

ANNUAL REPORT

2020-21



Internal Quality Assurance Cell
M E S KEVEEYAM COLLEGE
VALANCHERY

Affiliated to University of Calicut
'Accredited by NAAC with A Grade'

PREFACE

The past year was unlike any other that has been witnessed by any of us. The impact of Covid 19 brought about sweeping changes in all spheres of life, but the abrupt shift to the online mode in education called for swift actions and preparedness from the part of all involved. The college received various recognitions and collaborations with national agencies last year. The PARAMARSH scheme of the UGC which aspires to enhance quality in higher education by forging networks with neighbouring colleges was launched in the college. Various Faculty Development Programmes were conducted under its aegis, apart from that conducted under CALEM.

The college was about to receive the peer team of NAAC as part of the process for third cycle of accreditation when the second wave of Covid and lockdown stalled the process.

It is heartening that the College was awarded the Green Champion Award for 2021 and the Institution Innovation Council received a three-star rating in spite of the odds.

We have tried to act most efficiently under the limited social conditions to deliver quality education. Over time, we have evolved the most effective procedures of curriculum transaction in the circumstances.

Several other programmes were conducted in the college in which there were creative involvements of the internal quality assurance cell in one form or another. We would like to thank all stakeholders for their contributions in various activities for quality enhancement.

Dr. C Rajesh
Principal & Chairman, IQAC

Dr Najila T Y
IQAC Coordinator

IQAC Composition and Activities

No. of Teachers	8
No. of Administrative/Technical staff	2
No. of students	1
No. of Management representatives	2
No. of Alumni	1
No. of any other stakeholder and community representatives	1
No. of Employers/ Industrialists	1
No. of other External Experts	2
Total No. of members	17

IQAC Members

Dr C Rajesh	Principal, Chairman
Dr. Najila T Y(Department of English)	Coordinator
Mrs. Krishnaprabha K. S.(Department of Zoology)	Joint Coordinator
Mr. Nisab T (Department of Commerce)	Joint Coordinator
Dr Nabeel Rashin M (Department of Physics)	Joint Coordinator
Mr. K V Sakkeer Hussain	Representative from Industry, Member
Dr A Biju, Principal, MES Asmabi College	Representative from Academia, Member
Prof. K. P. Hassan, Secretary, College Management Committee	Representative from Management, Member
Prof. Manjula Raman, Former Head, Department of Chemistry	Representative from Academia, Member
Mr. Asharaf Ambalathingal	Representative from Society, Member
Dr Preetha SR(Head, Department of Hindi)	Member
Prof. K M Rukkiya (Head, Department of Chemistry)	
Prof. Suresh VC (Department of Physics)	Member
Dr. P M Habeeb Rahman (Department of Commerce)	Member
Dr P C Santhosh babu (Head, Dept. of Commerce)	Member

Mr. Haneefa CP (Office Superintendent	Member
Mr. Ramsunder S	Member
Mr. Muhammed Kutty KP, PTA Vice President	Member
College Union Chairman	Member
Mr. O P Velayudhan President, Alumni Association	Member
No. of IQAC meetings held	12
Seminars and Conferences (only quality related)	
(i) No. of Seminars/Conferences/ Workshops/Symposia organized by the IQAC	
Total No.	12
International	1
National	9
State Level	0
Institution Level	1
(ii) Themes	
(1) Research Methodology (2) Role of Science in society, industry and medicine (3) Innovation and entrepreneurship (4) Learning Management System (5) Digital Tools for Effective Teaching-Learning (6) NEP 2020	
Significant Activities and contributions made by IQAC <p>IQAC contributed the overall developmental and academic activities of the institution. IQAC has encouraged teachers to use digital modes for transaction. Use of facilities of ECDC was promoted. Indigenous learning management system KVM LMS was introduced. Suvidya scholarship was launched for meritorious students. Programmes for promoting innovations under Institution Innovation Council and IEDC were guided by IQAC. The college participated in NIRF and Atal Ranking for Institutional Innovation Achievements. Internal academic auditing was conducted. IQAC coordinated the activities under the PARAMARSH scheme of UGC for mentoring the non-accredited institutions. Several faculty development programmes were organised under the scheme.</p>	

Report

Launching of e-Learning and Virtual Conference Hall

The e-Learning and Virtual Conference Hall was launched on 6th October 2020. The hall was constructed using the FIST (Fund for Improvement of Science & Technology infrastructure in universities & higher educational institutions) of DST (Department of Science and Technology). Dr K T Jaleel (Minister of Higher Education) inaugurated the programme. Dr C Rajesh (Principal) presided over the function. Dr N M Mujeeb Rahman, Mr. Salahuddeen OC (Chairman, College Management Committee), Prof. K P Hassan (Secretary, College Management Committee) and Dr Jisha V S (Coordinator, DST-FIST Implementation) were present on the occasion among others. The Hall is well equipped with facilities for conducting online classes and hosting video conferences in a more convenient and attractive way.

Green Champion Award

The college won the Green Champion Award in 2021. The award was constituted by the Mahatma Gandhi National Council for Rural Education (MGNCRE) under the Ministry of Education, Govt. of India. The award was given to the college based on its achievements in relation to clean and green environment, water conservation, waste management and energy conservation. The college is one among 214 higher education institutions across the country to receive this prestigious award.

Launching of PARAMARSH Scheme

MES Keveeyam College Valanchery has been selected by the Ministry of Education, Govt. of India as one of the mentor institutions under the PARAMARSH scheme of UGC. The scheme is to promote quality initiatives in non-accredited higher educational institutions. Under this scheme our college is the mentor of six colleges. Majlis Arts and Science College Puramannur, Ansar College Valavannur, MES Arts and Science College Perinthalmanna, KR's SN College Thozhuvanur, Markaz Arts and Science College Athavanad and CPA College Puthanathani are the mentee colleges under us. The official inauguration of activities under the PARAMARSH scheme was done by Dr K T Jaleel (Minister of Higher Education) on 3rd August 2020. Separate launching programmes were conducted in mentee colleges. Various programmes including orientation sessions about NAAC accreditation, faculty

development programme, research methodology workshops etc. were conducted in mentee colleges.

3-Star Rating for Institution Innovation Council

The institution innovation council (IIC) of the college has got 3.5 star rating in innovation ranking of Ministry of Education, Govt. of India. The rating was based on the performance in innovating technology, intellectual property rights, entrepreneurship development and start up. College got the fifth position among colleges in Kerala. The IIC of the college has undertaken several activities for promoting innovation and creativity. They have actively participated in hackathons and innovation ambassador training.

Social Entrepreneurship Cell

The college was recognised as a Social Entrepreneurship, Swachhta & Rural Engagement Cell (SES REC) Institution by Mahatma Gandhi National Council for Rural Education under the Ministry of Education, Govt. of India. The Institution has successfully framed the SES REC Action Plan and constituted working groups for improving facilities in the Campus and the adopted villages in the areas of sanitation & hygiene, waste management, water management, energy conservation and greenery.

Skill Training Centre of NSDC

The college was recognised as a skill training centre under National Skill Development Council. The college has an MoU with KELTRON for conducting skill-based value added certificate courses

‘Suvidya’ Scholarship

The Parent Teacher Association (PTA) launched the Suvidya Scholarship scheme this year. About 100 scholarships are given to meritorious students who do not receive any other government scholarships. The inauguration of the scheme was done by Mr. Asharaf Ambalathingal (Municipal Chairperson, Valanchery).

Pedagogical Approaches and Digital Tools for Effective Teaching-Learning (FDP)

A one-week Faculty Development Programme (FDP) in association with the Kerala State Higher Education Council (KSHEC) was conducted by the IQAC of MES Keveeyam College, Valanchery from 3 to 7 August 2020. The FDP on the topic "Pedagogical Approaches and

Digital Tools for Effective Teaching-Learning" was inaugurated by Dr Rajan Varghese (Member Secretary, Kerala State Higher Education Council). Dr C Rajesh (Principal) presided over the function. Dr. Edamana Prasad (Coordinator, Teaching Learning Centre, Indian Institute of Technology, Chennai), Dr. S Vincent (Former Member Secretary, Tamil Nadu State Council for Science and Technology), Dr. Bindu RL (Head, Department of Education, University of Kerala), Dr..S Senthilnathan (Director, UGC-HRDC, Bharathidasan University, Tiruchirappalli) and Prof. Saloni Sinha (Birla Institute of Management Technology, New Delhi) were the resource persons of the faculty development programme. The sessions were on the topics Effective Teaching, Excellence in Research, Active Learning Pedagogies for 21st Century Learners, Open Educational Resources for Digital Learning and Best Practices for Innovative Classrooms.

Dr Najila TY (IQAC Coordinator) was the coordinator of the programme. The carefully curated sessions of contemporary relevance by experts from nationally acclaimed institutions saw an enthusiastic response in terms of participation both on the live meet platform and the youtube live stream. The programme was entirely conducted in the online mode. Teachers from all disciplines in universities and affiliated colleges took part in the FDP programme. Participation certificates were distributed to participants who attended all the sessions.

National Webinar on “National Education Policy and Higher Education”

The Internal Quality Assurance cell organized a National level webinar on National Education Policy and Higher Education on 25th September 2020. The programme was inaugurated by Dr. Anil Vallathole (Vice Chancellor, Thunchath Ezhuthachan Malayalam University). Dr. Muralee Thummarukudy (Operations Manager, Crisis Management Branch, United Nations Environment Programme) and Dr. Asha J. V (Professor, School of Pedagogical Sciences, Mahatma Gandhi University) were the resource persons of the webinar.

Workshop on “Research: Proposals, Publications and Patents”

The IQAC & IPR Cell together organised a four-day online workshop on ‘Research: Proposals, Publications and Patents’ in association with the Intellectual Property Rights Information Centre - Kerala (IPRICK) under the Kerala State Council for Science, Technology and Environment. The Workshop was conducted from 28 September to 1

October 2020. Research and patent creation is an integral part of academics in higher education institutions and the sessions were designed to inspire faculty and students to actively pursue such projects. **Dr Sabu Thomas**(Vice Chancellor, MG University, Kottayam) inaugurated the workshop. He lucidly set forth a plan to write proposals that will procure assured funding. Dr C Rajesh (Principal) presided over the inaugural session. **Mr. Safikh S** (Technical Officer, Technology Development & Project Management, Division (TDPMD), IPRICK), **Dr. Ajith Prabhu V** (Chief Scientist & Head of IPRICK) and **Dr Vinod VM** (Head, Research Desk and Digital Library, University of Calicut) were the other resource persons of the workshop. Dr Najila T Y (IQAC Coordinator) and Dr Jisha V S (IPR Cell Coordinator) were the coordinators of the programme.

Online Academic Leadership Course on Personality Development

The College hosted an online faculty development programme on personality development conducted by UGC HRDC of Aligarh Muslim University from 25 February to 3 March. The programme was conducted by Centre for Academic Leadership and Education Management of AMU under the Scheme of PMMMNMTT(Pandit Madan Mohan Malavya National Mission on Teachers and Teaching), Ministry of Education, Govt. of India. Prof. A.R. Kidwai, Director (UGC Human Resource Development Centre, AMU) inaugurated the course. Prof. Parvaiz Talib, Prof. Aasim Zafar, Dr. Rajshekar Krishnan, Prof. Feza Tabassum Azmi, Dr. Areeba Shabbir, Dr. S. Jayaraman, Dr. Asif Ali Syed, Prof. Asim Siddiqui, Dr. Ahmad Faraz Khan and Dr. Faiza Abbasi were the resource persons of the faculty development programme

Impact Lecture

The Institution Innovation Council (IIC) of the College, Valanchery organized E-Impact Lectures with four sessions. The lectures driven by the MoE Innovation Cell (MIC) were held on 24 and 29 of June 2020. The first session was handled by Dr. Preethi M (Chief Executive Officer, TBI, NIT, Calicut) on the topic '*How to successfully incubate student ventures*'. The second session was handled by Dr. Muraleedharan C.V (Senior Scientist, Sree Chitra Thirunal Institute of Medical Sciences and Technology) on the topic '*Innovation Opportunities in Healthcare Technology: a COVID-19 Perspective*'. Dr. Saji Gopinath (Vice Chancellor, Kerala Digital University & former Chief Executive Officer, Kerala Startup Mission),the keynote speaker on the second day delivered a lecture on '*Excelling in the era of disruption: Role of innovation and entrepreneurship*'. Dr V.P. Balagangadharan, Space Scientist gave an instructive lecture on '*Intellectual Property Rights*'

Faculty Development programme on ‘Role of Science in Society, Industry and Medicine’

In connection with the National Science Day celebrations the science departments of the college jointly organised a three day faculty development programme on ‘Role of Science in Society, Industry and Medicine’ from 25 to 27 February 2021.. The programme was conducted under UGC Paramarsh Scheme of UGC in association with IQAC. Department of Zoology hosted a session on ‘Connecting science with society’ in which Dr. Benoy (National Institute of Advanced Studies Bangalore) was the resource person. Department of Physics hosted a technical session by Dr.Shahin Thayyil from Department of Physics, University of Calicut on the topic “Amorphous pharmaceuticals exploring via, thermal and dielectric spectroscopy”. Department of Chemistry hosted a technical session by Dr. Rebindran Jermy Balaswamy (Department of Nano Science, Imam Abdurahiman bin Fasal University. Saudi Arabia) on the topic “Design and Development of Hierarchial zeoloties for applications in industrial relevant processes”.

Preparation and Submission of Covid Survey Report

A study was conducted among the people in the adopted villages to study the impact of Covid 19 on the livelihood of the people. The study was conducted by the Unnat Bharat Abhiyan Cell of the college. The main objectives of the survey were to identify the awareness level of people towards the pandemic situation, to identify how the village withstands the situation and to analyse the best strategies or measures adopted by the village to combat the challenges posed by Covid 19. A random survey was conducted among 76 rural households in the adopted villages. The survey was coordinated by Dr Divya M (Coordinator, UBA). The report was submitted to the panchayath presidents of villages.

Workshop on Moodle based Learning Management system

IQAC organised a workshop on Moodle based LMS of the college. The hands on training was lead by Mr. Sayed Hussain and Mrs, Najiya.

Activities organised by various departments

Department of Zoology

World Environmental Day Celebration

World Environmental Day was observed by the Bhoomithra Sena Club of the college by starting an Orchard Plantation in the campus. Many fruit trees were planted and was inaugurated by Principal Dr C Rajesh by planting a Bird Cherry Plant. Students and teachers planted tree saplings. As part of maintaining Covid Protocol only five students were allowed to participate in the programme.

International webinar on CoronaVirus: Past, Present and Future

The department of Zoology organized an International webinar on ‘CoronaVirus: Past, Present and Future’ on July 21. It was the first venture of its kind in the history of the department. There were 367 registrations from all over India and abroad. It included faculty members, students, research scholars, school teachers and other interested persons. 327 participants actively took part in the webinar. The resource person was Dr. Libin Abraham, Senior scientists, Department of Microbiology and Immunology, University of British Columbia, Canada.

Career Guidance Webinar

A career guidance webinar was conducted by the department of zoology on July 27 2020 for the students of the department. The webinar on ‘How to prepare for UNO, UPSC & PSC jobs?’ was led by V P Saidalavi, Assistant Professor & Career Coach, MES Ponnani College.

Ozone Day Celebration

On Ozone day (September 16 2020), the zoology department of MES Keveeyam College organized many programs for making students aware about the importance of the day.

Expert talk on Nobel Prize Winners 2020

A talk on the Nobel Prize Winners 2020 was organized by the department on 19 October. Dr. R Selvam, Former Head of Department, Bishop Herber College, Trichy was the resource person. He delivered a talk on the Nobel Prize Winners in Medicine 2020.

Oru Vattam Koodi – Department ALUMNI meet

This year the annual ALUMNI meet was held in the online mode due to the pandemic situation. The meeting was held on the Zoom meet platform. Almost 75 members from India and abroad participated. Former faculty Prof. P M Khairunnissa, Dr. M Zeenath, Capt. (Dr.)

Abdul Hameed and also Principal Dr. C Rajesh made the meet lively, interacting with the former students.

Bio Bin Installation

As another initiative for solid bio waste disposal a bio bin was installed in the campus in association with the Bhoomithra Sena Club. Principal Dr. C Rajesh inaugurated the initiative. Students and faculties of the department participated in the function.

Green Auditing

A team from the Department led by Dr, Jisha Krishnan along with faculty members Vichithra K, Suvarna C and Fathima Nasrin; and PG students Vaishakh, Karthik and Mohammed Sadique conducted a green audit at Ansar Arabic College, Valavannur which is one of the mentee institutions under the Paramarsh Scheme of UGC. The biodiversity assessment of the campus was also done by the team.

Department of English

Webinar on Literary Arts

The Department of English organized a Reading Day- National Webinar ‘On the Literary Arts’ on 19 June 2020 on Google Meet. The session was inaugurated by the Principal Dr. C. Rajesh. Dr. Babitha Marina Justine, Poet and Associate Professor, IIST, Trivandrum handled the session as resource person. She described the origin, history and development of literature across the globe in the time of pandemic. Literature provides us with the deepest and insightful record of events during pandemics. About 200 participants including teachers and research scholars from all over India, attended the session.

Intercollegiate National Book Review Competition

A National Intercollegiate Book Review Competition was organized as part of the Reading Week Celebration on 26 June 2020. After reviewing the 15 participants from all over India, both UG and PG level winners were selected by the screening committee. In the PG section, first prize was bagged by Vijay Kumar C S, Tumkur University, Bangalore, Karnataka; second and third prizes were received by Anjana Jayasankar, St. Mary’s College, Puthanangadi; and Limna, Vimala College, Thrissur respectively. At the UG level, first prize went to Ashwitha Angeline Ashok, CSI Medical college, Karakonam and second prize to Eusebia Kimde S Sangama, Times School of Media, Benet University Uttarpradesh.

Webinar on Cultural Studies

A webinar on “Cultural studies” was organized on 20th October 2020. Dr. C Rajesh (Principal) addressed the gathering. Dr. Kalyani Vallath (Founder- Director, TES Education) was the resource person. Dr Najila T Y moderated the session. The intention of this programme was to familiarize the students with literary theory, with special reference to Cultural Theory.

Odigia , A SpringBoard to Careers in English

A career guidance programme conducted by the Department was held on 19 January. Dr. Premanand M.E. was invited as the resource person. Dr.C. Rajesh, the principal, inaugurated the session. Dr. Premanand talked about the various opportunities available for Functional English Graduates and Post Graduates of Literature such as content writing, video editing, travel blogging and creative writing.

“Prasaran”-Workshop on Media

The PG Department of English in association with the Internal Quality Assurance Cell organized an online Workshop on Media, titled PRASARAN, under UGC Paramarsh Scheme on ¹ February, 2021. Principal, Dr. C. Rajesh inaugurated the event. Ms. Smitha E.K., Former journalist and Faculty from the Department of Journalism, C.H. Mohammed Koya Memorial Govt. Arts and Science college, Tanur, was the keynote speaker of the session. The main focus was to introduce the students to the arena of broadcast writing.

Workshop on “Research and Research Methodologies in English”

The One-Day Online workshop on ‘Research and Research Methodologies in English’ was conducted by the PG Department of English and Internal Quality Assurance Cell, MES Keveeyam College under the UGC Paramarsh Scheme on 8 February 2021. Dr. Annie Kuriachan, Head, Department of English, Women’s Christian College, Chennai was invited as the resource person. Dr.C Rajesh (Principal) inaugurated the session. Dr Kuriachan talked about the significance of research in English as an Arts discipline. She discussed the strategies at various stages in research writing.

Webinar on “Narratives of Freedom Struggle in South Asian Literatures”

PG Department of English and IQAC organised a two day national webinar on ‘Narratives of Freedom Struggle in South Asian Literatures’ on 17 and 19 February. The programme was organised under the Paramarsh Scheme of UGC. The two-day programme consisted of three plenary sessions and two panels of paper presentations.

The programme was inaugurated by Dr C Rajesh (Principal). The inaugural session on 17 February was presided by Dr. Najila TY, Head, Dept. of English and IQAC Coordinator. Inaugural session was immediately followed by the first plenary, which was chaired by Prof

Remya V, Assistant Professor, Government Arts and Science College, Vypin. The Keynote address was delivered by Dr. Zahira Rahman (Retd Associate professor, SS College Areacode). Dr Zahira spoke about 'The Postcolonial Nation in the Era of Globalisation'.

In the afternoon session Dr Merin Simi Raj (Assistant Professor, Dept of Humanities and Social Sciences, IIT Madras), delivered the keynote address titled 'Narratives of Postcoloniality: Historiography, Story-telling and Memory'. Prof Merin, who is also one of the coordinators of Memory Studies Network, IITM, spoke about Memory Studies and its relevance in re-reading historical narratives in fiction.

On the second day of the webinar, Dr Asha S (Asst. Professor, Dept. of English and Comparative Literature, Central University of Kerala), spoke on 'Social Reform, Women's Education and Early Indian Fiction', touching upon women's lives during times of freedom struggle. The plenary was chaired by Prof Shareefa Beegam (Asst Professor, PSMO College Tirurangadi).

Charles Dickens Literary Week

The Lecture on '*Why do we read Dickens*' was conducted by the Department of English as part of the Charles Dickens Literary Week on 04 March 2021. Dr. Najila T Y, HoD & IQAC Coordinator was the Resource Person for the event. Dr. C Rajesh (Principal) inaugurated the event.

Department of Physics

National Webinar on *AdityaL1-to know the star in our neighborhood*

The Department of Physics conducted a national webinar titled 'AdityaL1- to know the star in our neighborhood' on 23 July 2020. India's upcoming solar project Aditya L1 was discussed. Dr. Sreejith Padinhatteeri, SUIT project scientist, Aditya L1 satellite project, IUCAA, Pune was the resource person of the program.

A course on Density functional theory and its applications

An online course on Density functional theory and its applications, conducted by the department started on 8 October, 2020, with two classes in a week. The course was coordinated by Dr. Sailaja U and classes were handled by Dr. Safna Hussan, Guest faculty of Faroke College Kozhikode. The valedictory function and the certificate distribution were inaugurated by Principal Dr. C. Rajesh.

Orientation

A NET orientation class was conducted on 15 March 2021 for MSc students by Rasheed K, Assistant professor, MES Keveeyam College, Valanchery to motivate and guide students for the preparation of NET exam. Students from MSc Physics, Chemistry and Zoology attended the class.

Department of Chemistry

Four day national workshop on instrumental techniques for material analysis

The PG and Research Department of chemistry MES Keveeyam College Valanchery organised a four day National workshop on instrumental techniques for material analysis on 10th August to 13th August. The Resource persons were Mr. R. Girijan (Consultant -Product Support, Toshvin Analytical Pvt. Ltd, Mumbai) and Mr. Suryanarayanan M (Sales Executive at Shimadzu Analytical Pvt. Ltd, Chennai).

Two day national workshop on Thermoanalytical methods

The Department of Chemistry organised a two day National workshop on Thermoanalytical methods on 12th and 13th October. The Resource person was Mr. R. Girijan (Consultant - Product Support, Toshvin Analytical Pvt. Ltd, Mumbai).

Faculty Enrichment Programme

The Department of Chemistry in association with Chemical Research Society of India (CRSI), Kerala Chapter organised five day Faculty Enrichment Programme on Foundations of Stereochemistry from 16th to 20th November . The Resource person was Dr. Reji Varghese, Associate Professor, IISER-Thiruvananthapuram. The FDP was inaugurated by the Dr C Rajesh (Principal).

Department of Commerce

National webinar on Strategies for Revamping and Reviving tourism amidst pandemic

A one day National webinar “ Strategies for Revamping and Reviving tourism amidst pandemic” was conducted as a part of observation of world Tourism day on 29th September 2020. The resource person of the programme was Mr. Anujith.S, Faculty, Department of Tourism and Hotel management, Amal college of Advanced studies, Nilambur. The programme was inaugurated by Dr. Paul V Mathew, Research Head, Indian School of Democracy, Delhi.

National webinar on Strategies for Coping with Changed Academic Environment – Post Covid 19

One day National webinar “Strategies for Coping with Changed Academic Environment – Post Covid 19” conducted on 25th June 2020. Dr. R. Ganesan, Wadiya Group, Modern Education System was the resource person.

Meet with successful Entrepreneurs

The first episode of “Meet with successful Entrepreneurs” series was conducted on 17/11/2020. The Key note address was delivered by Mr. Mohammed Afeef, Executive Director, ED neurotech Intelligence Pvt. Ltd.

The second episode of the series “Meet the successful Entrepreneurs” was conducted on 20/1/2021. The Key note address was given by Mr. Sanjar Mohammed, Managing Director TND A Info system LLP and Deputy Managing Director Edify Talent Oy.

Career guidance Class and honouring of Alumni

A career guidance class was conducted on the topic “Role of accounting in modern business environment” by Mr. Salih , ATTI Valanchery on 15th January,2021. The programme also witnessed a honouring of one of the alumni, Fathma Thasni, who got placement through the career guidance of ATTI

A career guidance class was conducted by Mr.Manikandan, IPA Valanchery on 1st February, 2021

Webinar on Career Opportunities for Tourism and Hospitality Graduates in the Post Covid World

One Day Webinar on the topic Career Opportunities for Tourism and Hospitality Graduates in the Post Covid World was conducted by the Department in association with Tourism Club on 28/01/2021. The programme was organised in connection with world tourism day. The resource person for the webinar was Mr. Muhammed Niyas KK, Assistant Professor, Department of Tourism and Hotel Management, Govt. College Kondotty. He gave a detailed explanation regarding career opportunities in tourism sector and challenges during post Covid period

National Webinar on Methodology of Research in Social Sciences

One Day National Webinar on the topic “Methodology of Research in Social Sciences” was conducted on 24/02/2021. Dr.Rupa hunaseelan, Dr.B.Johnson and Dr.B.Vijayachandran Pillai are the resource persons of the programme. The webinar was organised in association with the Internal Quality Assurance Cell of the college under the PARAMARSH scheme of UGC

National workshop on Rural Entrepreneurship

One National workshop was conducted by Department of Commerce in association with Unnat Bharat Abhiyan and Entrepreneurship Development Club of MES KEVEEYAM College, Valanchery on 5th March 2021. The resource person of the workshop was Mr.Naveen Kumar, Project officer, Swacchta Action Plan, MGNRCE, Govt. of India.

Mobile banking awareness

Mobile Banking Awareness Program conducted by the department on 12th March 2021. A survey was conducted on M-Banking in 25 houses in the 16th ward of Valancherry Municipality.

MoU with IPA academy

A Memorandum of Understanding was signed with IPA Academy, Valanchery on 20th March, 2021. The MoU is signed for conducting skill based certificate courses.

Department of Psychology

International webinar on psychopathology and suicide prevention during covid 19 pandemic

The Department of Psychology and IQAC of MES Keveeyam college together conducted an international webinar on "Psychopathology and suicide prevention during covid 19 pandemics" on 03 August, 2020. The webinar was inaugurated by Dr. Rajesh. C (Principal). The webinar had two sessions. The first session focused on Psychopathology during the covid 19 pandemic and the second session focused on the nature and cause of suicide and the techniques for suicide prevention. The sessions were carried out by Dr. Bibin Chand KS (Rtd. Indian Airforce Psychologist) and Saima Komor (Professional Psychologist and psychodrama Practitioner, Bangladesh). The webinar had a special guest of honour Dr. Madhavi Sharma who pointed out the relevance of the webinar topic during covid 19 pandemics.

Webinar On Working Together to Prevent Suicide

Department of Psychology organised a webinar on 'Working together to prevent suicide'. The Resource person was Dr. Satheesh Nair. S, President, Indian Association of Clinical Psychologists, Kerala Region (IACP, KR). Dr Aiswarya Rashmi (HOD, Dept of psychology) welcomed the participant and guests to the webinar. Dr. C Rajesh, Principal, MES Keveeyam

College, Valanchery inaugurated the session. The webinar was coordinated by Mr Nisar VP, (Assistant professor, MES Keveeyam college)

World Mental Health Day: Webinar on young people and mental health in a changing world

The theme for World Mental Health Day 2020 was 'Mental Health for All: Greater Investment – Greater Access'. As a day of celebration, the Department of Psychology together with IQAC conducted a webinar on "Young people and mental health in a changing world" on **October 10, 2020**. Mr. Suni Muraleedharan, Clinical psychologist, MES academy of Medical Sciences was a resource person, who has been in the field of research and Rehabilitation for last 16 years.

International day observation of Girl Child: Panel discussion on the women mental health

Department of Psychology and Women Empowerment Cell jointly organized a panel discussion on the theme “women mental health” on 11th October 2020. This program was inaugurated by Dr. C. Rajesh (Principal) The resource persons were Dr. K Mangayarkarasi (Associate Professor, Department of Women Studies, Bharathiar University, Coimbatore), Dr. Deepthi Vijayan, (Assistant Professor, Department of Psychology, Christu Jayanthi College, Bangalore) and Dr. Dhanalakshmi V S (Research Assistant, Department of Women Studies, Periyar University, Salem).

Invited lecture on Stress: Causes, Management and Coping

To spread awareness about stress and its management techniques, the Department of Psychology organized an Invited Lecture on the topic ‘Stress: causes, management and coping’ on **22nd January 2021**. The lecture was delivered by **Ms. Soumya N.** (M.Phil. Rehabilitation Psychology from National Institute of Empowerment of Persons with Intellectual Disability (NIEPID), Hyderabad).

Samanyu – Department Alumni Meet

Department of psychology conducted an alumni meet ‘Samanyu’ on 11-02-2021. Dr. Rajesh C (Principal) inaugurated the programme. Overall, the meet was interactive. Alumni shared their experiences in MES, their current positions and their goals. Alumni representatives were elected. The group assured to contribute to the growth of the department by providing books, mentoring sessions, lectures, sessions for PG entrance, remedial coaching for students in need and so on.

Orientation program on careers in psychology

To provide an orientation about the various fields in psychology, the Department of Psychology organized an Invited talk on the topic 'Career in Psychology' on 7, March, 2021. The resource person for the event was Mr. Munavir Ali KK, Career Counselor, Counselo, Bangalore. The speaker covered information about various courses, opportunities, universities, job profiles and so on.

Teaching at Crossroads- Psychology of Role Stress and Coping Strategies During Pandemic

Department of Psychology together with IQAC conducted an online Faculty Development Program on the topic "Teaching At Crossroads: Psychology Of Role Stress And Coping Strategies During Pandemic" on 20th March 2021. The resource person for the event was Dr. K.N Jayakumar.

Department of Computer Applications

International webinar

An International Webinar was conducted on 28-07-2020 by the Department of Computer Applications on 'Upcoming Jobs and New Technologies in IT'. The Resource Person was Mr. Muhammed Shadhul, Steam and ICT Coordinator at Ambassador School, UAE. Dr. C Rajesh (Principal) inaugurated the webinar.

Covid vaccination registration

The Department of Computer application has conducted a drive for registration for covid 19 vaccination of senior citizens in the nearby villages. The students of the department visited the houses of the villages and registered the senior citizens for vaccination. They also assisted the health care workers for the data entry of persons being vaccinated. The program was inaugurated by the Municipal chairman Mr. Ashraf Ambalathingal and Pincipal Dr.C.Rajesh presided over the function.

TinkerHub

A unit of TinkerHub was started in MES KEVEEYAM College Valanchery under the Department of Computer Application. The TinkerHub Foundation is a non-profit organization which promotes the creation of tech-talented focused among youth, through equipping individuals with emerging technology skill sets, which would accelerate innovation within one's learning path and make them future ready.

This year second year students Akmal, Shameem took class of Python Programming to other students of our college .Our third year students Nihal, and 2019 passout student Muhsin took class of C programming .Our passout students had also got placement through tinkerrhub.

Department of Retail Management

Webinar on build your retail business

Department of Retail management organized a one day webinar on ‘Build your Retail Business’ on 13th August 2020. The event was inaugurated by Dr. C. Rajesh (Principal). The Chief Guest Mr. Gautham Yogeewar S, Deputy Director, District Industrial Centre Malappuram, has given an entrepreneurial Chalk Talk on how to build a retail business .

World Retail Day Celebration ‘ATARAXIA 2k20’

Department of Retail management celebrated World Retail Day ‘**ATARAXIA 2k20**’ as a part of ‘World Retail Employees Day’ on **12th Dec, 2020**. It was performed by the students’ association to expose their calibre in retail selling activities. Due to the pandemic, Retail Day was organized online. However" ATARAXIA 2k20 "was able to reach all colleges, not just our college. Various competitions were conducted through online media.

The department conducted Cartoon Making, Video Making, voice Making, Quiz Competition as part of the Retail day. Ataraxia 2k20 was very successful with the participation of many students from different colleges.

Helping Hands of Retailers (Extension Activities)

One of the best practice of the Department of Retail Management is “**Helping Hands of Retailers**” for supporting Pain and Palliative units in the Adopted Villages. Students took initiative to work as volunteers for these struggled groups by marketing different products in the campus and also outside the campus. In the pandemic period, the students directly sold the product to their relatives and neighbours and profit from this was donated to the pain and palliative care society .

Department of Optometry

Eye testing of patients at home

As part of the world optometry day on 23-03-2021 the students of the department of optometry visited the houses of patients under the palliative care clinic. They have done the eye testing of the patients at their home. These patients are bedridden and it was a helping hand for them. The patients were overwhelmed by the service rendered by the students.

Tuberculosis awareness programme

As part of the world tuberculosis day observation, the department organised awareness drive at the 29th ward of Valanchery municipality. Students distributed handmade pamphlets in the houses.

Department of Oriental Languages

Reading day celebrations

Department of Malayalam organised a webinar in connection with reading day celebrations.

Writer U K Kumaran was the resource person

National Webinar on '*Hindi ki vyapaktha or Gandhi*'

A national webinar on '*Hindi ki vyapaktha or Gandhi*' was organised by the Department of Hindi in association with 'Ek Bharat Shresht Bharat' club of the college on 19th August 2020. Dr. D N Prasad (Professor, School of Culture, Mahatma Gandhi International Hindi University, Vardha, Maharashtra) was the resource person of the webinar.

International Webinar on Post-Colonial Arabic Literature: Palestine Literature as a Model

The Department of Arabic organised an International Webinar on Post-Colonial Arabic Literature: Palestine Literature as a Model. The resource person of the webinar was Prof. Zain Askalan (Lecturer, Polytechnic University, Palestine). Prof Shahrhan Qasim (Coordinator, Academic enhancement program, IIIT, East & South East Asia Office, Malaysia) inaugurated the webinar. Dr.Muhammed Shafi Wafi (Assistant Professor, Department of Arabic, University of Kerala) was the moderator of the technical session. Dr.Hazim Ibrahim Mathar(Egypt), Fathima Antain (Turkey), Mahmood Nasib Abdulla(Bangladesh) and Dr.Sayed Bakhtiar (India) participated In the discussions.

National Webinar on “Moulana Abul Kalam Azad & Indian Education System”

The department of Arabic celebrated National Education Day on 11th November 2020. A national webinar on the “Moulana Abul Kalam Azad & Indian Education System” was organised on the occasion. Dr. Sumama Faisal(Maulana Azad National Urdu University) was the resource person of the webinar. Dr. Liyaqat Ali (Former Director, Moulana Azad Centre for Indian Culture, Embassy of India, Egypt) inaugurated the program.

Programmes organised by various clubs and forums

National Service Scheme

Environment Day Celebration

As part of the world environment, tree plantation drive was conducted by NSS. Dr C Rajesh (Principal) and Dr. C Abdul Hameed (Former Principal) were present on the occasion.

This year due to the pandemic situation the special camp was conducted in virtual mode. Various activities were assigned to students and cultural programmes, debates, etc. were performed in virtual platform.

Webinar on Youth and drug abuse

NSS in association with Vimukthi Mission organised a webinar in connection with anti narcotic day. Mr. Ganeshan (Department of Excise) was the resource person of the webinar.

Online quiz competition

An online quiz competition was conducted in connection with Gandhijayanthi.

Women Development Cell

Webinar on ‘Women and Cyber Attack’

In connection with International Day of Elimination of Violence against Women, WEC and IQAC of our college jointly organized a webinar on the topic "Women and Cyber Attack" on 25th November 2020. The talk was delivered by Dr. P. Geetha, Women activist and writer (Retired Professor, S.N.G.S College, Pattambi). The programme was inaugurated by Principal, Dr. C. Rajesh. Around 40 students participated in the programme.

‘La Mode: Design Your Dream’

The One-Day workshop ‘La Mode: Design Your Dream’ conducted by Women Empowerment Cell and Internal Quality Assurance Cell, MES Keveeyam College was held on 8th March 2021. Dr. C. Rajesh, Principal, MES Keveeyam College inaugurated the session. Mr. Noushad, Creative Director and Founder, Ladies Planet was invited as the resource person. The event held at AV hall, MES Keveeyam College was coordinated by Dr Soumini C and Ms. Shahla Basheer. The resource person talked about the significance of fashion in business and how to develop entrepreneurial skills. Students were made to work on cloths by their own creativity and it was a huge success. Resource person interacted with our students and they cleared their queries regarding entrepreneurship.

Poster making competition ‘My Voice, Our Equal Future’

In connection with the International Day of the Girl Child, a poster making competition for students was organized on 11th October 2020 in association with IQAC. The theme for the poster making competition was “My Voice, Our Equal Future”.

Essay Writing Competition -‘Journey of A Girl : Student Status to Marital Status’

As part of the National Girls Child Day, an essay writing competition was conducted on the topic of ‘Journey of a girl: student status to marital status’ in association with IQAC. Around 14 students participated in the competition. Ms. Harichandana T. K., I year B. Sc. polymer chemistry bagged the first prize, Ayisha Nida got second prize and Nihala jebin from I M. Sc. Physics got third prize.

Unnat Bharat Abhiyan

National Workshop on Social Entrepreneurship

A series of workshops are conducted regarding Social entrepreneurship. The programme was conducted to make aware students about the importance of social entrepreneurship. Mr. B S C Naveen Kumar (Swachhta Action Plan 2020, Project Chief Program Coordinator, MGNCRE, Department of Higher Education, Ministry of Education, Govt. of India) was the resource person.

Innovation and Entrepreneurship Development Centre (IEDC)

Entrepreneurship Development Club of MES Keveeyam College in collaboration with Innovation and Entrepreneur Development Centre, an initiative by Kerala Startup Mission, organized a webinar on the topic “Developing Entrepreneurial Skills among Students”. The programme was conducted on 6 March 2021. This programme aimed to bring innovation and entrepreneurship culture in the campus and also to promote institutional mechanism to foster techno entrepreneurship. The programme was blessed with the presence of eminent personality like Prof. Sherin Sam Jose, Head of the Department of Mechanical Engineering and CEO of Startup Valley, Amal Jyothi Technology Business Incubator and Ms. Sreekutty, State coordinator, Kerala Startup Mission.

Publications of Faculty Members

Sl No	Name of the teacher	Department	Title of the publication	Title of the Journal
1	Dr. C .Rajesh	Chemistry	Accelerated Photodegradation of Polystyrene by TiO ₂ -Polyaniline Photocatalyst under UV Radiation	European Polymer Journal
2	Dr. C .Rajesh	Chemistry	Accelerated Photodegradation of Solid Phase Polystyrene by Nano TiO ₂ -Graphene Oxide Composite under Ultraviolet radiation	Polymer Degradation and Stability
3	Dr. C.Rajesh	Chemistry	Dielectric Properties of Composites of Natural Rubber and Keratin Fibre from Chicken Feather	<i>Fibers and Polymers</i>
4	Dr. JISHA V S	Chemistry	Integration of Multitargeted Polymer-Based Contrast Agents with Photoacoustic Computed Tomography: An Imaging Technique to Visualize Breast Cancer Intratumor Heterogeneity	ACS Nano
5	Dr.Divya M	Commerce	AWARENESS AND PERCEPTION TOWARDS COVID 19: AN EMPIRICAL STUDY AMONG RURAL RESIDENTS IN MALAPPURAM	WESLEYAN JOURNAL OF RESEARCH
6	Rameena K A	Commerce	Customers Satisfaction in Banking Services in SBI in Ernakulam District	International Journal of Commerce and Management
7	Dr. Divya M	Commerce	AWARENESS AND PERCEPTION TOWARDS COVID 19- AN EMPIRICAL STUDY AMONG RURAL RESIDENTS IN MALAPPURAM DISTRICT IN KERALA	Wesleyan Journal of Research
8	Dr.Muhammed Riyas K	Arabic	Literary and Artistic Features in the Novels of Yusuf Assibai	Majalla Kairala
9	NOORA.C T	Computer Application s/Computer Science	GOOGLE FUCHSIA: A CAPABILITY BASED OPERATING SYSTEM	INTERNATIONAL JOURNAL OF CREATIVE RESEARCH THOUGHTS - IJCRT
10	BINSHAD	Commerce	Influence of Social Media as a tool of Political Marketing in General Elections	United International Journal for Research & Technology (UIJRT)

11	BINSHAD	Commerce	A STUDY ON ECONOMIC UPLIFTMENT OF WOMEN VLOGGERS WITH SPECIAL REFERENCE TO MALAPPURAM DISTRICT	Sambodhi
12	Dr.SAILAJA U	Physics	Molecular dynamics in the supercooled liquid and glassy states of bezafibrate and binary mixture of fenofibrate	Journal of Non-Crystalline Solids
13	Dr.Jisha Krishnan E.K	Zoology	A Preliminary checklist study of Odonata faunal diversity in Agro and Riparian Ecosystem	Wesleyan Journal of Research
14	Dr.Jisha Krishnan E.K	Zoology	Molecular identification ,authentification and phylogenetic analysis of Neurothemis intermedia (Odonata:Libellulidae) using cytochrome oxidase I gene	NIU International Journal of Human rights
15	Dr.Jisha Krishnan E.K	Zoology	DNA barcoding as a molecular diagnostic tool for the species authentification and phylogenetic analysis of Copera marginipes (Copera marginipes)	International Journal of Entomolgy Research
16	Dr.Jisha Krishnan E.K	Zoology	Progress in use of molecular marker cytochrome oxidase I gene for species identification and phylogenetic analysis of Neurothemis fulvia (Odonata:Libellulidae)	International journal of creative research thoughts
17	AMEENUDH EEN KP	Retail Managment	Service Quality Measurement Of IRCTC With Special Reference To Kanjikkode Division	IJCRT
18	AMEENUDH EEN KP	Retail Managment	PERCEPTION TOWARDS CROP INVESTMENT LEVELS OF AGRARIAN SOCIETY IN THE MALABAR REGION OF KERALA	IJCRT
19	AMEENUDH EEN KP	Retail Managment	“STUDY ON THE IMPACT OF GOODS AND SERVICES TAX ON RETAILERS WITH SPECIAL REFERENCE TO TIRURANGADI MUNICIPALITY”	IJCRT
20	Abdul Gafoor kp	Commerce	Service quality measurement of IRCTC with special reference to kanjikkode division	IJCRT
21	Abdul Gafoor kp	Commerce	Perception towards crop investment levels of agrarians society in the malabar region of Kerala	IJCRT

22	Sulfath P	Optometry	Impact of Plant Pathogen Fusarium oxysporum on Wetland Plant Acanthus ilicifolius	International Journal of Creative Research Thoughts
23	Sulfath P	Optometry	Microbiological Characterization of Ebola Virus	International Journal of Creative Research Thoughts
24	Dr Saleena EC	Retail Managment	CONFLICT OF DUAL ROLE PLAYED BY THE WOMEN ENTREPRENEURS IN MALAPPURAM DISTRICT	International Journal of Creative Research Thoughts (IJCRT)
25	Dr Saleena EC	Retail Managment	Customer satisfaction towards new generation banking services with special reference to Pattambi Area	International Journal of Creative Research Thoughts (IJCRT)
26	Dr Saleena EC	Retail Managment	RELATIONSHIP BETWEEN TEACHER COMMITMENT AND JOB SATISFACTION OF SECONDARY SCHOOL TEACHERS OF MALAPPURAM DISTRICT	MAZEDAN INTERNATIONAL JOURNAL OF SOCIAL SCIENCE AND HUMANITIES
27	Dr Saleena EC	Retail Managment	IMPACT OF EDUCATION ON AGRICULTURE GROWTH PERCEPTION OF AGRARIANS IN THE MALABAR REGION OF KERALA	NIU International Journal of Human Rights
28	Dr Saleena EC	Retail Managment	Perception towards Crop Investment Levels of agrarian society in the Malabar region of Kerala	International Journal of Creative Research Thoughts (IJCRT)
29	Dr.Divya M	Commerce	CUSTOMER AWARENESS AND ATTITUDE TOWARDS ECO-FRIENDLY PRODUCTS- AN EMPIRICAL ANALYSIS IN MALABAR REGION OF KERALA	SAMBODHI (UGC CARELIST)
30	Dr. Divya M	Commerce	CUSTOMER AWARENESS AND ATTITUDE TOWARDS ECO FRIENDLY PRODUCTS: AN EMPIRICAL ANALYSIS IN MALABAR REGION OF	SAMBODHI (UGC CARE LIST JOURNAL)

			KERALA	
31	Dr.Jisha Krishnan E.K	Zoology	Identification and comparative analysis of Insect pollinators on Pogostemon quadrifolius and their conservative value in Laterite hill Ecosystem	Anvesak
32	AMEENUDH EEN KP	Retail Managment	“A STUDY ON EMPLOYEE’S ABSENTEEISM IN TEXTILES INDUSTRIES WITH SPECIAL REFERENCE TO MALABAR REGION.”	Kala : The Journal of Indian Art History Congress
33	AMEENUDH EEN KP	Retail Managment	“ASTUDYONTHEWOMENEMP OwermentTHROUGHKUDU MBASHREEWITH SPECIAL REFERENCE TO COASTAL AREA”	Kala : The Journal of Indian Art History Congress
34	Abdul Gafoor K	Commerce	An empirical study on investors preference towards Mutual funds	Kala sarovar
35	Abdul Gafoor KP	Commerce	Effectiveness of PDS through FCI with special reference to Androth.	Sambodhi
36	Abdul Gafoor KP	Commerce	A study on economic upliftment of women vloggers with special reference to Malappuram	Sambodhi
37	Abdul Gafoor KP	Commerce	Agrarians perception towards growth of agricultural investment in northern region of Kerala	Quest journal
38	Mridul C Mrinal	English	Busting the Myths of Socio-Cultural Representation in Sarkari Hi. Pra. Shaale, Kasaragodu, Koduge: Ramanna Rai	E-CineIndia
39	Dr Saleena EC	Retail Managment	Changing behavioral pattern of Agrarians towards Agricultural investment in Malabar region - An area wise Analysis.	Quest Journals Journal of Research in Agriculture and Animal Science
40	Dr Saleena EC	Retail Managment	Agrarians Perception towards Growth of agriculture investment in Northern Region of Kerala – an age wise Analysis	Quest Journals Journal of Research in Business and Management
41	Dr Saleena EC	Retail Managment	A Study on the women empowerment Through kudumbassee with special reference to coastal Area	kala: The Journal of Indian Art History Congress
42	BINSHAD	Commerce	MANAGING CHANGE THROUGH ADAPTIVE LEADERSHIP	Progressio Alas

43	Dr Saleena EC	Retail Managment	A Qualitative Analysis on the research attempts on the vocational interest in Indian scenarios	Sambodhi (UGC Care Journal)
44	Dr Saleena EC	Retail Managment	An Empirical study on investors preference towards Mutual funds	Kala Sarovar (UGC care group -1 Journal)

Books/Book Chapters

Sl No	Name of the teacher	Depart ment	Title of the publication	Title of the Journal/Book
1	Dr. SAILAJA U	Physics	Studies on Histamine H2-Receptor Antagonists by Using Density Functional Theory	Drug Design - Novel Advances in the Omics Field and Applications
2	Mridul C Mrinal	English	ROLE OF MATRIARCHY: A GENDER PERSPECTIVE ON D K CHOWTA'S MITTABAIL YAMUNAKKA: A TALE OF THE LANDLORDS HOUSE HOLD..	Contemporary Multi-Disciplinary Research Dimension
3	Mridul C Mrinal	English	THE GOSPAL OF AMARNATH VENUGOPAL	THE BLOSSOM (ANTHOLOGY OF MOTIVATIONAL SHORT STORIES)
4	Mridul C Mrinal	English	Presentation of caste in colonial narratives: A discourse on DK Chowta's Tulu novel Mittabail Yamunakka, A tale of the Landlord's Household	Colonial and post colonial literature: discourses, disruptions and intersections
5	Mridul C Mrinal	English	A rainy dawn in Malabar	The Romantic Breeze
6	Dr REJI A L	English	Atlantic Publishers , New Delhi	Contemporary Popular Malayalam Cinema: A Spatial Dynamical Study
7	Mridul C Mrinal	English	The Coral dreams	Moulting Days , Life after uniform

Ph D Awarded

1. **Reji AL (Department of English)**