

## **A THREE-DAY WORKSHOP ON DIGITAL MARKETING WITH INTEGRATION OF AI**

**No of Students Attended:** 60

**No of Staff Attended:** 05

**Date:** 22-04-2024 to 25-04-2024

**Resource Person:** Mr. Shaik Mastan Vali, Co-Founder, RYSE Digital Solutions Pvt Ltd, Vijayawada.

### **Description of the Programme:**

A three-day workshop on Digital Marketing with Integration of AI offered participants a comprehensive immersion into the intersection of modern marketing strategies and AI technologies. Attendees engaged with foundational concepts such as Search Engine Optimization (SEO), algorithmic understanding, and the practical implementation of AI tools for content optimization. Interactive modules and hands-on exercises provided invaluable experience in harnessing AI-driven solutions to elevate marketing efforts, including conducting SEO analyses and crafting compelling content.

The workshop examined the history of AI, covering key developments and milestones that have shaped the field. Participants learned about large language models (LLMs) like Siri and ChatGPT, and tools such as AIPRM for AI-powered content recommendations, plagiarism checkers, QuillBot, and SpinBot for text rewriting. For image creation, the program explored Vio, BingAI, and MidJourney.com. Tools for text-to-speech (TTS) like TTS Maker and presentation creation like Gamma and Merlin were also covered. Additionally, the workshop highlighted the use of SEO tools like Ahrefs and SEMrush.

Key concepts such as loop attention rate, engagement, authoritativeness, and trustworthiness were emphasized to ensure participants could create high-quality, credible content. This comprehensive program equipped participants with the technical expertise to navigate AI-driven marketing, fostering innovation and collaboration essential for success in the digital landscape.



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**An IQAC Initiative**

**Department of Computer Science**

**In Association with**

**RYSE DIGITAL SOLUTIONS**

**Cordially Invite You to**

**A-THREE DAY WORKSHOP & ONE- DAY HACKATHON**

**On**

**DIGITAL MARKETING WITH INTEGRATION OF AI**

**By**

**Mr. Shaik Mastan Vali, Project Manager,  
RYSE Digital Solutions Private Limited, Vijayawada.**

**From**

**22-04-2024 To 25-04-2024**

**Venue: CLAUDE LAB (Room No: 305)**

**Time: 10:00 AM To 04:00 PM**

**M. Praveena, HOD  
Dept. of Computer Science**

**Dr. T. Vijaya Lakshmi  
Director**

**Dr. S. Kalpana  
Principal**



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## DEPARTMENT OF COMPUTER SCIENCE

A 3- DAY WORKSHOP & 1- DAY HACKATHON ON "DIGITAL MARKETING WITH INTEGRATION O AI"

### LIST OF STUDENT PARTICIPANTS

S.No	Roll Number	Class/ Section	Name of the Student
1	234401S	I B. Sc. Honours (CSCS)	A ARYA SRI VARSHINI
2	234402S	I B. Sc. Honours (CSCS)	B KOUSTHUBHA
3	234404S	I B. Sc. Honours (CSCS)	MD SUMAYYA
4	234406S	I B. Sc. Honours (CSCS)	SK SHAHEEN
5	234433S	I B. Sc. Honours (CSCS)	B BHAVANI
6	234435S	I B. Sc. Honours (CSCS)	B SAMKEERTHANA
7	234436S	I B. Sc. Honours (CSCS)	CH SRIVALLI
8	234439S	I B. Sc. Honours (CSCS)	G JAYASRI
9	234441S	I B. Sc. Honours (CSCS)	G SIREESHA
10	234443S	I B. Sc. Honours (CSCS)	G AMULYA
11	234444S	I B. Sc. Honours (CSCS)	SYED HUMERA ANJUM
12	234446S	I B. Sc. Honours (CSCS)	K RAJESWARI
13	234448S	I B. Sc. Honours (CSCS)	K SRIHITHA
14	234453S	I B. Sc. Honours (CSCS)	P HEMA SRI VALLI
15	234455S	I B. Sc. Honours (CSCS)	P ASTRUTHA NANDINI
16	234457S	I B. Sc. Honours (CSCS)	S KAVYA SRI
17	234458S	I B. Sc. Honours (CSCS)	T MOHANA S D N LAKSHMI
18	234459S	I B. Sc. Honours (CSCS)	T MOHANA RICHA
19	234462S	I B. Sc. Honours (CSCS)	V NEHA VARDHINI
20	234464S	I B. Sc. Honours (CSCS)	V SUBHASRI
21	234466S	I B. Sc. Honours (CSCS)	CH MADHU SHALINI

S.No	Roll Number	Class/ Section	Name of the Student
22	234503S	I B. Sc. Honours (Artificial Intelligence)	SK HAZIKHUNNISA
23	234531S	I B. Sc. Honours (Artificial Intelligence)	A RADHA HEMA SAHITHI
24	234533S	I B. Sc. Honours (Artificial Intelligence)	B KEERTHI
25	234534S	I B. Sc. Honours (Artificial Intelligence)	B VANAJAKSHI
26	234536S	I B. Sc. Honours (Artificial Intelligence)	D SHALINI DEVI
27	234538S	I B. Sc. Honours (Artificial Intelligence)	G SARIKA
28	234543S	I B. Sc. Honours (Artificial Intelligence)	K SRAVANI
29	234544S	I B. Sc. Honours (Artificial Intelligence)	K PRAJYOTHI
30	234546S	I B. Sc. Honours (Artificial Intelligence)	K KALYANI PRIYA
31	234550S	I B. Sc. Honours (Artificial Intelligence)	K LAVANYA LAHARI
32	234551S	I B. Sc. Honours (Artificial Intelligence)	M PAVANI
33	234552S	I B. Sc. Honours (Artificial Intelligence)	MD ALIYA BEGUM
34	234554S	I B. Sc. Honours (Artificial Intelligence)	N DEEKSHITHA NAGA SAI
35	234556S	I B. Sc. Honours (Artificial Intelligence)	P POOJITHA
36	234557S	I B. Sc. Honours (Artificial Intelligence)	P YESASWI
37	234559S	I B. Sc. Honours (Artificial Intelligence)	R PUJITHA BAI
38	234560S	I B. Sc. Honours (Artificial Intelligence)	R YASASRI
39	234561S	I B. Sc. Honours (Artificial Intelligence)	S LAVANYA
40	234562S	I B. Sc. Honours (Artificial Intelligence)	SK FURKHANA BEGUM
41	234563S	I B. Sc. Honours (Artificial Intelligence)	SK RABIYA FARHINA
42	234565S	I B. Sc. Honours (Artificial Intelligence)	SYED MAJEEDA
43	234566S	I B. Sc. Honours (Artificial Intelligence)	T ANITHA
44	234567S	I B. Sc. Honours (Artificial Intelligence)	V SRIVALLI

45	234301S	I B. Sc. Honours (Data Science)	G N V S SOWMYA
46	234305S	I B. Sc. Honours (Data Science)	SK SAMEENA SULTHANA
47	234306S	I B. Sc. Honours (Data Science)	SK SAMEERA SULTHANA
48	234307S	I B. Sc. Honours (Data Science)	SK YASHMI
49	234331S	I B. Sc. Honours (Data Science)	A SRIJA
50	234332S	I B. Sc. Honours (Data Science)	B SUVARNA
51	234333S	I B. Sc. Honours (Data Science)	B ROHINI
52	234336S	I B. Sc. Honours (Data Science)	G KAVYA
53	234338S	I B. Sc. Honours (Data Science)	K MAHITHA
54	234339S	I B. Sc. Honours (Data Science)	K DEEPIKA

No. of Students in B.Sc. Honours (CSCS)	= 21
No. of Students in B.Sc. Honours (Artificial Intelligence)	= 23
No. of Students in B.Sc. Honours (Data Science)	= 16
Total No. of Participants	= 60



**M. PRAVEENA, Head**

**Department of Computer Science.**



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## PARTICIPANTS ATTENDANCE

### DEPARTMENT OF COMPUTER SCIENCE

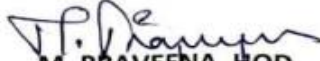
**A 3- DAY WORKSHOP & 1- DAY HACKATHON ON "DIGITAL MARKETING WITH INTEGRATION OF AI"**

**LIST OF STUDENT PARTICIPANTS OF I B.Sc. (cscs)\_22-04-2024**


S.No	Roll Number	Name of the Student	Signature (FN)	Signature (AN)
1	234401S	A ARYA SRI VARSHINI	A Arya Sri Varshini	A Arya Sri Varshini
2	234402S	B KOUSTHUBHA	B. Kousthubha	B. Kousthubha
3	234404S	MD SUMAYYA	Sumayya	Sumayya
4	234406S	SK SHAHEEN	Sk. Shaheen	Sk. Shaheen
5	234433S	B BHAVANI	← ABSENT →	← ABSENT →
6	234435S	B SAMKEERTHANA	B. Samkeertana	B. Samkeertana
7	234436S	CH SRIVALLI	ch. Srivalli	ch. Srivalli
8	234439S	G JAYASRI	G. Jayasri	G. Jayasri
9	234441S	G SIREESHA	G. sireesha	G. sireesha
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11	234444S	SYED HUMERA ANJUM	SD. Anjum	SD. Anjum
12	234446S	K RAJESWARI	Rajeswari	Rajeswari
13	234448S	K SRIHITHA	K. Srihitha	K. Srihitha
14	234453S	P HEMA SRI VALLI	← ABSENT →	← ABSENT →
15	234455S	P ASTRUTHA NANDINI	← ABSENT →	← ABSENT →
16	234457S	S KAVYA SRI	S. Kavya	S. Kavya
17	234458S	T MOHANA S D N LAKSHMI	T. Mohan	T. Mohan
18	234459S	T MOHANA RICHA	← ABSENT →	← ABSENT →
19	234462S	V NEHA VARDHINI	V. Neha Vardhini	V. Neha Vardhini
20	234464S	V SUBHASRI	V. Subhasri	V. Subhasri
21	234466S	CH MADHU SHALINI	Ch. Madhu	Ch. Madhu

  
**M. PRAVEENA, HOD**  
 Date: 22/04/2024

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23	234531S	A RADHA HEMA SAHITHI	A. Radha Hema Sahithi	A. Radha Hema Sahithi
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33	234552S	MD ALIYA BEGUM	MD. Aliya	MD. Aliya
34	234554S	N DEEKSHITHA NAGA SAI	N. Deekshitha	N. Deekshitha
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41	234563S	SK RABIYA FARHINA	SK. Rabiya Farhina	SK. Rabiya Farhina
42	234565S	SYED MAJEEDA	Sy. Majeeda	Sy. Majeeda
43	234566S	T ANITHA	T. Anitha	T. Anitha
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47	234306S	SK SAMEERA SULTHANA	Sk. Sameera Sultana	Sk. Sameera Sultana
48	234307S	SK YASHMI	Sk. Yashmi	Sk. Yashmi
49	234331S	A SRIJA	A. Srija	A. Srija
50	234332S	B SUVARNA	B. Suvarna	B. Suvarna
51	234333S	B ROHINI	B. Rohini	B. Rohini
52	234336S	G KAVYA	G. Kavya	G. Kavya
53	234338S	K MAHITHA	K. Mahitha	K. Mahitha
54	234339S	K DEEPIKA	K. Deepika	K. Deepika
55	234342S	M S G MAHONARI LAKSHMI	<del>Sri gauri (H)</del>	<del>Sri gauri (H)</del>
56	234344S	M MEGHAMALA	M. Meghamala	M. Meghamala
57	234545S	M RAMYA	M. Ramya	M. Ramya
58	234349S	P SWATHIKA N R SRI	P.S.N.R. Sri	P.S.N.R. Sri
59	234353S	SK RAHANA	Sk. Rahana	Sk. Rahana
60	234355S	S VARSHITHA	S. varshitha	S. varshitha

  
M. PRAVEENA, HOD  
Date: 22/04/2024



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2	234402S	B KOUSTHUBHA	B.Kousthubha	B.Kousthubha
3	234404S	MD SUMAYYA	Sumayya (md)	Sumayya
4	234406S	SK SHAHEEN	Sk. Shaheen	Sk. Shaheen
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10	234443S	G AMULYA	G.Amulya	G.Amulya
11	234444S	SYED HUMERA ANJUM	SD.Anjum	SD.Anjum
12	234446S	K RAJESWARI	Rajeswari	Rajeswari
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18	234459S	T MOHANA RICHHA	T.Mohana Richha	T.Mohana Richha
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20	234464S	V SUBHASRI	V.Subhasri	V.Subhasri
21	234466S	CH MADHU SHALINI	Ch.Madhu	Ch.Madhu

M. PRAVEENA, HOD  
Date: 23/4/2024

S.No	Roll Number	Name of the Student	Signature (FN)	Signature (AN)
22	234503S	SK HAZIKHUNNISA	Sk. Hazikha	Sk. Hazikha
23	234531S	A RADHA HEMA SAHITHI	A. Radha Hema Sahithi	A. Radha Hema Sahithi
24	234533S	B KEERTHI	B. Keerthi	B. Keerthi
25	234534S	B VANAJAKSHI	B. Vanajakshi	B. Vanajakshi
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35	234556S	P POOJITHA	P. Poojitha	P. Poojitha
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37	234559S	R PUJITHA BAI	R. Pujitha Bai	R. Pujitha Bai
38	234560S	R YASASRI	R. Yasasri	R. Yasasri
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41	234563S	SK RABIYA FARHINA	Sk. Rabiya Farhina	Sk. Rabiya Farhina
42	234565S	SYED MAJEEDA	Syed. Majeeda	Syed. Majeeda
43	234566S	T ANITHA	T. Anitha	T. Anitha
44	234567S	V SRIVALLI	V. Srivalli	V. Srivalli

  
M. PRAVEENA, HOD  
Date: 23/4/2024

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54	234339S	K DEEPIKA	K. Deepika	K. Deepika
55	234342S	M S G MAHONARI LAKSHMI	M. Sri Goceri	M. Sri Goceri
56	234344S	M MEGHAMALA	M. Meghamala	M. Meghamala
57	234545S	M RAMYA	M. Ramya	M. Ramya
58	234349S	P SWATHIKA N R SRI	P.S.N.R. Sri	P.S.N.R. Sri
59	234353S	SK RAHANA	Sk. Rahana	Sk. Rahana
60	234355S	S VARSHITHA	S. Varshitha	S. Varshitha

  
M. PRAVEENA, HOD  
Date: 23/4/2024



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**LIST OF STUDENT PARTICIPANTS OF I B.Sc. (cscs)\_24-04-2024**


S.No	Roll Number	Name of the Student	Signature (FN)	Signature (AN)
1	234401S	A ARYA SRI VARSHINI	A. Arya Sri	A. Arya
2	234402S	B KOUSTHUBHA	B. Kousthubha	B. Kousthubha
3	234404S	MD SUMAYYA	Sumayya	Sumayya
4	234406S	SK SHAHEEN	Sk. Shaheen	Sk. Shaheen
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13	234448S	K SRIHITHA	K. Srihitha	K. Srihitha
14	234453S	P HEMA SRI VALLI	P. Hema	P. Hema
15	234455S	P ASTRUTHA NANDINI	P. A. Nandhini	P. A. Nandhini
16	234457S	S KAVYA SRI	S. Kavya Sri	S. Kavya
17	234458S	T MOHANA S D N LAKSHMI	T. Mohana	T. Mohana
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20	234464S	V SUBHASRI	V. Subhasri	V. Subhasri
21	234466S	CH MADHU SHALINI	Ch. Madhu	Ch. Madhu

*M. Praveena*  
M. PRAVEENA, HOD  
Date: 24/04/2024

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22	234503S	SK HAZIKHUNNISA	Sk. Hazikha	Sk. Hazikhunnisa
23	234531S	A RADHA HEMA SAHITHI	A. Radha Hema Sahithi	A. Radha Hema Sahithi
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29	234544S	K PRAJYOTHI	K. Prajyothi	K. Prajyothi
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31	234550S	K LAVANYA LAHARI	K. Lavanya	K. Lavanya
32	234551S	M PAVANI	M. Pavani	M. Pavani
33	234552S	MD ALIYA BEGUM	MD. Aliya	MD. Aliya
34	234554S	N DEEKSHITHA NAGA SAI	N. Deekshitha	N. Deekshitha
35	234556S	P POOJITHA	P. Poojitha	P. Poojitha
36	234557S	P YESASWI	P. Yesaswi	P. Yesaswi
37	234559S	R PUJITHA BAI	R. Pujitha Bai	R. Pujitha Bai
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41	234563S	SK RABIYA FARHINA	Sk. Rabiya	Sk. Rabiya
42	234565S	SYED MAJEEDA	Syed. Majeeda	Syed. Majeeda
43	234566S	T ANITHA	T. Anitha	T. Anitha
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45	234301S	G N V S SOWMYA	G.N.V.S. Sowmya	G.N.V.S. Sowmya.
46	234305S	SK SAMEENA SULTHANA	Sk. Sameena Sultana	Sk. Sameena Sultana
47	234306S	SK SAMEERA SULTHANA	Sk. Sameera Sultana	Sk. Sameera Sultana
48	234307S	SK YASHMI	sk. Yashmi	sk. Yashmi
49	234331S	A SRIJA	A. Srija	A. Srija
50	234332S	B SUVARNA	B. Suvarna	B. Suvarna
51	234333S	B ROHINI	B. Rohini	B. Rohini
52	234336S	G KAVYA	G. Kavya	G. Kavya
53	234338S	K MAHITHA	K. Mahitha	K. Mahitha
54	234339S	K DEEPIKA	K. Deepika	K. Deepika
55	234342S	M S G MAHONARI LAKSHMI	M. Sri Gocari	M. Sri Gocari
56	234344S	M MEGHAMALA	M. Meghamala	M. Meghamala
57	234545S	M RAMYA	M. Ramya	M. Ramya
58	234349S	P SWATHIKA N R SRI	P.S.N.R. Sri	P.S.N.R. Sri
59	234353S	SK RAHANA	Sk. Rahana	Sk. Rahana
60	234355S	S VARSHITHA	s. varshitha.	s. varshitha.

  
**M. PRAVEENA, HOD**  
 Date: 24/04/2024



SRI DURGA MALLESWARA

# SIDDHARTHA MAHILA KALASALA

An Autonomous College in the Jurisdiction of Krishna University

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## DEPARTMENT OF COMPUTER SCIENCE


A 3- DAY WORKSHOP & 1- DAY HACKATHON ON "DIGITAL MARKETING WITH INTEGRATION OF AI"

LIST OF STUDENT PARTICIPANTS OF I B.Sc. (CSCS) \_25-04-2024


S.No	Roll Number	Name of the Student	Signature (FN)	Signature (AN)
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2	234402S	B KOUSTHUBHA	B. Kousthubha	B. Kousthubha
3	234404S	MD SUMAYYA	Sumayya (m)	Sumayya
4	234406S	SK SHAHEEN	Sk. shaheen	Sk. shaheen
5	234433S	B BHAVANI	B. Bhavani	B. Bhavani
6	234435S	B SAMKEERTHANA	← ABSENT →	
7	234436S	CH SRIVALLI	ch. srivalli	ch. srivalli
8	234439S	G JAYASRI	G. Jayasri	G. Jayasri
9	234441S	G SIREESHA	G. sireesha	G. sireesha
10	234443S	G AMULYA	G. Amulya	G. Amulya
11	234444S	SYED HUMERA ANJUM	SD. Anjum	SD. Anjum
12	234446S	K RAJESWARI	Rajeswari	Rajeswari
13	234448S	K SRIHITHA	K. Srihitha	K. Srihitha
14	234453S	P HEMA SRI VALLI	P. Hema	P. Hema
15	234455S	P ASTRUTHA NANDINI	P. A Nandhini	P. A Nandhini
16	234457S	S KAVYA SRI	S. kavya	S. kavya
17	234458S	T MOHANA S D IN LAKSHMI	T. Mohana	T. Mohana
18	234459S	T MOHANA RICHA	T. Mohana Richa	T. Mohana Richa
19	234462S	V NEHA VARDHINI	V. Neha Vardhini	V. Neha Vardhini
20	234464S	V SUBHASRI	V. subhasri	V. subhasri
21	234466S	CH MADHU SHALINI	ch. Madhu	Ch. Madhu

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S.No	Roll Number	Name of the Student	Signature (FN)	Signature (AN)
22	234503S	SK HAZIKHUNNISA	Sk. Hazikha..	Sk. Hazikhumia
23	234531S	A RADHA HEMA SAHITHI	A. Radha Hema Sahithi	A. Radha Hema Sahithi
24	234533S	B KEERTHI	B. Keerthi	B. Keerthi
25	234534S	B VANAJAKSHI	B. Vanajakshi	B. Vanajakshi
26	234536S	D SHALINI DEVI	D. Shalini	D. Shalini
27	234538S	G SARIKA	G. Sarika	G. Sarika
28	234543S	K SRAVANI	K. Sravan	K. Sravan
29	234544S	K PRAJYOTHI	K. Prajyothi	K. Prajyothi
30	234546S	K KALYANI PRIYA	K. Kalyani priya	K. Kalyani priya
31	234550S	K LAVANYA LAHARI	K. Lahari	K. Lahari
32	234551S	M PAVANI	M. Pavani	M. Pavani
33	234552S	MD ALIYA BEGUM	MD. Aliya	MD. Aliya
34	234554S	N DEEKSHITHA NAGA SAI	N. Deekshitha	N. Deekshitha
35	234556S	P POOJITHA	P. Poojitha	P. Poojitha
36	234557S	P YESASWI	P. Yesaswi	P. Yesaswi
37	234559S	R PUJITHA BAI	R. Pujitha Bai	R. Pujitha Bai
38	234560S	R YASASRI	R. Yasasri	R. Yasasri
39	234561S	S LAVANYA	S. Lavanya	S. Lavanya
40	234562S	SK FURKHANA BEGUM	Sk. Furkhana	Sk. Furkhana
41	234563S	SK RABIYA FARHINA	Sk. Rabiya	Sk. Rabiya
42	234565S	SYED MAJEEDA	Syed. Majeeda	Syed. Majeeda
43	234566S	T ANITHA	T. Anitha	T. Anitha
44	234567S	V SRIVALLI	V. Srivalli	V. Srivalli

  
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49	234331S	A SRIJA	A.Srija	A.Srija
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54	234339S	K DEEPIKA	K.Deepika	K.Deepika
55	234342S	M S G MAHONARI LAKSHMI	M.Sri Gocari	M.Sri Gocari
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59	234353S	SK RAHANA	Sk.Rahana	Sk.Rahana
60	234355S	S VARSHITHA	S.Varshitha	S.Varshitha

  
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Date: 25/04/2024

## PRESENTATION BY THE RESOURCE PERSON



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