



R.V. Educational Institutions
Sivananda Sarma Memorial R.V. College

UG & PG Programmes
Affiliated to Bengaluru City University
Accredited by NAAC with 'A' Grade
Ranked among top 5 Colleges in India
(India Today - NIOSA Survey 2016, 2019 & 2020)



UDDHBHAV - THE STUDENT COUNCIL
RAISE WITH GLORY!

CORDIALLY INVITES YOU FOR

SKILL UP

A WORKSHOP ON LEADERSHIP
AN IQAC INITIATIVE

UPGRADE YOURSELF EVERYDAY...

RESOURCE PERSON

MS. SUSMITHA ATTIGANAL

FREELANCER CONTENT WRITER, CORPORATE SKILLS TRAINER

DEC 22, 2021

11:00 AM to 12:30 PM

Venue: SEMINAR HALL

Student Coordinator's
Varsha Balaji - 9380472256
Rahul M K
Jai Krishna

Mr. JAGADISH A
Staff Council Secretary
SSMRV College

DR S ANIL KUMAR
Principal
SSMRV College

*Go, change the world**



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Report on **SKILL UP - A workshop on Leadership**

Academic year 2021-22	
1. Basic details	
Name of Activity	SKILL UP – A workshop on Leadership
Date	22 nd December 2021 – 11 AM
Venue	SSMRV College – Seminar Hall
Resource Person	Ms. Susmitha Attigana Freelance Content Writer and Corporate Trainer
Organized by Name of Department/ Name of Committee/ Club	UDDHBHAV- THE STUDENT COUNCIL in association with IQAC
Student Coordinator/ In-charge of Activity	Ms, Varsha Balaji, Mr Rahul MK, Mr Jai Krishna
Faculty Incharge	Mr Jagadish A, Staff Council Secretary and Dr Nagaraj M S, Coordinator - IQAC
Audience	All the Student Council office Bearers, Members, Student coordinators of all activity centers and Class Representatives of all UG and PG Courses.
Nature: Academic /Co- curricular/extracurricular/other	Co-curricular - LEADERSHIP SKILLS
2. Brief information about Activity	
Topic /Subject of activity	SKILL UP – A workshop on Leadership
Objectives of the activity	<ul style="list-style-type: none"> ➤ To learn techniques for coping up with stress ➤ Instill leadership qualities ➤ Effective Time Management ➤ Improve communication skills, ➤ Building trust, ➤ Teamwork, ➤ Managing conflicts.
Methodology	PowerPoint presentation, Student Activities, games, puzzles, videos,
Outcome of Activity	Students were able to comprehend various aspects of leadership skills.

Got an overview on how to deal with stress, conflicts and to focus on communication skills, and managing time.

Through the video of LEGO Toys students were made to realise the fact that failure is only the beginning of success and not to stop till the goal is reached

https://www.youtube.com/watch?v=NdDU_BBJWpY

3.Proofs attached
Certificate/ Feedback/Poster /Photos etc.

Varsha Balaji
Rahul MK
Jai Krishna

Activity In-charge

Pictures/ any documents





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UDDHBHAV - STUDENT COUNCIL

An IQAC Initiative

Certificate of Participation

Varsha Balaji

For successfully taking part in 'SKILL UP' a workshop on
Leadership skills organised by 'STUDENT COUNCIL'
SSMRV College on 22nd of December 2021.

Mr. Jagadish A
Staff Council Secretary

Dr. M.S Nagaraj
Coordinator IQAC

Dr.S.Anil kumar
Principal

Made for free with Certify'em

SINHAL CLASSES PVT LTD – Aptitude & Personality Development)

Academic Year : 2021-22

Department : Commerce / BBA / BCA

Course Name : Aptitude Training

Class & Section : BBA | BCA | Bcom

Training Programme Schedule –

Session Plan - 36 Hours Program (Aptitude + Personality Development) for Final Year Graduation Students

SINHAL CLASSES Campus Recruitment Training Program Plan			
SESSION PLAN – 36 HOURS per Batch			
	Session Title	Session Description	Duration
Quantitative Ability			
1	QA-1	Data Interpretation, Data Sufficiency	2 Hours
2	QA-2	RPV, Averages, Alligation, Mix & Sol	2 Hours
3	QA-3	Percentages, Profit, Loss, Discount, SI & CI	2 Hours
4	QA-4	Time Speed Distance, Time & Work, Pipes & Cisterns	2 Hours
5	QA-5	Geometry & Mensuration	2 Hours
6	QA-6	Permutation, Combination, Probability	2 Hours
		Total Hours for QA	12 Hours
Analytical Reasoning Ability			
1	AR-1	Number and Letter series, analogies, odd-man out, coding & decoding	2 Hours
2	AR-2	Syllogisms (Deductive Logic), Consistencies (Logical Connectives)	2 Hour
4	AR-3	Clocks, Blood Relations, Binary Logic & Direction Sense	2 Hours
5	AR-4	Cubes & Venn-Diagrams, Calendars	2 Hours
		Total Hours for AR	8 Hours
Verbal Ability			
1	EU-1	Vocab Basics, Vocab Exercise & Practice	2 Hours
2	EU-2	Grammar Basics	2 Hours
3	EU-3	Para-Jumbles, Critical Reasoning, Reading Comprehension,	2 Hours
		Total Hours for VA	6 Hours
Soft Skill			
1	SS-1	Basic of GD & Mock GD	2 Hours
2	SS-2	Basic of Interview + Resume Writing	2 Hours
		Total Hours for SS	4 Hours

Note:

Sinhala Classes Pvt Ltd : #1710, 1st Floor, Above Bajaj Showroom, Behind Maruthi Mandir
Vijayanagar Bangalore 560040. Phone 9964322070 | 9900511010

- The above-mentioned program schedule is tentative and can be customized to incorporate your requirement / class progress. Detailed schedule can be drawn upon approval of the proposal.
- **Pre-assessment, Post-assessment and analysis of 6hrs would be given in addition to the scheduled training program.**

SINHAL CLASSES PVT LTD – Softkill Training (30hr Module)

Academic Year : 2021-22

Department : Commerce / BCA / BBA

Classes & Section : Bcom | BBA | BCA

Subject : Personality Development

Training Programme Schedule –

Session Plan - 30 Hours Program (Soft Skill Training) for Second Year Graduation Students

Sinhala Classes soft skill Training Program Plan for SSMRV college		
Session plan -30 hours Module.		
Sl No	Topic	Duration (Hours)
1	Barriers to effective communication skills	2
2	Developing effective oral communication skills	2
3	Developing effective written communication skills	2
4	Presentation skills	4
5	Conflict Resolution	2
6	Leadership Skills & Motivation	2
7	Personality development exercises	4
8	Public speaking	4
9	Profile Building	2
10	Understanding employer requirements	2
11	Interpersonal skills- Dealing with Seniors/superiors	2
12	Interpersonal skills- Dealing with Peers/juniors	2
	Total	30

Note:

- The above-mentioned program schedule is tentative and can be customized to incorporate your requirement / class progress. Detailed schedule can be drawn upon approval of the proposal.

Date:



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Foreign Language Studies

(In association with *Inlingua Bangalore*)

Department of English

About the course: Learning a new language is always beneficial no matter which path in life one chooses to walk in. As Indians, we are gifted with a diverse populous and are influenced from a young age to inculcate different languages into our repertoire. With this intention, Sivananda Sarma Memorial RV College has taken up the reigns, in association with Inlingua Bangalore, to inculcate this practice of learning a foreign language to our students of all the streams which will help them propagate in their career prospects overseas as well as to help them understand the culture of their people.

Objective of the course: The course aims at the acquisition of knowledge and expertise of the three major European languages (French, German and Spanish) and also to help the students apply this acquired knowledge in the given field under a corporate setting as well as other career related opportunities overseas. This certificate course will also enhance their repertoire in terms of their credibility and also add value to their career profile.

Course outcome: The end game of this course is to ensure that the students have the required knowledge and expertise in any one or more of the three major European languages (French, German and Spanish) with a corporate setting in mind and for their career prospects. The course also helps create an opportunity for the students to further enhance their chances of career opportunities overseas with companies that recruit young talent.

Languages Offered:

- French
- German
- Spanish

Schedule of the Course:

French (A1 – Level -1)	German (A1 – Level -1)	Spanish (A1 – Level -1)
V6812021	V6132021	V6142021

<ul style="list-style-type: none"> • Fridays – 18.00 – 19.00 • 5 hours • Start date: 17-09-2021 • Students enrolled: 12 	<ul style="list-style-type: none"> • Saturdays: 17.00 – 18.00 • 20 hours • Start date: 15-07-2021 • Students enrolled: 19 	<ul style="list-style-type: none"> • Saturdays: 17.00 – 18.00 • 20 hours • Start date: 16-07-2021 • Students enrolled: 10
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 (David Sunil)
 Faculty Coordinator


 H.O.D


 (Dr. S. Anil Kumar)
 Principal

Foreign Language Studies is a diversified initiative offered by Sivananda Sarma Memorial RV College in association with the foreign language training institute Inlingua, offering French, German and Spanish languages from the basics (A1) to the most advanced (A5).

There is also a provision for students already well versed in A1 to directly take the advanced courses at a discounted price, exclusively for our students.

Those who're interested in starting the basic A1 course can fill in the google form and the fees for same would be *Rs. 250*. Those wishing to continue to advanced levels from the previous batch may also fill in the form.

<https://forms.gle/2E3g9Jg2UFXEgBZ46>

For any further details do contact me.

Regards,

David Sunil.

Foreign Languages Coordinator.

(Whatsapp: 9886061376

Phone: 8217794173)



English Lab Syllabus

1. Error identification
2. Correction of Words
3. Language fluency
4. Skill enchantment

Duration- 32 hours for a semester for all the degree students



DURATION:- 8:30 AM to 9:30 AM, THREE DAYS A WEEK.



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Transforming Lives



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2021-22



**APARAJITHA-women Empowerment Cell,
SSMRV - Youth Red Cross & Ayush-Health Club
organizes**

Seminar on "Menstrual Hygiene"

on the occasion of World Menstrual Hygiene Day 2022

Resource Person :



Dr Maheshwari

**MBBS MD DFID (CMC Vellore) GMHE (IIM Bangalore)
Head of central war room BBMP Bangalore**



Date : 30th May 2022



**Time : 03:30 PM
Onwards**



Venue :- Seminar Hall

Mrs. Roopalatha M
Convenor, Ayush-Health Club
SSMRV College

Mrs. Vidya UJ
Convenor, SSMRV-YRC
SSMRV College

Mrs. Shakeela MK
Convenor, Aparajita-WEC
SSMRV College

Dr. S Anil Kumar
Principal
SSMRV College

All are welcome

Go, change the world



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**SSMRV - Youth Red Cross,
APARAJITHA-women Empowerment Cell &
Ayush-Health Club
organizes**

"Sanitary Pad Distribution Drive"

on the occasion of World Menstrual Hygiene Day 2022



**Date : 31st May 2022 &
01st June 2022**

Roopalatha M

for, Ayush-Health Club
SSMRV College

Mrs. Shakeela MK

Convenor, Aparajitha-WEC
SSMRV College

Mrs. Vidya UJ

Convenor, SSMRV-YRC
SSMRV College

Dr. S Anil Kumar

Principal
SSMRV College

Go, change the two

A Report on World Menstrual Hygienic Day

The Ayush- Health Club, SSMRV – Youth Red Cross and Aparajitha - Women empowerment cell has organized a seminar on “ **Making Mensuration A Normal Fact of Life**”. The resource person for the event was **Dr. Maheshwari, MBBS, MD,DFID (CMC Vellore), GMHE (IIM Bangalore), Head of central war room, BBMP.** on 30th May 2022 from 3.30pm to 5.00pm in seminar hall.

The Seminar was conducted for –all girl students (B. Com, BCA, BBA and M.Com courses), teaching and non-teaching staffs. The total number of participants was 75.

Dr. Maheshwari focused on the menstrual cycle and the importance of hygiene and explained about the menstrual problems and right time to approach the gynecologist. Doctor explained about the use of sanitary products like menstrual cups, caps, tampons etc.,

Distribution of sanitary pads:

On 29th May 2022 the sanitary pads were packed for distribution. On 30-5-22 students approached the principal of the government schools to take permission for distributing the sanitary pads and explain about the hygiene to the girl students. Next day ie., 31st of May – 1st of June 2022 students went to the concern schools for distributing the pads and explained students about the hygiene and the benefits of using the pads.

The sanitary pads were distributed to the following government schools

- Government Higher Primary School, Gottigere
- Sri Divya Jyothi Aided High School, Arekere
- Gynaprakasham Vidya Kannada to English High School
- Government High school, Jayanagara
- Government school, Agarhara
- Anganvadi, B G Road
- Karnataka Public School, Vijayanagar, Mornahalli.
- BBMP High School, N R Colony, Basavangudi
- Kamala Nehru GHS, Basavangudi
- Government High School Attigupe, Vijayanagara etc....

2000 sanitary pads were distributed to the girl students. The principals of the schools appreciated the students for building awareness on hygiene, use of sanitary pads and presented the thank you letter for organising the program.


22/6/22







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International Women's Day Special

Aparajitha - Women Empowerment Cell &

Ayush - Health Club

In association with

Apollo Cradle and Children's Hospital

is organizing



RV Inter-Institutional Free Health Check-up and Consultation Camp

(For Women Faculty of R V Educational Institutions)



Date : 08-03-2022 , Tuesday



Time: 12.00 to 3.00 PM



Venue: SSMRV College

Doctor consultation :- 3.00 to 5.00 PM

Health Check-up includes:

- | | |
|--------------------------------------|-----------|
| 1) Diabetes-RBS | 7) Height |
| 2) Blood Pressure | 8) Weight |
| 3) Haemoglobin | 9) BMI. |
| 4) Thyroid Test | |
| 5) Senior Gynaecologist Consultation | |
| 6) Dermatology Consultation. | |



The following TESTS would be offered at DISCOUNT
 (valid for a month till 31st March 2022 at Hospital)

- a) Pap Smear 50% Discount at Hospital
 b) Sono Mammogram 50% Discount at Hospital



Registration link :- <https://forms.gle/qjWDu7KSYwCSiAz5A>

Dr. Radha S Rao
 Senior Consultant,
 Gynaecologist, Apollo Cradle

Dr. Shraddha Kololgi
 Consultant, Dermatologist,
 Apollo Cradle

Dr. S. Anil Kumar
 Principal
 SSMRV COLLEGE

Mrs. RoopaLatha M
 Convenor
 AYUSH-HealthClub
 SSMRV College

Mrs. Shakeela M K
 Co-ordinator, APARAJITHA
 Women Empowerment Cell,
 SSMRV College

Go, change the world

H. R. Latha

Convenor

Health club & Center.

S. Anil Kumar
 Principal

**A Report on
International Women's Day - 2022 Special
R V Inter- Institutional Health Check-up and Consultation Camp
Conducted by
APARAJITHA- WOMEN EMPOWERMENT CELL,
AND Ayush- Health Club, SSMRV COLLEGE
In Association with Appollo Cradle, 5th Block Jayanagar
Conducted Seminar on "Mahatma Jyotirao Phule and Savitri Phule"**

The APARAJITHA - Women Empowerment Cell, SSMRV College and Ayush-Health Club
In Association with Apollo Cradle and Children's Hospital, 5th Block, Jayanagar,

On 8th March 2022 organized International Women's Day Special
Inter-Institutional Free Health Check-up & Consultation Camp
For Women Faculty - R V Educational Institutions

Welcome:

The event started with Ribbon-Cutting Ceremony: marking the official opening by Dr. S Anil Kumar, Principal, SSMRV College. The Welcome address was given by Ms. Zahcra Begum, Secretary WEC, SSMRV College. It was followed by Invocation and Lamp Lighting Ceremony by Dignitaries. The dignitaries and other guests were welcomed and felicitated.

Dr. S Anil Kumar gave a short speech at the opening Ceremony and officially started the camp.

About the Event:

Health Check-up included:

Diabetes-RBS, Blood Pressure, Weight, Height, BMI, Haemoglobin, Thyroid Test ,
Free Senior Gynaecologist Consultation headed by Dr. Radha S Rao and
Free Dermatology Consultation headed by Dr. Shraddha Kololgi.

The following TESTS were offered at DISCOUNT (valid for a month (till 31st March 2022) at Hospital): [the coupons were issue to all the participants]

- a) Pap Smear 50% Discount at Hospital
- b) Sono Mammogram 50% Discount at Hospital

In case of RV Male Faculty- his spouse or Female dependent were asked to utilize the above benefit.

Google Registration form link: <https://forms.gle/qjWDu7KSYwCSiAz5A>

Time Duration: The Programme lasted from 12:00 PM to 5:30 PM for Test, 3:00 PM to 5:30 PM
Doctor Consultation. Venue: Room No 203, 204 and 205- SSMRV College.

Attendees/ Presence:

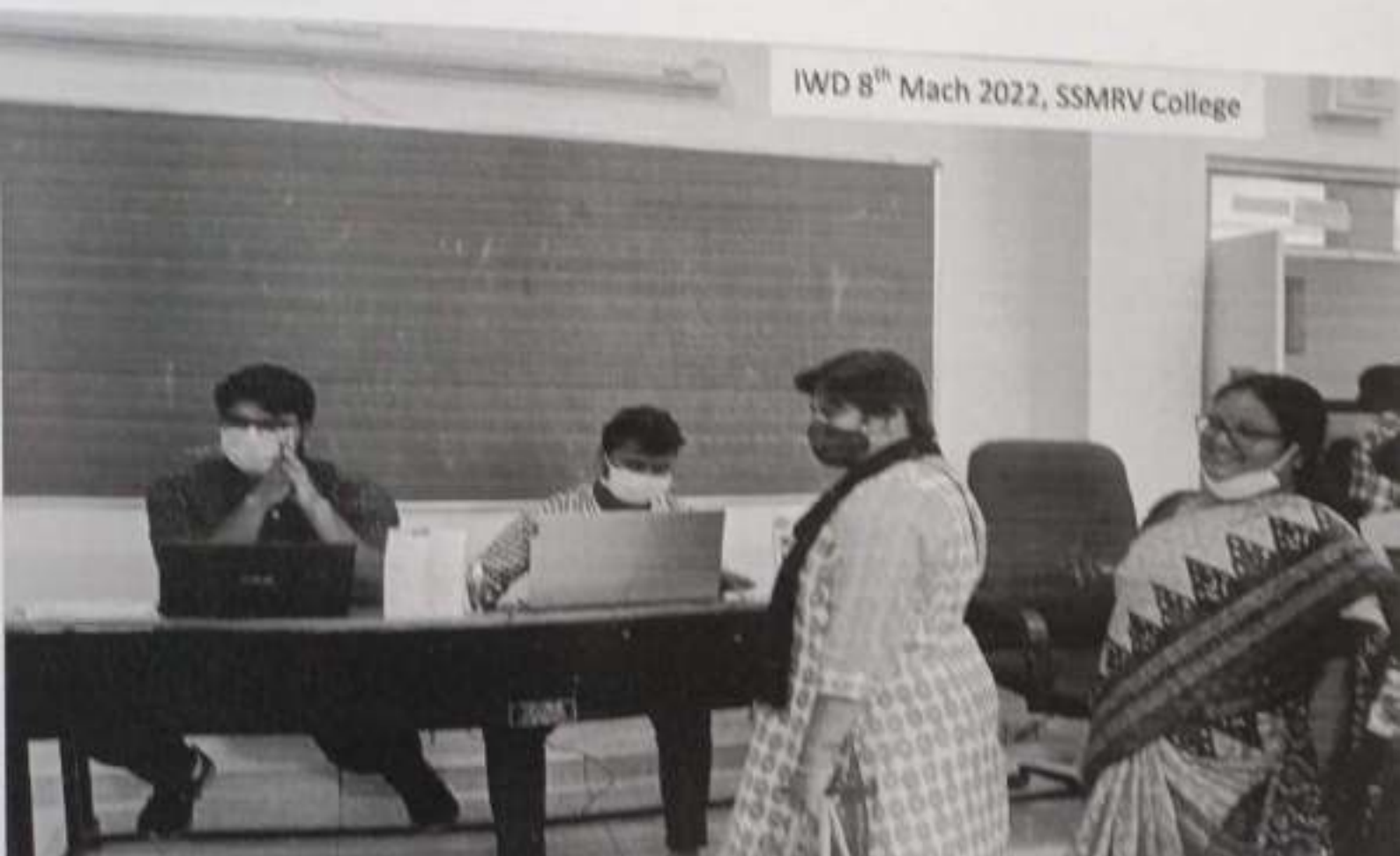
Around 100 Participants including members of WEC and health club members; volunteer Students who are pursuing their Bachelor's and Master's Degree from this Institution, in-house faculties, housekeeping staff, non-teaching staffs, office staffs, security persons and Faculty from Inter R V institutions attended and benefited from the programme.



IWD 8th Mach 2022, SSMRV College



IWD 8th Mach 2022, SSMRV College





RV Educational Institutions

SIVANANDA SARMA MEMORIAL RV COLLEGE



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Accredited by NAAC with A Grade

Ranked Top 5 Colleges in India

(INDIA TODAY MBRA SURVEY 2018, 2019 & 2020)



Cordially invites you to the



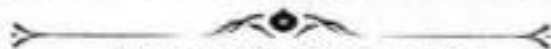
" CANCER - AWARENESS SEMINAR "

Organized by

APARAJITHA - WOMEN EMPOWERMENT CELL

And

AYUSH - HEALTH CLUB



Guest of Honour :



Dr. Mohini N Prasad

MBBS, DORCP (DUBLIN), FRCOG (LONDON)

Recipient - Vidya Ratan Award

Presided by :

Dr. S Anil Kumar

Principal

SSMRV COLLEGE



Date : 08th December 2021

Time : 2.30 PM

Venue : College Auditorium

Mrs. Roopalatha M

Convenor

AYUSH - Health Club

Mrs. Shakeela M K

Convenor

APARAJITHA-WOMEN
EMPOWERMENT CELL

All are welcome

Go, change the world

Dr. Mohini N. Prasad
MBBS, DORCP (Dublin), FRCOG (London)



- Sr. Consultant Gyn, Apollo Hospital, Bangalore
- Sr. Consultant Obstetrician & Gynecologist, Dr. P. R. Desai Hospital
- Past president, Bangalore Society Of Obs & Gyns (BSOG)
 - Founder of their popular annual conference, Gnana Varsha
- Founder Secretary, Indian Menopause Society, Bangalore Chapter
- Recipient of the Vidya Ratan Award for selfless service in the field of ObG



A Report on
Seminar conducted by
APARAJITHA-WOMEN EMPOWERMENT CELL,
AND
AYUSH - HEALTH CLUB,
SSMRV COLLEGE



Conducted Seminar on "Cancer Awareness"

The APARAJITHA - Women Empowerment Cell, SSMRV College
Organized – Inauguration of APARAJITHA -Women Empowerment Cell, SSMRV College,
Investiture Ceremony of office bearers for the period 2021-2022, And
"Cancer Awareness Seminar" With reference to Breast Cancer and Cervical Cancer
On 8th December 2021 in SSMRV College Auditorium- Marking the Occasion of National Cancer Awareness Week.

The Speaker for the day was **Dr. Mohini N. Prasad**, MBBS, DORCP (Dublin), FRCOG(London), Recipient of Vidya Ratan Award. Sr. Consultant Obs. & Gyn., Dr. P. R. Desai Hospital And Apollo Hospital- Bangalore.

Welcome:

The event was Compeered by Ms. Rakshitha, President -Ayush Health Club & Ms. Harini K, President- Aparajitha-WEC, SSMRV College. Followed by Invocation by Meghana and Group.

Distribution of Badges: The badges were distributed to the office bearers of Ayush-Health Club and Aparajith- Women Empowerment Cell.

About the Talk:

Dr. Mohini N. Prasad briefed the gathering on Cancer awareness being the key to early detection and better health-seeking behaviour. Cancer is quite common in both developing as well as developed countries, but awareness is as yet poor among the general population. Poor awareness may lead to poor uptake of screening modalities and delay in diagnosis. One factor that has been consistently shown to be associated with late diagnosis and treatment is a delay in seeking help for cancer-like symptoms.

Cancer is the second leading cause of death globally. Cancer is a large group of diseases that can start in almost any organ or tissue of the body when abnormal cells grow uncontrollably, go beyond their usual boundaries to invade adjoining parts of the body and/or spread to other organs. The latter process is called metastasizing and is a major cause of death from cancer. A neoplasm and malignant tumor are other common names for cancer.

She pointed out that Lung, prostate, colorectal, stomach and liver cancer are the most common types of cancer in men, while breast, colorectal, lung, cervical and thyroid cancer are the most common among women.

She specified that cancer burden continues to grow globally, exerting tremendous physical, emotional and financial strain on individuals, families, communities and health systems. Many health systems in low- and middle-income countries are least prepared to manage this burden, and large numbers of cancer patients globally do not have access to timely quality diagnosis and treatment. She quoted that in countries where health systems are strong, survival rates of many types of cancers are improving thanks to accessible early detection, quality treatment and survivorship care.

she noted that basic information about breast cancer, such as the different types, where they start, There is no sure way to prevent breast cancer. But there are things you can do that might lower your risk, such as changing risk factors that are under your control, Breast Cancer is sometimes found after symptoms appear, but many women with breast cancer have no symptoms. The treatment may include surgery, radiation, or hormone therapy. .

This is why regular breast cancer screening is so important. **Self examination is best way to prevent Breast Cancer and the exact way of self-examination was taught to students.**

She spoke of Cervical Cancer which develops in a woman's cervix (the entrance to the uterus from the vagina). Although most infections with HPV resolve spontaneously and cause no symptoms, persistent infection can cause cervical cancer in women. Cervical cancer is the fourth most common cancer in women.

She said effective primary (HPV vaccination) and secondary prevention approaches (screening for and treating precancerous lesions) will prevent most cervical cancer cases. When diagnosed, cervical cancer is one of the most successfully treatable forms of cancer, as long as it is detected early and managed effectively. Cancers diagnosed in late stages can also be controlled with appropriate treatment and palliative care. She quoted that "With a comprehensive approach to prevent, screen and treat, cervical cancer can be eliminated as a public health problem within a generation".

Two tests help prevent cervical cancer or detect it early- The Pap test (or Pap smear) looks for precancers, which are cell changes on the cervix that might become cervical cancer if they are not treated appropriately. The human papillomavirus (HPV) test looks for the virus that can cause these cell changes.

Later in her talk she emphasized that –

You should get your first Pap test at age 21. If your test result is normal, you can wait three years for your next test. If you're 30 years old or older, you have three options—

- * You can continue getting a Pap test only. If your test result is normal, you can wait three years for your next test.
- * You can get an HPV test only. If your test result is normal, you can wait five years for your next test.
- * You can get both an HPV and Pap test together. If your test results are normal, you can wait five years for your next tests.
- * The HPV vaccine protects against the types of HPV that most often cause cervical cancers. HPV can also cause other kinds of cancer in both men and women.

You should get screened for cervical cancer regularly, even if you received an HPV vaccine.

The session was followed by an interactive question and answer session with the Participants.

Time Duration: The Programme lasted from 2:30 PM to 4:30 PM. Venue: Auditorium, SSMRV College

Attendees/ Presence:

Around 95 Participants including Faculty and Students who are pursuing their Bachelor's and Master's Degree from this Institution, attended and benefited from the programme.





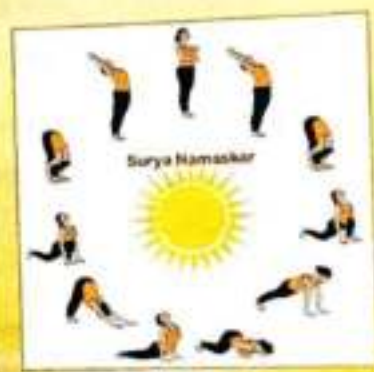


ಯೋಗಗಂಗೋತ್ರಿ ಮತ್ತು ಎಸ್. ಎಸ್. ಎಂ. ಆರ್. ವಿ. ಕಾಲೇಜ್
YOGA GANGOTRI & SSMRV COLLEGE

ಸಹಯೋಗದೊಂದಿಗೆ ಆಯೋಜಿಸುವ ಕಾರ್ಯಕ್ರಮ

ರಥಸಪ್ತಮಿ
ಸೂರ್ಯ ನಮಸ್ಕಾರ - 2022

Ratha Saptami
Surya Namaskar-2022



ಸೂರ್ಯ ನಮಸ್ಕಾರ-ಅಗ್ನಿಹೋತ್ರ-ಧ್ಯಾನ

ತಾರೀಖು: 06-02-2022, ಭಾನುವಾರ, ಬೆಳಿಗ್ಗೆ: 6.30 ರಿಂದ 8.30
Date: 06/02/2022, Sunday, 6:30 am to 8:30 am.

ಸ್ಥಳ: ಎಸ್. ಎಸ್. ಎಂ. ಆರ್. ವಿ. ಕಾಲೇಜ್ ಪ್ರಾಂಗಣ, ಜಯನಗರ 4ನೇ ಟ ಬ್ಲಾಕ್
Venue: SSMRV College, Jayanagar 4th T Block,

LIVE @ Yoga Gangotri
ZOOM ID: 89790531913
Passcode: 135557

ಸರ್ವಲಿಂಗೂ ಸ್ವಾಗತ

Yoga Gangotri

ತಮ್ಮ ಯೋಗ ಮ್ಯಾಟ್ ತಾವೇ ತರಬೇತು
ಎಲ್ಲಾ ಕೋವಿಡ್ ನಿಯಮಗಳನ್ನು
ಪಾಲಿಸಬೇಕಾಗಿ ಬರಲಿ

www.yogagangotri.com

ಹೆಚ್ಚಿನ ಮಾಹಿತಿಗಾಗಿ: ಯೋಗಗಂಗೋತ್ರಿ
+91 95389 55380 | 98801 72727 | 74065 26216 | 98456 45230

Signature



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(India Today - NMAC Survey 2018 & 2019)



Report for the "Ratha Sapatmi" – 108 Surya Namaskara Event

Date : 6th February 2022 – 6.30 am to 9.30am

Venue : SSMRV College Campus – Open Quadrangle

Every day for all living beings begins with the sunrise for there is no life on earth without the sun. The Sun is indeed worshipped as a god in various cultures by the name of *Mithras* in Persians, *Apollo* in Greeks, *Osiris* in Egyptians, and *Surya* in the vedic period of India and so on.

The sanctity of the sun god is explained in a chapter containing 132 verses named '*Surya namaskar*' in *Taittiriya Aranyaka* under *Krishna Yajur Veda*. This is being chanted as a ritual practice among South Indians along with the performance of namaskara (salutation) at the end of each verse

Yoga day was celebrated on the Occasion of "Ratha Sapatmi" by the students teachers of SIVANANDA SARMA MEMORIAL R V College and General Public in association with "Yoga Gangotri" Bengaluru on 6th February 2022 with great enthusiasm.

The Programme started with Traditional way of performing Deepa Pooja and Homa to Lord Surya. 152 students of SSMRV college and General Public demonstrated 108 surya Namaskar completely with great energy and enthusiasm

Dr. N Aradhya – Founder of Yoga Gangotri chanting the Surya Namaskar Mantra. Mr. Aradhya started the clear demonstration of Surya Namaskar. 108 Surya Namaskar Performed by students, Yoga Team, Teachers and General Public. It was very amazing to see our Principal Dr. S Anil Kumar actively participated and completed 108 rounds of surya Namaskar which enlighten the positive frame work in the programme.



Yogacharya Sri Sathya - Yoga Teacher explained the benefits of Yoga practicing in our every day Life. He clearly explained the regular practice of yoga which will help the students to achieve better mental and Physical Health.

Dr. Sudheer Deshpande - EX- Registrar of SVYASA - He demonstrates the 12 postures in *Suryanamaskar* practice and 24 steps in one round. This is in the form of salutation to the "Sun" along with chanting the twelve names of the sun god.


The Programme was well coordinated by Dr. Padma C - Assistant Professor - Department of Commerce and Vote of Thanks is given by Ms. Apoorva - Assistant Professor - Department of Commerce - SSMRV College.

The programme was ended with nice refreshments to the participants.

Everyone understood the Yoga means Addition of Energy, Strength and Beauty to Mind and Soul.

Dr. Padma C
Event Co-Ordinator
Asst Professor

Dr. M S NAGARAJ
Head - IQAC
HOD - Dept of commerce


Dr. S Anil Kumar
Principal
SSMRV College



S. Srinivas

Advance Diploma in Artificial Intelligence

Module: 1 Fundamentals of Programming

How to utilise Applieda course
Python for AI Introduction
Python for AI Data Structures
Python for AI Functions
Python for AI Numpy
Python for AI Matplotlib
Python for AI Pandas
Python for AI Computational Complexity

Module: 2 SQL (Structured Query Language for Data Base)

Database & RDBMS Concepts
Executing SELECT, UPDATE, DELETE Statements
Using Clauses WHERE, ORDER BY, GROUP BY, DISTINCT, UNIQUE, HAVING
Arithmetic Operators - [*, /, +, -]
Special Operators - [IN, LIKE, BETWEEN, IS]
Logical Operators - [OR, AND, NOT]
Concatenation Operator - []
Set Operators - [UNION, UNION ALL, INTERSECT, MINUS]
Aggregating Data using Group Functions - [MAX, MIN, AVG, SUM, COUNT]
Character Functions [UPPER, LOWER, SUBSTR, LOWER, LENGTH, TRIM]
Number Functions [CEIL, FLOOR, ABS, SQRT, POWER, ROUND, TRUNC, LEAST]
Date Functions [SYSDATE, SYSTIMESTAMP, NEXT_DAY, LAST_DAY, ADD_MONTHS]
Conversion functions [TO_CHAR, TO_DATE, TO_NUMBER]
Nested Functions
Data Types - CHAR, VARCHAR, VARCHAR2, NUMBER, INTEGER, DATE, TIMESTAMP, BLOB, CLOB
Displaying Data from Multiple Tables – Joins
Types of Joins - Left, Right, Inner, Outer, Cartesian
Creating Views
Creating Index
Analytical Functions - MAX, MIN, SUM, COUNT, AVG, ROW_NUMBER, RANK, DENSE_RANK, LEAD, LAG
Getting nth highest, nth lowest & nth record from the table.

Module: 3	Exploratory Data Analysis & Data Visualization
Plotting for exploratory data analysis (EDA)	
Linear Algebra	
Probability and Statistics	
Dimensionality reduction and Visualization:	
PCA(principal component analysis)	
(t-SNE)T-distributed Stochastic Neighbourhood Embedding	

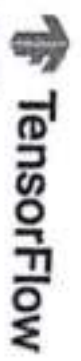
Module: 4	Machine Learning
Real world problem: Predict rating given product reviews on Amazon	
Classification And Regression Models: K-Nearest Neighbors	
Classification algorithms in various situations	
Performance measurement of models	
Naive Bayes	
Logistic Regression	
Linear Regression	
Solving Optimization Problems	
Support Vector Machines (SVM)	
Decision Trees	
Unsupervised learning/Clustering	
Hierarchical clustering Technique	
DBSCAN (Density based clustering) Technique	
Recommender Systems and Matrix Factorization	
Case Study 9:Netflix Movie Recommendation System (Collaborative based recommendation)	

Module: 5	Deep Learning
Deep Learning:Neural Networks.	
Deep Learning: Deep Multi-layer perceptrons	
Deep Learning: Tensorflow and Keras.	
Deep Learning: Convolutional Neural Nets.	
Deep Learning: Long Short-term memory (LSTMs)	
Deep Learning: Generative Adversarial Networks (GANs)	
Encoder-Decoder Models	
Attention Models in Deep Learning	

Deep Learning: Transformers and BERT

Deep Learning: Image Segmentation

Deep Learning: Object Detection



Advance Diploma in Data Analytics

Duration: 200 Hrs + Project (in 3 Years)

Number of Modules	Five, one per semester
Online hrs/module	20 hrs of E-learning, 2 hrs per week for 10 weeks
Virtual Labs/module	12 hrs distributed over 10 weeks
on-site visits	8 hrs per module
Assessments	At the end of each module and project viva

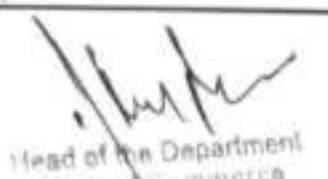
Semester: 1 Advance Excel for Data Analytics


Spreadsheet Principles & Screen Layout
Functions - Logical, Mathematical, Text, Date & Time
V Look Up, H Look Up
Index & Match
Data Validation
Sorting
Filters & Advanced Filters
Data Cleaning - Concatenate, Extracting, Casing, Comments, Substituting, Splitting Columns
Conditional Formatting
Go To, Range, Hyperlinks
IF Condition, Nested IF, SumIF, CountIF, AverageIF
AND, OR, NOT, Combination
Pivot Tables & Pivot Charts
Charts - Pie, Bar, Stacked Bar, Line, Column, Area, Histogram, Scatter
Charts - Secondary Series, Waterfall, Formatting & Scaling
Dashboard Designing
VBA Macros
Working with Macros for Charts, Pivot Table & Dashboard

Semester: 2 SQL QUERIES & RELATIONAL DATABASE MANAGEMENT for Data Analytics

Database & RDBMS Concepts
Executing SELECT, UPDATE, DELETE Statements
Using Clauses WHERE, ORDER BY, GROUP BY, DISTINCT, UNIQUE, HAVING
Arithmetic Operators - [*, /, +, -]
Special Operators - [IN, LIKE, BETWEEN, IS]
Logical Operators - [OR, AND, NOT]
Concatenation Operator - []
Set Operators - [UNION, UNION ALL, INTERSECT, MINUS]
Aggregating Data using Group Functions - [MAX, MIN, AVG, SUM, COUNT]
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Data Types - CHAR, VARCHAR, VARCHAR2, NUMBER, INTEGER, DATE, TIMESTAMP, BLOB, CLOB
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Types of Joins - Left, Right, Inner, Outer, Cartesian
Creating Views
Creating Index
Analytical Functions - MAX, MIN, SUM, COUNT, AVG, ROW_NUMBER, RANK, DENSE_RANK, LEAD, LAG
Getting nth highest, nth lowest & nth record from the table


Coordinator


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Semester: 3	Data Visualisation using TABLEAU Desktop
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The Tableau Application Suite
Installing Tableau Desktop
Data Preparation
Working with Measures & Dimensions
Working with Marks
Saving & Sharing Workbooks
Connecting to multiple source files
Joins - Left, Right, Inner, Outer / Full
Unions - Manual, Wildcard
Editing the meta data
Hierarchies, Calculated Fields, Table Calculations
Charts - Bar, Line, Heat Map, Pie, Bullet, Waterfall
Charts - Formats, Legend, Scaling, Filters
Aggregate functions, Text Operators, Parameters
Calculations - Quick Table, Customized Table
Level of Detail (LOD) Expressions
Maps - Symbol, Filled, Density, Layers, With Pie Charts, Tooltip, Mapbox
Trend Lines, Forecast, Cluster Analysis, Other Statistical Tool
Interactive Dashboards - Placing of Charts, Title, Navigation, Best Practices

Semester: 4	Python Programming for Data Analysis
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INTRODUCTION
Installation Of Python, Spyder And Jupyter Notebook
Using Standard Module
Reading Files - CSV, JSON, XML, HTML
Creating Tables
Inserting And Retrieving Table Data
Updating And Deleting Table Data
Operators - Arithmetic
Conditions(If Else, If-Elif-Else)
Loops (While, For)
Break And Continue Statements
Range Functions
NUMPY PACKAGE
Numpy Variable & Manipulation
Datatypes
Array Creation & Array Math
Changing The Shape Of An Array
Stacking Together Different Arrays
Simple Array Operations
Splitting One Array Into Several
Universal Functions
Indexing
Slicing And Iterating
Copies And Views
Functions And Methods Overview
Linear Algebra
PANDAS PACKAGE
Descriptive Analysis using Pandas
Data Manipulation using Pandas
Groupby function using Pandas
Sorting data using Pandas
Reading From Csv, Exporting To Csv, Reading From Txt, Exporting To Txt, Reading From Excel, Exporting to Excel
Combining Data From Various Sources
Converting Between Different Kinds Of Formats
Finding Minimum, Maximum, Outliers
Plotting Data
Slice And Dice Data

Adding/Deleting Columns
 Index Operations
 Stack/Unstack/Transpose Functions
 SCIPY & MATPLOTLIB
 Basic & Special Functions using Scipy
 Integration & Optimization
 Linear Algebra
 Statistics using Scipy & Matplotlib
 Bar Charts, Histogram, Scatter Plot, Stack Charts
 Legend Title Style
 DATA CLEANING
 Data Cleaning Intro
 Combining Multiple Datasets To Get A Single And Clean Dataset
 Reshaping Dataset
 Sorting And Joins

Semester: 5 **Statistics for Data Analytics & Machine Learning**

Descriptive Statistics – Mean, median, mode, standard deviation, variation
 Univariate, Bivariate and Multivariate Analysis
 Sample Vs Population Statistics
 Random Variables
 Probability Distribution Function
 Binomial Distribution & Normal Distributions
 Central Limit Theorem
 Hypothesis Testing
 Z-Stats Vs T-Stats
 Type 1 & Type 2 Error
 Confidence Interval
 Chi Square Test, Anova Test & F-Test

MACHINE LEARNING - 1


Introduction
 Supervised & Unsupervised Machine Learning
 Train & Test Data
 Model Performance
 Overfitting & Underfitting of Model Performance

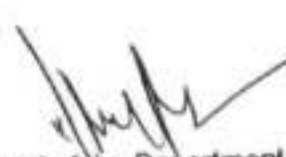
MACHINE LEARNING - 2


Linear Regression
 R Square & Adjusted R Square
 Logistics Regression
 ROC Curve

MACHINE LEARNING - 3

Decision Tree
 Random Forest
 Ensemble Approach
 Bagging Boosting
 Variable Importance
 Hierarchical Clustering
 K-Means Clustering
 Time Series Forecasting using Moving Average & ARIMA Mode


 Coordinator


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Advance Diploma in Digital Marketing

Supreeth

Module : 1 Marketing Fundamentals

What is Marketing?

How we do Marketing?

What is Digital Marketing?

Benefits of Digital marketing

Digital marketing platforms

Comparing Digital with Traditional Marketing

Defining Marketing Goals

Latest Digital marketing trends

Case studies of Digital Campaigns

Module : 2 Google Ads (Pay Per Click)

Introduction to Paid Marketing

Google Ads Account setup

Interface Tour and Billing Settings

Account Structure

PPC Campaign Settings

AdGroups setup

Keyword Match Types

Keyword Research Tools

Ad Formats & Guidelines

Ad Extensions

Understanding Ad Auction

What is Quality Score

Factors to improve Quality Score

Actual CPC Calculation

Types of CPC's

Bidding strategies

Module : 2.1 Display Ads

What is Display Advertising

How Display Ads Works

Creating a Display Campaign

Bidding Strategies

Targeting Option in Display Network


Exclusion options


Ad Formats and Sizes

Conversion Tracking

Display campaign reporting


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Module : 2.2 Shopping Ads

What is Shopping Campaign
Google Merchant Center account
Creating Business Store
Types of Product Feeds
Product Feed Properties
Dynamic Product Feeds
Creating a Shopping Campaign
Defining Product Groups
Best practices for setting up Shopping campaigns
Managing your Google Merchant Center
Bidding best practices and troubleshooting

Module : 2.3 Video Ads

Importance of Video Marketing
Types of YouTube Ads
Location Targeting
Bidding Strategies
Automatic Targeting
Adgroups Setup
Targeting Options in Video Ads
Types of Ad Formats
Ads Cost Options
Measuring the Results of Campaign
Conversion Tracking

Module : 3 Facebook Marketing

Types of Facebook Account
Personal Account Setup
Facebook business page setup
Types of Business pages
Cover Photo/Video Design
Page Settings & Options
How to Increase Facebook Likes
Facebook Content Strategy
Types of Posts and Statistics
Examples of Creative Posts
Designing FB Posts
User engagement metrics
Facebook Insights
Facebook Groups
Facebook Apps

Module : 3.1 Facebook Ads

What is Facebook Ads

Types of Objectives

Popular Ads Campaigns

Defining Target Audience

Types of Targeting

Bidding & Budget Settings

Types of Ads

Designing FB Ads

Setup of Facebook Pixel

Conversion Tracking Pixel

Remarketing Strategy

Reports & Analytics

Module : 4 Twitter Marketing

What is Twitter?

Benefits of Twitter

How brands use Twitter

Customizing the profile

Profile Photo & Header Image

Types of Tweets

Content strategy for Twitter

How to increase Followers

Post your First Tweet

Analysis of Big Brands

What is HashTag?

Hashtags and its uses

How to use Trending #Tags

Tools for Twitter marketing

Twitter Analytics

Module : 5 LinkedIn Marketing

Why LinkedIn Ads

Types of Campaigns

Creating a Campaign

Bidding & Budget

Target Audience Settings

Types of Ads

Leads Generation Campaign

Conversion Tracking

Remarketing Setup

Types of Remarketing

Creating a Remarketing Campaign

LinkedIn Ad Reports

Module : 6 Youtube Marketing

What is Video Marketing
Statistics of Video Marketing
Creating Channel in YouTube
Customizing the YouTube Channel
Types of Video Formats
Create video marketing strategy
Upload the First Video
Video Optimizing Tips
Video Settings
Cards, End Screens & Sub Titles
How to use Playlists
YouTube Creator Studio
Features of Creator Studio
YouTube Analytics
Increasing Subscribers
Understanding copyrights and spam

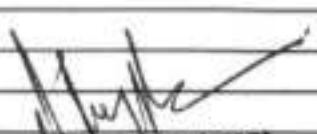
Module : 7 Email Marketing


What is Email Marketing?
Importance of Email Marketing
Popular Email Marketing Software's
Email Marketing Goals
Introduction to Mail Chimp
MailChimp pricing structure
Account setup and settings
Email marketing strategy
Creating a Subscriber List
Integration of Forms in Site
Import subscribers in list
Types of Email marketing campaigns
Creating an Email Marketing Campaign
What is Newsletter
Design a Newsletter
Analyzing Reports of Campaign

Module : 8 Local SEO Strategy

Creating a Subscriber List
Integration of Forms in Site
Import subscribers in list
Types of Email marketing campaigns
Creating an Email Marketing Campaign
What is Newsletter
Design a Newsletter


Coordinator


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Advance Diploma in Artificial Intelligence in Marketing

Module: 1 Introduction to AI and Marketing, Impact of AI on changing marketing eco-system

Introduction to AI & ML

Define what is Artificial Intelligence (AI) and Machine Learning (ML)

Discuss the components of Artificial Intelligence and ML

How Marketers are using AI & ML

Establish the impact of AI and ML on Marketing functions

Use cases to elaborate on how AI and ML are changing marketing functions

Role of a marketer in the Artificial Intelligence age

Implementation of AI and ML- the Process and challenges

Draw the process of implementing Artificial Intelligence and ML

Identify situations that demand AI-based Marketing solutioning

Best practices in implementing Artificial Intelligence

Identify the Popular AI tools that can be used by Marketers

Module: 2 Getting Your AI Toolkit", insight Detection: Solving the Data Challenge

Identifying the right Data for AI

Identify the right data for Artificial Intelligence

Identify the data required to solve the business problem

Get the data ready for AI

Describe the approaches for collecting data for Artificial Intelligence

Identify the various data types

Differentiate between structured, Unstructured and Semi-structured data

Identify the problems with the real-life data set

Define the purpose of Data audit

Describe the approaches for outlier and Missing value treatments

Explain data standardization

Module: 3 Segmentation and Personalization: Know Your Customers Better, Optimizing AI Marketing ROI

Setting the context: Introduction to Artificial Intelligence in Market ROI

Optimizing Market Mix Modeling - tool to be touched upon

Introduction to Market Mix Modeling using

Use Multi Linear Regression, Segmentation for Budget Optimization

List the Shortcoming of Market Mix Modeling

Impact of AI on Sales Enablement and customer acquisition

How AI-powered marketing technologies have helped in predicting lead quality & prioritizing marketing qualified leads
How automating routine marketing tasks is enabling AI data-led marketing
Impact of AI on Customer Engagement
How AI-powered marketing techniques like AI personalization and send-time-optimization have changed the way marketers engage with the customer
How AI-powered marketing technologies like chatbots have changed the way companies communicated with the customers
How Artificial Intelligence is helping to improve customer experience campaigns & communication

Module: 4 The Marketing Tech Stack - Landscape and Vendor evaluation
The AI Tools Landscape and Vendor evaluation
The AI Tools Landscape and Vendor evaluation Toolkit (questionnaire, checklist, guidelines)
Identify the AI tools available for marketing to carry on above-mentioned tasks
Selecting the right tools
Demo of AI Accelerator
Evaluating Business Scenario to Identifying
Creating Your AI-Led Processes
Platform: Evaluating Artificial Intelligence Vendors

Module: 5 Building an AI-Led Business Case, Project
AI maturity assessment and opportunity identification
Building a business case in AI - AI case study
Tying it Together: Solving marketing challenges using AI
Evaluating Business Scenario to Identifying
Creating Your AI-Led Processes
Platform: Evaluating Artificial Intelligence Vendors


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Data Visualization
Linear Regression
Logistic Regression
K-nearest neighbour
Decision Tree
Random Forrest
Clustering
Linear optimization
Optimal solution using Excel solver
Sensitivity Analysis
Time series analysis
Exponential smoothing
ARIMA modelling
Prescriptive Analytics

Tableau for Data Visualisation

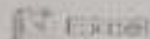
The Tableau Application Suite
Installing Tableau Desktop
Data Preparation
Working with Measures & Dimensions
Working with Marks
Saving & Sharing Workbooks
Connecting to multiple source files
Joins - Left, Right, Inner, Outer / Full
Unions - Manual, Wildcard
Editing the meta data
Hierarchies, Calculated Fields, Table Calculations
Charts - Bar, Line, Heat Map, Pie, Bullet, Waterfall
Charts - Formats, Legend, Scaling, Filters
Aggregate functions, Text Operators, Parameters
Calculations - Quick Table, Customized Table
Level of Detail (LOD) Expressions
Maps - Symbol, Filled, Density, Layers, With Pie Charts, Tooltip, Map box
Trend Lines, Forecast, Cluster Analysis, Other Statistical Tool
Interactive Dashboards - Placing of Charts, Title, Navigation, Best Practices

Power BI

Power Pivot
Power Query
Power Map
Visualisation with BI- Power View
Data Analysis Expressions

Tools Required :

Excel



R Programming



Tableau Public

Tableau public

SQL



Power BI from Microsoft



Head of the Department
Dept. of Business Administration
SSMP

S. Kumar

Advance Diploma in Business Analytics

Introduction to Business Analytics

- What is Analytics?
- Overview of different - 2 Analytic Areas
- Customer Analytics
- Industry-focused Analytics
- Financial Analytics
- Performance Analytics
- Risk Analytics

Introduction to Advance Excel

- Spreadsheet Principles & Screen Layout
- Functions - Logical, Mathematical, Text, Date & Time
- V Look Up, H Look Up
- Index & Match
- Data Validation
- Sorting
- Filters & Advanced Filters
- Data Cleaning - Concatenate, Extracting, Casing, Comments, Substituting, Splitting Columns
- Conditional Formatting
- Go To, Range, Hyperlinks
- IF Condition, Nested IF, SumIF, CountIF, AverageIF
- AND, OR, NOT, Combination
- Pivot Tables & Pivot Charts
- Charts - Pie, Bar, Stacked Bar, Line, Column, Area, Histogram, Scatter
- Charts - Secondary Series, Waterfall, Formatting & Scaling
- Dashboard Designing
- VBA Macros
- Working with Macros for Charts, Pivot Table & Dashboard

SQL (Structured Query Language for Data Base) - Analytics

- Database & RDBMS Concepts
- Executing SELECT, UPDATE, DELETE Statements
- Using Clauses WHERE, ORDER BY, GROUP BY, DISTINCT, UNIQUE, HAVING
- Arithmetic Operators - [+, -, *, /]
- Special Operators - [IN, LIKE, BETWEEN, IS]
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- Set Operators - [UNION, UNION ALL, INTERSECT, MINUS]
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- Date Functions [SYSDATE, SYSTIMESTAMP, NEXT_DAY, LAST_DAY, ADD_MONTHS]
- Conversion functions [TO_CHAR, TO_DATE, TO_NUMBER]
- Nested Functions
- Data Types - CHAR, VARCHAR, VARCHAR2, NUMBER, INTEGER, DATE, TIMESTAMP, BLOB, CLOB
- Displaying Data from Multiple Tables - Joins
- Types of Joins - Left, Right, Inner, Outer, Cartesian
- Creating Views
- Creating Index
- Analytical Functions - MAX, MIN, SUM, COUNT, AVG, ROW_NUMBER, RANK, DENSE_RANK, LEAD, LAG
- Getting nth highest, nth lowest & nth record from the table

R for managers - Analytics

- Data and its classification
- Fundamentals of R
- Data manipulation

Basic of SEM
Google ads , Display ads , Youtube ads
Campaign Optimization
Budget & Bidding
Conversion Tracking, Reporting & Mobile Ad Campaigns
Shopping Campaigns

Module : 6	Email & Affiliate Marketing
Email Campaigns	
Tools Used for Email Campaign	
Affiliate Marketing	
Affiliate marketing Types	

Tools required	
Keyword Everywhere ★	Market Research
SimilarWeb ★	Market Research
Google Forms	Market Research
Google Trends ★	Market Research
MyThemeShop	Wordpress
Schema	Wordpress
NameVine	Wordpress
Namesation	Wordpress
Bluehost	Wordpress
MonsterInsights	Wordpress
Mailchimp	Email Marketing
WP Subscriber Pro	Email Marketing
Leadpages	Email Marketing
SEO Audit Tool	SEO
Ahrefs	SEO
Google Search Console	SEO
Google PageSpeed Insights	SEO
Better Delete Revision	SEO
WP Smush	SEO
WP Super Cache	SEO
Ubersuggest	SEO
Buzzsumo	SEO
Vid IQ Chrome Extension ★	YouTube


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 Head of the Department

Advance Diploma in Digital Marketing

Module : 1 Marketing Fundamentals

What is Marketing & Marketing Management?

How has Marketing changed over the years?

How is Digital Marketing Different from Marketing?

Understanding the Digital Consumer

Digital Marketing Channels

Digital Marketing Metrics

Module : 2 Designing and Building Web Presence

Introduction to Basics of Website

Importance of User Experience and Design

Best web designing ideas for digital marketing

Website Copywriting

Websites and Apps

Basics of Wordpress

Module : 3 Social Media Marketing

Social Media Introduction

Business Goals, Social Strategy & Metrics

Generating Business via Social Media

Engagement, Listening and Reputation Management

Paid Social Campaigns

Social Media Tools

Module : 4 Content Marketing (SEO)

Mindset for SEO

On Page Search Engine Optimization

Off Page Search Engine Optimization

Measuring SEO Efforts - Google Analytics

Google's SEO Updates

App Store Optimization

Module : 5 Mobile development and Ecommerce (SEM)

JANSI RANI. P



Has successfully completed the Internship and experiential learning requirements on Enterprise Technology and Data Center Architecture.

Domain Exposure: Data Center Architecture.

College Name : SSMTV, Bangalore

Duration: 150 Hours

Period : April 2022 & October 2022

www.abstream.co
contact@abstream.co

Program Head, ACPET, Abstream Technologies

The completion of internship training and practical workshops from the host institution experts provides exposure towards real time operations. The scope of focus : Enterprise Server Architecture : Server Virtualization : Enterprise Storage Architecture : Storage Area Networking : Data Center Architecture. Also this is a corporate social responsibility and from us, we are sponsoring the program for all eligible candidates.

ETDCA Course Content

Enterprise Technology And Data Center Architecture					
2019 Batch					
Semester I					
Subject	Industrial Exposure and Technology Orientation.				
	Module	Duration	Mode	Schedule	Status
	BootCamp 1 (Enterprise Storage)	4 Hours	Podcast	Sep-19	Completed
	BootCamp 2 (Data Center Architecture)	4 Hours	Podcast	Oct-19	Completed
	BootCamp 3 (Secured Cloud Architecture)	4 Hours	Podcast	Oct-19	Completed
	Enterprise Technology Exposure and Industrial Workshop	12 Hours	Podcast	Nov-19	Completed
Semester 2					
Subject	Fabric Layer				
	Module	Duration	Mode		
	Fiber Channel Protocol Design	2 Hours	ILT	Jan-20	Completed
	Fiber Channel Protocol configuration and implementation	4 Hours	ILT	Jan-20	Completed
	DAS, NAS & SAN modeling	4 Hours	ILT	Jan-20	Completed
	Fiber Channel Arbitrated loop design and structure	2 Hours	ILT	Jan-20	Completed
	Storage Area Networking Architecture	4 Hours	ILT	Feb-20	Completed
	Fabric Addressing	2 Hours	ILT	Feb-20	Completed
	Port Configuration	4 Hours	ILT	Feb-20	Completed
	Domain Installation and Configuration.	4 Hours	ILT	Feb-20	Completed
	Labs	4-8 Hours	ILT	Mar-20	Completed
Semester 3					
Subject	Storage Area Network Design				
	Module	Duration	Mode		
	Fabric Network design and configuration	6 Hours	ILT	Nov-20	Completed
	Brocade FC SAN switches Network communications design and configuration including trunking and performance tuning Zoning configuration.	8 Hours	ILT	Dec-20	Completed
	Storage Network Security Principles	4 Hours	ILT	Jan-21 & July-21 (Repeat)	Completed
	Logs Decoding and troubleshooting.	4 Hours	ILT	Jan-21 & July-21 (Repeat)	Completed



				Feb-21 & Aug-21 (Repeat)	Completed
	Labs	8-12 Hours	ILT		
Semester 4					
Subject	Enterprise Server Architecture				
	Module	Duration	Mode		
	Industrial standard Server Modeling HPE, Dell & IBM	4 Hours	ILT	Aug-21	Completed
	Server Architecture	4 Hours	ILT	Aug-21	Completed
	Redundancy configuration	4 Hours	ILT	Sep-21	Completed
	Storage volume Management	4 Hours	ILT	Sep-21	Completed
	Multipath Management	2 Hours	ILT	Sep-21	Completed
	Server Virtualization	2 Hours	ILT	Sep-21	Completed
	Performance analysis	2 Hours	ILT	Oct-21	Completed
	Troubleshooting and diagnostics	2 Hours	ILT	Oct-21	Completed
	Labs	4-6 Hours	Self Learn	Oct-21	Completed
	Enterprise Mindset and corporate culture Training	16 Hours	Workshop	Oct-21 & Nov-21	In Progress
Semester 5					
Subject	Enterprise Storage Architecture				
	Module	Duration	Mode		
	Storage Architecture	4 Hours	ILT		
	Storage Controller front end and back end connectivity	4 Hours	ILT		
	Configuration and design, (on Net App, HPE, EMC2)	8 Hours	ILT		
	Management and Error Debugging	4 Hours	ILT		
	Zero Down Time Backup	2 Hours	ILT		
	Virtualization	4 Hours	ILT		
	Disaster Recovery	4 Hours	ILT		
	Labs	4-6 Hours	Self Learning		

Interview - 6 Hrs
Exam -



	Software Preparation and Software Preparation	30 Hours	Workshop
Semester 6			
Subject: DATA Center Architecture			
Module		Theoretical	Practical
Integration and connectivity of	2 Hours		
Server Layer	4 Hours		
Network Layer	2 Hours		
Storage Layer	2 Hours		
			3.1
SD-WAN network and traffic management	2 Hours		3.1
FC, IP, ATM protocol flow control	2 Hours		3.2
Data center design and site location	2 Hours		3.3

Ranitha
H.O.D.

Srinivas
PRINCIPAL
SSN RV College
Jayanagar, Bangalore-41



R.V. Educational Institutions
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Batch: 2021-22

CERTIFICATE of MERIT

This is to certify that Mr / Ms / Mrs. _____ of

First year B.Com of Sivananda Sarma Memorial RV College has successfully completed the course with Grade A in TallyPRIME with Goods & Services Tax, duration of the course was 40 hours, in Association with NICT Computer Education Pvt Ltd, during the month of November 2022.


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Dr. Anil Kumar S
Principal
S.S.M.R.V.College


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Date of Issue: 2nd September 2022


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Shiva Kumar P S
Technical Director
NICT Computer Education