



R.M.D.ENGINEERINGCOLLEGE
(An Autonomous Institution)
R.S.M.NAGAR, KAVARAPETTAI-601206



Activity Name	Raising Capital and Managing Finance for Start-ups
Mode of Conduct	Physical
Date / Time	21.03.2025/09.00AM
Objectives	The objective of raising capital and managing finance for start-ups is to ensure the availability, efficient allocation, and effective utilization of financial resources to support business growth, operations, and sustainability. Objectives of Raising Capital: Fund Business Launch & Early Operations - Cover initial setup costs, product development, and operational expenses. Support Growth and Expansion - Scale operations, enter new markets, or launch new products/services. Build Competitive Advantage - Invest in R&D, hire skilled personnel, and adopt advanced technology. Attract Strategic Partners - Gain credibility and support from investors, accelerators, or industry experts. Extend Runway - Ensure sufficient cash flow to survive and adapt during uncertain phases. Objectives of Managing Finance: Budgeting & Financial Planning - Forecast revenues, expenses, and capital requirements to make informed decisions. Cash Flow Management - Maintain liquidity to meet operational needs and avoid financial crises. Cost Control & Profitability - Optimize spending, minimize waste, and ensure sustainable margins. Financial Compliance & Reporting - Adhere to legal, tax, and accounting requirements; maintain transparency. Investor Relations - Manage funding rounds, equity distribution, and communicate financial health.
Benefits in terms of Learning/Skill / Knowledge obtained	Learning Outcomes / Knowledge Gained Understanding Funding Stages - Pre-seed, seed, Series A, B, etc., and their purpose in the startup lifecycle. Types of Funding Sources - Bootstrapping, angel investors, venture capital, crowdfunding, government

	grants, etc. Investor Expectations & Pitching - What investors look for and how to craft an effective business pitch or deck. Financial Terminology & Metrics - Key terms like ROI, runway, burn rate, EBITDA, valuation, etc. Financial Planning & Forecasting - Creating profit/loss projections, cash flow statements, and break-even analysis. Skills Acquired Pitching & Communication - Presenting your business idea confidently and clearly to potential investors. Budgeting & Resource Allocation - Efficiently allocating funds across operations, marketing, hiring, etc. Negotiation Skills - Dealing with investors, negotiating terms, equity, and valuations. Risk Management - Identifying financial risks and developing strategies to mitigate them. Decision-Making Based on Financial Data - Using data to guide investments, pricing, and cost control. Overall Benefits - Boosted confidence in handling startup finances. - Improved preparedness for funding rounds. - Strategic thinking for financial sustainability. - Enhanced ability to attract and work with investors.
Participants	II AIML Students and All Faculties
Description	The workshop on "Raising Capital and Managing Finance for Start-ups" was designed to equip aspiring entrepreneurs, early-stage founders, and business enthusiasts with critical financial knowledge and practical strategies for successfully launching and scaling their startups. Through interactive sessions, expert-led discussions, and real-world case studies, participants explored various funding options available for start-ups — including bootstrapping, angel investment, venture capital, crowdfunding, and government schemes. The workshop also emphasized the importance of financial planning, budgeting, forecasting, and managing cash flow to ensure long-term business sustainability. A key focus was placed on understanding investor expectations, creating an impactful pitch deck, and learning how to effectively negotiate equity and valuation terms. In addition, participants gained insights into startup financial metrics such as burn rate, runway, and break-even analysis, which are crucial for monitoring business health and growth. By the end of the workshop, attendees walked away with a solid foundation in startup finance, enhanced confidence in handling investor relations, and actionable tools to navigate the complex journey of fundraising and financial management.

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Department of Artificial Intelligence and Machine Learning
 &
 Institution's Innovation Council
 Organizes a
Workshop on
Raising Capital and Managing Finance for Startups



 **AI Block Seminar Hall**

 **21.03.2025 @ 9.00AM**

Mr. Nixon E
Founder & Director
TechKnots Academy LLP
Chennai.

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Dr.M.S.Palanichamy Advisor	Dr. N. Anbuezhian Principal	Dr. K.K. Thyagarajan Dean Research	Dr.C.S.Anita Professor & Head	Dr. C.Bennila Thangammal IIC Convenor	Mrs.K. Gayathri Devi IIC Coordinator	

Photos



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List of Student Participants:

S.No	Register No	Name
1	111523204001	AMBATI VENKATA ASHRITH
2	111523204002	APPARNA R
3	111523204003	BANDARU PAVAN SURYA NARAYANA
4	111523204004	BARADWAJ S
5	111523204005	BHUVANESH KUMAR S
6	111523204006	BHUVANESH RAVI
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14	111523204014	GUDIMETLA VISHNU NANDAN REDDY
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16	111523204016	HASIKA R

17	111523204017	HINDHUJA R
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19	111523204019	KADANUTHALA SREENIVAS MITHILESH
20	111523204020	KAMALIKA M
21	111523204021	KANDALA KIRAN
22	111523204022	KANMANI P
23	111523204023	KIRAN S
24	111523204024	KONDAPATURI SRICHANDANA
25	111523204025	KUMARI SELVI C
26	111523204026	LAKSHMI SHRI K
27	111523204027	MAHADIYA MAHEEN K F
28	111523204028	MATHINSHACK MESHACK
29	111523204029	MOGHISH V
30	111523204030	MOHAMMED BURHAN K
31	111523204031	MUDI SWETHA
32	111523204032	MULI SIVA CHETHAN REDDY
33	111523204033	MYTHREYAN S
34	111523204034	NIVETHA M
35	111523204035	OM NAREN D
36	111523204036	ORUGONDA MADHAVA KRISHNA
37	111523204037	PAPPU VENKATA CHANDU
38	111523204038	PARUCHURU VENKATA JAYASREE
39	111523204039	PAVAN SHANKARAN B
40	111523204040	RAMYA N C
41	111523204041	RAVI TEJA A
42	111523204042	RUCHITA B K
43	111523204043	SAMIKSHA S
44	111523204044	SANGEETHA S
45	111523204045	SANJEEV RAJ G
46	111523204046	SHAIK SAMREEN
47	111523204047	SHAJIN S P
48	111523204048	SHRUTHI R
49	111523204050	SINDHU DHADALA MAHESH
50	111523204052	SSRUTHEEGA G I
51	111523204053	SWETHA V
52	111523204054	THARUN V S
53	111523204055	VANAPALLI YASASWI
54	111523204056	VIJJI DEEPAK
55	111523204057	VIMALESH S
56	111523204058	YADALA BINDU LATHA
57	111523204059	YUVARAJ R
58	111523204060	SOMISETTY VENKATA SAI KHAJA DHANUSH
59	111523204061	JOTHISHWARAN S
60	111523204062	VAMAN PRABHAKAR P
61	111523204063	POLAVARAM CHETHANA

List of Faculty Participants:

S.No	Name of the Faculty
1	Dr. C.S. ANITA
2.	Dr. K. SUDHARSON
3.	Dr. C. AMBHIKHA
4	Dr.M.MONISHA
5	Dr..BADI ALEKHYA
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Activity Name	Influence of AI in Process Innovation
Mode of Conduct	Physical
Date / Time	12.04.2025/09.00AM
Objectives	The primary objective of this workshop is to introduce participants to the transformative role of Artificial Intelligence (AI) in driving process innovation across various industries. The workshop aims to equip students, professionals, and researchers with a comprehensive understanding of how AI technologies can be strategically implemented to enhance operational efficiency, reduce costs, improve decision-making, and foster innovation in business processes. It also seeks to: • Demonstrate real-world applications of AI in process optimization and automation. • Provide insights into AI tools and frameworks used in process innovation. • Encourage critical thinking about ethical, social, and economic implications of AI-driven change.
Benefits in terms of Learning/Skill / Knowledge obtained	Benefits Gained from the Workshop: Influence of AI in Process Innovation 1. Understanding of Core AI Concepts Gained foundational knowledge of Artificial Intelligence, Machine Learning, and their role in business process transformation. 2. Real-world Applications Learned how AI is applied across industries to enhance productivity, automate repetitive tasks, and innovate traditional processes. 3. Process Mapping and Optimization Skills Acquired skills to identify inefficiencies in workflows and explore how AI tools can be used to redesign and improve them. 4. Hands-on Experience with AI Tools Exposure to AI frameworks and platforms (e.g., Python, TensorFlow, Power Automate) used in developing intelligent solutions. 5. Decision-Making Enhancement Understood how AI can support data-driven decision-making and predictive analytics for strategic planning. 6. Innovation Mindset Development Encouraged innovative thinking and problem-solving approaches using AI as a catalyst for transformation. 7. Knowledge of Ethical Implications Gained awareness of the ethical, legal, and societal impacts of AI implementation in process innovation. 8. Collaboration and Interdisciplinary Learning Interacted with experts and peers from diverse backgrounds, fostering teamwork and broadening perspectives.

Participants	I AIML Students and All Faculties														
Description	- The workshop on “Influence of AI in Process Innovation” aimed to explore the transformative potential of Artificial Intelligence in enhancing and reinventing organizational and industrial processes. - It provided participants with a comprehensive understanding of how AI technologies—such as machine learning, natural language processing, and intelligent automation—can be integrated into existing workflows to improve efficiency, accuracy, and decision-making. - Through expert-led sessions, case studies, and hands-on demonstrations, the workshop empowered students and professionals to identify opportunities for innovation using AI tools. - Participants gained practical insights into process reengineering, the role of AI in business transformation, and the ethical considerations associated with AI adoption. - The workshop encouraged critical thinking and equipped attendees with the skills needed to be at the forefront of AI-driven innovation in various sectors.														
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Photos



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2	111524204002	AKASH S
3	111524204003	ARADHYULA PURNA NAGASRIHARSHA
4	111524204004	ASWINI K
5	111524204005	AVINASH M
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17	111524204017	HARI VENKAT D
18	111524204018	HARIHARAN S
19	111524204019	HARINI S
20	111524204020	JEEVAKUMAR G R
21	111524204021	KALAPANENI RITESHCHOWDARY
22	111524204022	KARTHICK R
23	111524204023	KOLANDAMUDU VELAN
24	111524204024	KOLLA AASHISH
25	111524204025	KORRAPATI SAI KAMAL
26	111524204026	LAKSHAN ADHITHYAA S
27	111524204027	LAKSHITHAA B N
28	111524204028	MADDINENI LAHARI
29	111524204029	MOGARALA PUNITHSAI
30	111524204030	MOGHIT V C
31	111524204031	MONISH M
32	111524204032	MOTUPALLI SHRUTHI
33	111524204033	MULAKA THANUJA
34	111524204034	MULLA THANUJA
35	111524204035	MUNISH KUMAR M B
36	111524204036	MUTHUKURU VAISHNOTEJASWINI
37	111524204037	NEHA R
38	111524204038	PADMA PRIYA S
39	111524204039	PAVITHRA M
40	111524204040	PERURI NATARAJ HANEESH
41	111524204041	PINAPA NAGA SURYA TEJA
42	111524204042	PONDURI DANUSH
43	111524204043	POOJA S
44	111524204044	POOVARASAN D

45	111524204045	PRASAD M
46	111524204046	PUVVADI LAKSHMI BHARGAVI
47	111524204047	RAMACHANDRU S
48	111524204048	RAVI KIRAN H
49	111524204049	RITHISH KUMAR A S
50	111524204050	SABHARISH S
51	111524204051	SANTHI SWAROOP
52	111524204052	SHAIK JASIR
53	111524204053	SHAIK MOHAMMAD HAFRUDDIN
54	111524204054	SHAIK NIZAMMUDDIN
55	111524204055	SHIVANNE K
56	111524204056	SUDA ABHI SATWIKA
57	111524204057	SURAM CHENCHU RUPESH
58	111524204058	TALLAPANENI NISHANTH
59	111524204059	TANISSETTY PARTHIV
60	111524204060	THULASIVARDHINI Baskaran
61	111524204061	VANKAVARAM PREETHI
62	111524204062	YOGESHWARAN A
63	111524204063	CHINTALAPATI BHUVAN SAI

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Activity Name	Achieving Problem-Solution Fit and Product Market Fit
Mode of Conduct	Physical
Date / Time	24.02.2025/09.00AM
Objectives	1. Problem-Solution Fit (PSF) Objective: The objective of achieving Problem-Solution Fit is to ensure that a business idea or product effectively addresses a real and significant problem faced by a target audience. Key goals include: • Understanding Customer Pain Points – Identifying and validating real-world problems that need solutions. • Developing a Viable Solution – Creating a product or service that effectively solves the identified problem. • Validating the Solution with Users – Testing and refining the solution through customer feedback and iterative improvements. • Ensuring Demand Exists – Confirming that potential users recognize the problem and are willing to adopt the solution. • Minimizing Resource Waste – Avoiding unnecessary investments in products that do not address real needs. 2. Product-Market Fit (PMF) Objective: The objective of achieving Product-Market Fit is to ensure that a product not only solves a problem but also meets market demand and achieves sustainable growth. Key goals include: • Matching Customer Needs & Expectations – Ensuring the product delivers value and meets user expectations. • Building Market Demand – Creating a product that attracts and retains a substantial customer base. • Achieving Sustainable Growth – Ensuring the product has repeat customers, referrals, and strong market adoption. • Optimizing Business Model – Aligning pricing, distribution, and customer engagement strategies for long-term success. • Reducing Churn & Increasing Customer Satisfaction – Refining the product based on user feedback to maintain high engagement and loyalty. By achieving Problem-Solution Fit, businesses ensure they are solving the right problem. By achieving Product-Market Fit, they confirm that their solution is desirable, scalable, and sustainable in the market.
Benefits in terms of Learning/Skill / Knowledge obtained	Achieving Problem-Solution Fit (PSF) and Product-Market Fit (PMF) provides valuable learning experiences, enhances critical skills, and expands knowledge in entrepreneurship and business development. 1. Learning Benefits • Understanding Customer Needs – Learning how to identify real problems and assess market demand. • Data-Driven Decision Making – Gaining experience in analyzing feedback and making informed business decisions. • Iterative Development Approach – Understanding the importance of continuous

	improvement and adaptation. • Business Model Validation – Learning how to test, refine, and optimize business models based on real-world responses. • Market Research Techniques – Acquiring knowledge of customer interviews, surveys, and competitor analysis.
	2. Skill Development • Problem-Solving & Critical Thinking – Developing the ability to analyze challenges and create effective solutions. • Customer Research & Empathy – Enhancing skills in understanding user pain points and behavior. • Prototyping & MVP Development – Gaining hands-on experience in building and testing Minimum Viable Products (MVPs). • Communication & Persuasion – Improving skills in pitching, storytelling, and articulating value propositions. • Marketing & User Engagement – Learning how to position products, attract early adopters, and retain customers. • Resilience & Adaptability – Developing a mindset to pivot and adjust based on feedback and market shifts.
	3. Knowledge Gained • Product Development Lifecycle – Understanding how ideas evolve into market-ready products. • Customer-Centric Approach – Learning the importance of building products based on real customer needs. • Metrics & Growth Strategies – Gaining insights into key performance indicators (KPIs) such as retention rate, churn, and customer lifetime value. • Financial Viability & Sustainability – Understanding pricing models, revenue streams, and cost management. • Competitive Advantage – Learning how to differentiate products and create unique value propositions in competitive markets. Achieving Problem-Solution Fit ensures that entrepreneurs solve meaningful problems, while Product-Market Fit guarantees that their solution is scalable, desirable, and profitable. Together, they create a strong foundation for business success.
Participants	III AIML Students and All Faculties
Description	Achieving Problem-Solution Fit (PSF) and Product-Market Fit (PMF) are critical milestones in the journey of building a successful business. These concepts ensure that a product or service is not only solving a real problem but also has a strong demand in the market. • Problem-Solution Fit (PSF) occurs when a business identifies a significant problem faced by a target audience and develops a solution that effectively addresses it. This stage focuses on validating that the problem exists, the solution works, and customers are willing to use it. • Product-Market Fit (PMF) happens when the solution is refined and optimized to meet market demand, gaining widespread adoption and ensuring sustainable business growth. At this stage, customers actively seek the product, retention rates are high, and the business experiences organic growth through referrals. Both PSF and PMF play a crucial role in determining the long-term success of a startup or business by reducing risks, optimizing resources, and ensuring product viability before scaling operations.

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Department of Artificial Intelligence and Machine Learning
&
Institution's Innovation Council
Organizes a
Session on
Achieving Problem-Solution Fit and Product-Market Fit



AI Block Seminar Hall
24.02.2025 @ 9.00AM



Mr. Hariharan Nandagopal
Founder and CEO
Xtreme Digital Marketing

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28	111522204028	KONDEPATI BALA NAGA RAHUL
29	111522204029	LAKSHMAN B
30	111522204030	LAKSHMI K
31	111522204301	SENTHAMARAI KANNAN
32	111522204031	LIKHITHA K
33	111522204032	LOCHAN LALITHYA S
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62	111522204062	SRIVARSHAN S

List of Faculty Participants:

S.No	Name of the Faculty
1	Dr. C.S. ANITA
2.	Dr. K. SUDHARSON
3.	Dr. C. AMBHIKHA
4	Dr.M.MONISHA
5	Dr..BADI ALEKHYA
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R.M.D.ENGINEERINGCOLLEGE
(An Autonomous Institution)
R.S.M.NAGAR, KAVARAPETTAI-601206



Activity Name	Inspiring Young Minds towards Entrepreneurship
Mode of Conduct	Physical
Date / Time	19.02.2025/08.30AM
Objectives	The objective of "Inspiring Young Minds Towards Entrepreneurship" is to cultivate an entrepreneurial mindset among young individuals by: • Encouraging Innovation & Creativity – Helping young minds think outside the box and develop problem-solving skills. • Building Business Acumen – Introducing fundamental business concepts, financial literacy, and market dynamics. • Enhancing Leadership & Decision-Making Skills – Equipping them with confidence and critical thinking abilities for future challenges. • Promoting Risk-Taking & Resilience – Teaching the importance of calculated risks, learning from failures, and persistence. • Fostering Self-Reliance & Independence – Encouraging self-employment and job creation instead of relying solely on traditional employment. • Providing Real-World Exposure – Connecting young individuals with mentors, startups, and entrepreneurial ecosystems. • Encouraging Social Impact & Sustainable Entrepreneurship – Teaching how businesses can contribute to solving social and environmental challenges.
Benefits in terms of Learning/Skill / Knowledge obtained	Here are the key benefits of "Inspiring Young Minds Towards Entrepreneurship" in terms of learning, skills, and knowledge: Learning Benefits 1. Understanding Business & Economics – Exposure to basic business principles, financial literacy, and economic concepts. 2. Real-World Problem Solving – Learning how to identify problems and create innovative solutions. 3. Decision-Making & Critical Thinking – Enhancing logical reasoning and strategic planning abilities. 4. Project-Based Learning – Hands-on experience in developing and managing business ideas. Skill Development 1. Leadership & Teamwork – Developing leadership qualities and the ability to work in teams. 2. Communication & Networking – Improving public speaking, negotiation, and interpersonal skills. 3. Creativity & Innovation – Encouraging out-of-the-box thinking and adaptability. 4. Time & Resource Management – Learning how to efficiently manage time, finances, and resources. 5. Resilience & Risk-Taking – Building confidence to take risks and learn from failures. Knowledge Gained 1. Business Planning & Strategy – Understanding market research, business models, and startup strategies.

	2. Marketing & Branding – Gaining insights into advertising, customer engagement, and digital marketing. 3. Financial Literacy – Learning about budgeting, investments, and revenue generation. 4. Technology & Entrepreneurship – Exploring the role of technology in modern businesses, including e-commerce and digital startups
Participants	III AIML Students and All Faculties
Description	"Inspiring Young Minds Towards Entrepreneurship" is an initiative that nurtures the entrepreneurial mindset among young individuals by equipping them with essential skills, knowledge, and confidence. It encourages innovation, problem-solving, and leadership while providing exposure to real-world business challenges. By fostering financial literacy, risk-taking, and strategic thinking, this initiative prepares young minds to become future entrepreneurs, job creators, and industry leaders. Through mentorship, hands-on learning, and interactions with successful entrepreneurs, young individuals gain insights into startup culture, business development, and resilience. The goal is to empower them with the tools needed to transform ideas into sustainable businesses while promoting ethical and socially responsible entrepreneurship. Challenges & Opportunities in Inspiring Young Minds Towards Entrepreneurship Challenges: 1. Lack of Awareness & Exposure – Many young individuals lack exposure to entrepreneurship due to limited resources and guidance. 2. Financial Constraints – Access to funding and investment opportunities can be challenging for young entrepreneurs. 3. Fear of Failure & Risk Aversion – Young minds often hesitate to take risks due to fear of failure and uncertainty. 4. Limited Business Knowledge – Without proper training, understanding business fundamentals like marketing, finance, and management can be difficult. 5. Societal Expectations – Pressure to follow conventional career paths may discourage entrepreneurial ambitions. 6. Regulatory & Market Barriers – Navigating legal, market entry, and competition-related challenges can be overwhelming. Opportunities: 1. Access to Digital Platforms & Technology – The internet and digital tools provide vast opportunities to start businesses with minimal investment. 2. Support from Startup Ecosystems – Many incubators, accelerators, and government initiatives support young entrepreneurs. 3. Networking & Mentorship – Connecting with experienced entrepreneurs can provide guidance and inspiration. 4. Growing Entrepreneurial Culture – The rise of startups and innovation-driven economies encourages more youth participation. 5. Skill Development & Learning Resources – Online courses, workshops, and entrepreneurship programs offer easy access to knowledge. 6. Social Entrepreneurship – Young entrepreneurs can contribute to solving global challenges, creating businesses with social impact. This initiative helps young individuals overcome challenges while capitalizing on opportunities, paving the way for a new generation of innovators and business leaders.

Banner



R.M.D ENGINEERING COLLEGE

(An Autonomous Institution)
R.S.M. Nagar, Kavaraipeitai - 601 206

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Department of Artificial Intelligence and Machine Learning
&
Institution's Innovation Council
Organizes a
Session on
Inspiring Young Minds towards Entrepreneurship



AI Block Seminar Hall



19.02.2025 @ 9.30 AM



Mr. Aravindhnan Anbazhagan

Founder, Educereator (OPC) Pvt.Ltd

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Organizing Committee

Smt.Manjula Munirathinan	Shri. R.S. Munirathinam	Shri.R. Jothi Naidu	Shri. R.M. Kishore	Shri.Yelamanchi Pradeep	Smt. Durgadevi Pradeep	Smt. Sowmya Kishore
Chairperson	Founder & Chaiman	Director	Vice Chairman	Secretary	Vice Chairperson	Trustee
Dr.M.S.Palanichamy	Dr. N. Anbuhezhan	Dr. K.K. Thygharajan	Dr.C.S.Anita	Dr. C.Benilla Thangammal	Mrs.K. Gayathri Devi	
Advisor	Principal	Dean Research	Professor & Head	IIC Convenor	IIC Coordinator	

Photos





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GPS Map Camera

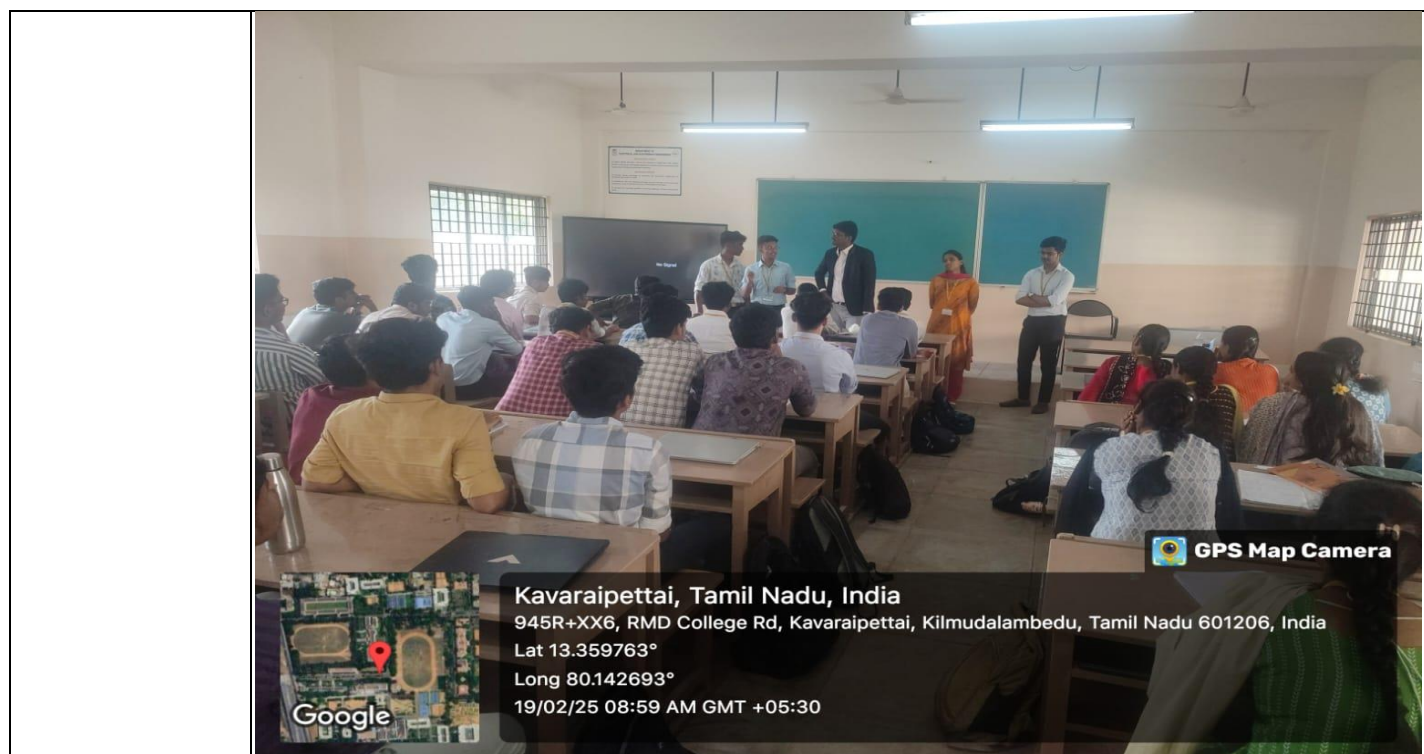
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Lat 13.359729°

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19/02/25 08:39 AM GMT +05:30



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List of Student Participants:

S.No	Register No	Name
1	111522204001	ABISHEK N
2	111522204002	AKASH G
3	111522204003	AKSHAYA K
4	111522204004	ANNAMALAI K
5	111522204005	ARULRAJ S
6	111522204006	BALAVIGNESHWARAN S N
7	111522204007	BELLAMKONDA VISHNU VARDHAN
8	111522204008	BHARATH P
9	111522204009	BHUVANESH V
10	111522204010	BOYAPATI DINESH
11	111522204011	CHEREDDY HARSHINI
12	111522204012	CHERUKURU MAHIDHAR NAIDU
13	111522204013	DHARSHINI K
14	111522204014	DIVYA SRI M
15	111522204015	GOKUL ANANDH P

16	111522204016	GURIJALA LASHMI PRIYANKA
17	111522204017	JANANI M
18	111522204018	JAYASRI M B
19	111522204019	JEYAVANI H
20	111522204020	JOSHITA P
21	111522204021	KABILESH M
22	111522204022	KALAIVANI V
23	111522204023	KAMALESH M
24	111522204024	KARETI PALLAVI
25	111522204025	KAVIYA M S
26	111522204026	KHAUSHIK YAHAV M S
27	111522204027	KIRAN BABU S
28	111522204028	KONDEPATI BALA NAGA RAHUL
29	111522204029	LAKSHMAN B
30	111522204030	LAKSHMI K
31	111522204301	SENTHAMARAI KANNAN
32	111522204031	LIKHITHA K
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