

April 2024
VOLUME 2 ISSUE 9

ASCM MONTHLY NEWSLETTER



Dr. S. N. Jagadeesh
Principal, Ahalia School of Commerce
and Mathematics

PRINCIPAL'S MESSAGE

The month of April 2024 began with April Fool's Day which was first celebrated in 1852 when France switched from the Julian Calendar to Gregorian Calendar. The Red-letter day in account of Indian Navigation was on 5th April 2024 where in 1919 the navigation history came into existence in India. The World Health Organisation (WHO) was founded in 7th April 1948 to give access to health services, education and related information. The total solar eclipse occurred on 8th April 2024, the first solar eclipse of 2024, was the greatest North American Eclipse. To mark the anniversary of the modern environmental movement in 1970 we observe 22nd April 2024 as the World Earth Day to increase awareness about the importance of the planet. As English is part of our official language, we observed English Language Day on 23rd April 2024 to commemorate the birth and death of William Shakespeare. It is also observed as World Intellectual Property Day to raise awareness of how patents, copyrights, trademarks and designs impact daily life. It is also observed to encourage emerging innovations that will help in shaping the world and improve the living of the people. To honour the sculpting and works that have been sculpted we celebrated 29th April 2024 as the International Sculpture Day. According to International Monetary fund (IMF) the GDP for India in 2023 is 7.8 and is projected to remain strong at 6.8% in 2024 and 6.5% in 2025 due to continuing strength in domestic demand and rising working population despite the below normal monsoon last year, which effected the farm sector. The good growth in manufacturing services helped the economic growth of the economy. With the second batch (2021-24) of our BBA students passing out, I wish my entire student's success in their future endeavours and their life.

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THREE DAY INTERNSHIP AT AHALIA HOSPITALS

First year BBA students (2023-2026 batch) of Ahalia School of Commerce & Mathematics undertook a three-day internship from 3/4/2024 to 5/4/2024 in Ahalia Hospitals. Four students namely Soorya Murugan, Jagannath V, Albin Vincent, Abhinav Vishanth G undertook the three-day internship at Ahalia Women and Children Hospital. Eight students namely Shahira Fathima, Drisya S, Anamika T P, Akshaya S R, Arunabh M, Jasiem K J, Mohammed Mishal, Mohammed Shahil undertook the internship at Ahalia Foundation Eye hospital. Seven students namely Sherin Fathima, Bhavana Babu, Farsana A, Rehna Parveen, Sree Hari D, Rishikesh Krishna, Soorya Kiran undertook the internship at Ahalia Ayurveda Hospital. Two students namely, Abhinav W and Sidharth V undertook the internship at Ahalia Diabetes Hospital. Three students from Second Year BBA (2022-2025 batch) namely, Srinaya M, Deepika S and Revathy J undertook three-day internship at Ahalia Diabetes Hospital from 8th to 11th April 2024. In the internship at all the centres the students were explained about the various procedures to be followed in the running of an organization. Also, they were given live training at various departments like, Front office, Materials department etc., in all the centres. Three Day internship helped the students to gain live practical knowledge about the subjects they learned in the course curriculum and also in the smooth running of any organization.



INTERVIEW GUIDANCE PROGRAMME: MOCK INTERVIEW DAY

**INTERVIEW GUIDANCE PROGRAMME
"MOCK INTERVIEW DAY"**

**INSTITUTION'S
INNOVATION
COUNCIL**
(Ministry of Education Initiative)

DATE
TUESDAY, 16 APRIL 2024

TIME
10:00 AM ONWARDS

ASCM CONFERENCE HALL

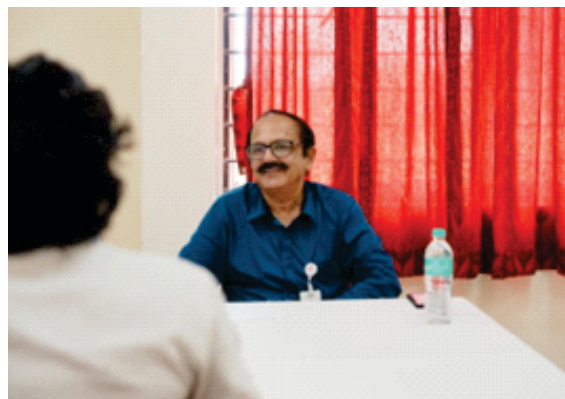
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CONDUCTED BY:
Placement and Training Cell, ASCM



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The placement and training cell of Ahalia School of Commerce and Mathematics conducted an interview guidance programme "Mock Interview Day" on Tuesday 16th April 2024 from 10.00 am onwards. The event was to provide an extensive simulation of an actual job interview. The objective of the programme was to help the students to get a better understanding of the particulars and procedures of an interview. BBA students of the 2021-24 batch attended the programme. The interviewer experts were Mr. Srikumar G, HR Manager (Academics) Ahalia Group and Dr. S.N. Jagadeesh, Principal, ASCM. Progressively all the participants were given a time slot for their interview and accordingly the mock interview took place. After every interview the participants were given feedback on their resume and their interviewing skills including the various personality and communication skill concepts to be observed and followed while attending any type of interviews. After the mock interviews for each candidate the programme ended by 1:30 pm. The staff co-ordinator of the programme was Mrs. Sheeba Kumar S, Assistant Professor, ASCM. This event provided an opportunity to job seekers a practice for an interview with in-depth feedback on their interviewing skills.



REMEDIAL MEASURES TO SAVE OUR ENVIRONMENT AND UNIVERSE



Let us analyse the intricate relationship between human activities and their profound impact on our Global environment. It's vital to understand how our actions shape the World around us, affecting biodiversity, climate, and the availability of resources. The human activities that effect the global environment are:-

1. DEFORESTATION AND HABITAT DESTRUCTION:

Deforestation, the relentless clearing of forests, stands as one of the most concerning human activities impacting the environment. We chop down trees to make way for agriculture, infrastructure, and settlements, by disrupting delicate ecosystems and threaten countless plants and animal species. Consequences of deforestation are far-reaching. Biodiversity loss is the most pressing issues, as many species lose their natural habitats, pushing them closer to extinction. Also, forests play a crucial role in carbon sequestration, and their destruction contributes significantly to greenhouse gas emissions, further exacerbating climate change

2. FOSSIL FUEL CONSUMPTION AND GREENHOUSE GAS EMISSIONS:

Our insatiable appetite for fossil fuels, such as coal, oil, and natural gas, drives much of our energy production. However, the combustion of these non-renewable resources releases copious amounts of greenhouse gasses (GHGs) into the atmosphere. As these GHGs accumulate, they make a thickening blanket around the Earth, trapping heat and leading to global warming. The consequences are stark, with rising sea levels, more frequent extreme weather events, and disruptions to ecosystems and agriculture.

3. INDUSTRIALIZATION AND AIR POLLUTION:

The rapid rise of industrialization helped to achieve economic growth and technological advancements. But it has also given rise to a significant environmental concern through air pollution.

Industrial activities emit a wide array of harmful pollutants, including particulate matter, nitrogen oxides, sulphur dioxide, and volatile organic compounds. These toxic pollutants not only effect air quality but also contribute to the formation of smog and acid rain.

Air pollution effect both human health and the environment. Respiratory problems, cardiovascular diseases, and other health issues are more prevalent in areas with high pollution levels. Also, acid rain can damage soil, water bodies, and vegetation, causing long-term ecological damage and destruction.

4. AGRICULTURAL PRACTICES AND SOIL DEGRADATION:

Modern agriculture has significantly enabled us to feed a growing global population, but it has affected the composition of our precious soil. Intensive farming practices, such as heavy pesticide and fertilizer use, monoculture, and overgrazing, have led to soil degradation.

Soil erosion, a direct consequence of unsustainable agricultural practices, results in the loss of fertile topsoil. As a result, soil quality diminishes, impacting crop productivity and the overall health of ecosystems.

Also, excessive use of chemical fertilizers and pesticides leads to water pollution. These chemicals leach into rivers, lakes, and groundwater, causing harmful effects on aquatic life and posing risks to human health.

5. WATER POLLUTION AND CONTAMINATION:

Water pollution, poses a significant threat to our planet's aquatic ecosystems and human health. From industrial discharges to agricultural runoff, improper waste disposal, marine dumping, oil leaks and spills and various other sources contribute to contaminating our water bodies.

As pollutants leach their way into rivers, lakes, and oceans, aquatic life suffers immensely. Fish and other aquatic species are adversely affected, and entire ecosystems can collapse. Moreover, contaminated water poses severe health risks to humans who rely on it for drinking, cooking, and bathing.

6. OVERFISHING AND MARINE ECOSYSTEM DEPLETION:

Overfishing, driven by the increasing demand for seafood, poses a grave threat to marine biodiversity and the delicate balance of marine ecosystems. As fishing practices become more efficient and industrialized, many fish species face depletion.

The impact of overfishing extends beyond the fish species themselves. Marine food chains are disrupted, leading to imbalances in predator-prey relationships and affecting the entire ecosystem. Moreover, many non-target species, known as by catch, are unintentionally caught and wasted.

7. WASTE GENERATION AND MANAGEMENT:

The modern world's consumer-driven lifestyle has led to an alarming surge in waste generation, creating a pressing environmental challenge. From plastic packaging to electronic waste, the improper disposal of waste poses significant risks to our planet.

Waste that ends up in landfills generates greenhouse gases, contributing to climate change. Improperly managed waste can also leach harmful substances into the soil and contaminate water sources, further impacting biodiversity and human health

8. URBANIZATION AND HABITAT FRAGMENTATION:

The expansion of cities and urban areas has reshaped landscapes and posed significant challenges for the environment. Urbanization leads to habitat fragmentation, as natural habitats are fragmented and isolated by roads, buildings, and infrastructures.

As urban areas grow, wildlife is displaced from their natural habitats, leading to biodiversity loss and potential conflicts between humans and animals. Species that once thrived in diverse ecosystems struggle to adapt to the fragmented and altered environments

9. CONSUMERISM AND RESOURCE DEPLETION:

As the World is driven by consumerism, the relentless pursuit of goods takes a toll on the Earth's finite resources. The ever-increasing demand for products like electronics, clothing, and food puts immense pressure on natural resources and ecosystems.

The extraction of non-renewable resources, such as fossil fuels and minerals, reduces these valuable assets, leading to environmental degradation and irreversible damage to ecosystems. In fact excessive consumption of these contributes to waste generation, pollution, and greenhouse gas emissions.

10. CLIMATE CHANGE AND GLOBAL IMPACT:

Climate change, driven primarily by human activities, is one of the most critical environmental challenges of our time. The burning of fossil fuels, deforestation, industrial emissions, and other human activities release greenhouse gasses into the atmosphere, leading to a warming planet.

Rising temperatures result in melting ice caps, leading to sea-level rise and threatening coastal communities. Extreme weather events, such as hurricanes, droughts, and heat waves, become more frequent and severe, causing widespread devastation.

Moreover, climate change disrupts ecosystems, leading to species migrations and altering the delicate balance of nature. Agricultural productivity is also affected, impacting food security for millions of people worldwide.

From these facts it is evident that our actions for advancement have far-reaching consequences. Therefore, the urgency to address these environmental challenges cannot be overstated. Climate change, biodiversity loss, and resource depletion require immediate attention and concerted efforts from individuals, communities, governments, and businesses.

What can we do to save our environment and universe for our sustainability ?

- 1. Raise Awareness:** - Educate ourselves and others about the environmental issues we face, fostering a sense of responsibility and urgency.
- 2. Support Sustainable Practices:** - Advocate for and embrace sustainable practices in our daily lives, such as recycling, reducing waste, and conserving energy.
- 3. Engage in Conservation Efforts:** - Participate in local conservation projects and initiatives to protect natural habitats and biodiversity.
- 4. Push for Policy Changes:** - Urge governments to implement policies that promote sustainability, renewable energy, and environmental protection.
- 5. Choose Responsible Businesses:** - Support companies committed to eco-friendly practices and ethical sourcing of resources.
- 6. Invest in Green Technologies:** - Promote and invest in green technologies that help mitigate environmental impacts.
- 7. Collaborate and Share Knowledge:** - Work together as a global community to share knowledge, solutions, and best practices.

Conclusion:

From deforestation to climate change, each activity presents its unique challenges to the delicate balance of nature. However, amidst these challenges, there is hope. Through collective action, responsible choices, and sustainable practices, we can find remedies to these environmental issues and safeguard the Earth for future generations.

As individuals, communities, businesses, and governments, let us commit to making a positive change. From reducing our carbon footprint to protecting natural habitats, each step, no matter how small, contributes to a brighter and greener future.

Let us all unite in creating a world that cherishes and preserves the beauty of our planet for generations to come.



Dr S.N. Jagadeesh
Principal,
Ahalia School Of Commerce and Mathematics,
Palakkad

മുൻ

അപ്രതീക്ഷിതമായി വേനൽ മഴ പെയ്തു തോർന്ന ഒരു പകലിനൊടുകൂടം. ഇനിയും വീണുടയാൻ വ്യഗ്രത കാണിച്ചിരിക്കുന്ന കാർമ്മേലങ്ങൾ. നിനച്ചിരിക്കാതെ പെയ്ത മഴയിൽ അടർന്നുവീണ ഒരുപാട് നന്യാർവട്ട പൂക്കൾ. അതിനു മീതെ പെയ്തു തോർന്ന മഴയുടെ നനുത്ത അടയാളങ്ങൾ. തുറന്നിട്ട ജനലിലൂടെ അരിച്ചിറങ്ങിയ തണുത്ത കാറ്റ് മുറിയാകെ തണുപ്പ് പടർത്തിയിരിക്കുന്നു. ആ മുറി മുഴുവൻ വേനൽ മഴ നനച്ച മണ്ണിൻറെ തീക്ഷണഗന്ധം. മുറിയിലെ ഒരു മൂലയിൽ സ്ഥാനം പിടിച്ചിരിക്കുന്ന തടിയൻ അലമാരയിൽ ചാരി വെച്ചിരിക്കുന്ന പുസ്തകങ്ങളിൽ ഒന്നെടുത്ത് അവൾ ഉമ്മറപ്പടിയിൽ ചെന്നിരുന്നു. വിഷാദത്തിന്റെ മാറാല പൊതിഞ്ഞ, വിരഹത്തിന്റെ പൊടിമണം വീശുന്ന ആ പുസ്തകം അവൾ തുറന്നു. അതിൻറെ അവസാന ഏടുകളിൽ ഒന്നിൽ പൂർത്തിയാക്കാൻ ആവാതെ അക്ഷരങ്ങൾക്ക് വേണ്ടി ദാഹിക്കുന്ന ഒരുപിടി വരികൾ. പരസ്പരം വേർപെട്ടുപോയ കുറച്ച് അക്ഷരങ്ങളെ ഒന്നിപ്പിക്കാനുള്ള പാഴ്ശ്രമം. എന്നാൽ മാനത്തിൻറെ മറപിടിച്ച് നീ ഇറങ്ങിപ്പോയ ആ ഉമ്മറപ്പടിയിൽ എവിടെയോ എനിക്കെന്റെ അക്ഷരങ്ങളുടെ തൂലിക നഷ്ടപ്പെട്ടിരിക്കുന്നു.



Ms. Jini K.S.
Assistant professor
ASCM

LIFE GOES ON

Days, whether it's you or me
goes on by its own.

With or without flower,
the tree is a giver.

The time has changed,
and don't be sad.

This is Life and it has to go on.

Nothing in the world is yours,
never let anything take you.

Happy or sad, move on with a smile
and someday, the time will come
when you start accepting.



Ms. Revathy J
2nd Year BBA

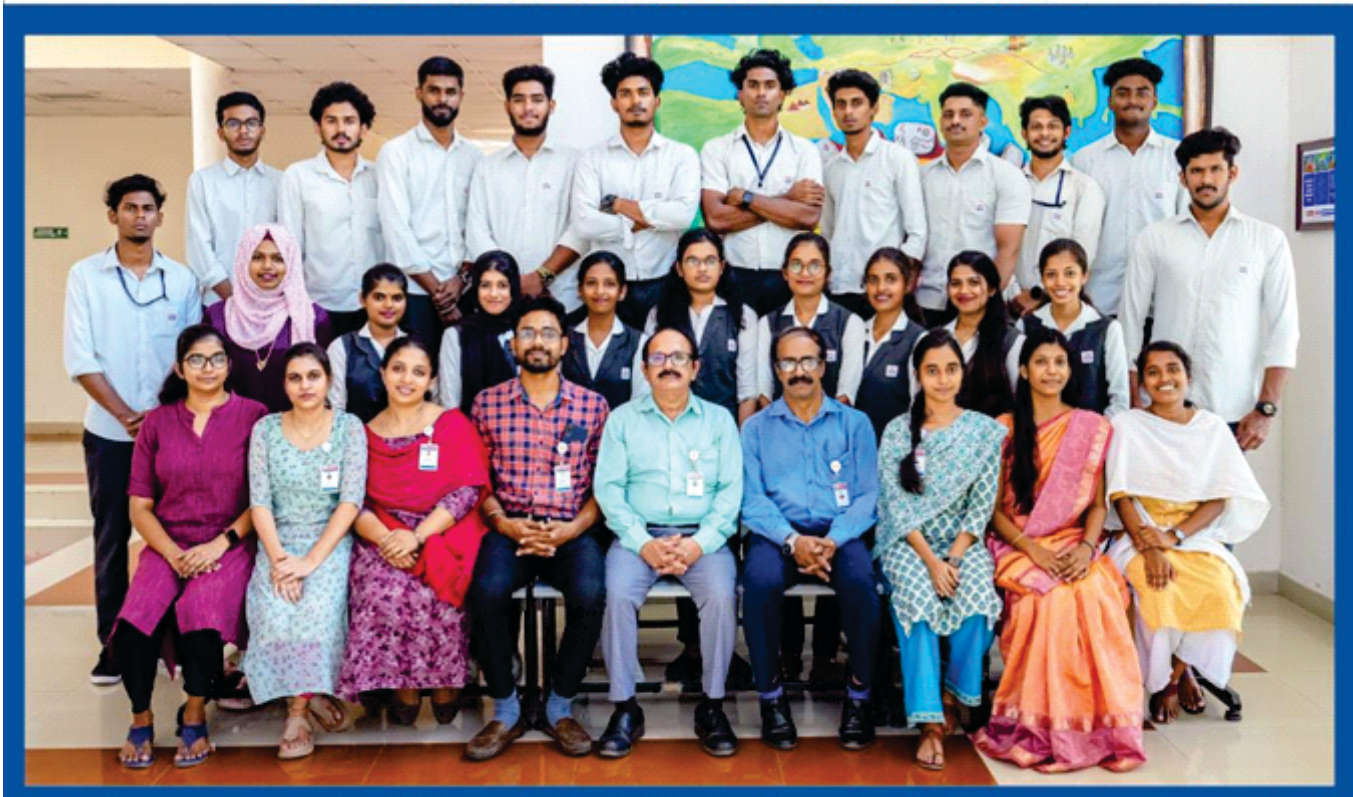
GROUP PHOTO OF 2021-2024 BATCH

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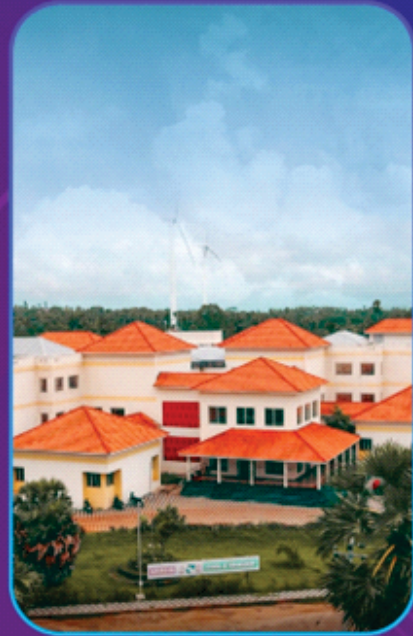
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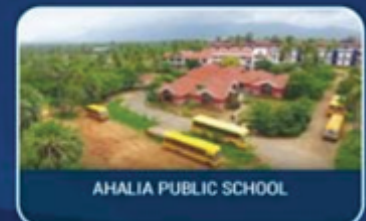
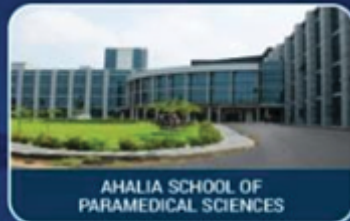
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