

UDDHYAMI – 2024 REPORT

REPORT ON UDDHYAMI 2024

One of the primary goals of an Undergraduate Institution is to provide students with the opportunities to apply theoretical knowledge in practical scenarios through workshops, competitions and exhibitions. For this purpose, a Commerce and Management Fest is organised to foster an entrepreneurial mindset among the student body as part of the co-curricular activities.

Such an event creates a platform for students, faculty, alumni and industry experts to exchange knowledge and ideas that will enable students to develop and demonstrate their skills in public speaking, teamwork, creativity, critical thinking and problem solving.

In keeping with the spirit of entrepreneurship, the East Point College of Management – Kalyan Nagar Bangalore 43, conceptualised Uddhyami 2024, with the tag line *Unleash the Entrepreneur in You* with the following vision and mission:

Vision:

To inspire, educate and to empower the next generation of commerce professionals equipping their mindset with skills to excel in competitive and dynamic business landscape!

Objectives :

1. Provide students with opportunities to showcase their talents through challenging activities relevant to business development
2. To set a platform for the students to enhance analytical and decision-making skills.
- 3 To build self-confidence and a proactive approach towards developing business acumen among students.

Outcomes :

1. Students will gain a deeper insight into commerce, management and information technology related concepts.
2. Students will be inspired to use employ innovative decision-making and problem-solving strategies like that of an entrepreneur
3. Students will develop essential skills such as public speaking, team work and critical thinking skills through the different competitions and activities
4. Students will demonstrate preparedness for future professional opportunities.

LIST OF EVENTS IN UDDHYAMI 2024

SL NO	NAME OF EVENT	VENUE	DATE	TIME
1	<u>'WHIZ BIZ QUIZ'</u> BUSINESS QUIZ COMPETITION	EPA QUADRANGLE	17/5/2024	2:00-3:30 PM
2	<u>'SRAJAN-INNOVATE/ INVEST/ INSPIRE'</u> PRODUCT LAUNCH COMPETITION	EPA QUADRANGLE	18/5/2024	9:45 AM – 2:00 PM
3	<u>'URBAN VOGUE'</u> CORPORATE WALK COMPETITION	EPA QUADRANGLE	18/5/2024	2:45 -3: 45 PM
4	<u>'PIXIVITY'</u> LOGO DESIGN COMPETITION	EPA QUADRANGLE	18/5/2024	3:35- 4 :00 pm

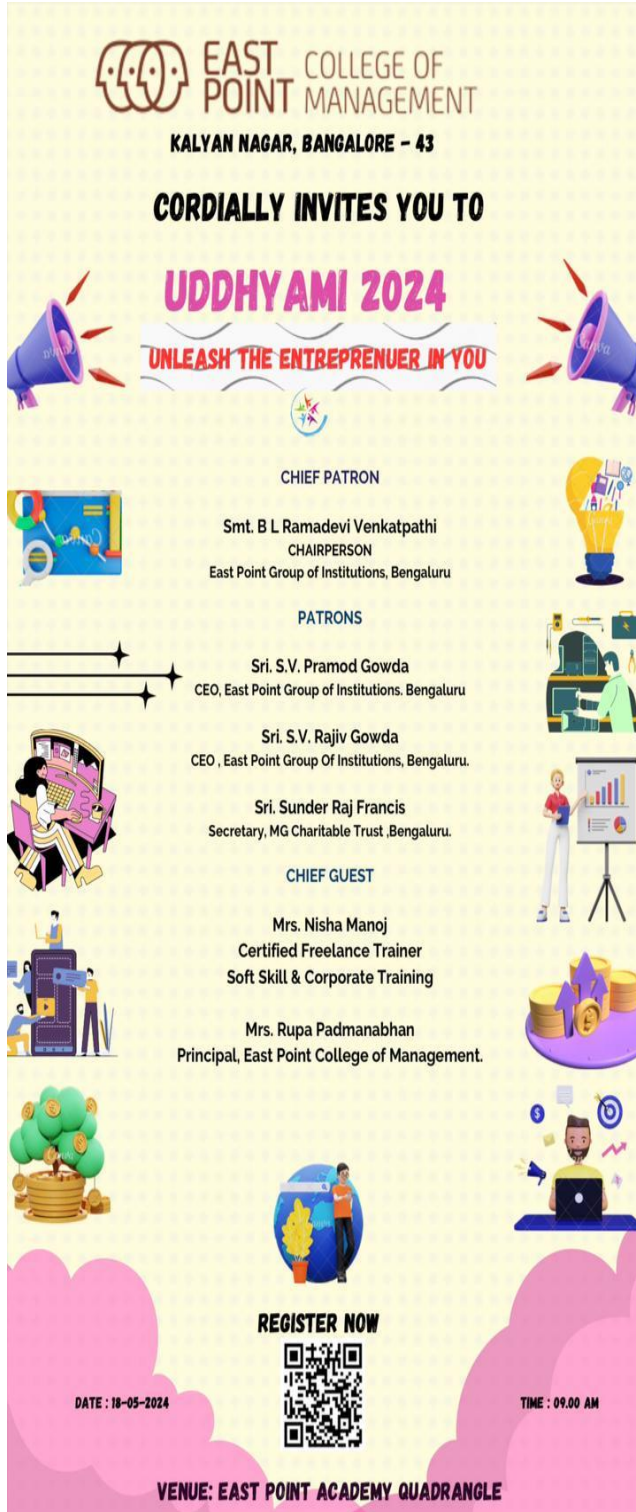
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UDDHYAMI 2024 ORGANIZING COMMITTEE	
MRS RUPA PADMANABHAN – PRINCIPAL, EPCM MR YASEEN PASHA- Asst Prof. Dept of Commerce MS NIKITA HIMA- Lecturer, Dept of Commerce MS SARAH KALAMI- Asst Prof. Dept of English	
FACULTY COORDINATORS FOR BUSINESS QUIZ COMPETITION	MR YASEEN PASHA- Asst Prof. Dept of Commerce MS NIKITA HIMA- Lecturer, Dept of Commerce MS SARAH KALAMI- Asst. Prof. Dept of English MS ARCHANA M- Asst. Prof. Dept of English
FACULTY IN-CHARGE FOR LOGO DESIGN COMPETITION	MS NIKITA HIMA- Lecturer, Dept of Commerce MRS SUBASHINI. S - Lecturer, Dept of Computer Applications
FACULTY IN-CHARGE FOOD STALLS	MR SAM JOHN- Asst. Prof. Dept of English RS MARY SHARMILA - Asst. Prof. Dept of Management MR HARISHA YN. Asst. Prof. Dept of Kannada
FACULTY IN-CHARGE FOR CORPORATE WALK	MRS RAMYA M.L Asst. Prof. Dept of Commerce MRS KRITHIKA D. Asst. Prof. Dept of Computer Applications MS REKHA S Asst Prof. Dept of Commerce MR SRINIVAS N. Asst Prof. Dept of Commerce
FACULTY IN-CHARGE FOR PRODUCT LAUNCH COMPETITION	MS LEEBANA GRACY- Asst. Prof. Dept of Management
FACULTY COORDINATORS FOR PRODUCT LAUNCH COMPETITION TEAMS	MS G. VARALAKSHMI - Asst Prof. Dept of Commerce MRS CHYTANYA V- Asst. Prof. Dept of Computer Applications MRS SUBHASHINI S.- Asst. Prof. Dept of Computer Applications MRS REKHA .P - Asst. Prof. Dept of Computer Applications MRS RAMYA M.L Asst. Prof. Dept of Commerce MRS KRITHIKA D. Asst. Prof. Dept of Computer Applications MS ARCHANA M- Asst. Prof. Dept of English MR SRINIVAS N. Asst Prof. Dept of Commerce MS REKHA S Asst Prof. Dept of Commerce MRS MARY SHARMILA - Asst. Prof. Dept of Management
CERTIFICATES COMMITTEE	MRS SURYA V. Asst. Prof. Dept of Computer Applications MRS REKHA P Asst. Prof. Dept of Computer Applications MS ARCHANA M- Asst. Prof. Dept of English
TECHNICAL SUPPORT & LOGISTICS	MR YASEEN PASHA- Asst Prof. Dept of Commerce MS SARAH KALAMI- Asst. Prof. Dept of English MS NIKITA HIMA- Lecturer, Dept of Commerce

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INVITATION AND POSTER



 **EAST POINT COLLEGE OF MANAGEMENT**
 KALYAN NAGAR, BANGALORE – 43

CORDIALLY INVITES YOU TO


UDDHYAMI 2024
UNLEASH THE ENTREPRENEUR IN YOU

CHIEF PATRON
 Smt. B L Ramadevi Venkatpathi
 CHAIRPERSON
 East Point Group of Institutions, Bengaluru

PATRONS
 Sri. S.V. Pramod Gowda
 CEO, East Point Group of Institutions, Bengaluru
 Sri. S.V. Rajiv Gowda
 CEO, East Point Group Of Institutions, Bengaluru.
 Sri. Sunder Raj Francis
 Secretary, MG Charitable Trust, Bengaluru.

CHIEF GUEST
 Mrs. Nisha Manoj
 Certified Freelance Trainer
 Soft Skill & Corporate Training
 Mrs. Rupa Padmanabhan
 Principal, East Point College of Management.

REGISTER NOW



DATE : 18-05-2024 TIME : 09.00 AM

VENUE: EAST POINT ACADEMY QUADRANGLE



 **EAST POINT COLLEGE OF MANAGEMENT**
 DEPARTMENT OF COMMERCE & MANAGEMENT

PRESENTS

UDDHYAMI 2024
UNLEASH THE ENTREPRENEUR IN YOU



BUSINESS QUIZ LOGO DESIGN
PRODUCT LAUNCH CORPORATE WALK

18TH MAY 2024
VENUE : EAST POINT ACADEMY QUADRANGLE

REGISTER NOW



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Uddhyami 2024 <i>Unleash the Entrepreneur in You</i>	
Date: 18th May 2024 Time : 9 am to 4:30 pm Venue : East Point Quadrangle	
SI No	PROGRAM OF EVENTS
1	State Anthem
2	Lighting of Lamp
3	Homage to Founder & Chairman -EPGI
4	Welcome Address by Master of Ceremony
5	Inaugural Address by Principal
6	Address by Secretary EPGI
7	Address by Chief Guest
8	Product Launch Competition
9	Lunch Break & Stalls Display
10	Product Launch Competition Prize Distribution
11	Corporate Walk Competition
12	Prize Distribution for Logo Design, Business Quiz & Corporate Walk
13	Vote of Thanks
14	National Anthem

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PRE-EVENT ORIENTATION

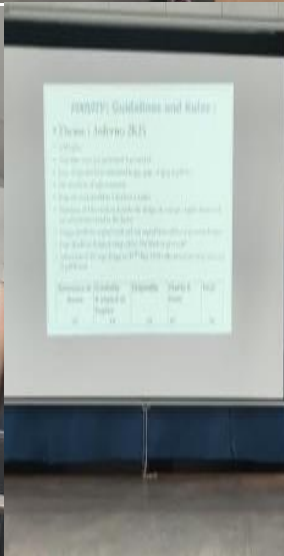
In order to enable students to understand the vision mission and objectives of Uddhyami 2024 , a pre-event orientation program was held on 8 May 2024. A presentation on the guidelines, regulations and judging criteria for each event was made by Principal and the Organizing Committee so that students are able to make an informed choice of the events they wish to participate in. They also gave students a demo of a product launch presentation keeping in mind 20 criteria to enhance the quality of their presentations.

Mr SunderRaj Francis, the Secretary of East Point Group of Institutions also addressed the students and declared the prize money that will be awarded for each event .

The orientation was followed by students registering for the events using Google Forms after which the Faculty in-charge mentored the students for the Product Launch and Corporate Walk competitions so that students may demonstrate the best of their knowledge and skills to the judges in the main event .



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UDDHYAMI 2024-INAUGURATION CEREMONY

Uddhyami 2024 was inaugurated with much enthusiasm and fervour in The East Point Academy Quadrangle on 18th May 2024. The event commenced with the Inauguration Ceremony at 9 30 am with the Lighting of the Lamp and Homage to the Founder of East Point Group of Institutions- Late Dr S.M Venkathpathi. This was followed by the Master of Ceremony, Mrs Mary Sharmila Sangeeta warmly welcoming the Chief Guest and dignitaries of East Point Academy.

The Inaugural address was presented by Mrs Rupa Padmanabhan, Principal- East Point College of Management who motivated the students to give their best in all the events.

The Chief Guest and judge for Uddhyami 2024, was Mrs Nisha Manoj, a freelance corporate trainer who's forte is soft skills training and career prep. Earlier she was a faculty member of East Point College of Management- Kalyan Nagar Bangalore 43 for a tenure of 10 years. Mrs Nisha Manoj is also part of the East Point Skill Labs.



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DIGNITARIES , STAFF AND STUDENTS RISE TO THE STATE ANTHEM



HOMAGE TO FOUNDER & CHAIRMAN EPGI LATE DR S.M VENKATPATHI



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LIGHTING OF LAMP CEREMONY



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FACULTY EPCM WELCOMING THE DIGNITARIES



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SPEECH BY DIGNITARIES



MR SUNDER RAJ FRANCIS- SECRETARY EPGI ADDRESSES THE STUDENTS



INAUGURAL ADDRESS BY PRINCIPAL -EPCM MRS RUPA PADMANABHAN



MOTIVATIONAL SPEECH BY CHIEF GUEST/ JUDGE FOR THE EVENTS, MRS NISHA MANOJ

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BUSINESS QUIZ COMPETITION : WHIZ-BIZ QUIZ

A Business Quiz Competition is an exciting event that requires students to team up and demonstrate their general knowledge in with speed and accuracy on topics related to commerce, finance, sales , advertising and marketing The Preliminary round was held on 15th May 2024 with the team of 3 students each answering multiple choice questions through a written test . The finale was held on 17th May 2024 at 2:00pm. Rules and guidelines of the event were conveyed to the students during special assembly on 8th May 2024.

A total of 29 teams participated in the preliminary round out of which 6 teams advanced to the final round held on 17th May 2024. Ms Archana M – Asst Professor, Dept of English was the Quiz Master and Mrs Mary Sharmila Sangeetha Asst Professor, Dept of Management was the Scorer



FINALISTS OF THE WHIZ BIZ QUIZ			
Team No	Members	Team No	Members
1	Gagan II BCA Lohith II BCA Bharath II BCA	4	Sabarish II B.COM Satish C II B.COM
2	Harikrishna II B.COM Nithin II B.COM Madhushree II B.COM	5	Naresh II BCA Deveshwaran II BCA Elavarasan II BCA
3	Shashank II BBA Mohammed Zain II BBA Akmal Raza II BBA		

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MS ARCHANA M. (LEFT) IS THE QUIZ MASTER AND MRS MARY SHARMILA (RIGHT) IS THE SCORER



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WHIZ-BIZ QUIZ -WINNERS LIST			
POSITION	TEAM NO	PARTICIPANTS' NAME	CLASS
FIRST PLACE	4	SABARISH S. SATISH KUMAR C	II B.COM II B.COM
SECOND PLACE	2	HARIKRSHNA S.N MADHUSHREE NITHIN J.S	II B.COM II B.COM II B.COM
THIRD PLACE	1	GAGAN LOHITH C BHARATH KUMAR	II BCA II BCA II BCA
CONSOLATION PRIZE	3	MOHSMMED ZAIN SHASHANK T AKMAL RAZA	II BBA II BBA I BBA
CONSOLATION PRIZE	5	NARESH DEVESHWARAN ELAVARASANT	II BCA II BCA II BCA



1ST PLACE- SABARISH & TEAM OF II BCOM



2ND PLACE HARIKRISHNA & TEAM OF II BCOM



3RD PLACE- GAGAN & TEAM OF II BCA

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LOGO DESIGN COMPETITION :PIXIVITY

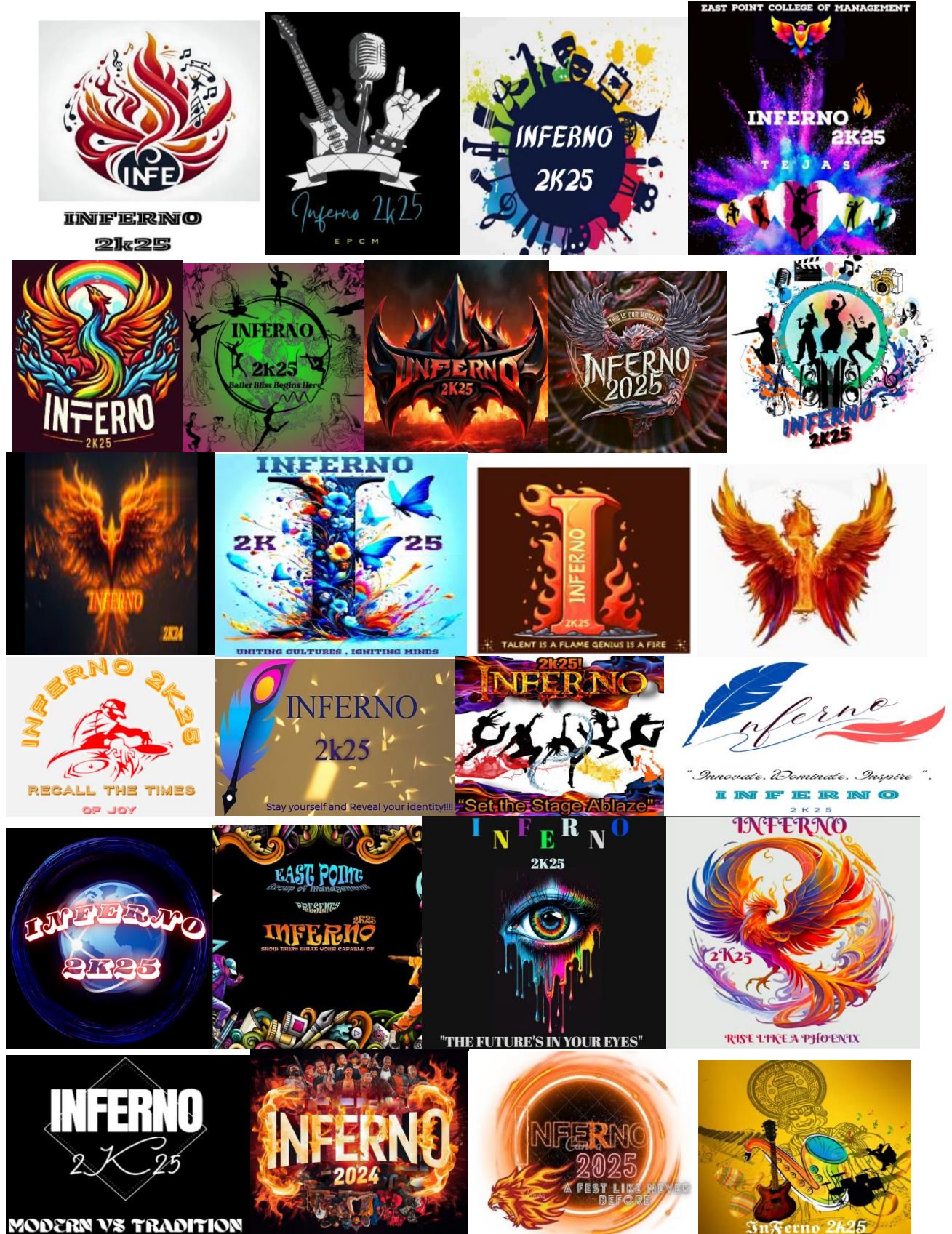
The logo design competition gives students an opportunity to showcase their creativity by creating an identity for a brand through a unique design that will sustain in the memory of prospective customers . The theme for the logo design competition was the East Point College of Management college fest - Inferno 2k24. A total of 30 students participated in this event. The logos were submitted for judging on 15th May 2024.

The judge for this event was the CEO and Founder of Sunshell India Pvt Ltd- a Digital Marketing Agency , Ms Nikita Narvekar who specialises in web designing, branding and digital marketing. Ms Narvekar is based in Goa , hence the logos were mailed to her for review . Ms Varvekar also shared a motivational video as well as a feedback video to students so that they may learn and improve their skills designing logos.



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PIXIVITY-WINNER'S LIST		
POSITION	PARTICIPANTS' NAME	CLASS
FIRST PLACE	SALMA . S	I BCA
SECOND PLACE	SREERAG. P	II BBA
THIRD PLACE	AGNES PRATIBHA	II BCOM
CONSOLATION PRIZE	KARTHIK R.	III BCOM
CONSOLATION PRIZE	SIMRAN PREETH	III BCOM



1st PLACE – SALMA S – I BCA



2ND PLACE – SREERAG P – II BBA

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**INFERNO
2k25**



3RD PLACE - AGNES PRATIBHA - II BCOM



CONSOLATION PRIZE - SIMRAN PREETH III BCOM



CONSOLATION PRIZE - KARTHIK R III BCOM

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PRODUCT LAUNCH COMPETITION: SRAJAN – INNOVATE, INVEST, INSPIRE

A Product Launch Competition is primarily conducted to provide students with a platform to display their creativity and critical thinking skills through a mock launch presentation of a new and unique product / service.

The Product Launch Competition was held on 18th May 2024 from 9 45 am to 2 pm in the East Point Academy Quadrangle. Students were expected to formally launch the product/service they have created through a 10 minute presentation based on 20 criteria shared during the pre-event orientation .

A total of 16 teams (64 students) demonstrated their communication skills, marketing strategies and creativity through their presentation during which they unveiled the product designed by them.

The judges decision would then be based on the extent to which the team presentations fulfilled the following 20 criteria

PRODUCT LAUNCH COMPETITION ESSENTIAL POINTS FOR PRESENTATION	
1	Introduce yourself with Company Profile and role of team members (should include Managing Director , Dept of Marketing / Sales + 1 Ambassador, Dept of Finance)
2	Based on your research, what is the nature and requirements of consumers today and in the future
3	Identifying a product that will address the needs of the consumers of today and the future
4	Who are the target consumers for the product/ service that you have created?
5	Introduce the product / service. Explain why you picked that product / service name.
6	Describe the essential features such as how many units will be sold in package of your product/ service
7	Display Product
8	Will there be any variation of your product/service? If yes how and why do you need that?
9	Product/ Service Quality Assurance (as per industry standards, also in terms of ingredients used and product safety test)
10	State the important selling points of your product/service. What makes your product or service unique?
11	Who are your existing competitors?
12	Why do you think the consumers will choose your product/ service over others?
13	Is your product / service eco-friendly and contributes to sustainable development?
14	Merchandizing and packaging features of your product/ service. Describe how it can be enhanced to provide an edge over competitors?
15	How will your product be delivered to the consumers?
16	How will your product be disposed off after use?
17	Describe the channels you will use to distribute your product. Highlight any partnerships or collaborations that enhances your product/ service distribution +Introduce the brand ambassador
18	What are the digital marketing strategies that you will use to promote your product /service?
19	What does it cost to make your product/ service? Show detailed costing chart
20	What will be the product MRP with GST (show calculation)

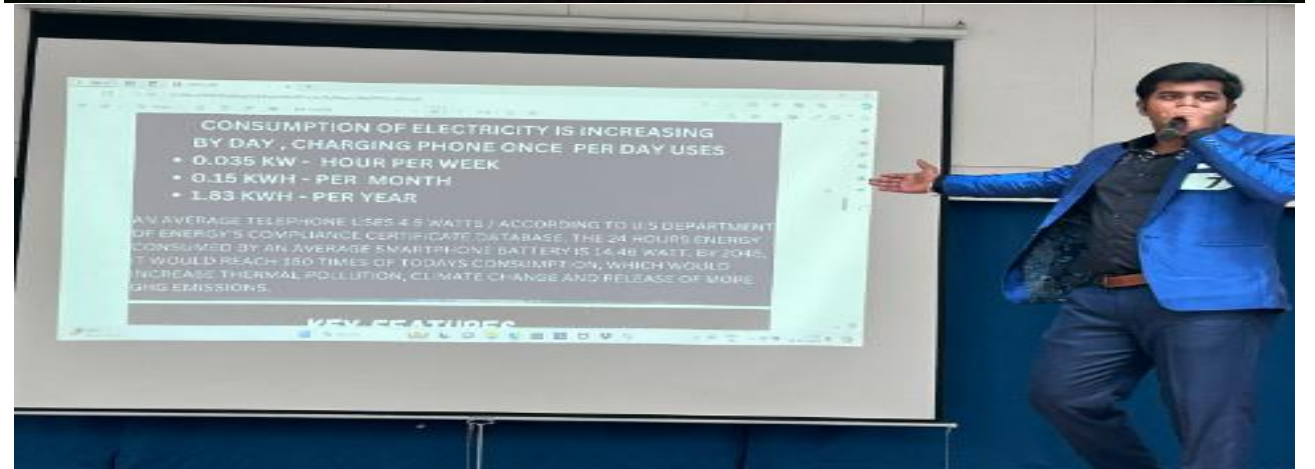
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PRODUCT LAUNCH PRESENTATION BY THE TEAMS



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COST BREAKDOWN (PER UNIT)	
PARTICULARS	AMOUNT
RAW MATERIAL COST	3800
LABOUR COST	100
PRIME COST	3200
FACTORY OVERHEAD	200
FACTORY COST	3400
OFFICE AND ADMINISTRATION OVERHEADS	300
COST OF PRODUCTION	3700
SELLING AND DISTRIBUTION OVERHEADS	100
TOTAL COST	4800

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JUDGES OF THE PRODUCT LAUNCH COMPETITION- CHIEF GUEST- MRS NISHA MANOJ AND PRINCIPAL, EPCM- MRS RUPA PADMANABHAN, MOTIVATING THE STUDENTS WITH THEIR WORDS OF APPRECIATION AND FEEDBACK

SRAJAN -WINNERS' LIST			
POSITION	TEAM NO	PARTICIPANTS' NAME	CLASS
FIRST PLACE	6	MADHUSHREE P NITHIN J.S HARIKRISHNA S.N PRIYANKA G	II BCOM
SECOND PLACE	13	SANIYA KHANUM A SANDHYA R AMBIKA N DIVYA V	III BBA
THIRD PLACE	8	NEHA B ANUSHA J BHAVANI S NANDA KUMAR G	II BCA
CONSOLATION PRIZE	11	SHAKTI P TAHURA THAZEEN I DIANA MARY S SATISH M	III BCOM
CONSOLATION PRIZE	3	KRITHIKA J DHARANI M ELIZABETH M	I BCOM

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Bengaluru, Karnataka, India
80ft Road Banasawadi, HRBR Layout 1st Block, HRBR Layout, Kalyan Nagar, Bengaluru, Karnataka 560043, India
Lat 13.015647°
Long 77.64265°
18/05/24 04:05 PM GMT +05:30

1ST PLACE – TEAM 6



Bengaluru, Karnataka, India
80ft Road Banasawadi, HRBR Layout 1st Block, HRBR Layout, Kalyan Nagar, Bengaluru, Karnataka 560043, India
Lat 13.015705°
Long 77.642551°
18/05/24 04:03 PM GMT +05:30

2ND PLACE – TEAM 13



Bengaluru, Karnataka, India
80ft Road Banasawadi, HRBR Layout 1st Block, HRBR Layout, Kalyan Nagar, Bengaluru, Karnataka 560043, India
Lat 13.015675°
Long 77.642524°
18/05/24 04:02 PM GMT +05:30

3RD PLACE – TEAM 8

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CONSOLATION PRIZE – TEAM 11



CONSOLATION PRIZE – TEAM 3

BEST CORPORATE WALK: *URBAN VOGUE*

The Corporate fashion walk is an event that enables students to put themselves in the shoes of corporate professionals and walk the ramp to show case their understanding of the attire , accessories and roles they will be expected to play once they move on to the Industry. The Best Corporate Walk – *Urban Vogue* Competition is all about students showcasing their confidence in walk and talk as they face the audience to explain the job profile, role and responsibility chosen by them. The Corporate Walk Competition was held on 18th May 2024 in the East Point Academy Quadrangle, from 2:45 to 3:45 pm. A total of 39 students participated in this event



JUDGES OF THE CORPORATE WALK COMPETITION- CHIEF GUEST- MRS NISHA MANOJ AND PRINCIPAL, EPCM- MRS RUPA PADMANABHAN



PARTICIPANTS OF THE CORPORATE WALK COMPETITION

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MANAGED BY M.G. CHARITABLE TRUST®
NO. 10, 7TH MAIN, KALYAN NAGAR, BENGALURU - 560043
APPROVED BY GOVERNMENT OF KARNATAKA. AFFILIATED TO BENGALURU NORTH UNIVERSITY
COLLEGE CODE – 19CN
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URBAN VOGUE -WINNER'S LIST		
POSITION	PARTICIPANTS' NAME	CLASS
FIRST PLACE	AMEENA KHANUM	III BBA
	NITHIN J.S	II BCOM
CONSOLATION PRIZE	VENKATESH PRASAD B R K	III BCOM
CONSOLATION PRIZE	AKSHAYA A.	II BCA
CONSOLATION PRIZE	YASHASWINI	II BCA



MR AND MISS URBAN VOGUE NITHIN J.S OF II BCOM AND AMEENA KHANUM OF III BBA , FLANKED BY PRINCIPAL EPCM- MRS RUPA PADMANABHAN AND CHIEF GUEST MRS NISHA MANOJ



WINNERS OF THE CORPORATE WALK COMPETITION ALONG WITH THE PRINCIPAL – EPCM MRS RUPA PADMANABHAN AND THE EVENT COORDINATORS

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**UDDHYAMI – 2024 REPORT
 CONSOLATION PRIZES**



Bengaluru, Karnataka, India
 80ft Road Banasawadi, HRBR Layout 1st Block, HRBR Layout, Kalyan Nagar, Bengaluru, Karnataka 560043, India
 Lat 13.015664°
 Long 77.642545°
 18/05/24 04:13 PM GMT +05:30



Bengaluru, Karnataka, India
 80ft Road Banasawadi, HRBR Layout 1st Block, HRBR Layout, Kalyan Nagar, Bengaluru, Karnataka 560043, India
 Lat 13.015735°
 Long 77.642613°
 18/05/24 04:11 PM GMT +05:30



Bengaluru, Karnataka, India
 80ft Road Banasawadi, HRBR Layout 1st Block, HRBR Layout, Kalyan Nagar, Bengaluru, Karnataka 560043, India
 Lat 13.015735°
 Long 77.642613°
 18/05/24 04:12 PM GMT +05:30



Bengaluru, Karnataka, India
 10, 7th Main Rd, near Om Shakthi Temple, PNS Layout, Subbannayapalya, Kammanahalli, Bengaluru, Karnataka 560043, India
 Lat 13.015763°
 Long 77.642618°
 18/05/24 03:00 PM GMT +05:30

CERTIFICATE COMMITTEE: LEFT TO RIGHT- MRS ARCHANA. M, MRS SURYA V, MRS REKHA P

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UDDHYAMI – 2024 REPORT UDDHYAMI MINI START-UPS

Students were motivated to set up food and accessory stalls in the rear end of the East Point Academy Quadrangle so that they may have first hand experience in marketing and sales . 8 stalls were set up with a variety of foods , beverages and fashion accessories displayed to attract customers.



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VALEDICTORY CEREMONY

Uddhyami 2024 ended on a high with a big round of applause to the Management , Principal, Chief Guest , staff and students for making this event a grand success. The program ended with the Vote of Thanks and the National Anthem



EPCM- MRS RUPA PADMANBHAN FELICITATING THE CHIEF GUEST & JUDGE OF UDDHYAMI 2024 - MRS NISHA MANOJ WITH A TOKEN OF APPRECIATION



ORGANIZING COMMITTEE : FROM LEFT TO RIGHT - MS LEEBANA GRACY, MRS RUPA PADMANABHAN- PRINCIPAL EPCM, MR YASEEN PASHA, MS SARAH KALAMI, MS NIKITA HIMA

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COMPERES OF THE DAY -MRS MARY SHARMILA SANGEETHA, MS LEEBANA GRACY & MS NIKITA HIMA



STAFF AND STUDENTS RISING FOR NATIONAL ANTHEM