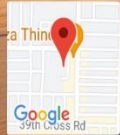


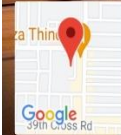


Activity Report

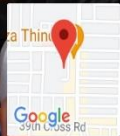
Academic year 2022-23	
I - Basic details	
Name of Activity	Industry to Institute Interactive Programme
Date	06 th August 2022
Faculty in charge	Dr. Vinaya T
Organized by Name of Department/ Name of Committee/ Club	PG Dept of Commerce Under Corporate Connect Series
Coordinator/ In-charge of Activity	Mrs. Lavanya Balaji
Time	11.30 AM to 12.30 PM
Venue	M.Com Classroom # 418
Activity for Class/Group	M.Com student I & II year
Nature: Academic /Co- curricular/extracurricular/other	Academic
2. Brief information about Activity	
Topic /Subject of activity	Corporate Connect on the Topic Trade Channel Management and Loyalty Solutions –Director and Co-founder, Annectos Loyalty Solutions, Bengaluru.
Objectives of the activity	This programme aims at bridging the gap between campus and industry, while the students are still on campus.
Methodology	Streamed via zoom meet, the students attended an offline session in their classroom.
Outcome of Activity	Importance of loyalty in a business is a two-way process. One from the customer side and the other from the company side. How do Annectos maintain the channel management, to maintain the loyalty from both the angles was the main learning given to the students. It was an eye-opening session to learn that we can create job opportunities in such areas. The second main outcome was the internship programme extended by Ms. Sharvani to the students of M. Com.



Bengaluru, Karnataka, India
CA 17, 36th Cross Rd, 4th T Block East, Jayanagara 9th Block, Jayanagar, Bengaluru, Karnataka 560041, India
Lat 12.922551°
Long 77.592888°
06/08/22 11:53 AM



Bengaluru, Karnataka, India
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06/08/22 11:52 AM



Bengaluru, Karnataka, India
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Bengaluru, Karnataka, India
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06/08/22 12:58 PM



Bengaluru, Karnataka, India
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06/08/22 12:57 PM



Bengaluru, Karnataka, India
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