



Mercy College
Palakkad, Kerala, India 678006
Govt. Aided Arts & Science College
Affiliated to the University of Calicut
Accredited by NAAC with A Grade IV Cycle

DEPARTMENT OF LANGUAGES

MADHURAM MALAYALAM ON 06/08/2025



MERCY COLLEGE PALAKKAD
DEPARTMENT OF LANGUAGES



VENUE : MAIN SEMINAR HALL

DATE : 06/08/2025

TIME : 12 : 50 PM

**SPONSORED BY TRINITY
GOLD, PALAKKAD**

CUBA

An IQAC Initiative

Faculty Coordinators

Sr Julie PJ

HOD DEPARTMENT OF MALAYALAM

Dr Sr Sigi M V

ASST. PROFESSOR , DEPARTMENT OF MALAYALAM

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D2 Physics



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The Department of Languages, Mercy College, Palakkad, in collaboration with Mathrubhumi Daily, organized a special program titled 'Madhuryam Malayalam' on 6th August 2025. This meaningful initiative was proudly sponsored by Trinity Gold, Palakkad and conducted under the IQAC initiative CUBA.

The key highlight of the program was the distribution of Mathrubhumi newspapers to students, an activity designed to create a direct and practical connection with the printed medium. This gesture was made possible through the generous sponsorship of Trinity Gold. The aim was to cultivate the habit of regular newspaper reading among the younger generation, encouraging them to engage with authentic sources of information and develop critical awareness of current events.

The program addressed the declining trend of newspaper readership in the era of fast-paced digital content consumption. Through engaging discussions, interactive sessions, and guided reading activities, students were encouraged to explore various sections of the newspaper — from hard news to editorials, features, and cultural columns. Faculty members and Mathrubhumi Daily representatives highlighted the role of newspapers in language enrichment, knowledge expansion, and fostering a well-rounded perspective on social, political, and cultural issues.

By collaborating with one of Kerala's most respected newspapers, the Department of Languages emphasized the Malayalam language's cultural and literary significance, while also promoting informed citizenship. The initiative also reinforced the value of traditional media in preserving journalistic integrity and promoting thoughtful public discourse.



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PRINCIPAL

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STAFF CO-ORDINATOR

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STUDENT CO-ORDINATOR