



**Capacity development and skills enhancement activities are organised for improving students' capability**

## **1. SOFT SKILLS ENHANCEMENT PROGRAMS**

**MES ASMABI COLLEGE  
P.VEMBALLUR**





# PRE-MARITAL COUNSELLING CENTRE



കേരള സർക്കാർ ന്യൂനപക്ഷക്ഷേമ വകുപ്പ്  
**പ്രീ മാരിറ്റൽ കൗൺസിലിംഗ് സെന്റർ**  
**ചതുർദിന സൗജന്യ**  
**വിവാഹപൂർവ്വ കൗൺസിലിംഗ് കോഴ്സ്**

കൊടുങ്ങല്ലൂർ CCMY, പടിഞ്ഞാറെ വെമ്പല്ലൂർ  
**MES അസ്മാബി കോളേജുമായി**  
 സഹകരിച്ച് സംഘടിപ്പിക്കുന്ന  
 ഓൺലൈൻ പ്രീ മാരിറ്റൽ ക്ലാസ്സ്

**ഉദ്ഘാടനം :**  
**ഡോ. എ.ബി. മെയ്തീൻകുട്ടി**  
 (ഡയറക്ടർ, ന്യൂനപക്ഷക്ഷേമ വകുപ്പ്)

**2021 ജനുവരി 13 ബുധനാഴ്ച**  
**രാവിലെ 10.30ന്**

സംഘാടനം : MES അസ്മാബി കോളേജ്, പടിഞ്ഞാറെ വെമ്പല്ലൂർ

MES Asmabi College recognised as a Pre- marital Counselling Centre under Minority Welfare Department ,Govt of Kerala in 2018. Now 900 students have completed Pre- marital Counselling Course . Organized Pre-marital counselling for its students in the four consecutive days in each and every year . Sessions led by eminent resource persons in various topics . Provides counselling for five batch of students in each year . Funded by Minority welfare department ,Govt of Kerala.



## 'KALIKAMATTANGALIL KALIDARATHE'-ORIENTATION PROGRAMME

Resource Person : Dr JOUHAR MUNAVIR ,Assistant Professor, Farook Training College Farook . No of students participated :200



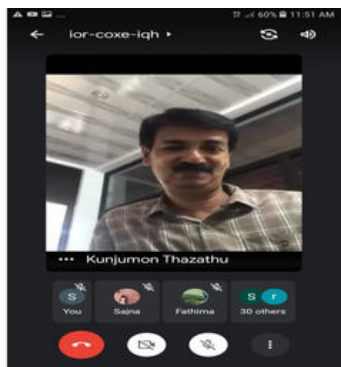
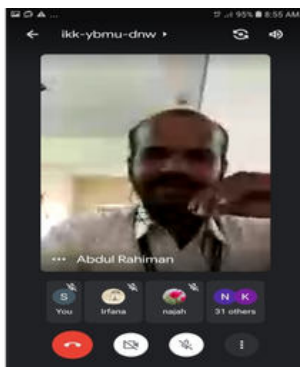
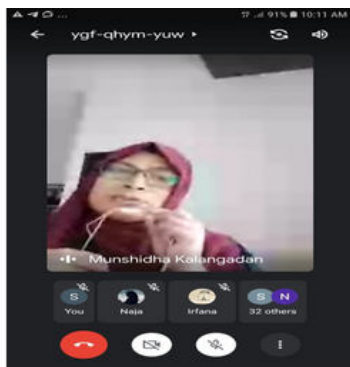
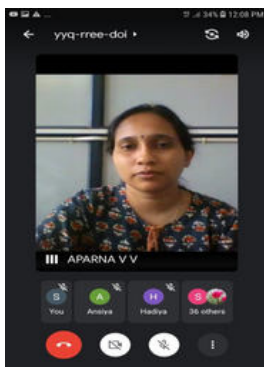


# PRE-MARITAL COUNSELLING SESSIONS

## MINORITY CELL



College have a premarital counselling center supported by Department of Minority welfare, Government of Kerala. Under the guidance of CCMY Kodungallur the centre organise Pre-marital counselling every year for students for the four consecutive days. During Covid pandemic the sessions were given in online mode.



# ADDITIONAL SKILL ACQUISITION PROGRAM (ASAP)



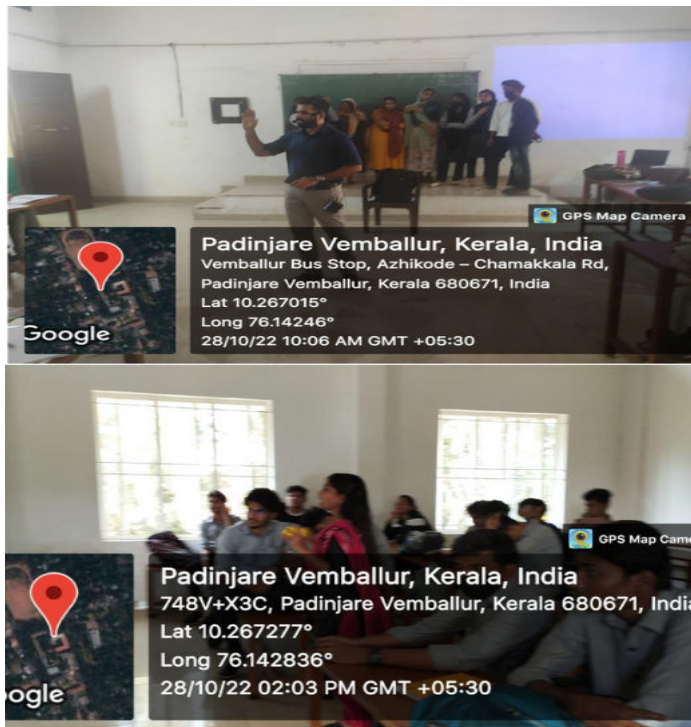
MES Asmabi college is a training partner institute of ASAP, A joint initiative of General and Higher education departments of Government of kerala. ASAP Started in the year 2013 and centre offer various softskill and additional skill programmes to students. In the year 2018-19 ASAP FOUNDATION & GLOBAL SKILL COURSE is offered to UG First year students.



Elevating the academic journey, the Foundation class for ASAP Batch 2018-19 has provided students with invaluable insights and skills essential for their holistic development. The APTIS Test, held on July 7, 2019, has not only assessed the language proficiency of ASAP Batch 2017-18 but has also enhanced their communicative abilities. The ASAP Orientation programme on August 22, 2019, stands as a pivotal event, fostering a proactive approach among first-year UG students, ensuring they are well-prepared for the opportunities ahead in the ASAP Foundation Course for Batch 2019-20, which commenced on March 5, 2020, under the expert guidance of Ms. Raisa Backer from SDE.



## ASAP ORIENTATION PROGRAMME



ASAP Cell, MES Asmabi College in collaboration with ASAP Kerala organized one day ASAP orientation programme for the first year BA English & BCA students on 28 October 2022. Dr. Saneesh C S and Ms. Aswathi were the resource persons. The objective of the program was to make the students aware of various job oriented courses offered by ASAP.

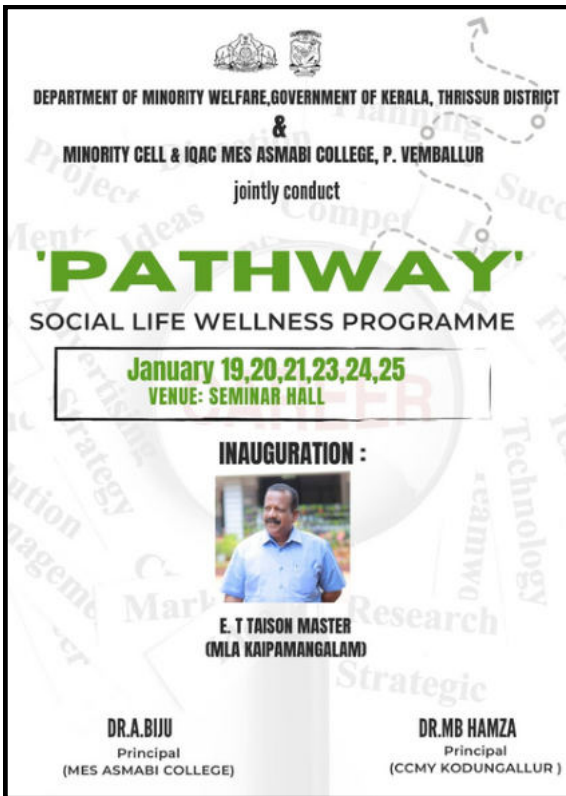
## WWS TRAINING SESSIONS



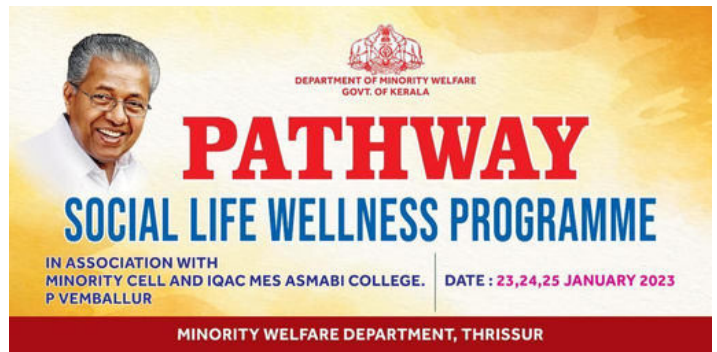
As part of Walk With a Scholar (WWS) programme, various training sessions were conducted. A motivational visit was conducted for the second year UG mentees from 25th to 28th February 2019. The destinations for the visit were Institute of Forest Genetics and Tree Breeding, Coimbatore, Pondichery Central University and 'Raj Nivas', Pondichery.



# PATHWAY- SOCIAL WELLNESS PROGRAMME



Pathway- the social wellness programme organised in the year 2022-23 and 2023-24 jointly by minority cell of the college and IQAC. This programme is supported by Minority welfare department, Government.



# PASSWORD'-ONE DAY CAMP ON PERSONALITY DEVELOPMENT



The "Password" One Day Camp on Personality Development, held with the support of the Minority Welfare Department, Government of Kerala, witnessed the enthusiastic participation of 100 students. The camp, designed to unlock the potential within each participant, encompassed various sessions and activities focused on fostering personal growth and development.



# ORIENTATION PROGRAMMES

## (SKILL DEVELOPMENT AND COMMUNICATIVE ENGLISH FOR FIRST-YEAR STUDENTS)



**MES ASMABI COLLEGE, P.VEMBALLUR**  
Research Department of Commerce

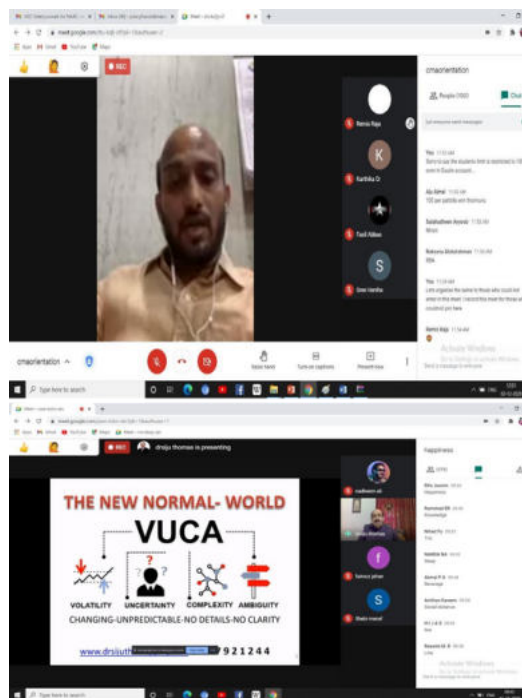
### ORIENTATION SESSIONS

FOR FIRST YEAR STUDENTS  
(2020-2021)

**Motivational Moments.....  
Skill Development Program**  
Mr Abhishad Guruvayoor  
Motivational Trainer  
11-12-2020 Fri Zoom @ 11 to 12.30

**Happiness Quotient**  
Dr Siju Thottappilly  
Homoeopathic Consultant  
Motivational Trainer  
15-12-2020 Tues Google Meet@ 8.30 to 11 am

**Confidence in English Speaking**  
Mr Rajesh Subramanian  
Accountant, Trainer,  
Educational Activist, and  
Inspirational Speaker  
17-12-2020 Wed Google Meet@ 11.2.30



The Research Department of Commerce at MES Asmabi College, P. Vemballur, successfully conducted an orientation programme for the first-year students of the academic year 2020-21. The event aimed to provide valuable insights, motivation, and skill development opportunities for the incoming students. The programme featured sessions by distinguished resource persons covering various aspects of personal and professional development.

## TRANSACTIONAL ANALYSIS (TA PSYCHOLOGY) FOR POST GRADUATE STUDENTS IN COMMERCE

The orientation programme on Transactional Analysis (TA Psychology) for Post Graduate Students in Commerce was organized department on the 5th of February 2021, in online due to the prevailing COVID-19 restrictions. The primary objective of the programme was to introduce the postgraduate students in commerce to the principles and applications of Transactional Analysis (TA Psychology). The session aimed to provide insights into understanding human behavior and communication patterns, particularly in the context of professional and interpersonal relationships.



**MES ASMABI COLLEGE**  
(Govt. Aided, Affiliated to University of Calicut, Recognized by UGC)  
P. Vemballur P.O., Kothangalloor Taluk, Trissur Dist., Kerala, Pin - 686671

Organised by Research Dept. of Commerce and  
PG Dept. of Commerce and Management Studies

### ORIENTATION PROGRAMME

on  
**Transactional Analysis (TA Psychology)**  
for Post Graduates Students in Commerce

**Resource Person**  
**Ms. Beena Dharman MS (Psy)**  
Life Coach & Mentor,  
Psychotherapist, counsellor, Trainer  
Director - Life Guide Counselling &  
TA Study Centre, Trissur  
Member - ICTA Kochi, SAATA, ITAA (USA)

**Friday, 05/02/2021. 10:30 am**

**Venue: Seminar Hall**

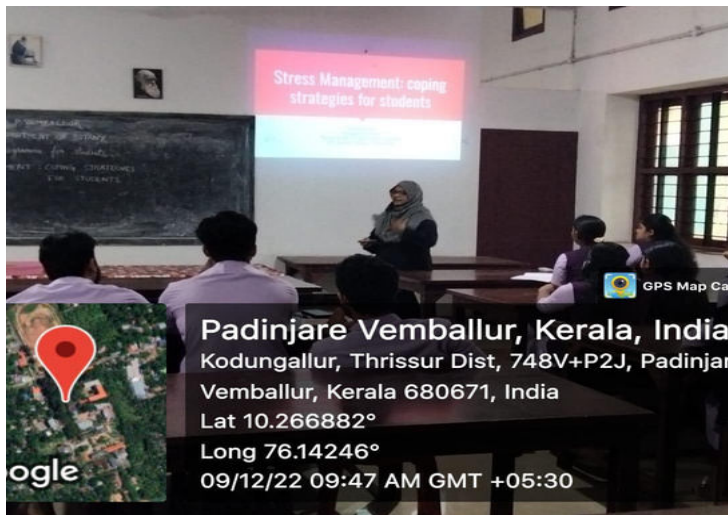


# SKILL DEVELOPMENT AND COMMUNICATIVE ENGLISH FOR FIRST-YEAR STUDENTS

9th December 2022



The Soft Skill Orientation Programme was initiated in response to the recognized need for holistic student development. Stress management, a critical soft skill, was chosen as the central theme to address the increasing levels of stress reported by students during their final year. Nazeema MK, Assistant Professor, Department of Botany provided an elaborate lecture on the topic 'Stress management: Coping Strategies for students' on 09-12-2022. The program aimed to equip students with essential soft skills, particularly stress management, to enhance their overall well-being and prepare them for the challenges they may face in both academic and professional environments.



## TALK ON 'MINDFULNESS IN STUDENTS'

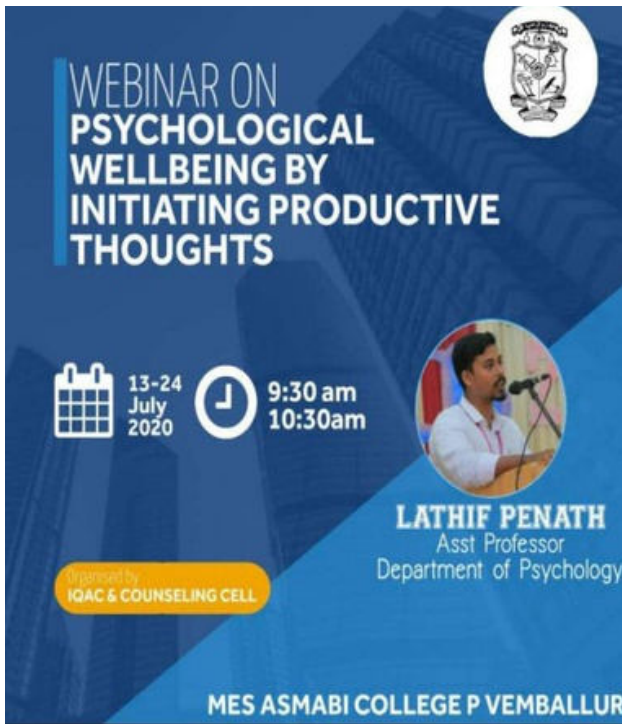
As part of Quami ekta week celebrations, SC/ST Cell and NSS units of the college organises a seminar on 'Mindfulness in Students' on 28-11-19 at the seminar hall





# WEBINAR ON PSYCHOLOGICAL WELL-BEING BY INITIATING PRODUCTIVE THOUGHTS

July 13-24, 2020

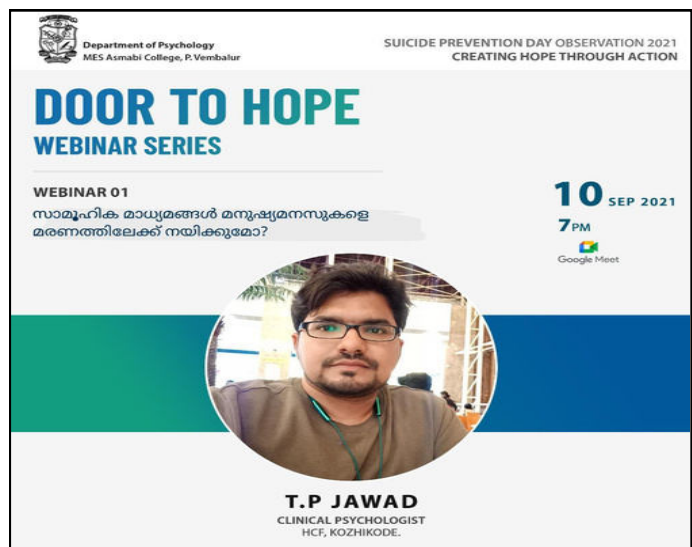


The Student Counselling Cell of the Department of Psychology and IQAC of MES Asmabi College conducted a one-week workshop on psychological well-being through the cultivation of productive thoughts. Mr. Lathif Penath, an Assistant Professor in the Department of Psychology at MES Asmabi College, served as the student counsellor and conducted the workshop. The webinar aimed to promote psychological well-being and guide students in cultivating productive thoughts. It was organized in response to the challenges faced by students during the transition to online learning, offering support and strategies to adapt and cope with distress.

## 'DOOR TO HOPE'-WEBINAR SERIES

Sep 10-12, 2021

The "Door to Hope" webinar series on Suicide Prevention Day proved to be an enriching experience for the participants, with a focus on skill development in various aspects of mental health awareness. The insights shared by T P Jawad equipped students with valuable knowledge to navigate the complexities of the relationship between social media and mental health. The engagement of students in discussions and the interactive nature of the webinar contributed to a positive learning experience.



# PERSONALITY DEVELOPMENT PROGRAMMES

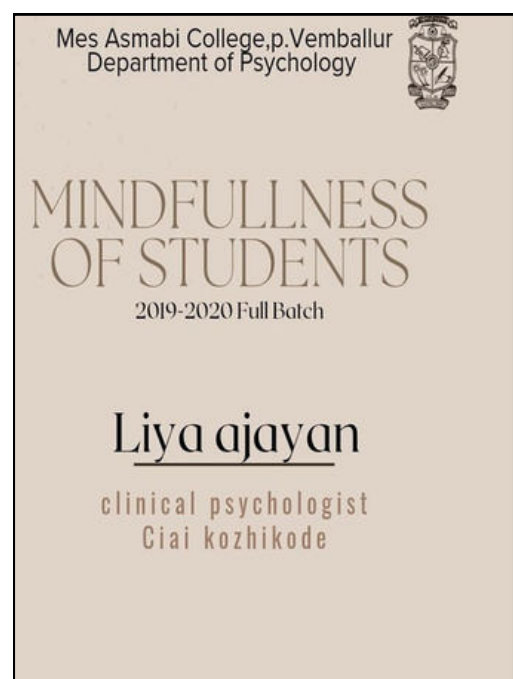
## INDUCTION ON PERSONALITY DEVELOPMENT



The Induction Program on Personality Development was organized by the PG and Research Department of English on 02 November 2018 for the first year UG and PG students. The program aimed to impart essential knowledge and skills that contribute to shaping well-rounded individuals who are not only academically proficient but also possess the qualities necessary for success in various aspects of life. Sri. N.V Jose, a distinguished educationist was the resource person.

## MINDFULNESS

The Mindfulness Training Programme, organized by the Department of Psychology at MES Asmabi College, aimed to equip students with essential mindfulness skills for enhanced well-being and resilience. Coordinated by Lathif Penath, the program featured Liya Ajayan, a seasoned Clinical Psychologist from CIGI Kozhikode, as the resource person. The event took place on 8 January 2020 and saw the active participation of 96 students.



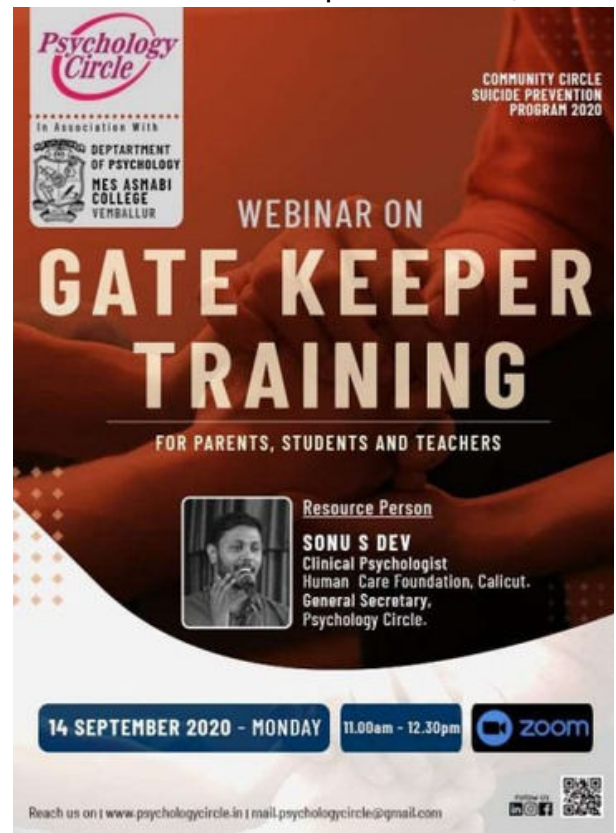


## WEBINAR ON GATEKEEPERS TRAINING

September 14, 2020

The Department of Psychology at MES Asmabi College, in collaboration with Psychology Circle, organized a webinar on September 14, 2020, from 11:00 am to 12:30 pm, in observance of World Suicide Prevention Day. The central theme of the program was "Gatekeepers Training," focusing on suicide prevention and intervention.

The webinar aimed to provide Gatekeepers Training, focusing on suicide prevention, in observance of World Suicide Prevention Day (September 10). The program primarily targeted students, parents, and faculty of MES Asmabi College, equipping them with the skills to identify, assist, and prevent suicide.



## CONFIDENCE BOOSTER PROGRAM

The Women Development Cell (WDC) in association with Rexona – Hindustan Unilever Pvt. Ltd. organized a Confidence Booster Program on March 6, 2020. This program aimed at building the confidence of students and preparing them for interviews and other challenges. Miss. Anjuman Banu from Hindustan Unilever Pvt. Ltd. served as the resource person for the event.



## MOTIVATIONAL SESSIONS

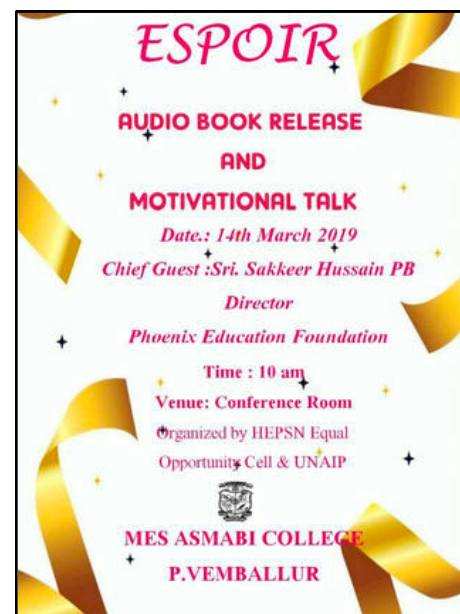
### "MARK YOURSELF,"



The motivational session "MARK YOURSELF," organized by the Minority Cell, on 29 March 2021. The resource person, Nishad Pattayil, an esteemed international trainer renowned for his expertise in motivational speaking, engaged the audience with a dynamic and inspiring presentation. The primary objective of the motivational session was to inspire and empower students by providing them with practical insights, guidance, and motivational tools to enhance their personal and professional development.

### 'ESPOIR'-MOTIVATIONAL TALK

Espoir, an audio book of A04 common course- Zeitgeist ;readings on contemporary Culture was released by HEPSN and Equal Opportunity Cell on 14 March 2019. Sri Sakkeer Hussain P.B Director, Phoenix Education Foundation was the chief guest. There is an interactive session thereafter.





# MOTIVATIONAL PROGRAMME BY GOPINATH MUTHUKAD



**M. E. S. ASMABI COLLEGE**  
(Re-accredited by NAAC with 'A' Grade)  
P.O. P.Vemballur, Kodungallur, Thrissur Dt., Kerala-680671

**GOLDEN JUBILEE Celebrations**

2018 DECEMBER 12, 13, 14, 15

**Motivation Programme by Gopinath Muthukad**  
(UNICEF Celebrity Advocate, Leader of Century Finalist awarded by University of Sanfrancisco)

Thursday, 13th December 2018 from 9.30 a.m.

**MCube** First Time in the World Motivation Programme Mixed with Magic (M-Cube) By Magician Gopinath Muthukad



As part of Golden Jubilee Celebrations, MES Asmabi College, P.Vemballur Kodungallur, organised a motivation program on 13th December 2018. Famous motivational speaker Gopinath Muthukad was the resource person.

## 'PARARAKSHA'-EMERGENCY LIFE SAVING SKILLS

'pararaksha'-emergency life saving skills program was organised by Dept. Of. Botany and Debate Club in association with Daya Hospital Thrissur on 31-01-2020. Dr. Balu, Head of Emergency medicine, Daya hospital was the resource person.



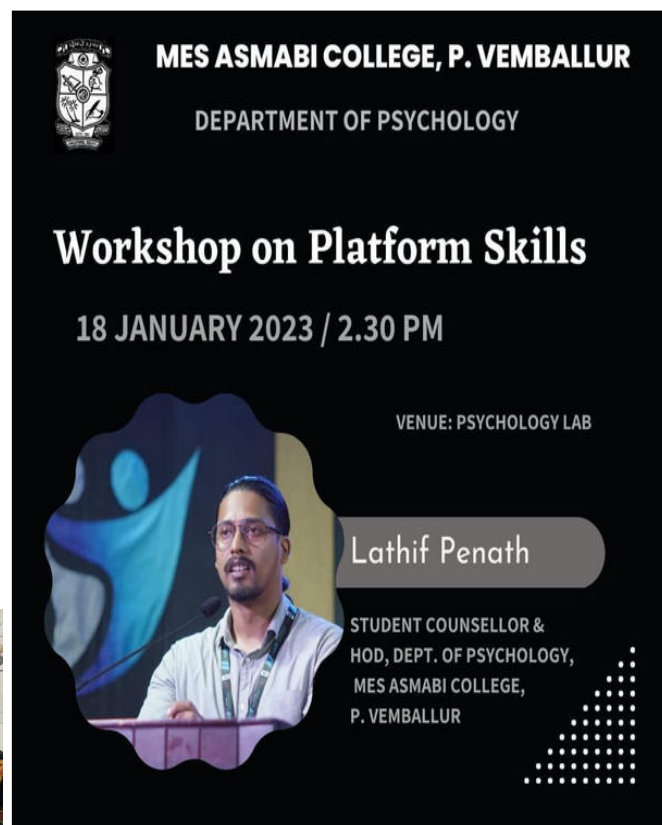
## WORKSHOP ON INTERPERSONAL SKILL ENHANCEMENT



The Psychology Association, under the guidance of Lathif Penath, Assistant Professor and Head of the Department of Psychology, hosted a transformative program on October 22, 2023, at the Seminar Hall of MES Asmabi College. With a commendable turnout of 79 participants, the initiative aimed to promote the knowledge of psychology for the betterment of public health and welfare, concurrently raising awareness of psychology as a science.

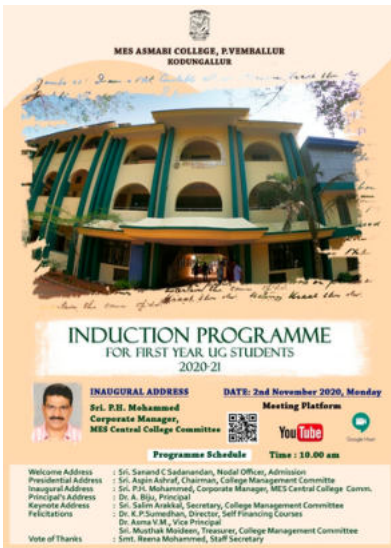
## WORKSHOP ON PLATFORM SKILLS

The Platform Skills Workshop, led by esteemed Consultant Psychologist Lathif Penath, aimed to equip participants with essential skills for effective communication and presentation in various professional settings. The workshop was conducted on [insert date] and hosted a diverse group of 30 enthusiastic participants.





# INDUCTION PROGRAMMES



**MES ASMABI COLLEGE, P.VEMBALLUR**  
KODUNGALLUR

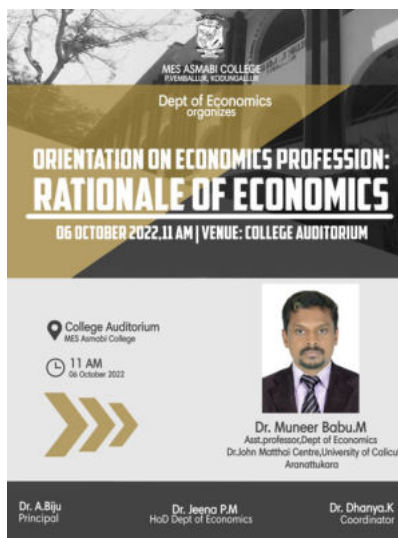
**INDUCTION PROGRAMME**  
FOR FIRST YEAR UG STUDENTS  
2020-21

**INAUGURAL ADDRESS**      **DATE:** 2nd November 2020, **Monday**  
**Meeting Platform**  
 Sri. P.H. Mohammed  
 Corporate Manager,  
 MES Central College Committee

**Programme Schedule**      **Time :** 10.00 am

Welcome Address : Sri. Saravand C.Sadanandam, Nodal Officer, Admission  
 Presidential Address : Sri. Aspin Ashraf, Chairman, College Management Committee  
 Inaugural Address : Sri. P.H. Mohammed, Corporate Manager, MES Central College, Currum.  
 Principal's Address : Dr. A. Biju, Principal  
 Keynote Address : Sri. Satish Anandakrishnan, Secretary, College Management Committee  
 Felicitation : Dr. K.P.Sumedhan, Director, Self Financing Courses  
 Dr. Rama V.M., Vice Principal  
 Sri. Muzthak Moideen, Treasurer, College Management Committee  
 Vote of Thanks : Smt. Reena Mohammed, Staff Secretary

Youtube Channel Link: <https://yggg-paga.link/vyKux> (Scan QR Code)

**MES ASMABI COLLEGE**  
P.VEMBALLUR, KODUNGALLUR

Dept of Economics organizes

**ORIENTATION ON ECONOMICS PROFESSION:  
RATIONALE OF ECONOMICS**

06 OCTOBER 2022, 11 AM | VENUE: COLLEGE AUDITORIUM

College Auditorium  
MES Asmabi College

11 AM  
06 October 2022

**Dr. Muneer Babu.M**  
Asst.professor, Dept of Economics  
Dr.John Matthai Centre, University of Calicut  
Arattattukara

Dr. A.Biju  
Principal

Dr. Jeena P.M  
HoD Dept of Economics

Dr. Dhanya.K  
Coordinator

Every Year college organise Induction programmes to the newly joined students to aware about the programs they have joined . The Outcome of the programmes the programme specific outcome etc. are introduced to the students in the induction programmes.

# LIFE SKILL TRAINING PROGRAMME

The Logistics Management department executed a comprehensive Life Skill Training Programme on 01-08-2022. The program's focus was on honing students' interview skills, preparing them for internships, and fostering overall career development. Practical sessions equipped students with essential skills for professional success. The outcome was empowered students with practical skills, boosting their confidence for interviews and internships. Participants gained valuable insights into effective communication and interpersonal skills, enhancing their overall employability and readiness for the professional world.



**MES ASMABI COLLEGE , P.VEMBALLUR**  
**Department of Logistics Management**

Organising

**LIFE SKILLS TRAINING PROGRAMME**

**VENUE : SEMINAR HALL**

**1-AUGUST 2022 - MONDAY**  
**10.30AM**

**RAJESH SUBRAMANIAN**  
(Life skills trainer, educational activist, inspirational speaker)

RESOURCE PERSON

**Dr. A Biju**  
Principal

**Dr. KP Sumedhan**  
(Director of self financing courses)

# FINISHING SCHOOL FOR EMPLOYABILITY ENHANCEMENT

**WHAT IS IT?**

*Career Guidance is a comprehensive, developmental program designed to assist individuals in making and implementing effective educational and occupational choices. A career guidance program focuses on individual's competencies in self-knowledge, educational and occupational exploration, and career planning. Career guidance programs help individuals increase their knowledge, skills, and experience necessary to identify career, agency alternatives and succeed in society. These programs better prepare individuals for the changing realities of the work economy.*

**WELCOME**

MES ASMABI COLLEGE  
P.Vemballur, Kodungallur  
Career Guidance Cell  
Finishing School Programme  
ON Feb: 5th, 6th, 8th, 11th, 12th and 13th  
2019  
College Auditorium & Seminar Hall

**CONTACT**

9947980622  
afckulivse@222011@gmail.com

**MODULES**

- UNDERSTANDING PRE-PLACEMENT PROCESS
- HANDLING GROUP DISCUSSIONS
- EFFECTIVE INTERVIEW PREPARATION
- RESUME BUILDING TECHNIQUES
- PERSONALISED REAL LIKE MOCK INTERVIEW SESSIONS

ALL FINAL YEAR STUDENTS ARE CORDIALLY INVITED

**PRINCIPAL**

Sp Adobe Spark



IQAC in association with Career Guidance Cell organised a Finishing School program for final year degree students to understand about the pre placement process on February 5th to 13th 2019. The sessions include handling group discussions, effective interview preparation, resume building techniques, personalised real like mock interview sessions etc. The resource Persons of the programme are Mr. Abhishad Guruvayoor and Mr. Sony Akkara



## INSPIRA

The English department's 'INSPIRA' event on 26-10-2022 had a dual focus on cultivating management skills and enhancing product sale acumen. The outcome comprised students gaining valuable insights into management practices, coupled with enhanced skills in product sales. The event effectively equipped participants with a holistic understanding of management principles and sales strategies.



The poster for the INSPIRA Multi Tasking Competition is designed with a warm, yellow and purple color scheme. At the top left, there is a circular graphic with purple diagonal stripes. The top center features the MES ASMABI COLLEGE logo and the text 'DEPARTMENT OF LOGISTICS MANAGEMENT Presents'. To the right, a yellow circle contains the text 'Win Exciting prizes'. The main title 'INSPIRA Multi Tasking COMPETITION' is prominently displayed in the center. Below the title, a dark grey banner provides event details: '26th Oct 2022', 'Starts from 10.30 am', and 'College Auditorium'. The 'Instructions' section lists: '•Mode of registration: Online and spot registration available', '•Groups of three people can participate in this competition', and '•Each team will get 5 minutes to perform.' An illustration of three women in business attire working together is shown on the right. At the bottom, contact information for Neena (9895067318) and Ajmal (9778396844) is provided, along with logos for IEDCV, MES ASMABI COLLEGE, MES ASMABI INNOVATION HUB, and MES ASMABI INNOVATION AND ENTREPRENEURSHIP DEVELOPMENT CENTRE.

## FIRE EXTINGUISHER DEMO



College in association with Fire and safety department organised a demonstration workshop on how to use fire extinguisher on 14-03-2019.





## 2. LANGUAGE AND COMMUNICATION SKILLS

*Our institution has undertaken a multitude of communicative and language enhancement programmes for students to augment their skills and to prepare them to the intricacies of the fast paced competitive world.*

**MES ASMABI COLLEGE  
P.VEMBALLUR**





## SESSION ON CREATIVE WRITING



The session was organized as part of Malayala Bhasha Varacharanam Day (Day for Malayalam Language Observation). The session was beneficial in imparting the significance of clear and creative articulation.

## 'AKSHARAKKUTTU' (THE WORLD OF LETTERS/PLAY WITH LETTERS)

Aksharakkuttu- The World of Letters was organised as part of reading week observations. Eminent Malayalam litterateur Sri. Santosh Echikanam was the resource person of the programme. His short story 'Biriyani' was staged as part of the event. Staging the literary work was intended to enhance verbal communication, vocabulary and reading skills of students. 50 students from different departments participated in the programme



## LANGUAGE IN THE 21 CENTURY




The session was organised as part of the Golden Jubilee Observation of Department of Malayalam. Sri. Jayakumar IAS, former Vice Chancellor, Malayalam University was the chief guest of the programme. He talked at length about the challenges and opportunities of language in the 21 Century. 50 students from different disciplines participated in the programme. The programme was beneficial for students in identifying the vast opportunities for language development with the advent of technology

## A CRASH COURSE ON NEGOTIATING SILENCES AND SOUNDS

The session was organised by Department of English for I year UG and PG students. The session was intended as a language and literary skill enhancement section that will acquaint students to the “ what, why and how ” of language and literature. Dr Nair Anup Chandran, Assistant Professor, Bishop Moor College, Mavelikkara was the resource person of the programme.

15 Dec 2020  
*Orientation Programme*  
*For I PG & I UG*



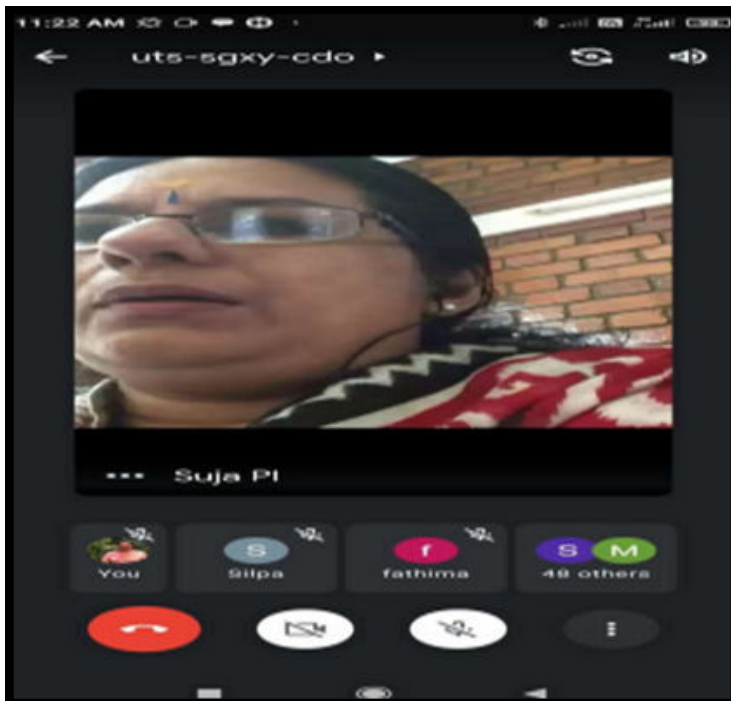
Dr. Nair Anup Chandran  
Asst. professor  
Department of English  
Bishop Moore College  
Mavelikkara

*A crash course on  
negotiating silences and sounds*  
Department of English  
MES ASMABI COLLEGE

START  
10.00 AM



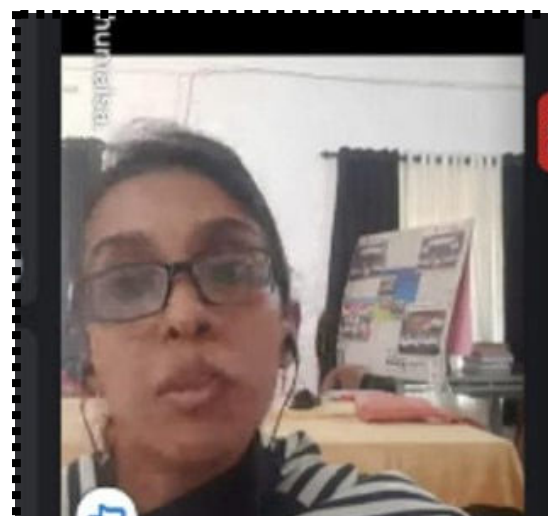
## LITERATURE AS A 21 CENTURY SKILL



The session on 21 century literary skills was organised for I year UG and PG students of Department of English. The focus of the session was to navigate students through 21 century literary skills and to develop a plan of action to imbibe and execute these skills. Dr Suja Kurup, Professor, Institute of English, was the resource person of the programme.

## MEET THE AUTHOR

Every year department of English and Department of Malayalam invites eminent litterateurs as part of reading day observation. The sessions are designed as workshops for language and skill enhancement. The resource persons talk at length about the nuances of language and ways to improve the communication skill. The Department of English invited one of its alumna as the chief guest during reading day observation of 2021-22.



P.G. & Research Department of English  
MES ASMABI COLLEGE  
Kodungallur

പുസ്തക പരിചയം  
"AMMUTTY"



**Ms. SHUMAISA E S**

Meet the Author

June 21

Starts at 11:30 AM G.meet

Introduction of various books & narratives  
by Faculty members & Students

All are cordially invited

## TWO DAY WORKSHOP ON ENGLISH LANGUAGE SKILLS

MES Asmabi College  
P. Vemballur

FISH PROCESSING  
TECHNOLOGY

TWO DAYS WORKSHOP ON  
ENGLISH LANGUAGE SKILLS

**MS. MONA P. M.**  
Assistant Professor,  
Department of English  
MES Asmabi College  
P. Vemballur

At Seminar Hall, on 10.00 am to 3.00 pm

JAN | 12 | 2022  
13

The workshop was organised by B.Voc FPT Department for their first year and second year students. Mona VM, Assistant Professor, Department of English, MES Asmabi College was the resource person of the programme. The workshop focused on speaking skills, grammar, academic and professional writing.

## WORLD HINDI DAY OBSERVATIONS

Hindi Divas is observed by department of Hindi with the objective of appreciating and embracing the 'rashtrabhasha'. The day is observed with a variety of programmes to strengthen communication and comprehension skills in Hindi.

MES ASMABI COLLEGE

हठरीवे  
हिन्दी व्हेय!  
10 JANUARY

- › Poster Making
- › Recitation
- › Suleku Prathiyogitha (teachers)

Department of Hindi



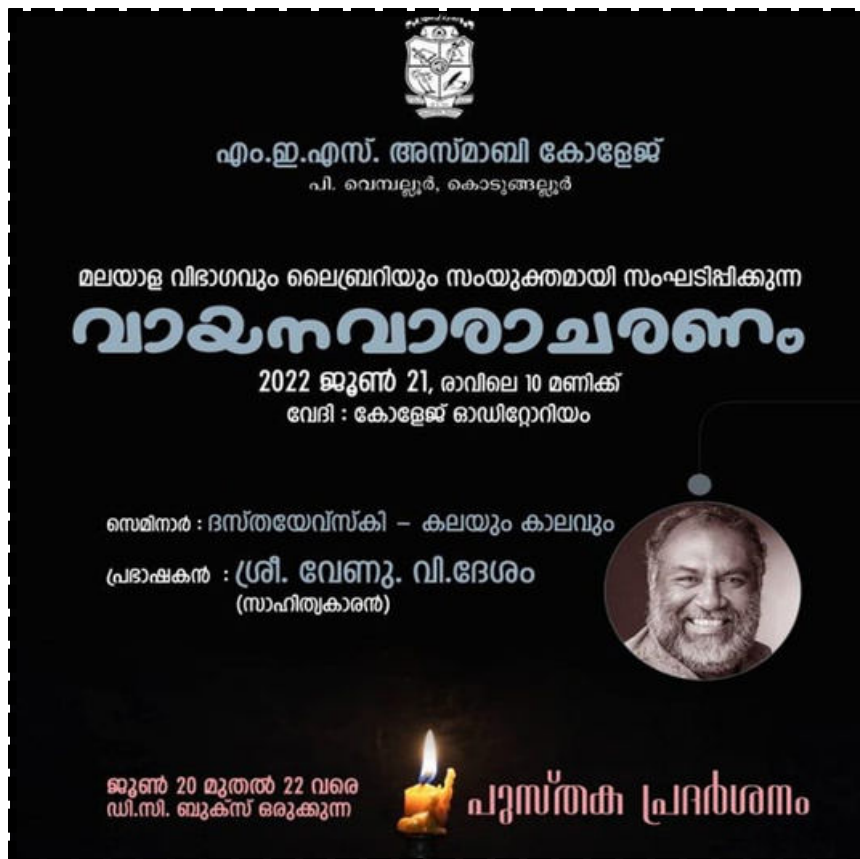
# WORLD MOTHER TONGUE DAY



International Mother Tongue Day was aptly observed by Department of Malayalam. Eminent Malayalam writer Sri. Francis Norona was the resource person of the programme. The session was productive in disseminating the aptness of fostering a multilingual environment.

# DOESTOEVSKY- ART AND MILIEU

The session was organised by department of Malayalam to foster listening, speaking, reading and writing skill in students. The programme was organized as part of reading day observation. Renowned writer Sri. Venu V Desam was the resource person of the programme. 245 students participated in the programme. The programme was followed by a book exhibition to nurture reading habits in children.



## SKILL DEVELOPMENT AND COMMUNICATIVE ENGLISH TRAINING

**MES ASMABI COLLEGE, P.VEMBALLUR**  
Research Department of Commerce

### ORIENTATION SESSIONS

FOR FIRST YEAR STUDENTS  
(2020-2021)

**Motivational Moments.....  
Skill Development Program**  
Mr Abhishad Guruvayoor  
Motivational Trainer  
11-12-2020 Fri Zoom @ 11 to 12.30

**Happiness Quotient**  
Dr Siju Thottappilly  
Homoeopathic Consultant  
Motivational Trainer  
15-12-2020 Tues Google Meet@ 8.30 to 11

**Confidence in English Speaking**  
Mr Rajesh Subramanian  
Accountant, Trainer,  
Educational Activist, and  
Inspirational Speaker  
17 12 2020 Wed Google Meet@ 11 12.30

A communicative English session was organised by Research Department of Commerce for first year students. Mr Rajesh Subramanian was the resource person of the programme. The specific objective of the session was to convey the importance of having good communication skills. The resource person gave some tips to students to groom their communication skills

## VERSIFICATION COMPETITION

The competition was organised by PG & Research Department of English as part of Azadi ka Amrit Mahotsav. The intended objective of the programme was to provide a platform for students to communicate using words. In the feedback received many students recorded that the during the preparations for the competition they expanded their vocabulary, reading and writing skills

*AZADI KA  
AMRIT MAHOTSAV*

**P G & Research Dept. of English**  
organizes

### Versification Competition

( Eng & Mal )  
Date: 09/08/2022  
Time: 10:30 am  
Venue: Room No. 5

Principal: Dr A. Biju  
HOD: Dr Reena Mohamed P. M  
Coordinator: Mona V M

Register @ Dept. of English on or before 5<sup>th</sup> August 2022  
7736364688



# COLLEGE MAGAZINE



Every year college publish college Magazine which is a platform for the students publish their creative talent in language, literature and communication skills in different languages like English, Malayalam, Hindi and Arabic. The Magazine student editor elected by students, Staff editor and the editorial board of students choose and edit article for the Magazine

## TALKS IN CONNECTION WITH COLLEGE MAGAZINE RELEASE

In connection with the release of magazine the Magazine committee organise talk on language and literature by famous malayalam writers every year.









## ELOCUTION COMPETITION



1-2-19  
Spot elocution competition conducted by Readers forum and Debate Club of our college

## 'PRIME POETRY'-POETRY FESTIVAL



Department of English organised a poetry festival in Connection with the golden jubilee celebrations of the college. The programme was inaugurated by Dr. Jayakumar IAS, Hon. Vice Chancellor of Malayalam university and famous poet and lyricist. Many poets recited their poems. Discussion sessions was also there.

The NSS Units of the college organised an on line Essay writing competition on 'Health, Economic and Social crisis and Solutions of Covid affected Kerala'. The winners were given cash prizes

കൂടുതൽ വിവരങ്ങൾക്ക്:  
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70 25 80 36 99

"ഔദ്യോഗിക അവാർഡ്  
കേരളം; ആരോഗ്യ -  
സാമ്പത്തിക - സാമൂഹിക  
പ്രതിസന്ധികളെ മാർഗ്ഗ  
നിർദ്ദേശങ്ങളെ "

**മലയാളം**  
**പ്രബന്ധ രചനാ**  
**മത്സരം**  
(ഓൺലൈൻ: 2020)

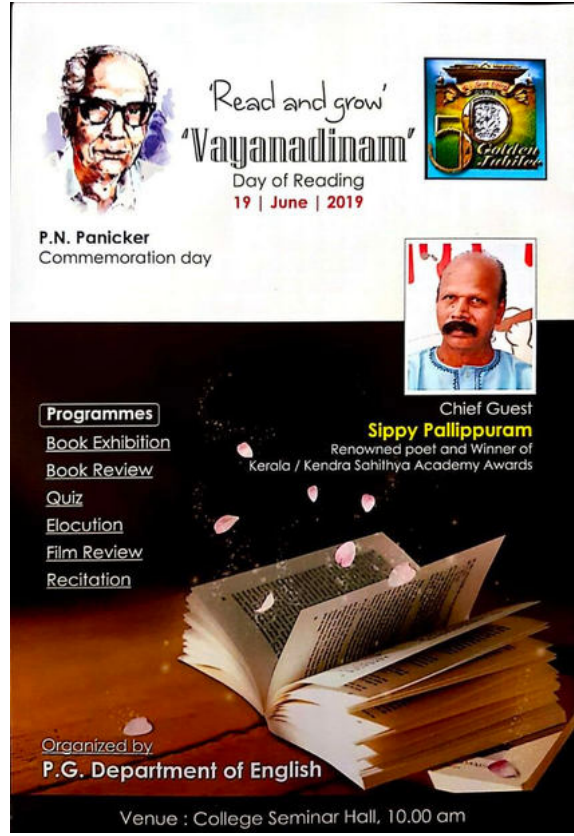
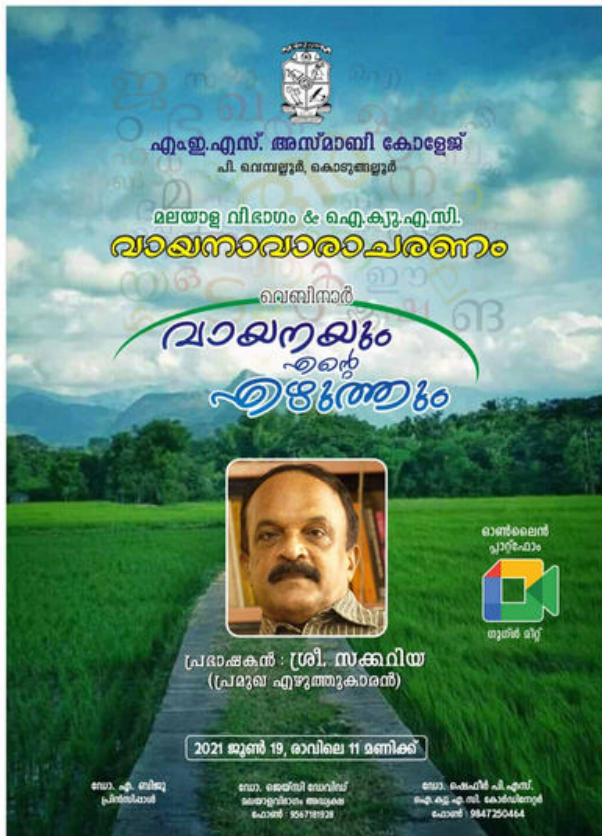
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അദ്ധ്യക്ഷനായി: ഡോ. 5

നിങ്ങളുടെ ഫലങ്ങൾ PDF ഫോർമാറ്റിൽ,  
nssasmabi@gmail.com എന്ന വെബിലിലേക്ക് അയയ്ക്കുക

NATIONAL SERVICE SCHEME  
MES ASMABI COLLEGE  
P. VEMBALLUR  
UNIT NO : 53 & 95



# 'VAYANA DINAM'-DAY OF READING



Every year college celebrate 'Vayanadinam' (Reading Day) by organising various programs. Talk of Famous writers were also conducted in connection with Rading day





# 'VELICHAM'-SPONSORING OF NEWS PAPERS IN DEPARTMENTS



PTA, Management and Philanthropists sponsor news papers to college to promote news paper reading. these news papers are distributed to Various departments and hostels. last year PTA sponsored 10 copies of ' Madhyamam' Daily, Managemnet Sponsored 10 copies of ' Desabhimani' Daily and 5 Copies of " Malayala Manorama Daily.

## BOOK FAIR AND EXHIBITIONS

Every year College library organise Book fair and exhibitions in association with different publishers to introduce newly published books to the students and faculties . They can purchase books from these book fairs.



Thrissur, KL, India  
 Azhikode Chamakkala Road, Kodungallur,  
 Thrissur, 680671, KL, India  
 Lat 10.266554, Long 76.142682  
 06/27/2023 10:38 AM GMT+05:30  
 Note : Captured by GPS Map Camera



## SEMINAR ON LANGUAGE AND CULTURE



A seminar on language and culture was conducted, featuring Dr. Pramod Kovvaprath as the resource person. Dr. Kovvaprath, a Professor in the Department of Hindi at the University of Calicut, shared valuable insights and expertise on the intricate relationship between language and culture. The seminar provided a platform for meaningful discussions and enriched the participants' understanding of the dynamic interplay between linguistic expressions and cultural nuances.

## 'KAIMOZHI'- TRAINING OF SIGN LANGUAGE



The "Kaimozhi" program, focused on sign language training, was conducted in collaboration with the Thrissur Collectorate to promote basic sign language literacy. The initiative aimed to enhance communication accessibility for individuals with hearing impairments. Various training sessions were organized to impart essential sign language skills, contributing to greater inclusivity within the community.



# BASHEER DINAM- VARIOUS PROGRAMMES



The renowned Malayalam author Bhasheer Day is commemorated annually through the organization of various programs, including seminars and talks. Various authors present seminars and talks on topics related to Bhasheer's literature.

# SPOKEN ENGLISH TRAINING



On January 29, 2019, Mr. Ansar from Kings Academy conducted a Spoken English training session for first-year degree students. The session aimed to enhance the students' oral communication skills and fluency in English. Through interactive exercises and practical scenarios, participants were provided with valuable tools to improve their spoken English proficiency, fostering a conducive learning environment. The training was well-received, contributing to the students' language development.

## LANGUAGE LAB



Our college is equipped with a state-of-the-art language lab facility, designed to enhance language learning and communication skills. The language lab is equipped with cutting-edge technology, including individual workstations with headphones and microphones for students. It provides a multimedia-rich environment, allowing students to engage in interactive language exercises, pronunciation practice, and language simulations. The language lab serves as a valuable resource for students to improve their language proficiency in a dynamic and immersive setting.





### 3. LIFE SKILLS

- *Yoga*
- *Physical fitness*
- *Health and hygiene*
- *Self employment and entrepreneurial skills*

**MES ASMABI COLLEGE  
P.VEMBALLUR**






# YOGA




Department of Physical Education conducted a yoga training in association with interational Yoga Day on 21st JUNE 2019 .the programme was organised inorder to create awareness about the importance of incorporating yoga into daily life and encourage participants to adopt a healthy lifestyle through yoga.  
 During covid pandamic yoga posters are shared to students to promote Yoga

**V POSE**




Strengthns abdominal muscles  
 Improves balance and digestion  
 Stress relief  
 Improves confidence

**MERMAID POSE**




Stretches hips, back and chest  
 Improves balance

**TREE POSE**



Stretches shoulder, thighs etc.  
 Strengths calves and ankles.

**SEATED TWIST**



Opens up the chest.  
 Increases spinal rotation.  
 Cleanse organs.



# INTERNATIONAL YOGA DAY

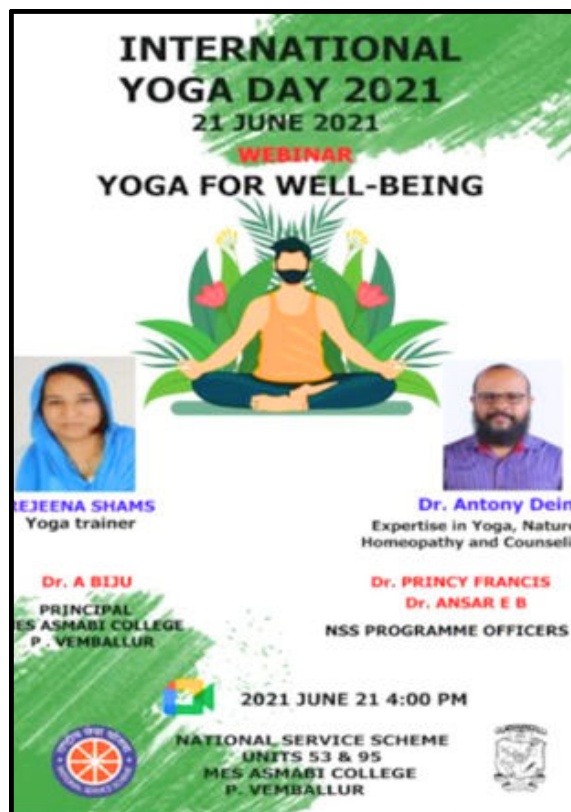


Marking International Yoga Day on 21-06-2021, the Physical Education department emphasized the significance of yoga for holistic health. The celebration included yoga demonstrations and activities, encouraging student participation. The outcome was a positive embrace of yoga, fostering a healthy lifestyle attitude among students. The event motivated continued integration of yoga practices for sustained mental and physical well-being.

## WEBINAR ON YOGA AND VIDEO PRESENTATION

The Commerce department organized a webinar on Yoga for Well-being and a Video Presentation on 21-06-2021. The event aimed to highlight the holistic benefits of yoga for mental and physical health. The outcome witnessed heightened awareness among participants, encouraging the incorporation of yoga practices for overall well-being.

In association with international yoga day Department of physical education organised a yoga training for promoting the practice of yoga and its numerous benefits for physical and mental well-being. The event aimed to create awareness about the importance of incorporating yoga into daily life and encourage participants to adopt a healthy lifestyle through yoga.



# INTERNATIONAL OLYMPIC DAY



## Certificate



**This is to certify that MES Asmabi College, P.Vemballur, Kodungallur, Thrissur, Kerala is now a Recognized Social Entrepreneurship, Swachhta & Rural Engagement Cell (SES REC) Institution. The Institution has successfully framed the SES REC Action Plan and constituted ten working groups for improving facilities in the Campus and the Community/Adopted Villages in the areas of Sanitation & Hygiene, Waste Management, Water Management, Energy Conservation and Greenery post COVID-19, along with the observation of three environment, entrepreneurship and community engagement related days to inculcate in faculty, students and community, the practices of Mentoring, Social Responsibility, Swachhta and Care for Environment and Resources.**

Date of Issue:  
1/10/2020

*Dr. W G Prasanna Kumar*  
Dr. W G Prasanna Kumar  
Chairman

Mahatma Gandhi National Council of Rural Education  
Department of Higher Education, Ministry of Education  
Government of India

Certificate No.: MoE/SES REC/KE/THS/N513

Screenshot





## PHYSICAL FITNESS AWARENESS PROGRAMMES



The Physical Education Department orchestrated a series of dynamic programs to heighten physical fitness awareness among college students. These initiatives included a range of engaging competitions, such as inter-class sports tournaments, fitness challenges, and recreational activities. The department also organized workshops on nutrition, exercise techniques, and overall well-being. Through these diverse programs, students not only actively participated in physical activities but also gained valuable insights into maintaining a healthy and active lifestyle. The collective efforts of the Physical Education Department successfully instilled a culture of fitness consciousness within the college community.

## 'SPORTS ADDICTION' AGAINST DRUG ADDICTION



The anti-drug campaign, leveraging the theme of 'Sports Addiction,' featured a series of impactful programs aimed at raising awareness and fostering a healthier lifestyle. Sporting events, such as shootouts and friendly competitions, were organized to engage participants in physical activities and emphasize the positive alternatives offered by sports. Workshops and seminars were conducted to educate individuals on the dangers of drug addiction while highlighting the benefits of embracing a sports-centric lifestyle. The campaign successfully blended entertainment and education, encouraging the student community to choose sports over drugs for a more fulfilling and positive life.






# PROMOTION OF BICYCLES AND CYCLE RALLIES




**NSS ASMABI UNIT**  
**BHOOMITHRASENA**

ഗ്രീൻ പ്രോജക്ടുകളുടെ ഭാഗമായി നമ്മളെ ഹൈന്ദവവിദ്യാലയം 6 വയസോട് വിദ്യാർത്ഥികളും അധ്യാപകരും അന്യധ്യാപകരും സ്വകാര്യവാഹനങ്ങൾക്ക് പകരം പൊതുവാഹനങ്ങൾ ഉപയോഗിച്ച് കോളേജിൽ എത്തിച്ചേരണമെന്ന് വിനീതമായി അഭ്യർത്ഥിക്കുന്നു

 **USE PUBLIC TRANSPORTATION**     **USE CYCLES**     **BY WALK**

**AGRA COLLEGE UNION**



In an effort to promote physical fitness and eco-conscious practices, our institution initiated a program promoting bicycles and cycle rallies. The campaign, advocating for a green campus and healthy living, saw enthusiastic student participation in organized cycle rallies. As an additional incentive, a once-a-month initiative was introduced, encouraging both students and teachers to refrain from using vehicles on a designated day. This innovative approach not only emphasized the dual benefits of cycling but also fostered a collective commitment to reducing carbon footprints and prioritizing physical well-being within our campus community.

POSTER CIRCULATED AMONG STUDENTS AND TEACHERS IN LOCAL LANGUAGE, INSTRUCTING THEM TO REFRAIN FROM USING VEHICLES IN CONNECTION WITH CYCLE RALLIES.

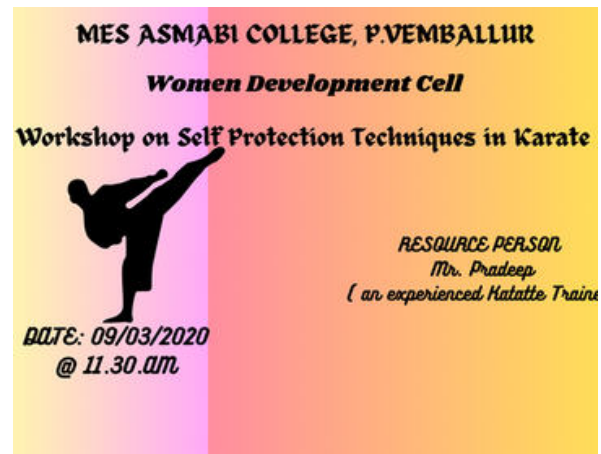
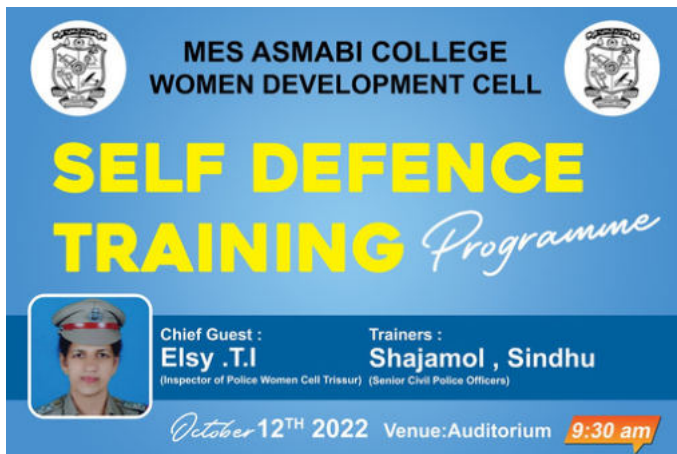
## OUT DOOR GYM AND HEALTH CLUB

Our institution has recently introduced an outdoor gym and health club, enriching the campus environment with facilities dedicated to promoting physical fitness and well-being. The outdoor gym features a range of modern exercise equipment strategically placed in an open-air setting, providing students and faculty with an invigorating space for workouts. The health club complements this initiative by offering wellness programs, fitness classes, and personalized training sessions, fostering a holistic approach to health. This addition to our campus not only encourages a proactive lifestyle but also reinforces our commitment to cultivating a healthy and thriving community.





# SELF DEFENCE TRAINING PROGRAMS



College regularly organise self defence training programmes

As an initiative of MES Asmabi college Women Development Cell in collaboration with the Vanitha Police Cell of Thrissur , organised 'Nirbhaya' - self defence training programme on 25 November 2019. The program featured hands-on training sessions conducted by two proficient trainers from the Police Department. The program aimed to empower women by equipping them with practical self-defense skills and knowledge

The Women Development Cell (WDC) organized a Workshop on Self Protection Techniques in Karate on March 9, 2020. The primary objective of the workshop was to emphasize self-defense techniques, providing participants with practical skills and knowledge to enhance their personal safety. The Women Development Cell remains dedicated to creating a secure and proactive environment for women within the college community.

## MENTAL HEALTH AWARENESS PROGRAMS

DEPARTMENT OF PSYCHOLOGY  
M.E.S. ASMABI COLLEGE  
P. VEMBALLUR

WORLD MENTAL HEALTH DAY

**WORLD MENTAL HEALTH DAY**  
"MENTAL HEALTH IN AN UNEQUAL WORLD"

**MR. LATHIF PENATH,**  
HOD, DEPARTMENT OF PSYCHOLOGY,  
MES ASMABI COLLEGE, KODUNGALLUR  
CONSULTANT PSYCHOLOGIST & STUDENT  
COUNSELLOR, MES ASMABI COLLEGE

10 OCT 2021  
07 TO 09 PM

ON GOOGLE MEET

PARTICIPANTS:  
STUDENTS AND FACULTY MEMBERS,  
MES ASMABI COLLEGE, KODUNGALLUR

Every year college observe mental health day by organising various programmes. On October 10, 2021, in observance of World Mental Health Day, the Department of Psychology organized a webinar titled "Mental Health in an Unequal World." The session, led by Mr. Lathif Penath, HOD & Assistant Professor at the Department of Psychology and student counselor of the college. The webinar aimed to educate participants about the various inequalities prevalent in society and their influence on mental well-being.

## EMPOWER HER: A PROGRAM BY THE WOMEN CELL



On December 17, 2021, the Women Cell organized a transformative program, "EmpowerHER," with a dedicated focus on fostering self-confidence and physical preparedness among female students. The event featured engaging workshops, interactive sessions, and fitness activities, creating a supportive environment that empowered participants to embrace their strength, both mentally and physically. "EmpowerHER" not only strengthened the bonds within the women's community but also marked a significant step toward promoting holistic well-being among female students at our institution.



# MENSTRUAL HYGIENE AWARENESS PROGRAMS



Menstrual cup awareness program jointly organized by MES Asmabi College Women's Cell, Department of Mathematics and Asterima Nutri Care was held on 14-8-2023

The program aims to empower people with knowledge that can contribute to a positive impact on both personal well-being and environmental sustainability

(27-08-2022)

Organized by the National Service Scheme (NSS), this seminar increased awareness about menstrual hygiene, breaking taboos, and promoting women's health.



(08-03-2021)

Hosted by the Women's Development Cell (WDC), this Women's Day event debunked menstruation myths and addressed the reality of women's health. It aimed to break taboos and promote open conversations about menstrual health.



# BREAST CANCER AWARENESS PROGRAMME



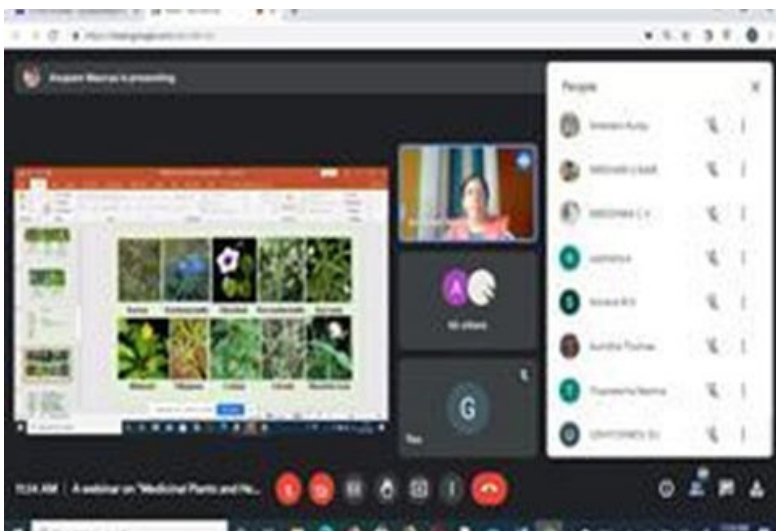
(22-12-2022)

Conducted by NSS, this program educated students about breast cancer prevention and early detection, promoting health consciousness.

# HEALTH CARE IN THE MONTH OF 'KARKIDAKAM'



Research Department of botany organised a webinar on 'Medicinal plants and health care in the month of Karkidakam' on 8th August 2021. The webinar aimed to disseminate knowledge related to the therapeutic uses of plants and traditional treatments, particularly focusing on Karkkidaka Chikitsa (treatments in the month of Karkkidaka). Participants gained valuable insights into the therapeutic applications of natural resources, enhancing their understanding of traditional healing methods.





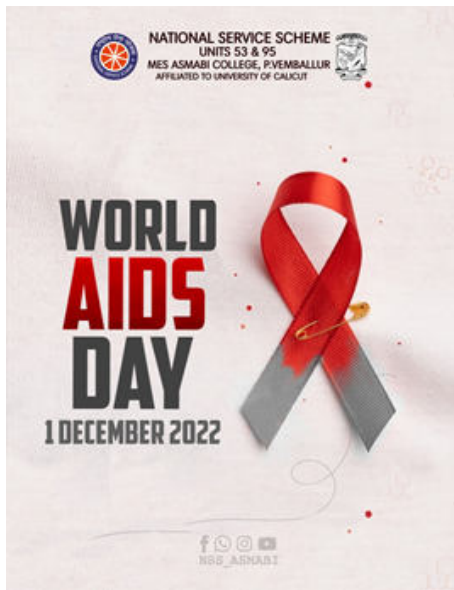
## NUTRITIOUS FOOD FESTIVAL



On September 30, 2019, our institution hosted a vibrant Nutritious Food Festival, a celebration of wholesome and healthy eating. The event showcased a diverse array of nutritious foods, featuring stalls offering fresh fruits, vegetables, whole grains, and nutrient-rich dishes. Participants had the opportunity to engage with nutrition experts, attend cooking demonstrations, and gain valuable insights into making informed dietary choices. The Nutritious Food Festival not only promoted a culture of health-conscious eating but also provided a platform for our community to appreciate and adopt a balanced and nourishing approach to food.



## RED RIBBON CLUB AND AIDS AWARENESS



The Red Ribbon Club at our college has been actively engaged in spreading AIDS awareness through a series of impactful activities. These initiatives included informative workshops, awareness campaigns, and distribution of educational materials. The club's efforts have played a pivotal role in fostering a heightened understanding of HIV/AIDS prevention and promoting a stigma-free environment within the college community.

## COUNCILING DURING HOME QUARANTINE

#COVID 19 #LOCKDOWN  
#STAY HOME #STAY SAFE

Break the chain

“മാനസിക സംഘർഷം നേരിടുന്ന ഹോം ക്വാറന്റൈൻസിലുള്ള വിദ്യാർത്ഥികൾക്ക് സൈക്കോളജിക്കൽ കൗൺസിലിംഗ് കൺസൾട്ടേഷനായി വിളിക്കാവുന്നതാണ്.”

LATHIF PENATH  
CONSULTANT PSYCHOLOGIST  
STUDENTS COUNSELLOR  
MES ASMABI COLLEGE  
99462 38540

MES ASMABI COLLEGE P VEMBALLUR  
DEPARTMENT OF PSYCHOLOGY

In response to the challenges posed by home quarantine, the Psychology Department took a proactive role in supporting the mental well-being of individuals through counseling initiatives. Leveraging virtual platforms, the department conducted counseling sessions tailored to address the unique psychological needs arising from extended periods of isolation. These sessions aimed to provide emotional support, coping strategies, and a safe space for individuals navigating the complexities of home quarantine. By offering remote counseling services, the Psychology Department played a crucial role in promoting mental wellness and resilience during these unprecedented times.



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## **TO PROMOTE SELF EMPLOYMENT AND ENTREPRENEURIAL SKILLS**

### **VARIOUS ACTIVITIES ARE CONDUCTED BY**

- **DEPARTMENTS**
  - **IEDC**
  - **IIC**
  - **ED CLUB**
  - **YIP**
  - **INCUBATION CELL**
  - **NSS**
  - **ALUMNI ASSOCIATION**
-

## ONE DAY ENTREPRENEURSHIP ENHANCEMENT PROGRAMME

On September 14, 2018, the Entrepreneurship Development (ED) Club organized an event aimed at cultivating entrepreneurship skills among women. The focal point of the event was to provide a platform for marketing ED Club bags, thereby supporting and empowering women entrepreneurs. The event successfully merged business promotion with skill enhancement, contributing to the development of a dynamic and entrepreneurial spirit among the women participants.



## TRAINING ON CLOTH BAG AND PAPER BAG MAKING



As part of the Green Challenge initiative, MES Asmabi College conducted a training sessions on cloth bag making and paper bag making. The outcome included increased skills among participants and a shift towards eco-friendly practices.



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Padinjare Vemballur, Kerala, India  
748V+W53, Padinjare Vemballur, Kerala 680671,  
India  
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Long 76.142908°  
01/03/23 03:31 PM GMT +05:30

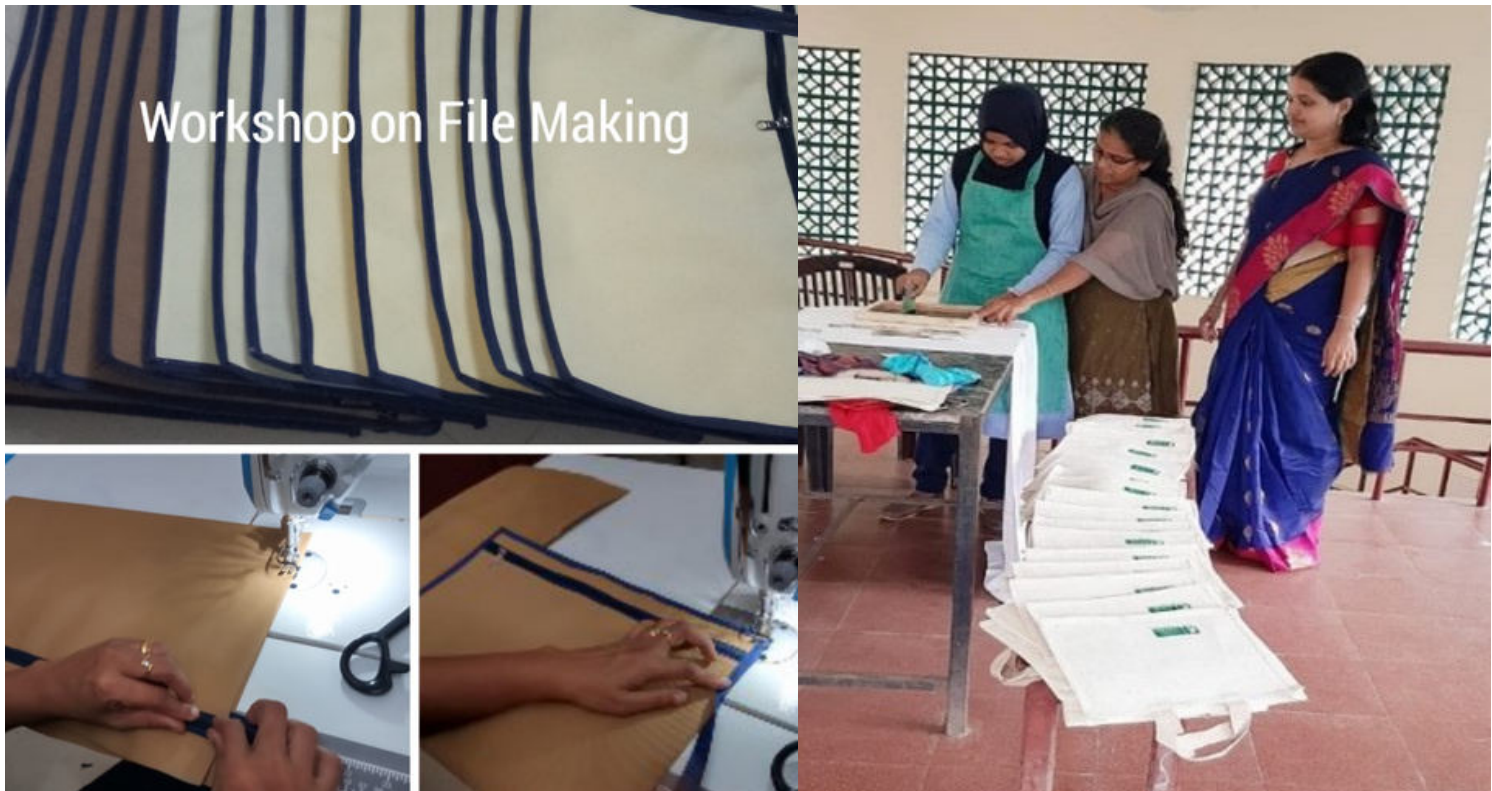


## EXHIBITION CUM SALE OF PRODUCTS MADE BY STUDENTS



A vibrant Exhibition cum Sale of products crafted by students, as part of the Entrepreneurship Development (ED) Club activities, took center stage, showcasing the creativity and entrepreneurial spirit within the student community. The event featured an impressive array of handcrafted items, ranging from innovative gadgets to artistic creations. Not only did the exhibition provide a platform for students to showcase their talents, but it also promoted a culture of entrepreneurship and self-reliance within the academic setting. The ED Club's initiative successfully fostered a dynamic space for students to explore and exhibit their entrepreneurial endeavors.

## FILE AND BAG MAKING



A hands-on workshop on File and Bag Making was conducted, providing participants with practical skills and insights into crafting functional and aesthetically pleasing storage solutions. Led by experienced artisans, the workshop covered various techniques, materials, and design elements involved in the creation of files and bags. Attendees had the opportunity to explore their creativity and leave with personalized, handmade items, making the workshop a valuable and engaging experience in the realm of practical craftsmanship.



## PARTICIPATION IN TWO DAY WORKSHOP ON ARTIFICIAL INTELLIGENCE IN ENTREPRENEURSHIP



From December 3 to December 4, 2018, the Entrepreneurship Development (ED) Club spearheaded a workshop focusing on the integration of artificial intelligence in entrepreneurship. The session provided participants with valuable insights at the intersection of technology and business, cultivating an environment conducive to innovation.

## KHADHI PRODUCTS EXHIBITION AND SALE



An enchanting Khadi Products Exhibition and Sale was held, showcasing the timeless beauty and eco-friendly appeal of Khadi textiles. The event featured a diverse array of handwoven products, including clothing, accessories, and home decor items, all reflecting the rich heritage and craftsmanship of Khadi. Attendees had the opportunity to appreciate and purchase these sustainable creations, contributing to the promotion of Khadi and supporting local artisans. The exhibition and sale not only celebrated the legacy of Khadi but also encouraged conscious consumerism and the preservation of traditional craftsmanship.



# KHADHI PRODUCTS EXHIBITION AND SALE



**MES ASMABI COLLEGE**  
P VEMBALLUR, THRISSUR

**IEDC and EDclub jointly organising**

**Webinar On**  
"Startups in Kerala - Challenges and Prospects"

**Rajith Ramachandran**  
Chief Technology Officer and VP of Engineering,  
Faircode Technologies Pvt Ltd.

23-Oct-2020  
11am to 12pm

(For registration)  
QR code

<https://bit.ly/2Hevhil>

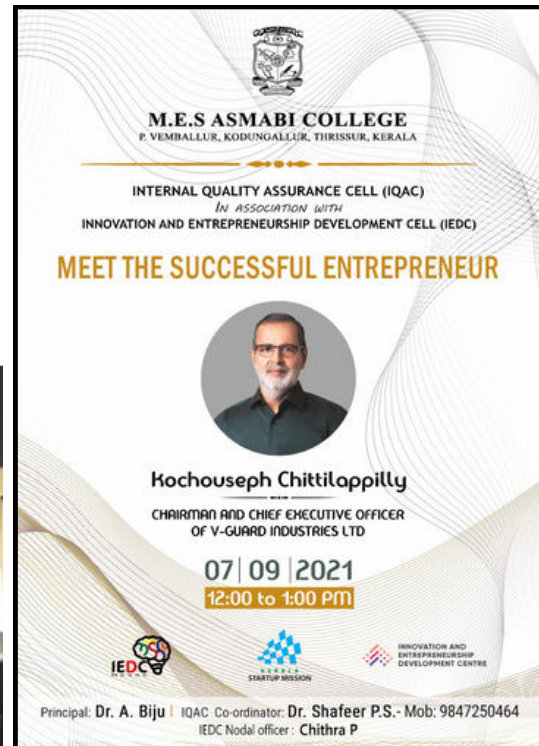
Google meet



Orientation session for the IEDC volunteers were organised on 23rd October 2020 ,conducted a webinar on the topic 'Startups in Kerala- Challenges and prospects'. CEO of Faircode Technologies, Rajith Ramachandran were the Resource person

# MEET THE SUCCESSFUL ENTREPRENEURS

On 7th September 2021 , Organised an interactive session as meet the successful entrepreneur in collaboration with IQAC .Kochouseph chittilappilly was the resource person



**M.E.S ASMABI COLLEGE**  
P VEMBALLUR, KODUNGALLUR, THRISSUR, KERALA

INTERNAL QUALITY ASSURANCE CELL (IQAC)  
In ASSOCIATION WITH  
INNOVATION AND ENTREPRENEURSHIP DEVELOPMENT CELL (IEDC)

**MEET THE SUCCESSFUL ENTREPRENEUR**

**Kochouseph Chittilappilly**  
CHAIRMAN AND CHIEF EXECUTIVE OFFICER  
OF V-GUARD INDUSTRIES LTD

07 | 09 | 2021  
12:00 to 1:00 PM

Principal: Dr. A. Biju | IQAC Co-ordinator: Dr. Shafeer P.S.- Mob: 9847250464  
IEDC Nodal officer : Chithra P



# YOUNG INNOVATORS PROGRAM (YIP)



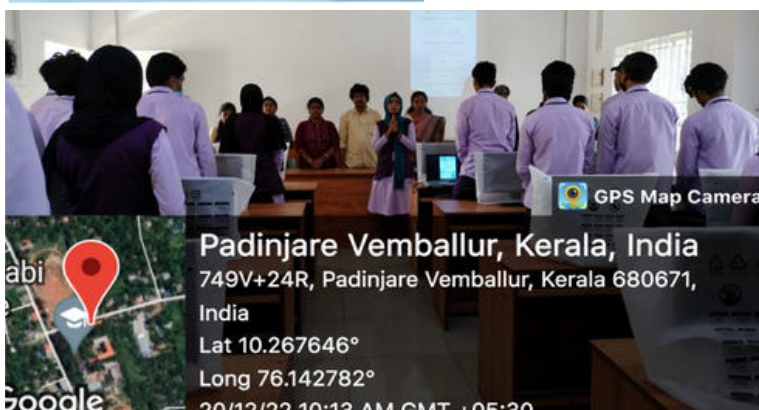
The Young Innovators Program (YIP) unfolded as an inspiring initiative, fostering creativity and innovation among participants. Organized with the aim of nurturing young minds, YIP provided a platform for students to showcase their inventive ideas and projects. The program included interactive workshops, mentorship sessions, and a showcase event where young innovators presented their projects, creating an enriching environment that not only celebrated innovation but also encouraged a culture of forward-thinking and problem-solving within the participating community.

## "SKILL CRUSH" PRODUCT DEVELOPMENT BOOT CAMP



Organized by Dept. of Computer Application  
In association with Incubation Cell of MES Asmabi College, P Vemballur  
In collaboration with Grape Genix Tehnical Solutions, Thrissur.  
OBJECTIVES

- Provide App development skills.
- Provide industrial training apart from the syllabus.
- Develop two software for the college.
- Enabling students to recognize their creativity and how to apply it in the current technology



# INCUBATION OF SEAFOOD PRODUCTS AND TRAINING TO STAKEHOLDERS



The Department of Vocational Studies (B.Voc Tourism and Hospitality Management) has initiated a project to develop a comprehensive tour package for the Muziris Heritage Destination. Students actively participated in designing an itinerary that connects all the Muziris Heritage Project destinations, creating a well-rounded tourist circuit. Through a beneficial field visit to these destinations, students gained practical insights for itinerary preparation and were motivated to explore income-generating opportunities as tourist guides in this historically rich area.

# WEBINAR ON CONSUMER BEHAVIOUR

A thought-provoking webinar on Consumer Behavior unfolded, shedding light on the intricacies of consumer choices and preferences. Expertly curated and delivered, the webinar delved into various aspects, including the psychological factors influencing consumer decisions, market trends, and the impact of digitalization on purchasing behavior. Attendees gained valuable insights that are crucial for businesses and marketers in understanding and adapting to the ever-evolving landscape of consumer behavior. The webinar successfully served as an informative platform, bridging the gap between theory and practical applications in the realm of consumer studies.





**MES ASMABI COLLEGE**  
P. Vemballur, Kodungallur, Thirissur Dist., Kerala - 680671

RESEARCH DEPARTMENT OF COMMERCE  
PRESENTS

**INTERNATIONAL WEBINAR  
CONSUMER BEHAVIOUR  
DURING THE POST COVID - 19**

**17 JULY 2020**  
**@ 11.00 AM (IST)**

Resource Person  
**Dr. MATHEW PHILIP**  
Dean, Muscat College  
(Affiliated to the University of Stirling, UK)  
Sultanate of Oman

<https://forms.gle/hcMeDhWuYzySPKw7>  
Coordinates: +91 8111866934 / +91 9747670956

Thanzeela Ebrahim K | Deepa K A | Dr. Princy Francis | Dr. A. Biju  
Coordinator | Coordinator | Convenor & HOD | Principal

\* No Registration fees \* E - certificate will be issued for participation

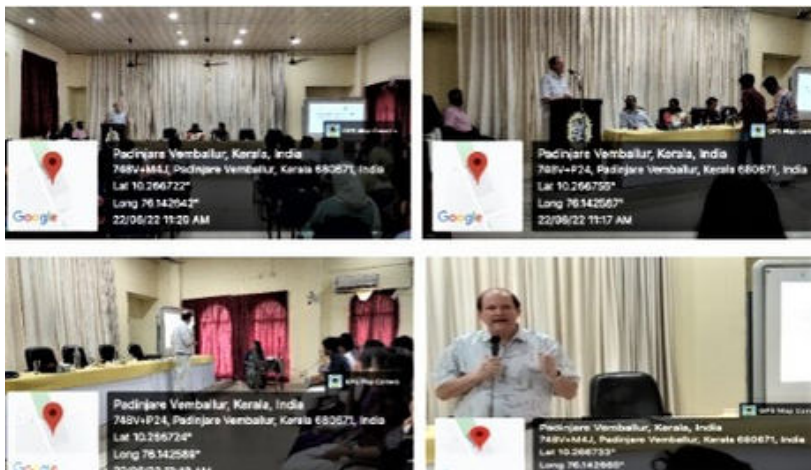


## WEBINAR ON 'ENTREPRENEURIAL OPPORTUNITIES IN FISHERIES SECTOR'



A compelling webinar on "Entrepreneurial Opportunities in the Fisheries Sector" took place on September 9, 2020, featuring Dr. Mini Sekharan from the School of Industrial Fisheries at CUSAT as the esteemed speaker. The session delved into the diverse avenues within the fisheries industry, offering valuable insights into entrepreneurial possibilities. Attendees gained a comprehensive understanding of the sector's potential, thanks to Dr. Sekharan's expertise, making the webinar a pivotal event in fostering entrepreneurial aspirations within the fisheries domain.

## ERUDITE TALK



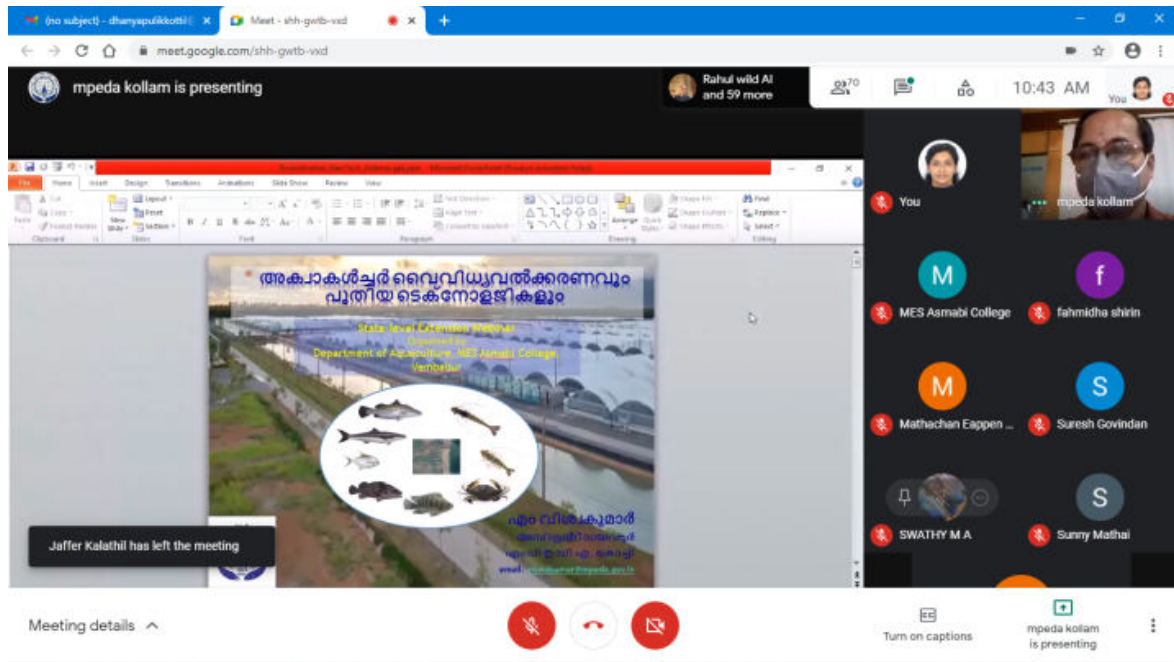
Erudite Talk on 'Reduce Food Safety Risks with Good Aquaculture Practices' - Mr. Stanley Serfling (Aquaculture Policy Specialist, USFDA). 22/6/2022.

## STUDENTS' WORKSHOP ON 'ENTREPRENEURSHIP AND INNOVATION'

Students' workshop ("Empresario") on 'Entrepreneurship and Innovation' on 17/11/2022 in collaboration with IIC and IEDC. Sri. Krishnaprasad M P Aquaculture Promoter, Kaipamangalam and Aquarium Businessman – Aquaculture Alumnus of 2014 -17 batch was the resource person.



# AQUACULTURE DIVERSIFICATION AND NEW TECHNOLOGIES



On October 28, 2020, a highly informative webinar for fish farmers was conducted, featuring Sri. Viswakumar M, Assistant Director at MPEDA, as the distinguished speaker. The session delved into crucial topics, offering valuable insights into the latest practices and advancements in the aquaculture industry. Attendees gained essential knowledge, making the webinar a pivotal event in empowering fish farmers with the latest information to enhance their practices and productivity.



## WORKSHOP ON PRODUCT DEVELOPMENT BEST PRACTICES

MES ASMABI COLLEGE  
P. Vemballur

IEDC and Department of Computer Application  
jointly organizing  
**Workshop on**  
**"Product Development-  
Best Practices"**

Speaker  
  
**Sheen Chungath**  
CEO Sesame Technologies  
Pvt Ltd, Calicut

17/2/2022  
10.30 am  
Venue : Auditorium

Dr. A Biju  
Principal  
MES ASMABI COLLEGE

For further details contact

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STARTUP MISSION  
INSTITUTION'S INNOVATION COUNCIL  
IEDC

On 17th February 2022 Department of Computer applications organised this program . The Resource Person was Sheen Chungath (CEO Sesame Technologies Pvt Lt, Calicut). Focal areas discussion-based workshop was How to make a new software product. The outcome of this programme was Identifying and wisely exploring the opportunities and thorough study of market are the key to success in any business , Make innovations wherever and whenever possible so as to make fresh start-ups. In-depth scientific knowledge in all areas of business, professional ethics and honesty are the essential for excelling in any enterprise.

## ALUMNI LECTURE SERIES

Alumni Association  
and  
B.Voc. Tourism &  
Hospitality Management  
M.E.S. Asmabi College

**INSPIRATIO**  
2023  
Alumni Lecture Series

4 July, 2023  
11 : 00 am  
College Seminar Hall

Talks & Interaction  
**Sri. V.S. Abdul Karim**  
CEO, Creative Group,  
Fly Creative Online Pvt. Ltd.

DR. A. Biju  
Principal

Sri. M.K. Najeeb  
General Secretary,  
Alumni Association

Smt. Shafna. A.S.  
HOD, B.Voc. Tourism &  
Hospitality Management

Alumni lecture series consist of motivational talks by prominent alumni. It connects current students with the rich history and experiences of those who have graduated before them and aims to promote camaraderie, knowledge exchange, and philanthropy.

## TOUR PACKAGE TO MUZIRIS HERITAGE DESTINATION

Department of Vocational Studies (B.Voc Tourism and Hospitality Management) Developing a tour package to Muziris Heritage Destination

- Students involved in designing an itinerary which connects all the Muziris Heritage Project destination and develop it as a tourist circuit.
- The students conducted a field visit to these destinations - beneficial for both preparing an itinerary and to drive them to generate source of income as tourist guides to this destination.
- The programme also helps the students to get motivated to become future entrepreneurs.



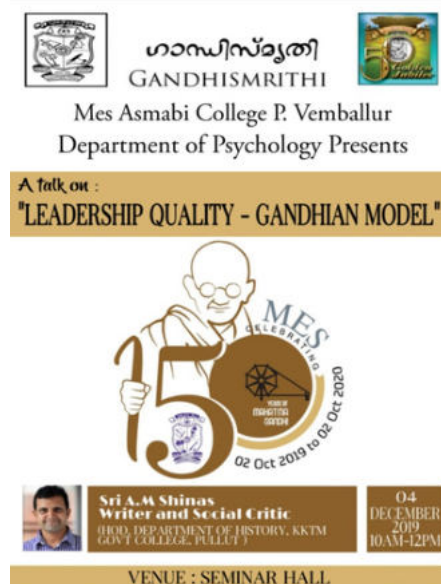
## INVESTOR AWARENESS PROGRAMME



In pursuit of promoting financial literacy and empowering potential investors, an Investor Awareness Programme was conducted. The program aimed to educate participants about the intricacies of investment, risk management, and financial planning. Expert speakers covered various investment avenues, emphasizing the importance of informed decision-making.

## TALK ON 'LEADERSHIP QUALITY-GANDHIAN MODEL

A compelling talk on 'Leadership Quality - Gandhian Model' was delivered on December 4, 2019, by Sri Shinas, a distinguished writer and social critic. The session aimed to explore leadership qualities through the lens of the Gandhian model, delving into principles of humility, selflessness, and ethical decision-making. Sri Shinas, drawing on his expertise, provided profound insights into leadership inspired by Mahatma Gandhi's principles, fostering a thought-provoking discussion on timeless leadership values. The talk successfully left an indelible impact on the audience, encouraging reflection on applying Gandhian ideals in contemporary leadership scenarios.





## EARN WHILE YOU LEARN PROGRAM

The Department of Commerce and Management Studies gathered students who are working after the college time; on 27th July 2023. The aim is to find the students who are working parttime after the college and give a proper guidance for other students who wish to work for part time jobs.



## WORKSHOP ON ENTREPRENEURSHIP IDEA GENERATION , INNOVATION & INCUBATION



A dynamic workshop on Entrepreneurship Idea Generation, Innovation, and Incubation was conducted, aiming to nurture a culture of innovation and entrepreneurship. Held on 9th March 2020, the workshop provided participants with a comprehensive understanding of the process of generating business ideas, fostering innovation, and the crucial role of incubation in translating ideas into viable ventures.

## 'EMPRESARIO'-ENTREPRENEURSHIP AND INNOVATION WORKSHOP

On November 17, 2022, the Department of Aquaculture organized a session in collaboration with IIC and IEDC, as part of the quarterly activities for the academic year. The department, along with these cells, tapped into its alumni network for capable resource persons.

