



Phone: 8147053084
8147053085

ಪಿಇಎಸ್ ಇನ್‌ಸ್ಟಿಟ್ಯೂಟ್ ಆಫ್ ಅಡ್ವಾನ್ಸ್‌ಡ್ ಮ್ಯಾನೇಜ್‌ಮೆಂಟ್ ಸ್ಟಡೀಸ್
(ಉಪೇಶು ವಿಶ್ವವಿದ್ಯಾನಿಲಯದ ಸಂಯೋಜನೆಗೊಳಪಟ್ಟಿದೆ ಮತ್ತು ಕರ್ನಾಟಕ ಸರ್ಕಾರದ ಮಾನ್ಯತೆ ಪಡೆದಿದೆ)
ಎನ್ ಹೆಚ್ 206, ಸಾಗರ ರಸ್ತೆ, ಶಿವಮೊಗ್ಗ - 577 204 (ಕರ್ನಾಟಕ)

PES Institute of Advanced Management Studies

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: pesiams@pestrust.edu.in
Website : pestrust.edu.in/pesiams

(Affiliated to Kuvempu University, Recognized by Govt. of Karnataka)
N H-206, Sagar Road, Shivamogga - 577 204 (Karnataka)

List of Activities Conducted under the MoU

of

FICOM Engineering Private Limited, Bangalore

for the Academic Year 2018-19

S I No	Name of the Activity	Date	Number of Participants
1	Invited Talk on Campus to Corporate	21-01-2020	209
2	Invited Talk on Digital Marketing and E-Commerce	04-07-2019	171
3	Certificate Course on Digital Marketing	04-08-2019 to 01-09-2019	148
Total			528



**Report on Guest talk
of
Campus to Corporate**

Skills such as active listening, collaboration, presenting ideas and communicating with colleagues are all highly valued in the modern workplace. Strong soft skills ensure a productive, collaborative and healthy work environment, all crucial attributes for organizations in an increasingly competitive world. Mr. Sohankumar R.N., FICOM Engineering Pvt. Ltd., Bangalore, said on the occasion of guest talk on importance of Soft Skills in corporate career jointly organized by Department of Commerce and Management and Department of Computer Science, PESIAMS on 21.01.2020. Soft skills are the key to building relationships, gaining visibility, and creating more opportunities for advancement. He also cautioned students by saying that basically, you can be the best at what you do, but if your soft skills aren't cutting it, you're limiting your chances of career success.

The session was started by lighting the lamp by the dignitaries in the seminar hall. Mr. Mohan D, Asst. Professor, Dept of Commerce & Management, PESIAMS welcomed the gathering. The programme was presided by Dr. K Sailatha, Principal, PESIAMS, HOD Department of Commerce and Management and Department of Computer Science. and staff members were present during the session. Mr. Mohan D, Asst. Professor, Dept of Commerce & Management, provided a vote thanks and culminated the session with a concluding note at the end of the program.



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Principal

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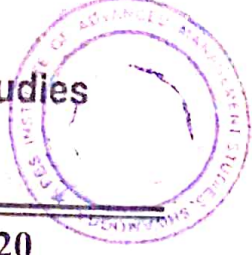


List of Students (M.Com) Participated in program 2019-2020

Sl. No	Name of the Student	Sl. No	Name of the Student
1	ARPITA L	24	NETHRAVATHI B N
2	ASIFA KHANUM	25	POOJA N
3	KANCHANA K	26	RAKSHITHA N S
4	POOJA S	27	SABIRA
5	RAKESH U	28	SANJAY C
6	SAMANTHA P R	29	SAVYA D.S
7	SUMA B.Y	30	SHAZIA BANU
8	SUSHMA S.V	31	SHIVAKUMARA A S
9	USHA H.T	32	SHWETHA S GULGULE
10	VARSHITHA S.P	33	SNEHA R CHAUHAN
11	AISHWARYA S		
12	ANANDA N		
13	ARCHANA M NAYAK		
14	ASHWINI P		
15	CHANDANA G.P		
16	CHANDANA JADAV		
17	CHETHAN R		
18	ESHWAR M PATEL		
19	IMTIYAZ AHMED		
20	KARTHIK C M		
21	LEKHA P K		
22	MADAN B K		
23	MISBA TAJ		


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List of Students (III BBA) Participated in program 2019-2020

Sl. No	Name of the Student	Sl. No	Name of the Student
1	ABDUL MANNAN	33	PRADEEP A B
2	ABDULLAH AAMIR USMANI	34	PRAJWAL RAJ K R
3	AKHIL S	35	PRANATHI
4	AKHILESH C P	36	RAHUL S
5	AKSHAY M V	37	ROJA D.L
6	ALOKA K R	38	SHREEJITH M
7	ANEES AHMED	39	SINDHU S
8	ANOOP B	40	SUHAS D.N
9	APOORVA K	41	SUMANTH M S
10	ARPITHA D.K	42	VINAY KUMAR G.K
11	CHANDANA J.S	43	MOHAMMED FAIQH SUBAAN SAYEED
12	DHANANJAYA M.N	44	NAMRATHA S D
13	GAGANKUMAR K		
14	HARISH KUMAR M		
15	HARSHA A V		
16	IRFAN KHAN N		
17	JUNAID AHMED		
18	KAVYA R		
19	KSHITIJ RISHAV		
20	KUSHAL PATEL S.G		
21	LEMUEL D SOUZA		
22	MALATHESH K M		
23	MALLESH M K		
24	MANOJKUMAR		
25	MOHAMMED AQHEEL		
26	MOHAMMED FARDEEN		
27	MOHAMMED ZAID		
28	MUDASSIR AHMED		
29	NIRANJAN H.O		
30	NIROOP RAJ M B		
31	NISHANTH A.S		
32	PAVAN DHANANJAYAN		

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List of Students (III B.Com) Participated in program 2019-2020

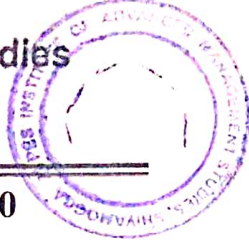
Sl. No	Name of the Student	Sl. No	Name of the Student
1	KUMAR T.G	31	SHARANYA B V
2	ADITHI K	32	SHIVANANDA H C
3	AKANKSHA JAIN	33	SHIVANANDA N
4	ALIYA PATEL	34	SIDHI S
5	AMRUTHA G.C	35	SUDIN R
6	ANUSHA C	36	SUSHMA M.G
7	ARPITHA Y.G	37	THEJAS K M
8	BHARATH S.G	38	URMILA BHEEMARAM PATEL
9	BHARATH S N	39	VAISHALI G.B
10	DEEKSHITH S JAIN	40	VEENA R
11	DEEPESH M JAIN	41	VIMALA N PATEL
12	DHANUSH S SAGAR		
13	HARDIK P		
14	HARSHINI K.M		
15	HARSHITHA K		
16	JAINI S		
17	JITHIN VIJAY		
18	KUMAR S		
19	KUSHAL JAIN		
20	LAVANYA B H		
21	LUBNA		
22	MANASA C.D		
23	MITHAN M		
24	MOHAMMED ANAS V K P		
25	MONISHA PATEL		
26	NAMEERA KHANAM		
27	NIKITHA S.R		
28	NISARGA R		
29	PALLAVI KIRAN		
30	PAVANA H K		

[Signature]
Principal

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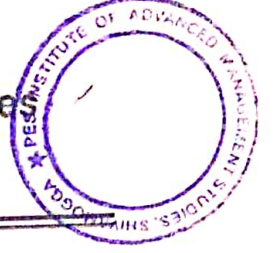
List of Students (III BCA) Participated in program 2019-2020

Sl. No	Name of the Student	Sl. No	Name of the Student
1	ADARSHA A G	31	KAVANA PRABHU K
2	AISHWARYA A	32	KRUTHIKA C SHETTY
3	AKASH M	33	LAVANYA S
4	ANANYA B SHETTY	34	MADHUGOWDA K S
5	ANUSHA A.B	35	MEGHA P.S
6	ANUSHA H.B	36	MEGHANA D R
7	ARJUN T K	37	MEGHARAJ R
8	ATHIRA DILEEP NAMBIAR	38	MOHAN Y
9	BHARATH KUMAR M	39	NAGASHREE KAMATH S
10	BHARATH V S	40	NAGAVARDHAN V.R
11	BHOOMIKA J SHETTY	41	NAMRATHA G S
12	BIBIAMEENA	42	NANDHINI G P
13	BINDU G	43	NANDISH S H
14	CHAITRA U BILAGI	44	NARESH H.P
15	CHAITRA V.H	45	NAVYA T U
16	CHANDANA K.B	46	NAYANA Y
17	CHANDANA K C	47	RAKSHITH R
18	CHETHAN KUMAR M	48	RAKSHITHA C
19	CHETHAN M	49	RAMYA G C
20	CHETHAN N	50	RANJITHA S
21	CHIRANTH B GOWDA	51	RENUKA N B
22	DARSHAN S	52	ROOPA PRASAD S R
23	DEEPA PRASAD	53	SACHIN SHIVASHARAN PATTANASHETTI
24	DEEPIKA G.N	54	SAGAR K
25	DEVIKA C	55	SAKSHI JAIN
26	HARSHA M SAJJAN	56	SALONI JAIN
27	HARSHITH G L	57	SAMARTH S RAO
28	HARSHITHA B	58	SANJAY P
29	JANET NISHMITHA SALINES	59	SANTHOSH S M
30	KANIZ FATHIMA N	60	SHARATH B G


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61	SHARATH G
62	SHOAIB KHAN
63	SHREYA C.O
64	SHREYAS S SHETTY
65	AFRA SHEIK
66	NAVEEN KUMAR SS
67	PALLAVI ISHWAR NAIK
68	NIKHITHA V S
69	NITHIN KUMAR K
70	PALLAVI N V
71	PRIYANKA C
72	PRIYANKA T M
73	PUNITH N S
74	RAHUL B
75	RAHUL R
76	RAKESH R
77	SANJAY R
78	SANJAY U V
79	SANJAYA T M
80	SHRUTHA B U
81	SINDHU G N
82	STELLA SAJI JOHN
83	SUCHITHA A SHAROL
84	SUHAS S
85	SUMANA N
86	SUMUKHA M.N
87	SUPRAJA G S
88	SUPRITHA A S
89	USHA M
90	VANISHREE U
91	VARSHA V R

209 Students from
B.A | B.Law | BBA | M.Com
have participated in
the above Prof.

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Date: 04-07-2019

Report on Guest talk
of

Digital Marketing and E-Commerce

A motivational session was organized for the students of PESIAMS on Digital Marketing and E-Commerce. The session was started by lighting the lamp by the dignitaries in the seminar hall. Mr. Sathish V Asst. Professor, Dept. of Commerce and Management PESIAMS welcomed the gathering. The programme was presided by Dr. K Sailatha, Principal, PESIAMS. The goal is to influence target consumers in taking action. The power of digital marketing is phenomenal. You can reach millions of users within hours and a couple of clicks. Now that's true power available to anyone. There is a lot going on in the business environment.



Mr. Krishnappa B.P., FICOM Engineering Pvt. Ltd., Bangalore, said on the occasion of guest talk on Digital Marketing and E-Governance organized on 04.07.2019 by Department of Commerce and Management, PESIAMS. Addressing the students he pointed out that the things are changing very fast and consumers are getting distracted from every angle. Due to the fast changes in technological advancement consumer behaviors are shifting by the minute. All of these are creating a big challenge for E -Commerce businesses and their digital marketers. Therefore there is need of addressing these challenges into opportunities he said. Mr. Sathish V Asst. Professor, Dept. of Commerce and Management provided a vote thanks and culminated the session with a concluding note.

Principal

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List of Students (III B.Com) Participated in program 2019-2020

Sl. No	Name of the Student
1	KUMAR T.G
2	ADITHI K
3	AKANKSHA JAIN
4	ALIYA PATEL
5	AMRUTHA G.C
6	ANUSHA C
7	ARPITHA Y.G
8	BHARATH S.G
9	BHARATH S N
10	DEEKSHITH S JAIN
11	DEEPESH M JAIN
12	DHANUSH S SAGAR
13	HARDIK P
14	HARSHINI K.M
15	HARSHITHA K
16	JAINI S
17	JITHIN VIJAY
18	KUMAR S
19	KUSHAL JAIN
20	LAVANYA B H
21	LUBNA
22	MANASA C.D
23	MITHAN M
24	MOHAMMED ANAS V K P
25	MONISHA PATEL
26	NAMEERA KHANAM
27	NIKITHA S.R
28	NISARGA R
29	PALLAVI KIRAN
30	PAVANA H K

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List of Students (III BCA) Participated in program 2019-2020

Sl. No	Name of the Student	Sl. No	Name of the Student
1	ADARSHA A G	28	SANJAY R
2	AISHWARYA A	29	SANJAY U V
3	AKASH M	30	SANJAYA T M
4	ANANYA B SHETTY	31	SANTHOSH S M
5	ANUSHA A.B	32	SHARATH B G
6	ANUSHA H.B	33	SHARATH G
7	ARJUN T K	34	SHOAIB KHAN
8	ATHIRA DILEEP NAMBIAR	35	SHREYA C.O
9	BHARATH KUMAR M	36	SHREYAS S SHETTY
10	BHARATH V S	37	SHRUTHA B U
11	BHOOMIKA J SHETTY	38	SINDHU G N
12	BIBIAMEENA	39	STELLA SAJI JOHN
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14	CHAITRA U BILAGI	41	SUHAS S
15	CHAITRA V.H	42	SUMANA N
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19	CHEZHAN M	46	USHA M
20	CHEZHAN N	47	VANISHREE U
21	CHIRANTH B GOWDA	48	VARSHA V R
22	DARSHAN S	49	AFRA SHEIK
23	DEEPA PRASAD	50	NAVEEN KUMAR SS
24	DEEPIKA G.N	51	PALLAVI ISHWAR NAIK
25	DEVIKA C		
26	HARSHA M SAJJAN		
27	HARSHITH G L		

[Handwritten Signature]

Principal

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List of Students (III BBA) Participated in program 2019-2020

Sl. No	Name of the Student
1	ABDUL MANNAN
2	ABDULLAH AAMIR USMANI
3	AKHIL S
4	AKHILESH C P
5	AKSHAY M V
6	ALOKA K R
7	ANEES AHMED
8	ANOOP B
9	APOORVA K
10	ARPITHA D.K
11	CHANDANA J.S
12	DHANANJAYA M.N
13	GAGANKUMAR K
14	HARISH KUMAR M
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24	MANOJKUMAR
25	MOHAMMED AQHEEL
26	MOHAMMED FARDEEN
27	MOHAMMED ZAID
28	MUDASSIR AHMED
29	NIRANJAN H.O
30	NIROOP RAJ M B
31	NISHANTH A.S
32	PAVAN DHANANJAYAN



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(ಕುವೆಂಪು ವಿಶ್ವವಿದ್ಯಾನಿಲಯದ ಸಂಯೋಜಿತವಾಗಿರುವ ಮತ್ತು ಕರ್ನಾಟಕ ಸರ್ಕಾರದ ಮನ್ನಣೆ ಪಡೆದಿದೆ)
ಎನ್ ಹೆಚ್ 206, ಸಾಗರ ರಸ್ತೆ, ಶಿವಮೊಗ್ಗ - 577 204 (ಕರ್ನಾಟಕ)

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Website : pestrust.edu.in/pesiams

N H-206, Sagar Road, Shivamogga - 577 204 (Karnataka)



List of Students (M.Com) Participated in program 2019-2020

Sl. No	Name of the Student	Sl. No	Name of the Student
1	ARPITA L	24	NETHRAVATHI B N
2	ASIFA KHANUM	25	POOJA N
3	KANCHANA K	26	RAKSHITHA N S
4	POOJA S	27	SABIRA
5	RAKESH U	28	SANJAY C
6	SAMANTHA P R	29	SAVYA D.S
7	SUMA B.Y	30	SHAZIA BANU
8	SUSHMA S.V	31	SHIVAKUMARA A S
9	USHA H.T	32	SHWETHA S GULGULE
10	VARSHITHA S.P	33	SNEHA R CHAUHAN
11	AISHWARYA S		
12	ANANDA N		
13	ARCHANA M NAYAK		
14	ASHWINI P		
15	CHANDANA G.P		
16	CHANDANA JADAV		
17	CHETHAN R		
18	ESHWAR M PATEL		
19	IMTIYAZ AHMED		
20	KARTHIK C M		
21	LEKHA P K		
22	MADAN B K		
23	MISBA TAJ		

Principal

PES Institute of Advanced Management Studies
NH 206, Sagar Road
SHIVAMOGGA-577 204.



List of Students (I B.Sc) Participated in program 2019-2020

Sl. No	Name of the Student
1	ABHISHEK G
2	ANKITHA ANIL
3	ANVITHA N
4	ARBIYA
5	BHOOMIKA G.S
6	CHANDANA C
7	GOWTHAM S.R
8	HARISH Y
9	HARSHINI M PATIL
10	HUSNA SANIYAN
11	LILIAN RAMOLA
12	MANJUBHARGAVI C
13	MITHUN G.U
14	NASEEBA KHANUM
15	NAVYA D
16	PAVANKUMAR K.T
17	PRAJWAL SINGH G
18	PRAJWALA K.S
19	PUNITH S
20	SANDHARSHINI J NAYAKA
21	SANKALPA K
22	SINCHANA M SHET
23	SINCHANA N
24	YASHASWINI S
25	SUNIL NAYAK A

All UG students i. e. BBA/B.com/BCA & B.Sc along with PG (M.com) students participated in the above invited talk.

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No.

Certificate Course offered by M/S FICOM Engineering Pvt. Ltd.

on

Digital Marketing to BBM/B.Com/BCA/M.Com Students – AY-2015-16

This course is designed for practical learning, where students will be expected to work with marketing datasets, dummy display ads, virtual website optimization, SEO based on instructions in lectures and class discussions. At the end of this course, the participants will understand various channels and activities essential to plan to implement and manage an effective digital marketing strategy for their businesses. The course also empowers students with the right skills required to be professional digital marketers.

Objectives:

1. Exploring the emerging tools offered by the internet.
2. Understand and estimate the mindset of the online consumer.
3. Design tools to enhance online consumer experiences.
4. Monitor, evaluate and iterate traffic-building activities for marketers.
5. Evaluate internet-marketing metrics and identify KPI.
6. Benefit the marketers through better consumer segmentation, forecasting consumer trends and consumer analytics.



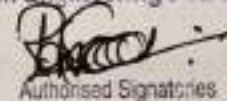
Principal

PES Institute of Advanced Management Studies

NH 206, Sagar Road

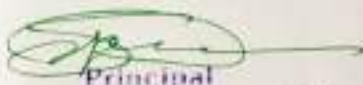
SHIVAMOGGA-577 204

For Ficom Engineering Pvt. Limited


Authorized Signatories

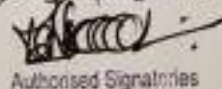
Syllabus

Unit - 1	Digital Marketing – An Overview and Introduction : (6 Hours) Introduction, The changing face of advertising, the technology behind digital marketing. Key terms and concepts, What is marketing? What is digital marketing? Understanding marketing strategy, the building blocks of marketing, Search Engine Optimization Practitioner
Unit - 2	Content Marketing (6Hours) Why content? – An overview, The growth of content marketing in the digital age, Technical and architectural strategies: Content strategies: Offsite optimization strategies, Click-through and site conversion strategies: Social Media and Internet Audience Profiling Case study
Unit - 3	Mobile Marketing Practitioner (6 Hours) Introduction, Key terms and concepts, the role of mobile in personal communication, Mobile messaging channels, Location and mobile, Mobile commerce, Integrating mobile into online and Pay per Click Practitioner
Unit - 4	Social Media Channels: (6 Hours) Introduction, Key terms and concepts, Social media channels, Social networking, Content creation, Bookmarking and aggregating, Location and social media, Tracking social media campaigns Social media marketing: Rules of engagement Tools of the trade Advantages and challenges.
Unit - 5	Email Marketing (6 Hours) Introduction, Key terms and concepts, Email strategy and planning, Step-by-step process Tools of the trade, Advantages and challenges. Display Advertising, Digital Brand Strategies Other important elements of DM channels


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For Ficom Engineering Pvt. Limited


Authorized Signatory



Course Time Table - 2019-20

Date	TIME	CONTENT OF THE COURSE
04.08.2019	10.00AM - 1.00 PM	Digital Marketing - An Overview and Introduction - The changing face of advertising, the technology behind digital marketing, Key terms and concepts
	2.00 PM - 5.00 PM	What is marketing? What is digital marketing? Understanding marketing strategy, the building blocks of marketing, Search Engine Optimization Practitioner
11.08.2019	10.00 AM - 1.00 PM	Content Marketing - Why content? An Overview, The growth of content marketing in the digital age, Technical and architectural strategies
	2.00 PM - 5.00 PM	Content strategies: Offsite Optimization strategies, Click-through and site conversion strategies: social media and Internet audience Profiling Case study
18.08.2019	10.00 AM - 1.00 PM	Mobile Marketing Practitioner: introduction, key terms and concepts, the role of mobile in personal communication, mobile messaging channels
	2.00 PM - 5.00 PM	Location and mobile commerce, integrating mobile into online and pay per click practitioner
25.08.2019	10.00 AM - 1.00 PM	Social Media Channels: introduction, key terms and concepts, social media channels, social networking, content creation, book marking and aggregating
	2.00 PM - 5.00 PM	Location and social media, tracking social media campaigns, social media marketing: rules of engagement, tools of the trade, advantages and challenges
01.09.2019	10.00 AM - 1.00 PM	Email Marketing: introduction, key terms and concepts, email strategy and planning, step by step process, tools of the trade, advantages and challenges
	2.00 PM - 5.00 PM	Display Advertising, Digital Brand Strategies Other important elements of DM channels


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ಪೆಸಿಎಸ್ ಆವೃದ್ಧಿ ಅಭ್ಯಾಸಗಳಿಗೆ ವಿದ್ಯಾರ್ಥಿಗಳಿಗೆ ಸ್ವೀಕೃತಿ

(ಇವುಗಳಿಗೆ ಸಂಬಂಧಿಸಿದಂತೆ ಸಹಾಯಕಿಯರನ್ನು ಈಗಿನ ಸಂಖ್ಯೆ 100/2019 ರಲ್ಲಿ ನೋಡಿ)

ಎನ್ ಹೆಚ್ 206, ಸಾಗರ ರಸ್ತೆ, ಶಿವಮೊಗ್ಗ - 577 204 (ಕರ್ನಾಟಕ)

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Website : pestrust.edu.in/pesiams

N H-206, Sagar Road, Shivamogga - 577 204 (Karnataka)

List of Students (I M.Com/BBA/B.Com/BCA) Participated in Digital Marketing Certificate Program AY 2019-20

Sl. No.	Name
1	ARPITA L
2	ASIFA KHANUM
3	KANCHANA K
4	POOJA S
5	RAKESH U
6	SAMANTHA P R
7	SUMA B.Y
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9	USHA H.T
10	VARSHITHA S.P
11	ADITYA SHUKLA
12	AKASH B SHETTY
13	ANKUSH G
14	APOORVA N
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16	FAIZAN AHMED
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47	AASTHA JAIN
48	ABDULLA S ABDUL KAREEM
49	AISHWARYA S
50	ANUSHA A.C
51	ANUSHASHREE M
52	CHANDANA R
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54	DHANUSH G.N
55	FAIZAN PASHA
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58	GOWTHAM R
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61	HARSHA P



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63	IBRAHIM KHALEEL
64	IFRA FATHIMA
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66	JEEVITHA R
67	JESLINE FERNANDES
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70	KIRAN H
71	KRUTHIKA R
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81	POOJA V.R
82	PRAFULKUMAR M KAJAGAR
83	PREKSHA A JAIN
84	PRIYANKA A.Y
85	RADHIKA K.S
86	RAKSHIT M SHET
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99	TARUN C.M
100	UMA RAO D.M
101	USHA J
102	VARUN M.S
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113	ANJALI P.K
114	ANKITH H.D
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117	BHAGEERATHI T
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125	KAVANA P
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127	KIRANKUMAR THORATH K
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133	MAITHILI BHAT
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