officer, PSSP. The session was about the importance of rain water harvesting and different methods to replenish underground water storage. It also included the success stories of PSSP in achieving revival of old open wells and successful rain water harvesting techniques, which they implemented in different parts of the district. The session was a great success on bringing great awareness and responsibility on students with regard to rain water harvesting.

Placement Drive -SavvySoft



The Department of Management in association with IQAC and Placement Cell, organised a Placement Drive for BBA & B.Com students (Batch 2021-24) with SavvySoft Technology, a well reputed and leading organisation on 23rd February 2024 at the Sapienza Hall. The event was mastered by Lakshmi Chandana of III B.Com CA. The programme began at 10.30 am with a prayer by Sruthi S Menon & Soumya S of III B.Com Taxation. Rev Dr. Lino Stephen Emmatty, Assistant Director and faculty of Department of Management gave the welcome speech which was followed by the Presidential Address by Rev Dr. Joseph Olikkalkoonal, Vice Principal, YIMS. The Programme was inaugurated by the resource person, Mr. Vivek V, Manager, Talent Acquisition, Savvysoft followed by the vote of thanks by Dr Jisha Sankar, Assistant Professor, Department of Management. After the official programme, there was a Pre-Placement talk session handled by Mr. Vivek V.

The Placement Drive began soon after the official session, in which around 100 students from BBA & B.Com took part. Out of these, 17 of them were selected from the Group Discussion Round for the Personal Interview Round. The selected candidates were Athira P, Nida Nazar, Anjali Mohan, Aditya T P, Nandan P, B Harshini, Amrutha PP, B Krishnendhu, Anjal Joshy, Sindhujal Mallick of (III B.Com Finance A); Vrinda K, Sreelakshmi K R, Sruthi S Menon (III B.Com Taxation) and Amrutha KP, Arjun K, Hajara Hanan M, Sudeep PS (III B.Com CA). After the GD round, there was

a discussion arranged with the selected 17 students. The selected students were asked to attend final interview round on the first week of March, 2024. The drive was concluded at 3.00 pm.



Alumini Corner



Congratulations to Ms. K M Minila (2018-21) Mathematics Alumna who secured FIRST Rank in M Sc Data Science and Analytics (2021 - 2023) from the M G University.

***“Do one thing every day
that scares you.”***

-Eleanor Roosevelt

Computer Science Association Day



The Department of Computer Science inaugurated Association Day on 05 February 2024, at the Symphony Auditorium at 10.00 am. The chief guest was Dr. Lajish V. L., HoD, Department of Computer Science and Director, Calicut University Computer Centre and Centre for E-Learning. The programme began with a prayer by Anakha and Alokha of II BCA. Mr. Anilkumar B, Assistant Professor, Dept. of CS, welcomed the gathering. Ms. Raji N., Assistant Professor, Dept. of CS, YIMS, presented the departmental updates. The session was presided over by Rev. Dr. Joseph Olikkal Koonal, Vice Principal, YIMS. The programme was formally inaugurated by the lighting of the lamp and the session on “Innovating Tomorrow: Deep Nets to the Era of Gen AI” by the chief guest. The felicitation was given by Ms. Meena Jose Komban, HoD, Dept. of CS, and Prof. T.K. Rajan, HoD, Dept. of Mathematics, YIMS. The University of Calicut fifth rank holder, Sneha Edison (BCA2020-23 Batch), was honored in the function. The Department awarded proficiency

awards to Akash D of III BCA and Rithik Ravi of III BSC CS. Muhammed Jinan of IIB. Sc.CS, Association Secretary, delivered the vote of thanks, and official session concluded with the National Anthem. The Association Day programme ended with the cultural programmes of the students.

Extension Programme



The Department of Computer Science, in association with IQAC, YIMS organized an Extension Programme at Ashram HSS Malampuzha, an interactive session with students on 23 February 2024, at 11.30 a.m. The session was inaugurated by Ms. Jolly, HM, Ashram HSS Malampuzha, and presided over by Rev.Dr.Joseph Olikalkoonal, Vice Principal, YIMS. A total of 46 students from II B.Sc. CS, YIMS, participated in the session. The session included various games and quiz competitions, and prizes were distributed to the winners. A total of 106 students participated and the programme was very fruitful. Programme Coordinator Dr. Praveen S, Assistant Professor, Dept. of CS, proposed vote of thanks. The school authorities arranged food for all the students, and they, together with Ashram School students, had lunch. The session wound up at 2.00 pm.



Familiarizing Strategies for Future Jobs



In connection with the MoU with the ICT Academy of Kerala, 66 students from the Department of Computer Science participated in a panel discussion in the Top10 event, themed “AI and Beyond: Shaping the Future of Work and Employability”, hosted by the ICT Academy of Kerala, held at the Nalanda Auditorium, Manachira, Kozhikode, on February 22, 2024.

Mr. Muraleedharan Mannungal, CEO of ICTAK, commenced the programme by setting the context and highlighting the theme. Mr. Sai Krishnamurthy, Technology Assurance Leader at EY, delivered an insightful keynote

address, delving into the transformative potential of artificial intelligence.

A panel discussion featuring industry experts Mr. George Oommen from IBM, Ms. Kaamna Jain from Nasscom, Mr. Sree Kumar V. from Tata Elxsi, and Ms. Suja Chandy from Zafin provided invaluable insights into the impact of technological evolution on employment dynamics. Mr. Jithin Chakkalakkal of Reflections Info Systems moderated the discussion, highlighting the importance of early industry engagement for securing jobs and adopting modern technologies to overcome obstacles in AI integration.

Inauguration of Civil Service Club



The Civil Service Club of Yuvakshetra Institute of Management Studies was inaugurated by Dr. S. Chithra IAS, District Collector in the presence of Mr. Alfred OV, Assistant Collector, on 26th February 2024 at the CH Square of Yuvakshetra Institute of Management Studies. The students from various departments registered in the Club. The Club aims at providing different sessions on strategies and the significant topics that are included in the civil service examination.

The Quality Enhancement and A++



The IQAC of YIMS organized an FDP titled “The Quality Enhancement and A++” Programme on 27th February 2024 at Sophia Theatre. The event commenced with a prayer led by Ms. Hema, Assistant Professor of the PG Department of Commerce. Ms. Shylaja Menon, IQAC Coordinator and HOD of the Department of Management, extended a warm welcome for the gathering. The meeting minutes was presented by Rajitha R, the Staff Secretary of YIMS. The program witnessed the welcome of the new Assistant Director, Rev. Fr. Nithin Maniyanerikalalam, by the Director and Principal. Dr. Cyriac Thomas, retired Vice Chancellor of MG University, graced the occasion as the Chief Guest and Resource Person, sharing profound insights and experiences. The dignitaries on stage honored Dr. Thomas, acknowledging his invaluable contributions to academia. Rev. Dr. Mathew George Vazhayil, the Director of YIMS, and Dr. Tomy Antony, the Principal, felicitated the event. Academic updates were provided by Rev. Dr. Joseph Olikalkoonal, the Vice Principal. The programme concluded with the vote of thanks by Rajitha R, Staff Secretary of YIMS.

A Session on Tax Matters E-Filing & GST



The Taxation Wing of the PG Department of Commerce organized a comprehensive session on Tax Matters, E-filing, and GST at the Sophia Theatre on the 27th February, 2024. The event commenced with a prayer led by Sowmya S of III B.Com Taxation. Ms. Prajitha Prasad S, Assistant Professor, YIMS, delivered welcome

speech. Rev. Dr. Joseph Olikalkoonal, the Vice Principal of YIMS, shared his insights and wisdom, in the presidential address. Mr. A M Sabaridas, a seasoned Tax Practitioner, provided the inaugural address and Dr. Ramya J, the Section Head of the Taxation Wing, extended felicitation. The session, led by Mr. A M Sabaridas, delved deep into various aspects of taxation, e-filing, and GST, offering valuable insights and practical advice to the attendees. Rohith Jose, of III B Com Taxation, proposed vote of thanks. The event concluded with the National Anthem.

E-Waste Management Campaign



In association with IQAC and the Bits and Bytes Club of Computer Science Department, in collaboration with Kotta App, undertook an Electronic Waste Management Campaign in the 14th ward of Mundur Panchayath on 26 February 2024. The campaign aimed to raise awareness among residents about the proper disposal and recycling of electronic waste, highlighting the potential environmental hazards associated with improper disposal practices.

Mr. Anil Kumar B, Assistant Professor, Department of Computer Science, Bits and Bytes Coordinator guided the students. 20 volunteers from the Club conducted door-to-door visits to educate residents about the importance of responsible Electronic Waste Management. They provided informational pamphlets and engaged in direct conversations to address any queries or concerns. The campaign successfully reached 180 households within the 14th ward, ensuring widespread awareness and participation.



Books Published

Department of Computer Science published five books in the academic year 2023-24. Students of I BSc CS published a book titled 'Infinite Intelligence Insights' under the guidelines of Chief Editor Ms. Raji N, Assistant Professor, Department of Computer Science. Students of third year of BSc CS and BCA published a book titled 'Chain of Operating System'. Ms. Meena Jose Komban, HoD, Assistant Professor, Department of Computer Science was the Chief Editor. I BCA students published a book titled 'TECH PANORAMA: Applications of Information Technology', with chief editor Ms.Amrutha M., Assistant Professor, Department of Computer Science. Students of the II BCA B Batch published a book titled 'Appcraft:Mastering Mobile Development.' Dr. Praveen S., Assistant Professor, Department of Computer Science, was the Chief Editor. Students of II BCA published book titled 'TechEpoch: Navigating Tomorrow's Digital Frontiers', edited by Mr.Anilkumar B., Assistant Professor, Department of Computer Science,



Experiential Learning and Class Tour - III BBA



The Department of Management organized a Experiential Learning and College Tour for the III BBA Students to Dandeli – Gokarana – Uduppi. There were 49 Students accompanied by 2 Teachers and Parents. The Tour started on 17 February 2024 from YIMS. The entire trip was a 3 Day Programme.

Expert Talk On GST



Section B. Com CA, in collaboration with IQAC, organized an expert talk on 'Goods and Services Tax (GST)' for III B. Com CA students on 28 February 2024. The esteemed resource person for the session was CA Sandeep Krishnan M, who holds qualifications of B. Com, MBA, FCA, and DISA (ICAI). The programme started with a warm welcome by Dr. Keerthi MS, Section Head of B. Com CA, followed by the session. CA Sandeep Krishnan M, with his extensive expertise and credentials, delivered an insightful discourse on various aspects of GST, providing valuable insights into its implications, compliance, and recent updates. The session aimed at enhancing students' understanding of GST, a crucial aspect of modern taxation and commerce. Karthik T, Treesa Mary Thomas and Nikhil Krishna S, III B. Com CA students did the Master of Ceremony, prayer and Vote of thanks respectively.

Millet Seminar

The NSS Unit 271 of YIMS in collaboration with the J. M Traders have conducted a Millet seminar on 24th February 2024 at Symphony Auditorium, YIMS The seminar began with a prayer and was presided over by Mr V.C Sivadasn, Vice President, Mundur Grama Panchayat. Mr. Jose Chalakkal, Coordinator, J.M Traders welcomed the gathering. The session was inaugurated by K. Binumol, President, District Panchayat, Palakkad. Rev. Fr. Cheriyan Anjilamoottil, former Director, YIMS delivered the keynote address. Jes Maria Jose of II year BCA and Swetha Krishna of II year BSc Psychology were the MC of the programme. Rev. Fr. Sebastian Panjikkaran, founding Director, YIMS extended the blessings. Rev. Dr. Joseph Olikkalkoonal, Vice Principal, YIMS felicitated the programme. Mr. V. J Paul delivered the Vote of Thanks. The seminar on the types of millets and their health benefits was handled by Dr. Firozkhan, General Physician, Milkyway Natural Hygienic System and Dr. Sumayya K. V, Assistant Professor, K. V. K, Palakkad.



"MENAGERE 24" - Management Association Day



The Department of Management in association with IQAC organized Association Day 'MENAGERE 24' on 28 February 2024 at the Yuvachethana Hall. The programme started at 10.00 am. The MC of the session was Chaithanya H of II BBA. Pavithra S sang a soothing prayer in the ceremony. The welcome speech was proposed by Ms. Shylaja Menon, IQAC Coordinator & HOD of the Department of Management, followed by Department report presentation by Ms. Pravitha D, Department Secretary of the Department of Management. The Presidential address was given by Dr Tomy Antony, Principal, YIMS, followed by the keynote address of Rev Dr. Mathew George Vazhayil, Director, YIMS. The ceremony was inaugurated by Dr. Cyriac Thomas, Former Vice Chancellor of MG University & Member of Minority Commission. The resource person of the Association Day took a session for the students entitled "STRATEGIES FOR SUSTAINABLE SUCCESS.". It was an interactive session and all the students actively interacted during the session. The Prizes for best grooming team was awarded to II BBA students and prizes for 100% attendance was given to Megha C of I BBA, Sreelaya G of II BBA & Jayakrishnan KV of III BBA, during the function. The programme was felicitated by Rev Dr. Joseph Olikkalkoonal, Vice Principal, YIMS followed by the Vote of thanks of Libin Shibu, Association Secretary of the Department of Management. The official session ended with the National Anthem.



Youth Meet *Harithakarmasena*



The volunteers of the NSS unit 271 of YIMS participated in the “Youth Meet Harithakarmasena” at Kodumb Panchayat Hall, Chittur, Palakkad on 18-02-2024. The programme was inaugurated by Ms. K. Binimol, President, District Panchayat, Palakkad. The session was presided over by

Ms. M. K Santha, Vice President, Kodumb Gramapanchayat. The session helped the volunteers to know how to collect and manage the non -organic waste. The volunteers along with the Harithakarmasena activists collected the garbage.

International Mother Language Day and General Assembly



The PG Department of Commerce – Taxation Wing observed International Mother Language Day on February 21, 2024, as part of the morning assembly. The assembly was conducted by II BCom Taxation students, and in connection with International Mother Language Day, the entire programme was organized in the mother tongue, Malayalam. The MC for the assembly was Athulya P V, followed by a prayer by Saraswathi V. Jyothirmayi C delivered the Thought

for the Day, followed by the news bulletin presented by Albin Tom. Ajay R Nair provided departmental updates, while Prasanth explained the significance of International Mother Language Day along with a video presentation.

A farewell was given to Assistant Director Rev. Fr. Midhul Kombarayil, and felicitations were extended by Director Rev. Dr. Mathew George Vazhayil. Dr. Tomy Antony, Principal, addressed the gathering, and the Assistant Director, Rev. Fr. Midhul Kombarayil, rendered a reply speech. Academic updates were delivered by Rev. Dr. Joseph Olikalkoonal, Vice-Principal. The assembly concluded with the National Anthem.

Education, National Service and Civil Service



A session on Education, National Service and Civil Service was organised on 8th February 2024 at Sophia Theatre from 2.30 pm to 3.30pm to the civil service aspirant students of the college. The Chief Guest and resource person was Dr. Joseph Olikkalkoonal, Vice Principal, YIMS. The Welcome Speech was delivered by Ms. Sharon, Assistant Professor of English, the Vote of Thanks was delivered by Jerin Jayaprakash of I BSc Chemistry. The session enlightened the students the significance of education, national service and the relevance of Civil Service in the society.

Civil Service and Human Service



The Civil Service Club of Yuvakshetra organised a session on Civil Service and Human Service on 27th February 2024 from 2.00 pm to 3.00 pm at Sapienza Hall. The Chief Guest was Dr. Cyriac Thomas, Retd. Vice Chancellor, MG University. The session enlightened the students, the value of civil service which is a human service to the society. Ms. Sharon Stanley, Assistant Professor of English and Convenor of Civil Service Club rendered the Welcome Speech, Dr. Tomy Antony, Principal presided over, Rev. Dr. Mathew George Vazhayil, Director graced the session with his presence, Rev. Dr. Joseph Olikkalkoonal, Vice Principal felicitated and Amreen KS of I BSc Physics proposed the Vote of Thanks.

Congratulations



Congratulations to Dr. Keerthi MS who received the “Recognition of Merits” from Peruvemba Panchayath on securing Ph.D in Commerce.

“Be yourself; everyone else is already taken”

-Oscar Wilde

Literatia Perspektiva Series 3



The PG Department of English Language and Literature conducted Literatia Perspektiva Series 3 of Paper Presentation. The students Mathangi Ajithkumar, Uma Kalyanaraman and Megha R. of III BA English presented their papers related to the topic, “ An Exploration of Multiplicity in English Literature”. The session was truly enriching in enhancing the literary capabilities of the students.

Congratulations



Anshad S (II B COM FIN B) got Second Position in Mr. Palakkad and 2nd Position in Men's Physique, Congratulations

Newsletter Release



Yuvavox Issue of February was released by Rev. Dr. Joseph Olikkalkoonal in the presence of the Students of II B A English and it was received by the Class Leaders, Vaishnavi C and Aditya.

PTA Meeting II BCA & B.Sc. Computer Science



The PTA Meeting for II BCA (A & B Batch) and B. Sc Computer Science was conducted at Symphony Auditorium on 6th February 2024, at 10.00 am. Rose Mary Jaison from II BCA A Batch started the meeting with a prayer. Ms. Meena Jose Komban, HoD, Department of Computer Science welcomed the dignitaries, parents, and students. Additional PTA Secretary, Ms. Asha Krishnan presented the department's academic year report. Rev. Dr. Joseph Olikkalkoonal, Vice Principal, YIMS, presided over the meeting by acknowledging the presence of parents, who showed their support by arriving on time and conveying academic details and university examination updates.

The meeting was concluded by Rev. Dr. Mathew George Vazhayil, Director of YIMS, giving some information about the programmes conducted in college and appreciating the faculties for encouraging students in their university results. An open discussion was held where parents shared their suggestions. The session ended with a vote of thanks by Dr. Praveen S., Assistant Professor of the Department of Computer Science, YIMS, thanking Parents, Management, Faculties, students, and technical staff for their support in the successful completion of the programme and all other activities. After the National Anthem, tea and snacks were served. Parents met the mentors to verify the progress reports of their wards.

Book Donation



Congratulations to Nikhil Krishna & Treesa Mary Thomas of (III B.Com CA) who donated their Book "Digital India An Overview" to YIMS Library.

Yuvakshetra Publications Upcoming Release

*Expanding Horizons in English Literature
- Latest Trends and Paradigms*

-Hema S

978-81-968246-7-9

Ace of Power Skills Mastery in Soft Skills

- Rajitha R

978-81-968246-3-1

Digital Mastery Unlocking the Digital Path

- Rahul K R

978-81-968246-2-4

Pedagogical Behaviourism A Shape to Human Behaviour

- Dr. Keerthi M S

978-81-968246-0-0

Stress & Satisfaction A Case Study

-Dr. Keerthi M S & Dr. K. Parimalakanthi

-978-81-968246-6-2

International Conference for Advanced Computational Research and Innovations (ICACRI - 2024)

- Jibin Joy

978-81-968246-5-5.

Experiential Learning- Media Visit

The PG Department of English Language and Literature organised Media Visit to ST Reddiar Press for the students of II BA English on 23rd February 2023 as part of Experiential Learning for the complementary paper – Journalism. The students were enriched with the practical knowledge of printing and media and experienced the process of design editing and sub editing from the press.



SVEEP yuvakshetra
 Institute of Management Studies (IMS)
 (Formerly known as Yuvakshetra Institute of Management Studies)

"Voice of the Nation: Electoral Wisdom Quiz"
 Organised by Electoral Literacy Club, along with SVEEP Palakkad & IQAC, YIMS

Winners
 PG Department of Commerce

Section B.Com Computer Applications

1	Mr. Akshay, P III B.Com CA	1	Mr. M.R. Navaneetha Krishnan III B.Com CA	1	Mr. Gokul Krishnan II B.Com CA
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Section B.Com Taxation

2	Ms. Sree lakshmi KR III B.Com Taxation	2	Mr. Arun R III B.Com Taxation	2	Mr. Ajmal M I B.Com Taxation
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Congratulations!

Congratulations



Congratulations to Vyshnav R of II BBA, who has secured Bronze Medal in Hammer Throw and Bronze Medal in Discus Throw held at Palakkad Medical College Ground.

Best Management Team Competition



Congratulations to Joe K.F, Albin Joseph, Nived S, Saurv Devan of I Year BBA, who Secured 1st position in the Best Management Team Competition held at Guruvayurappan Institute of Management (GIM) as part of DISHA 2K24 Management Fest, on 9th February 2024.



Study Tour of III B.Com Taxation

ഉലയാള വിഭാഗം
 2024 ഫെബ്രുവരി 14 വാലന്റൈൻസ് ദിനത്തോടനുബന്ധിച്ചു നടത്തിയ
പ്രണയലേഖന മത്സര വിജയികൾ



1

ഷിഹാന കെ.എം
 2nd M.Sc Geography



2

ആനന്ദ് കെ
 1st M.Sc Geography



3

പവിത്ര യു
 1st M.Sc Geography

വിജയികൾക്കും പങ്കെടുത്തവർക്കും
ശ്രീദീനന്ദനശ്രീധര

Congratulations



Mundur-II, Kerala, India
 Yuvakhetra Taining Centre, Yuvakhetra Rd, Narakassery, Mundur-II, Kerala 678592, India
 Lat 10.848308°
 Long 76.550365°
 05/02/24 11:37 AM GMT +05:30

Rev. Dr. Joseph Olikkalkoonal, Vice Principal, YIMS was the resource person for the Two Day Leadership Camp *Didithiya Provda Yuvatham Karyavum Karanavum Sathyathakalum* organised by Kerala Cooperative Service Pensioners Association on 5th February 2024



Complete Voters Campus



Yuvakshetra Institute of Management Studies, IQAC conducted “Complete Voters Campus” on 26th February 2024. The programme was organized by Electoral Literacy Club along with SVEEP Palakkad. The session commenced with a prayer led by Sriya Ramesh from 2nd Bcom Finance A. Dr. Tomy Antony, the Principal of Yuvakshetra Institute of Management Studies, extended a warm welcome to all the attendees. Ms. Anjali K P, the ELC Convener at YIMS, presented the report highlighting the initiatives and achievements of the ELC in the institute. The inauguration ceremony was marked by the lighting of the lamp, symbolizing the enlightenment of knowledge and wisdom. Dr. S. Chithra IAS, The Honorable District Collector, District Magistrate, and Election Officer, made declaration that the campus is hundred percentage voters registration and conducted a session on the importance of voting. The institute handed over the report and a token of appreciation to The Honourable District Collector for her invaluable support. Mr. Alfred O V, IAS, The Honorable Assistant Collector And SVEEP Nodal Officer, delivered the keynote address emphasizing the importance of voter awareness and participation. Attendees took an oath to uphold democratic values and participate responsibly in the electoral process. A token of appreciation was also presented to the Honorable Assistant Collector for his dedicated service. Prizes were distributed to recognize outstanding performance in Electoral Wisdom Quiz. Rev. Dr. Mathew George Vazhayil, The Director of YIMS, expressed gratitude to all the participants, dignitaries, and organizers for their valuable contributions towards the success of the event. The programme concluded on a positive note, inspiring attendees to actively engage in the electoral process and uphold the principles of democracy.

Budget Analysis

The Interim Budget 2024-25 was tabled in the parliament. It envisions 'Viksit Bharat' by 2047, with all-round, all-pervasive, and all-inclusive development. M.Com. students of the PG Department of Commerce organized Budget Analysis 2024 on 06 February 2024 in the presence of Rev. Dr. Joseph Olikkalkoonal, Vice Principal, Dr. Matilda Danny, HOD, PG Department of Commerce and other Faculties. The student-led analysis of the Interim Budget 2024, presented a comprehensive overview of



key aspects including revenue projections, expenditure allocations, sectoral impact, and fiscal policy evaluation. The presentation also delved into the implications of budgetary provisions on various sectors including agriculture, manufacturing, services, and employment generation. Through rigorous examination and thoughtful recommendations, students contribute to informed discourse and policy making, fostering a deeper understanding of economic dynamics among the youth.

PTA Meeting of II BA English, B.Com Finance A & Finance B

The Parent-Teacher Association (PTA) meeting for the Department of English, B.Com Finance A and Finance B was held on 8 February 2024, at 10.00 am in the Symphony Auditorium. The event commenced with a prayer by Ardra Krishna, student of II B.Com Finance B. The meeting was presided over by Rev. Dr. Joseph Olikkalkoonal, the Vice Principal, who emphasized the diverse involvements and achievements of the students in different fields.

The welcome speech was delivered by Mr. Sreeraj MK, Assistant Professor, PG Department of Commerce. Following the welcome address, Ms. Shylaja Menon, the PTA Secretary, presented a comprehensive report highlighting the achievements and various academic and non-academic matters related to the English and B.Com Finance departments. Ms. Nijitha Murali, Assistant Professor, PG Department of English, proposed the vote of thanks and the meeting was wound up with the National Anthem.

“Darkness cannot drive out darkness: only light can do that. Hate cannot drive out hate: only love can do that.”

-Martin Luther King Jr.

Electoral Literacy Club



The academic year 2023-24 of ELC Club at Yuvakshetra Institute of Management Studies (YIMS) was marked by various initiatives for the promotion of democratic values, civic engagement, and voter awareness among students. Through collaborative efforts YIMS successfully organized several events and campaigns centered around the electoral process and active citizenship.

Electoral Literacy Club of YIMS was inaugurated on 16th January 2024 by Mr Sudhakaran V, Tehsildar of Palakkad Taluk. The first programme of Electoral Literacy Club was National Voter's Day Celebrations that was conducted on 25th January 2024 YIMS, in collaboration with IQAC, celebrated Voters Day 2024 with great enthusiasm and patriotism. The event, inaugurated by Rev. Dr. Joseph Olikkalkoonal, Vice Principal of YIMS, aimed at promoting awareness and the importance of the electoral process. The Oath Taking Ceremony was conducted and Rev Dr Joseph Olikkalkoonal rendered the oath to all ELC Club Members. Students and faculty members actively participated in sessions highlighting the democratic principles, civic duties, and the significance of informed voting.

As part of celebrations, a Quiz Competition was organized to foster awareness and understanding of democratic processes among students. The competition, inaugurated by Rev. Dr. Joseph Olikkalkoonal, witnessed enthusiastic participation and spirited competition. Under the guidance of Ms. Anjali K P, the ELC Convener, students engaged in multiple rounds testing their knowledge of electoral systems, voting rights, and current affairs related to politics and governance..

The Electoral Literacy Club of YIMS, in collaboration with SVEEP Palakkad, organized the Complete Voter Campus event to promote voter

awareness and registration among students. Led by Ms. Anjali K.P, ELC Convener, and coordinated by Mr. Nikhil Krishna. S, students participated in an awareness session highlighting the importance of voting and the registration process. For that VOTERS ID REGISTRATION & ENROLLMENT CAMPAIGN was conducted. A total of 976 registrations were received, with 704 registrations from the Arts & Science departments and 272 from the Hotel Management department. The campaign was held on three days from 8th, 9th & 19th February 2024. On 8th and 9th February, the campaign was conducted for Arts and Science students at Christ Hill Square, YIMS. Election Officers from Palakkad provided guidance and support on the first day of the campaign. For Hotel Management students, the voter ID registration was conducted on 19th February 2024, at the Admin Block Computer Lab. The Complete Voter Campus event for 2023-24 successfully engaged a significant portion of the student body in voter registration.

The academic year 2023-24 at Yuvakshetra Institute of Management Studies was characterized by commitment to promoting democratic values and civic engagement. Through a series of events, campaigns, and initiatives, YIMS encouraged students to become active agents of change in shaping the nation's democratic landscape. The collaborative efforts of students, faculty, and administrative staff showcased YIMS's dedication to fostering responsible citizenship and civic awareness among its community members.



Assembly by II BSc Geography on 2.2.2024



Morning Assembly by IHM CA on 21.02.2024

International Conference for Advanced Computational Research and Innovations ICACRI' 24

Department of Computer Science, YIMS in association with the IQAC organized a Three Days International Conference for Advanced Computational Research and Innovations – ICACRI' 24 in hybrid mode for International Delegates, Research Scholars, Academicians, UG and PG students on 16th, 17th and 19th of February from 10.00 am - 03.30 pm at Sapienza Hall and virtually through Google meet platform with 138 participants. Ms. Meena Jose Komban, Head, Department of Computer Science, extended a warm welcome and underscored the significance of international conferences on the inaugural session. Rev. Dr. Joseph Olikkalkoonal, Vice Principal, presided over the event, discussing the utilization of technology in computer science. Rev. Dr. Mathew George Vazhayil, Director of YIMS, highlighted the importance of research and encouraged both researchers and students to actively participate



in conferences. Dr. Prahalad Vadakkepat, Associate Professor at the National University of Singapore and Founder Secretary of the Federation of International Robot Soccer Association inaugurated the session with an insightful address, highlighting the necessity of research in the field of computer science. He commended the organizers for spearheading the conference initiative and lighting the lamp alongside other dignitaries on stage. Ms. M. Keerthika expressed gratitude and formally concluded the inaugural session with a vote of thanks. Aiswarya Mani of II BCA A emceed the session.

Ms. Edwin Johnson, a student of II BCA B, provided an overview of the book "Appcraft: Mastering Mobile Development," while Ms. Harsha C of I BCA B elucidated on another book titled "TECH PANORAMA: Applications of Information Technology." The books were officially released by Rev. Dr. Mathew George Vazhayil, Director of YIMS, and Rev. Dr. Joseph Olikkal Koonal.



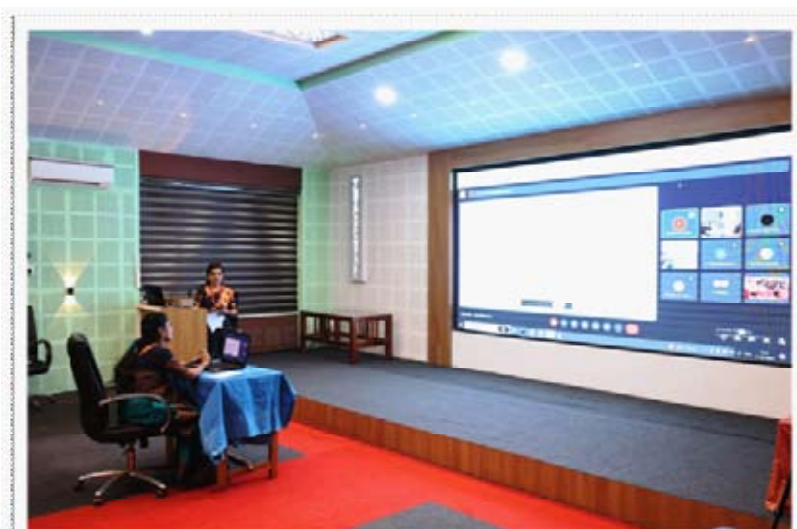
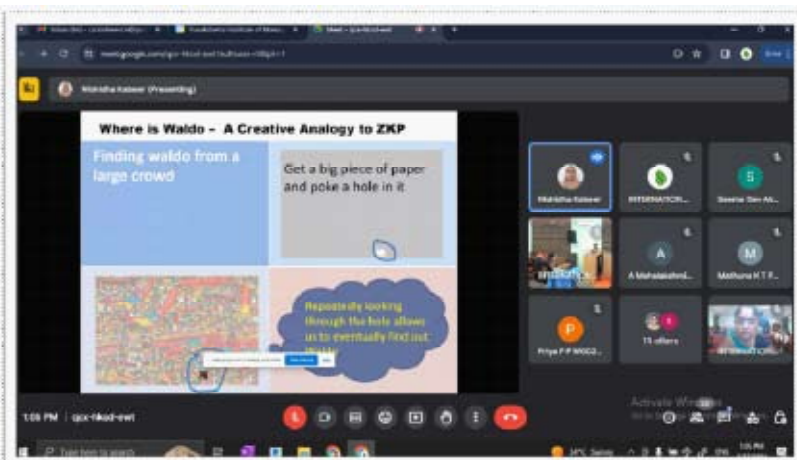
The second session titled "Demystifying Neural Networks and Deep Learning: A Guide to the World of Artificial Intelligence," led by Rev. Dr. Anil George K, Vice Principal of St. Thomas College, Thrissur.



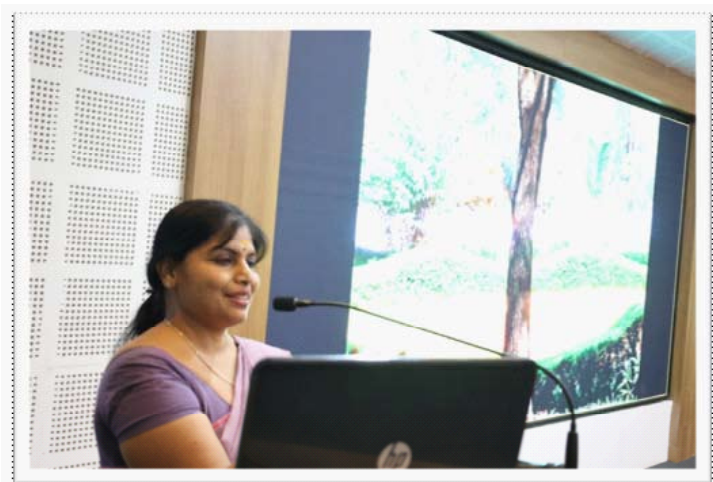
The third day session titled "Pioneering Ideas in Computer Science Research," led by Dr. R. Priya, Head of the Department of Computer Science at Sree Narayana Guru College, KG Chavadi, Coimbatore.

Conference Paper Presentations

The session "Conference Paper Presentations" was chaired by Dr. R. PRIYA, HoD, Department of Computer Science, Sree Narayana Guru College, KG Chavadi, Coimbatore which involved participants sharing their research findings, insights, and innovations through oral presentations. Attendees had the opportunity to learn about a wide range of topics and research areas within the conference's theme.



The fourth session entitled "The Future of AI in Detecting Financial Fraud," overseen by Dr. Matilda Danny, who heads the PG Department of Commerce at Yuvakshetra Institute of Management Studies in Palakkad.



The fifth session titled "Deep Learning in Bioinformatics," spearheaded by Dr. Saritha Nambodiri, Principal of Sreekrishnapuram V. T Bhattathiripad College in Palakkad.



The fifth session titled "The Development of Data Science," hosted by Dr. Praveen S, Assistant Professor in the Department of Computer Science at YIMS, Palakkad, provided participants with a thorough exploration of the progression of data science.

The session featured research project presentations by students from both III BCA and III B. Sc Computer Science, providing a platform for showcasing their academic endeavours and findings. Participants presented a diverse range of topics within their respective fields, offering insights into innovative approaches, methodologies, and outcomes of their research projects. The presentations covered various aspects such as software development, data analysis, algorithm design, and application development, among others.

Valedictory Session

In the valedictory session Ms. Meena Jose Komban, Head of the Department of Computer Science, delivered a warm welcome and provided an overview of the three-day proceedings of the international conference. A video presentation capturing the highlights of the ICACRI'24 conference, prepared by Abhay C S of II BCA B, was showcased. Ms. Lekha P Nair, Asst Prof, Dept of Computer science, presented a detailed report on the events of the conference. Dr. Tomy Antony presided over the session, discussing technological advancements in computer science.

Rev Dr. Mathew George Vazhayil, Director of YIMS, encouraged active participation from both researchers and students in future conferences. Rev Dr. Joseph Olikkalkoonal commended the attendees for their enthusiasm and engagement in learning. Mr. Jibin Joy presented the Conference proceedings ICACRI'24 to the dignitaries, followed by the distribution of conference certificates to the participants. Ms. M. Keerthika expressed gratitude and formally concluded the session with a vote of thanks. Jess Maria of IIBCA A emceed the session.





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Institute of Management Studies (YIMS)
Ezhakkad, Mundur, Palakkad - 678631, Kerala.

ACCREDITED BY NAAC WITH B+ GRADE (1st CYCLE)

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Yuvakshetra Secured 18 University Positions 2022-2023 Academic Year

B.Sc HOTEL MANAGEMENT & CULINARY ARTS

1st RANK



FAEZA THASNEEM

3rd RANK



ALLAN JAISON

3rd RANK



JARIN ROJI

4th RANK



AJAY THOMAS

8th RANK



AMITH KRISHNA

B.Sc HOTEL MANAGEMENT & CATERING SCIENCE

4th RANK



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