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# EXPRESSIONS

The Albertian Newsletter

## St. Albert's College (Autonomous)

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### Editorial



**Ms. Anuvindha Shaji**

#### Embarking on the Present

In our fast-paced and hectic lives, it is all too easy to get caught up in the worries of the future or the regrets of the past. Yet, the true essence of life resides in the present moment. It is in this fleeting space of time that we have the opportunity to experience profound joy, find inner peace, and cultivate a sense of contentment. By consciously embracing the present, we can unlock the transformative power of living fully and authentically. Time is a curious concept, a construct that often enslaves our minds. We find ourselves constantly dwelling on past mistakes or anxiously planning for an uncertain future. However, the truth is that the past no longer exists, and the future is yet to unfold. The present moment is the only reality we can truly inhabit. Recognizing this truth is

the first step towards embarking on the path of presence. When we allow ourselves to be fully present, we open our senses to the beauty and wonder that surrounds us. We begin to notice the intricate details of a blooming flower, the warmth of the sun on our skin, or the laughter shared with loved ones. The simplicity of these moments holds immense power to uplift our spirits and nourish our souls. By embracing the present, we can find joy in the small miracles that often go unnoticed. The weight of the past can burden our present, preventing us from experiencing true freedom and happiness. Regrets, grudges, and past failures can consume our thoughts, hindering our ability to fully engage with the present. However, by accepting that the past cannot be changed and acknowledging the lessons it has taught us, we can liberate ourselves from its grasp. Forgiveness, both for ourselves and others, is a vital step towards living in the present moment.

### The Department of BBM

#### Social Outreach Programme

Three faculty members from the department of BBM published books through Notion Press: Ms. Remya S, Assistant Professor, Department of BBM published a book titled Goods and Service Tax on 13 May, 2023. Ms. Riya Biju, Assistant Professor, Department of BBM published a book titled Dominations in Graph Theory on 25 May, 2023. Ms. Nivya KM, Assistant Professor, Department of BBM published a book titled Managerial Economics on 29 May, 2023.



## CERTIFICATE OF PUBLISHING

We're proud to present this certificate of publishing to

Nivya K M

for successfully publishing

Managerial Economics

on 29-05-2023

"A writer's life and work are not a gift to mankind; **they're a necessity**"~ Toni Morrison



## CERTIFICATE OF PUBLISHING

We're proud to present this certificate of publishing to

Riya Biju

for successfully publishing

DOMINATIONS IN GRAPH THEORY

on 25-05-2023

"A writer's life and work are not a gift to mankind; **they're a necessity**"~ Toni Morrison

## The Department of Commerce Aided

### Faculty Achievements

Neeraja T S, Asst. Prof., Department of Commerce & Research Centre was awarded Ph. D Degree from Mahatma Gandhi University, Kottayam on 25 May, 2023.



## The Department of English Aided

### Invited Lecture / Collaboration

Dr. Sweetha Saji, Assistant Professor, Department of English served as a resource person and delivered a lecture on the topic “Prospects for an English Graduate” as part of the Online Skill Training Programme conducted for the III BA English Model I students of St. Berchman’s College (Autonomous), Changanacherry on 13 May, 2023.



### CERTIFICATE

This is to certify that Dr. Sweetha Saji, Assistant Professor, St. Albert's College, Ernakulam, has delivered a lecture on the topic: “Prospects for an English Graduate” as part of the Online Skill Training Programme conducted for the Third year BA English Model I students, from May 12 – 13, 2023.

**Prof P J Thomas**  
Head and Associate Professor

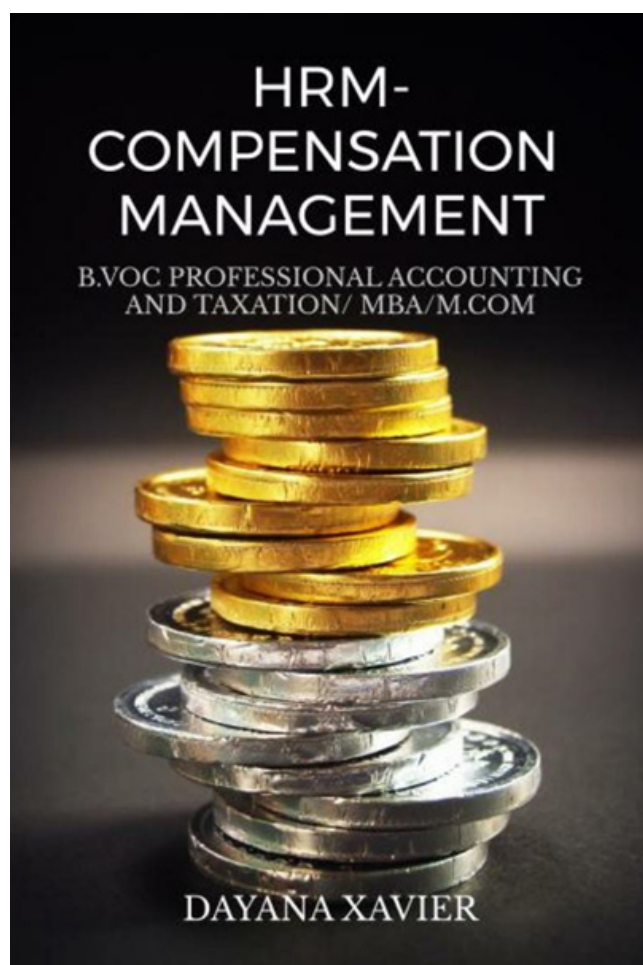
P.J. THOMAS  
Associate Professor  
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## The Department of Commerce SF (AN)

Ms. Dayana Xavier, the Head in Charge of the Department of Commerce SF (AN), St. Albert's College Autonomous, Ernakulam Published HRM Compensation Management through Notion Press. This book serves as a comprehensive guide for students pursuing B.Voc Professional Accounting and Taxation, M. Com, and B. Com programmes. The book delves into the intricacies of Human Resource Management (HRM) and focuses specifically on the vital aspect of Compensation Management. With Ms. Dayana Xavier's expertise and insights, the book offers a wealth of knowledge and practical strategies in understanding and effectively managing compensation systems within organizations. It serves as an essential resource for students seeking a deeper understanding of HRM practices, providing them with valuable insights to navigate the complexities of compensation management in the modern business world.



Ms. Amrutha Santhosh, Asst. Professor, Department of Commerce SF (AN) published a paper titled "A Study on Student Migration and its Factors with Special Reference to Ernakulam District" in the International Journal of Research and Analytical Reviews (IJRAR), an International Open Access Peer-Reviewed Journal on 11 May, 2023.



## The Department of Retail Management

Mr. Shaibin K R, Assistant Professor, Department of Retail Management, St. Albert's College (Autonomous), Ernakulam published Effective Strategic Management in Business-Concepts and Applications. Effective Strategic Management in Business-Concepts and Applications is a book intended for students pursuing undergraduate and postgraduate courses in management. This book explains important concepts required for formulation and implementation of strategies. Learners will get a clear understanding through the examples provided in the book.

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### Effective Strategic Management in Business

Concepts and Applications

Author Name: [Shaibin K R](#) | Format: [Paperback](#) | Genre: [Educational & Professional](#) | [Other Details](#)

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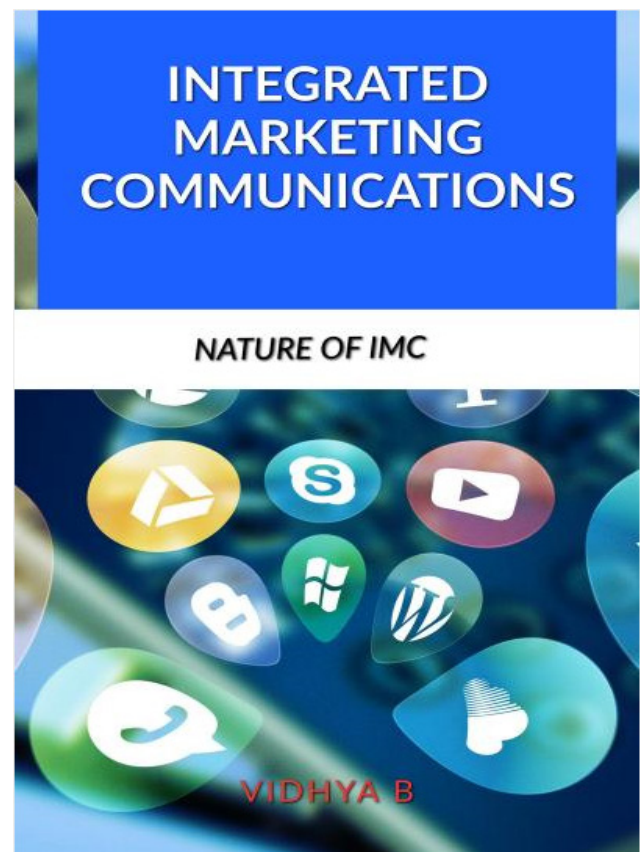
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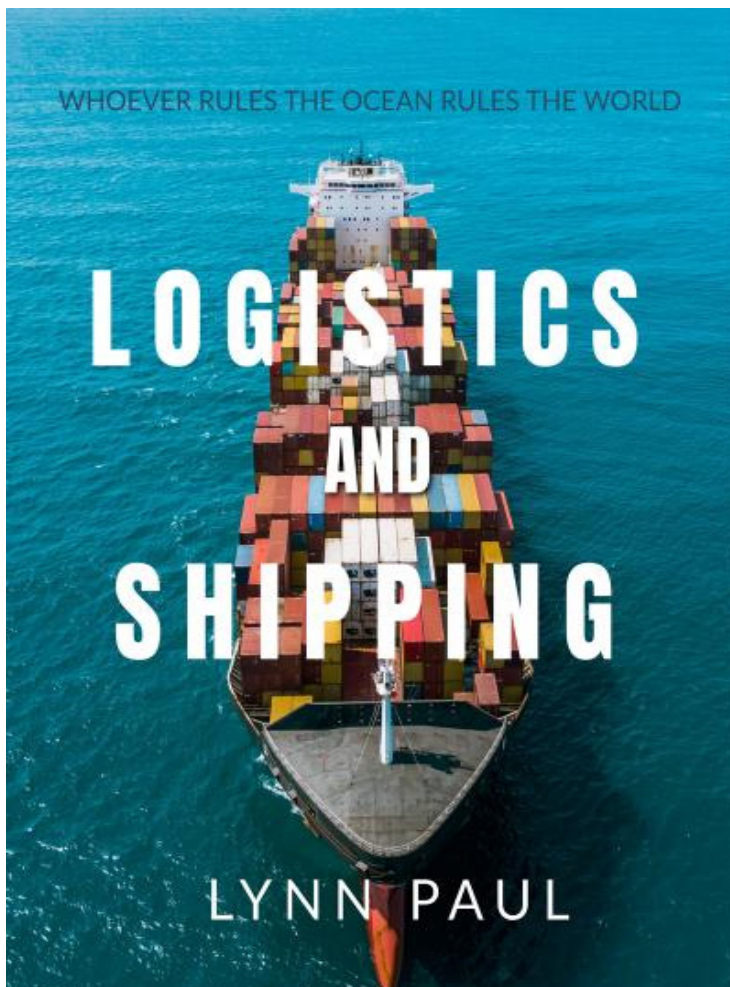
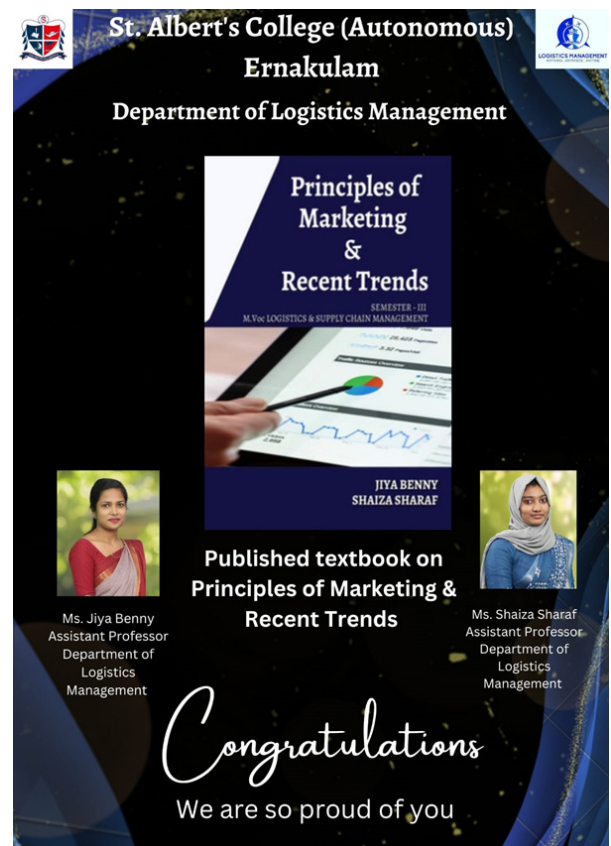
Ms. Vidhya B, Assistant Professor, Department of Retail Management, St. Albert's College (Autonomous), Ernakulam published Integrated Marketing Communications. Integrated Marketing Communication is a textbook on the nature of Integrated Marketing Communication. It helps to evaluate the strategies in the light of given marketing objectives and analyse the effectiveness of various media. It integrates marketing works in tandem with public relations, corporate communications, media relations, and other common outlets for marketing messaging.





## The Department of Logistics Management

In the month of May faculty members of the Department of Logistics Management, Ms. Shaiza Sharaf and Ms. Jiya Benny published a book Principles of Marketing and Recent Trends. Mr. Lynn Paul of the same department published the book Logistics and Shipping.



Mr. Lynn Paul, Asst. Prof., Department of Logistics Management published the book Logistics and Shipping.

### River Ranching

Conservation Research Group (CRG), an independent organization working in St. Alberts College (Autonomous), Ernakulam has successfully ranched captive breed indigenous ornamental fishes into Chitrapuzha river, Kakkanad, Ernakulam. To streamline the research and outreach activities, the CRG was formed in October 2007 in St. Alberts College (Autonomous), Ernakulam. CRG has made enviable strides in research and outreach in biodiversity conservation and management and has become one of the leading organisations in this field. The captive breeding technology of fishes was developed by the final year students of B.Voc Commercial Aquaculture and the experiment was completed in the Research Department of Fisheries and Aquaculture. Young ones of Nilgiri melon barb, Haludaria fasciata, Dotted sawfin barb, Pethia punctata, Ticto barb, Puntius ticto and Blackspot barb, Dawkinsia filamentosa have been ranched into the river. The ranching was done by Dr Vibin M, Head of the Research Department of Fisheries and Aquaculture. Assistant Professors and Members of CRG, Dr. Renjith Kumar, Dr. Jithu Paul Jacob, final year students Muzhamil, Nikhil S Pillai, Sindya Roy, Rizwana Basheer and Krishna also attended the ranching programme.



### Vembanad Fish Count 2023

Vembanad Fish Count (VFC) is a quality initiative programme organised by ATREE and Conservation Research group (CRG) of St. Albert's College (Autonomous) since 2008. The sixteenth edition of VFC' 23 was conducted at Karmasadan Pastoral Centre, Alappuzha, on 29 and 30 May, 2023. Ten students from the Research Department of Fisheries (RDFA) and three faculty members (Dr. Santu K S, Dr. Radhika R, and Dr. Jithu Paul, Asst. Professors RDFA) participated in the VFC'23 at Alappuzha. A total of 50 species were recorded in the 16th edition of Vembanad Fish Count. A survey was conducted in the southern parts of the lake under the aegis of the Community Environment Resource Centre (CERC) a field academic unit of the Ashoka trust for Research in Ecology and Environment.

The first day of the programme started at 5.30 p.m. with the registration of volunteers. The programme was inaugurated by Dr. Priyadarsanan Dharma Rajan, Senior Fellow, ATREE, and by Dr. K.V. Jayachandran, Former Dean, KUFOS. The orientation class was taken by Ms. Maneeja Murali, Senior Programme Officer, ATREE, CERC. The team was grouped into three and named the Western, Eastern, and Riverine groups for the survey. Five students represented the Western Team, in which Mr. Alex K. Baiju was selected as the team captain, and the remaining five students represented Team Riverine. Akshay Sebastian, a second-year B. Voc student, RDFA, was selected as the team captain.



On the second day, the VFC' 23 survey was flagged off by K. V. Dayal, an Environmentalist, at 6 a.m. Team Riverine was led by Dr. Priyadarshan Dharma Rajan and Dr. Benno Pereira P G, Asst. Prof. (Dept. of Zoology, University of Kerala). Five stations were selected for the fish count survey, namely, Punnamada (station 1), Chungam (station 2), Kainakiry (station 3), Kizhakke Vattakayal (station 4), and Kuppapuram (station 5), and a total of 17 species of finned fish and 3 shellfish were identified during the survey from the riverine area of Vembanad Lake. A total of eight species were recorded from station 1 in Punnamada, and at least one was found on station 5 in Kupapuram. The most dominant group was *D. filamentosa* (52), followed by *Ambasis ambasis* (48), *Pseudoetroplus macculatus* (46), and *Carinotetradon travancoris* (40). *Carinotetradon travancoris* was reported by all the stations. Aquatic weeds such as *Pistia*, *Eichhornia*, *Cabomba*, *Salvinia*, and Water Lily were found in the area. Fish parasites, nematodes, and isopods were reported during the survey, which indicates the deteriorating effect of the Vembanad lake ecosystem. Most fish caught were reported by gillnetting. The Vembanad Fish Survey for the year ended at 1.30 p.m., and the survey reports made by each team were presented at the valedictory function by team captains. Alex K. Baiju, a first-year B. Sc Aquaculture student, presented a report on the Western side of Vembanad Lake during the function. The meeting concluded after distribution of certificates and group photographs at 4 p.m.

### Glimpses of Vembanad Fish Count 2023



Vembanad Fish Count (VFC '23) conducted by ATREE at Karmasadan Pastor Centre, Alappuzha

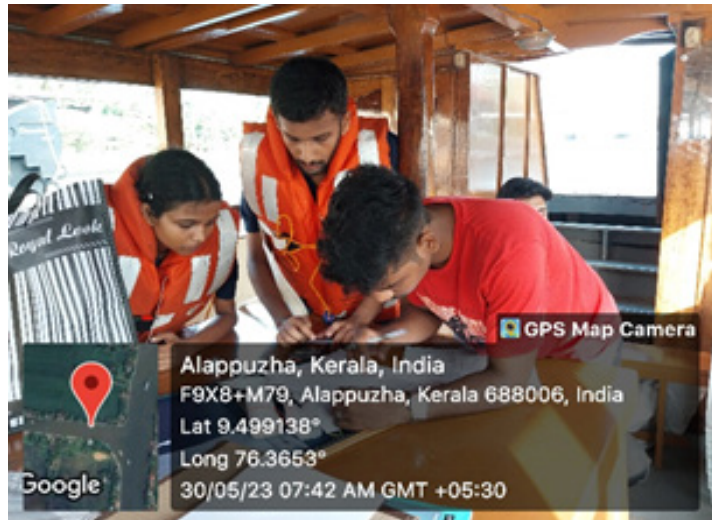


Team RDFA with Dr. Benno Pereira P.G, Asst. Prof. (Dept. of Zoology, University of Kerala)





Team RDFA – Environmentalist K.V. Dayal with Akshay Sebastian, RDFA, Captain, Riverine team



VFC'23 team on board



Dr. Radhika R and Dr. Santu K.S. (Asst. Prof., RDFA) on field

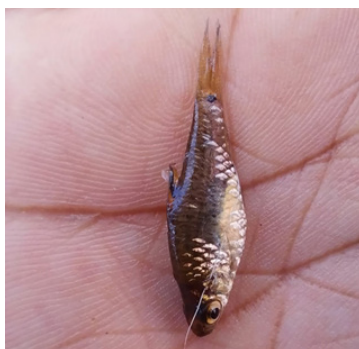




Team RDFA with Dr. Priyadarsanan Dharma Rajan and Dr. Pereira P.G



Fishing activities during VFC '23



Fish catch during VFC '23  
(Refer Table. 1)







Western Team Captain Alex K Baiju (B. Sc Aquaculture), presenting report on VFC '23; Muralikrishna P. M (B. Sc Aquaculture) receiving certificate during the VFC '23 survey programme



Team RDFA, St. Alberts College (Autonomous) at VFC'23







As many as 110 volunteers including academics, researchers and fishermen participated in the 16th Vembanad fish count on Tuesday. | Photo Credit: SPECIAL ARRANGEMENT

The 16th edition of the Vembanad fish count has recorded 50 species. A survey was conducted in the southern parts of the lake under the aegis of the Community Environment Resource Centre (CERC), a field academic unit of the Ashoka Trust for

VFC' 23 covered in The Hindu 30/05/2023

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