



A.P.C. MAHALAXMI COLLEGE FOR WOMEN

THOOTHUKUDI - 2



CRITERION 7

SSR CYCLE IV

INSTITUTIONAL VALUES AND BEST PRACTICES

7.3 Institutional Distinctiveness

7.3.1 Portray the performance of the Institution in one area distinctive to its priority and thrust within 1000 words

Institutional Distinctiveness

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Promoting the Elevation of Socio Economically Marginalized Girls

Introduction

Each year, faculty members within our department diligently gather data on our student population in a given format. The data collected offers rich insights into the demographics of our student body. From the percentage of students raised by single parents to the proportion of first-generation learners, we gain a deeper understanding of the diverse challenges and opportunities our students face. Whether it is financial constraints, familial responsibilities, or socio-economic barriers, we strive to provide tailored support services and resources to empower every student to succeed.

Armed with this invaluable data, we are better equipped to design and implement support initiatives that meet the specific needs of our students. From mentorship programmes to financial aid opportunities, our efforts are guided by a deep understanding of the realities our students confront. Beyond academic success, our ultimate goal is to nurture the holistic well-being of our students. By recognizing and responding to the emotional, psychological, and social dimensions of student life, we create a nurturing and inclusive campus environment. Through collaborative efforts and compassionate leadership, we endeavour to champion the aspirations and dreams of every student who walks through our doors.

Promoting the Elevation of Socio Economically Marginalized Girls

Empowered with Values and Education



carry with them the essence of




Strength, Ability, Knowledge, Tenacity, Hope, and Integrity

Demographic Details

Student Profile - Samples

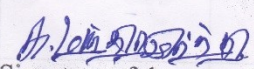

A. P. C. MAHALAXMI COLLEGE FOR WOMEN, THOOTHUKUDI-2
STUDENT PROFILE: 2018-2019

Major: B. Sc Computer Science



1. Name (in English & in Tamil)			
<u>M. Aruna Bharathi</u>	<u>ம. அருண் பாரதி</u>		
2. Enrollment No :			
3. Aadhar Card No: <u>9017 5923 0125</u>			
2. Date of Birth & Age : <u>25.04.2001 & 17</u>			
3. Religion <u>Hindu</u>	Community <u>BC</u>		
4. Blood Group : <u>A1B+</u>			
5. Address for Communication <u>9A/311/11, Poopandiyga Puram 4th</u> <u>Mapplai Urani</u> <u>Thoothukudi - 2</u>			
Email : _____			
Phone Number : <u>9487457438</u>			
6. Rural / Urban : <u>Rural</u>			
7. Family Profile			
Name	Educational Qualification	Profession	Annual Income
Father <u>K. Manthira Moothy</u>	-	<u>Cooly</u>	<u>48,000</u>
Mother <u>M. Thirapathi</u>	-	<u>Housewife</u>	-
Brother(s) <u>M. Kalyan Raj</u>	<u>12th</u>	-	-
Sister(s) -	-	-	-
8. Are you the first Graduate in your family : Yes / No			
9. Scholarship eligibility : Yes / No			

A. P. C. MAHALAXMI COLLEGE FOR WOMEN, THOOTHUKUDI-2
STUDENT PROFILE: 2018-2019

10. Physical Fitness	: Normal / Physically challenged
If physically challenged mention the following and annex proof	
a. type of disability:	b. percentage of disability:
c. ID number:	
11. Hobbies	: Reading Books
12. Proficiency in other activities; if so, mention the kind and prizes won	: curricular / co-curricular / extracurricular No
13. Sports activities interested	: No
14. Participation in Extension activities. Mention any remarkable achievement, if any	NCC / NSS / Squad / any other No
15. Name of the school studied	: V.V.D Memorial . Hig . Sec . School
If from other state/country, annex copy of school TC	
16. Year of passing Hr Sec	: 2016 - 2018
Reg. No	: 1811081882
Percentage of marks	: 883 74%
17. Aspiration	: Lawyer.
Place: Thoothukudi .	
Date:	
	
Signature of the parent	Signature of the HOD
Signature of student	
M. Aruna Bharathi.	

A. P. C. MAHALAXMI COLLEGE FOR WOMEN, THOOTHUKUDI-2
STUDENT PROFILE: 2018-2019

Major: B.Sc Computer science.



1. Name (in English & in Tamil) M. SIVARANJANI, M. சிவரஞ்சனி.			
2. Enrollment No :			
3. Aadhar Card No: 9432 3785 2899			
2. Date of Birth & Age : 24.05.2001,			
3. Religion HINDU		Community SC	
4. Blood Group : "B" POSITIVE			
5. Address for Communication 9/53 EAST STREET, KAKKARAMPATTI. KURUKKUCHALAI(P). OTTAIPITARAM(T)			
Email		: ranjaniraj 2001@ gmail.com.	
Phone Number		: 6388960517	
6. Rural / Urban : RURAL			
7. Family Profile			
Name	Educational Qualification	Profession	Annual Income
Father S. Murugaraaj	12 th	farmer	50,000
Mother M. Malathi	NO study	farmer	35,000
Brother(s) M. Sathish kumar	11 th	-	8108.50.8
Sister(s) M. Mariselvi	9 th	-	-
8. Are you the first Graduate in your family : Yes / No			
9. Scholarship eligibility : Yes / No			

A. P. C. MAHALAXMI COLLEGE FOR WOMEN, THOOTHUKUDI-2
STUDENT PROFILE: 2018-2019

10. Physical Fitness	: Normal / Physically challenged
If physically challenged mention the following and annex proof	
a. type of disability:	b. percentage of disability: 57%
c. ID number:	
11. Hobbies	: BOOK READING, COOKING
12. Proficiency in other activities; if so, mention the kind and prizes won	: curricular / co-curricular / extracurricular : KABADI, DEVOTIONAL LEVEL.
13. Sports activities interested	: KABADI
14. Participation in Extension activities. Mention any remarkable achievement, if any	NCC / NSS / Squad / any other
15. Name of the school studied	: VICTORIA, GIRLS, HR. SEC. SCHOOL.
If from other state/country, annex copy of school TC	
16. Year of passing Hr Sec	: victoria, girls, hr. sec. school 2017-2018
Reg. No	: 1072917
Percentage of marks	: 57%
17. Aspiration	: MY AIM IS GOVERNMENT JOB
Place:	KAKKAMPATTI.
Date:	3.07.2018
Signature of the parent	S. Menon
Signature of student	M. Sivarajant.
	Signature of the HOD

A.P.C. MAHALAXMI COLLEGE FOR WOMEN, THOOTHUKUDI
DEPARTMENT OF COMMERCE (AIDED)
STUDENT PROFILE (2022-2025)

Name (English) As per 12 th Std Mark Sheet	M. MAREESWARI
Name (Tamil)	ம. மாரேஸ்வரி
Enrollment No.	20214
College ID Card No.	22 HIS 20214
University Register No.	20222011108131
Date of Birth	06.06.2005
Blood Group	O+VE
Father's Name (English)	S. MAREESWARAN
Father's Name (Tamil)	ச. மாரேஸ்வரன்
Father's Occupation	DRIVER
Father's Annual Income	60,000
Mother's Name (English)	M. VELLAIAMMAL
Mother's Name (Tamil)	ம. வெலையம்மாள்
Mother's Occupation	HOUSE WIFE
Mother's Annual Income	-
Size of the family	5
Religion	HINDU
Community & Caste	MARAVAR, DNC
Nationality	Indian
Aadhar Number	2680 8450 9136
Mobile Number	7010387885
Email id	mmareeswari31@gmail.com
Address	1/116/3 PILLAIYAR KOVIL STREET, SANKARAPERI, THOOTHUKUDI.
Area of Residence	Urban / Rural <input checked="" type="checkbox"/>
12 th Std Register Number	2111073918
Year of Passing 12 th Std	MAY 2022



Medium of School	Tamil / English
Board of Education	State Board / CBSE / ICSE
Type of School	Government / Government Aided / Private
Subject	Mark
Tamil	77
English	58
GEOGRAPHY	91
HISTORY	78
ECONOMICS	91
ADVANCED LANGUAGE	89
Total	484
12 th Mark Percentage	82%
Where did you complete your 12 th Std (Name of the School)	VICTORIA GIRLS HIGHER SECONDARY SCHOOL
Physically Challenged	Yes / No
If Physical Challenged mention the following details ID number Percentage of disability Type of disability	
Extension Activities	NCC / NSS / Sports / YRC
Are you the first Graduate in your family	Yes / No
Siblings Studying in our College?	Yes / No
If Yes, Mention the Name, Year, and Major	
Mode of Transportation	Self Driving/Parent, Bus, Van, Auto
Technical Skills	MS Office/ Tally/ Type Writing
Scholarship Eligibility	Yes / No
Type of Scholarship Applied	SC / ST / BC / MBC / DNC / MERIT / UZHAVAR / LABOUR WELFARE / OTHERS (Mention)
Hobbies	Reading book
Aspiration	
Proficiency in other activities: If so, mention the kind and prizes won	

L. Bane

APC ^{trans.} Mahalakshmi college for women - Thoothukudi - 2

PG & Research department of mathematics

UGI Student's profile 2020-2021.

Major: B.Sc. Maths (aided) #



Name (in English & Tamil): G. PARAMESHWARI
க. பரமேஸ்வரி

Enrollment no: 22 3. Register number: 20202015
7133

Aadhar card NO: 9985 0745 7285

Date of Birth & Age: 22.01.2003 & 18.

Religion & caste: HINDU, VADUGAR 7. Community: BC

Blood Group: B⁺ve

Bank account number: 20

Address for communication: 4/9 Amman kovil street,
Melathattapalai, Tuticorin.

Phone number: 6369177383 Email: parameshwariganesan
01@gmail.com

Rural / Urban: rural.

family profile			
Name	Educational Qualification	Profession	Annual Income
Father P. GANESAN பி. கணேசன்	5 th	Painter	₹ 72,000
Mother G. Iyyammal க. இயம்மாள்	8 th	-	-
Brother (s)	-	-	-
Sister (s) G. Rajeshwari க. ராஜேஸ்வரி	11 th	-	-

Are you the first graduate in your family?
Yes/No

APC Mahalakshmi college for women
PGI & Research department of mathematics
UGI student's profile 2020-2021.

- 14. Scholarship eligibility If yes mention : Yes/NO
- 15. Physical fitness : Normal / physically challenged
- 16. Hobbies : Drawing, Reading books.
- 17. Proficiency in other activities, if so : Curricular /
mention the kind and prizes won : Co-curricular
extracurricular
- 18. Sports activities, interested:
- 19. participation in extension activities : NCC / NSS / SA
mention any remarkable achievement : any of
if any
- 20. Name of the school studied : MAHATMA MATRIC
- 21. Year of passing Hr. Sec : 2019-2020
Reg. NO : 2065309
percentage of marks : 82.
- 22. Aspiration : To be placed in a Govt. job.

place : Melattapparai
Date :
G. Thyammal
Signature of the parent
G. Parameeswari
Signature of the student

A.P.C.MAHALAXMI COLLEGE FOR WOMEN, THOOTHUKUDI
DEPARTMENT OF COMMERCE (AIDED)
STUDENT PROFILE (2022-2025)

Name (English) As per 12 th StdMark Sheet	SRI RANJANI M
Name (Tamil)	ஸ்ரீ ரஞ்சனி மா
Enrollment No.	
College ID Card No.	
University Register No.	20222011301150
Date of Birth	22/11/2004
Blood Group	A1+VE
Father's Name (English)	MARIAPPAN P
Father's Name (Tamil)	மாரியப்பன் பர்
Father's Occupation	DRIVER
Father's Annual Income	96000
Mother's Name (English)	MUTHU LAKSHMI M
Mother's Name (Tamil)	முத்து லெட்சுமி மா
Mother's Occupation	HOUSE WIFE
Mother's Annual Income	NIL
Size of the family	4
Religion	HINDU
Community & Caste	BC & NADAR
Nationality	INDIAN
Aadhar Number	6043 0654 0016
Mobile Number	9629038041
Email id	muthulakshmimariappan59@gmail.com
Address	4/335 Muthammal colony 9 th street Thoothukkudi Pin: 628002
Area of Residence	Urban / Rural
12 th Std Register Number	5070709
Year of Passing 12 th Std	2022
Medium of School	Tamil / English
Board of Education	State Board / CBSE / ICSE
Type of School	Government / Government Aided / Private



Subject	Mark
Tamil	93
English	89
Economics	95
Commerce	99
Accountancy	99
Business Maths & Sta	96
Total Mark	571
12 th Mark Percentage	95.1
Where did you complete your 12 th Std (Name of the School)	Star Matric Hr Sec School
Physically Challenged	Yes / <u>No</u>
If Physical Challenged mention the following details ID number Percentage of disability Type of disability	-
Extension Activities	NCC / NSS / Sports / <u>YRC</u>
Are you the first Graduate in your family	<u>Yes</u> / No
Siblings Studying in our College?	Yes / <u>No</u>
If Yes, Mention the Name, Year, and Major	-
Mode of Transportation	Self Driving/ <u>Parent</u> , Bus, Van, Auto
Technical Skills	MS Office/ Tally/ <u>Type Writing</u>
Scholarship Eligibility	<u>Yes</u> / No
Type of Scholarship Applied	SC / ST / <u>BC</u> / MBC/ DNC / MERIT / UZHAVAR / LABOUR WELFARE / OTHERS (Mention)
Hobbies	Listen Music
Aspiration	CA
Proficiency in other activities: If so, mention the kind and prizes won	

Place: Thoothukkudi

Date: 08-08-2022

P. M. P. P.
Signature of the Parent

M. Sri Ranjani.
Signature of Student

A.P.C. Mahalaxmi College for Women, Thoothukudi
 Reaccredited by NAAC with B+ grade
 Student Profile
 2023-2024



Major: B.Sc Chemistry

1.	Name & Enrollment No.	: M. Muthu malini		
2.	Date of Birth & Age	: 10.01.2006 & 18 years		
3.	Religion	: Hindu		
4.	Community	: Devendrakula Velalar		
5.	Blood Group	: A+ve		
6.	Address for Communication with Phone number	: 317 East street, Puthupatchari Thoothukudi, 8056631064		
7.	Rural/Urban	: Rural		
8.	Family Profile	Educational Qualification	Profession	Annual Income
9.	Name			
	Father <u>P. MURUGASON</u>		<u>coolie</u>	<u>62,000</u>
	Mother <u>M. Andichamma</u>			
	Brother (s) <u>M. Navinraj STUDENT 1 year BBA</u>			
	Sister (s)			
10.	Are you the first Graduate in your family	: <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No		
11.	Scholarship eligibility	: <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No		
12.	Physical Fitness	: <input checked="" type="checkbox"/> Normal <input type="checkbox"/> Physically Challenged		
	If physically challenged mention the following and annex proof			
	a. Type of disability:			
	b. Percentage of disability:			
	c. ID number:			
13.	Hobbies	: <u>Playing</u>		
14.	Proficiency in other, if so, mention the kind and prizes won	: <u>curricular/co-curricular/extracurricular activities</u>		
15.	Sports activities interested	: <u>No</u>		
16.	Participation in Extension activities Mention any remarkable achievement, if any	: <u>NCC/N/A/Squad/any other</u>		
17.	Name of the school studied If from other state/country, annex copy of school TC	:		
18.	Year of Passing Hr Sec Reg. No. Percentage of marks	: <u>MARCH 2023</u> <u>70702A1</u> <u>63%</u>		
19.	Aspiration	:		
20.	Any Health issues	: <u>NO</u>		

Place: puthupatchari
 Date: 6/3/2024
 Signature of the parent

A.P.C. Mahalaxmi College for Women, Thoothukudi
 Reaccredited by NAAC with B⁺ grade
 Student Profile
 2023-2024



Major:

1	Name & Enrollment No.	: M. Nathiya		
2	Date of Birth & Age	: 22.08.2005 17		
3	Religion	: Hindu		
4	Community	: SC		
5	Blood Group	: B ⁺ ve		
6	Address for Communication with Phone number	: 7/216 middle street Padiyamarathu arasadi 629002 9677926418		
7	Rural/Urban	: Rural		
8	Family Profile			
9	Name	Educational Qualification	Profession	Annual Income
	Father	8 th	coolie	72,000
	Mother	10 th	-	
	Brother (s)	BA	-	
	Sister (s)	-	-	
10.	Are you the first Graduate in your family	: Yes/No		
11.	Scholarship eligibility	: Yes/No		
12.	Physical Fitness	: Normal/Physically Challenged		
	If physically challenged mention the following and annex proof			
	a. Type of disability:			
	b. Percentage of disability:			
	c. ID number:			
13.	Hobbies	: Reading Book		
14.	Proficiency in other, if so, mention the kind and prizes won	: curricular/co-curricular/extracurricular activities		
15.	Sports activities interested	: NO		
16.	Participation in Extension activities	: NCC/NSS/Squad/any other		
	Mention any remarkable achievement, if any			
17.	Name of the school studied If from other state/country, annex copy of school TC	: St. Aloysius girls Hr. Sec. School		
18.	Year of Passing Hr Sec Reg. No. Percentage of marks	: March 2023 : T673906 : 73%		
19.	Aspiration	:		
20.	Any Health issues	: NO		

Place:

Date:

N. [Signature]
 Signature of the parent

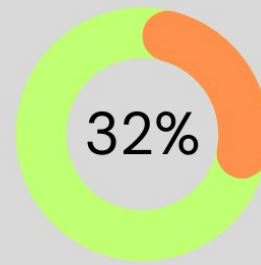
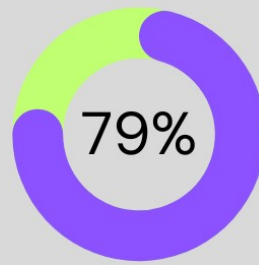
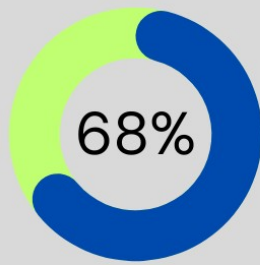
M. Nathiya.
 Signature of student




Signature of the HOD

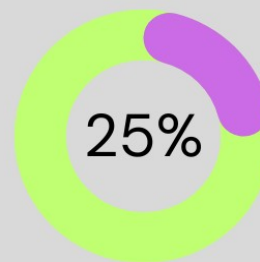
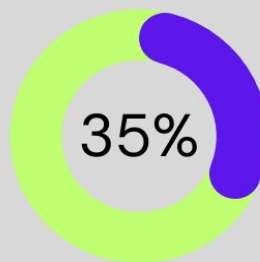
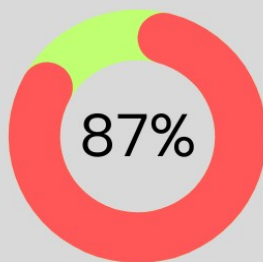
Student Survey Report




PROFILE OF STUDENTS

2022 - 2023



-  FIRST GENERATION LEARNERS
-  STUDENTS AVAILING SCHOLARSHIP
-  SINGLE GIRL CHILD



-  STUDENTS WITH FAMILY INCOME LESS THAN RS.3,00,000 PER ANNUM
-  STUDENTS WITH SINGLE PARENT
-  STUDENTS FROM RURAL AREAS

Empowering Economically Disadvantaged Girls through Comprehensive Educational Interventions

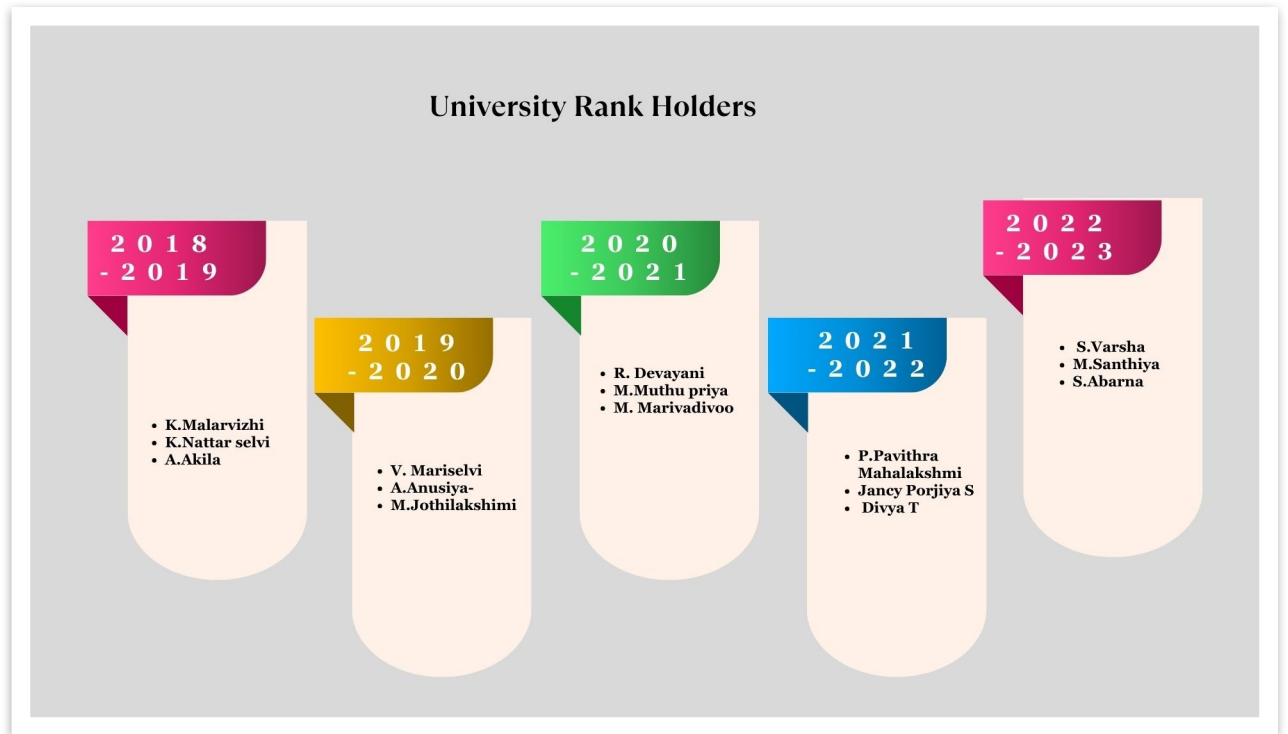
To support the holistic development of socially and economically backward students, a comprehensive approach that addresses their academic, social, emotional, and physical well-being is essential. The following strategies are employed to achieve the vision of the Founder President and this makes the institution stand out in its distinctive identity and exceptional reputation:

1. **Maintaining Academic Excellence:** Our college is known for its distinguished faculty members of whom 75% have Ph.D./NET/SET as their highest qualification. 40% of faculty have shared their expertise in various forums as resource persons. Their rigorous academic pursuits have made them enlighten the students with the knowledge they have gained.
2. **Providing access to quality education:** Innovative instructional approaches giving importance to ICT enabled teaching and blended learning approach are implemented, ensuring access to educational resources, so that students have the necessary skills and knowledge to succeed academically.
3. **Leveraging technology:** Digital teaching-learning tools and online resources are used extensively to supplement traditional education. 100% of the faculty use ICT based teaching methods. The Blended Learning approach has become common after the COVID 19 pandemic period.
4. **Offering mentorship and guidance:** Students are connected with mentors and academic counsellors who can provide support, guidance, and inspiration to help them develop resilience, self-confidence to overcome challenges, set goals, and pursue their dreams with determination. Mentor-Mentee meetings are conducted at least thrice a semester.
5. **Creating community engagement opportunities:** Community involvement in education is a regular practice among all the students as they visit a neighbouring village of their choice and engage in service, department wise. The college has hosted a number of events for school students in which our students have played significant roles. They learn practical skills such as event management, planning, organizing and executing. This is evident during the Traditional Fest celebrated on 3rd, 4th and 5th October, 2018, when around 3000 school students visited our college.

6. **Learning resources:** Students have free access to e-resources as IDs are created to access the **INFLIBNET. Book Bank** facility is a boon to students who cannot afford to buy text books.
7. **Promoting skill development for employability and entrepreneurship:** Vocational training programmes, workshops on skill development and hands-on training sessions are provided to equip students with practical skills that can enhance their employability. They also help students explore career options and develop practical skills for future employment. Students also get opportunities to earn while they learn.
8. **Providing scholarships and financial assistance:** Further exertions are undertaken to offer scholarships or financial aid to deserving students to ensure that financial constraints do not hinder their educational pursuits. Apart from the regular Government scholarships, students also become beneficiaries of scholarships from external bodies like Tamil Nadu Mercantile Bank, JSW, Rotary Club, to name a few.
9. **Fostering a values-based education:** Moral and ethical values are incorporated into the curriculum delivery to instill integrity, empathy, and respect and they become inherent qualities among students. Motivational thoughts and messages read during the morning prayer every day starts the day on a positive note. LIVE classes (Lessons in Value Education) are held in the classes every day. Short inspirational moral stories are narrated in the classes to make students understand values.
10. **Radiant Campus Culture:** A well supportive, green and inclusive campus community, which promotes diversity and equity, provides a vibrant student life experience as every individual feels supported and valued.

Achievements of the Socio Economically Marginalized Girls

University Rank Holders - Samples



Placement - Samples

Year	Company particulars
2018 -2019	<ul style="list-style-type: none">• C.Mareeswari, Junior Assistant Govt. Hr. Sec. School, Kuttam• R.Manomani Associate, State Bank of India, Chennai.
2019-2020	<ul style="list-style-type: none">• R. Soundharya , Technical Consultant, Mineman Systems• P. Aishwarya , Senior Analyst, HCL Technologies, Chennai
2020-2021	<ul style="list-style-type: none">• R. Jessie Shalini, Junior Chemist, Kalpaka Chemicals Pvt Ltd., Thoothukudi• K. Sowmiya, Research Analyst, Factset, Hyderabad
2021-2022	<ul style="list-style-type: none">• P.Deepa, Order Management Associate, Wipro Private Ltd., Sholinganallur Chennai• R. Petchiammal, IDFC Bank, Valli Towers Thoothukudi

NPTEL Achievers - Samples



Elite

NPTEL Online Certification

(Funded by the Ministry of HRD, Govt. of India)



This certificate is awarded to
S.SIVA NANTHINI
for successfully completing the course

Body Language: Key to Professional Success

with a consolidated score of **61** %

Online Assignments	25.00/25	Proctored Exam	36/75
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Total number of candidates certified in this course: **1377**



Prof. V. C. Srivastava
Coordinator, Continuing Education Centre
IIT Roorkee

Jul-Aug 2019
(4 week course)



Prof. Inderdeep Singh
NPTEL Coordinator
IIT Roorkee




Indian Institute of Technology Roorkee



FREE ONLINE EDUCATION
swayam
Indian Institute of Technology Roorkee

Roll No: NPTEL19HS34S12050030


To validate and check scores: <https://nptel.ac.in/noc>



Elite

NPTEL Online Certification

(Funded by the Ministry of HRD, Govt. of India)



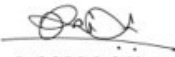
This certificate is awarded to
ANU PREETHI P
for successfully completing the course

Stress Management

with a consolidated score of **63** %


Online Assignments	25/25	Proctored Exam	37.5/75
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Total number of candidates certified in this course: **974**




Prof. G P Raja Sekhar
Dean, Continuing Education
IIT Kharagpur


Jul-Aug 2021
(4 week course)



Prof. Debjani Chakraborty
Coordinator, NPTEL
IIT Kharagpur



Indian Institute of Technology Kharagpur



FREE ONLINE EDUCATION
swayam
Indian Institute of Technology Kharagpur

Roll No: NPTEL21GE18S14380027

To validate and check scores: <https://nptel.ac.in/noc>



Elite

NPTEL Online Certification

(Funded by the MoE, Govt. of India)



This certificate is awarded to
MARIA AGNES I
for successfully completing the course

Stress Management

with a consolidated score of **69** %

Online Assignments	20.83/25	Proctored Exam	48/75
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Total number of candidates certified in this course: **1763**

Aug-Sep 2023
(4 week course)

Prof. Haimanti Banerji
Coordinator, NPTEL
IIT Kharagpur



Indian Institute of Technology Kharagpur



Roll No: NPTEL23HS138S548200040

To verify the certificate



No. of credits recommended: 1 or 2



Elite

NPTEL Online Certification

(Funded by the MoE, Govt. of India)



This certificate is awarded to
V VAISHNAVI
for successfully completing the course

Stress Management

with a consolidated score of **60** %

Online Assignments	20.83/25	Proctored Exam	39/75
--------------------	----------	----------------	-------

Total number of candidates certified in this course: **1763**

Aug-Sep 2023
(4 week course)

Prof. Haimanti Banerji
Coordinator, NPTEL
IIT Kharagpur



Indian Institute of Technology Kharagpur



Roll No: NPTEL23HS138S648200334

To verify the certificate



No. of credits recommended: 1 or 2



Elite

NPTEL Online Certification

(Funded by the Ministry of HRD, Govt. of India)



This certificate is awarded to
N. H. ANANTHA KIRUTHIKA
for successfully completing the course

Body Language: Key to Professional Success

with a consolidated score of **66** %

Online Assignments	24.17/25	Proctored Exam	42/75
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Total number of candidates certified in this course: **1377**

Prof. V. C. Srivastava
Coordinator, Continuing Education Centre
IIT Roorkee

Jul-Aug 2019
(4 week course)

Prof. Indrdeep Singh
M.P. Dasthane
IIT Roorkee



Indian Institute of Technology Roorkee



Roll No: NPTEL19HS34512080223

To validate and check scores: <https://npTEL.ac.in/icc>

An additional 1 credit may be awarded if the University deems fit, based on the actual student effort involved.



NPTEL Online Certification

(Funded by the Ministry of HRD, Govt. of India)



This certificate is awarded to
M. MAHALAKSHMI
for successfully completing the course
Psychology of Everyday

with a consolidated score of **51** %

Online Assignments | 20.67/25 | Proctored Exam | 30/75

Total number of candidates certified in this course: 547

Prof. Rajesh M. Hegde
Chairman, Center for Continuing Education
IIT Kanpur

Jul-Aug 2019
(4 week course)

Prof. Satyaki Roy
NPTEL Cell Director
IIT Kanpur



Indian Institute of Technology Kanpur



Entrepreneurs - Samples

P. Aarthi

(2019 – 2022 Batch)



Tailoring Training Institute

G. Mathi

(2017-2020 Batch)

"Unlocking the Future of Digital Excellence: Stay Ahead, Stay Relevant with Be Trend"

About Us

Welcome to Be Trend, where we fuel your digital presence with innovation, creativity, and strategy. We are a forward-thinking digital marketing company dedicated to propelling businesses to new heights in the online world. At Be Trend, we believe in the power of trends – not just following them, but setting them.

What We Do :

At Be Trend, we specialize in crafting bespoke digital marketing solutions tailored to your unique needs and goals. Our team of experts is passionate about staying ahead of the curve, utilizing cutting-edge strategies and technologies to ensure your brand stands out in today's competitive landscape.

Our Approach :

We understand that every business is different, which is why we take a personalized approach to every project. Whether you're a startup looking to make a splash or an established brand aiming to reinvigorate your online presence, we're here to help you achieve your objectives.



Why Choose Be Trend:



Innovation: We're constantly exploring new trends and technologies to ensure our clients stay ahead of the curve.

Creativity: Our team of creative minds is passionate about pushing boundaries and delivering unique solutions that make an impact.

Results-Driven: We're committed to delivering measurable results that help our clients achieve their business objectives.

Client-Centric: Your success is our top priority, and we'll work closely with you every step of the way to ensure we exceed your expectations.

Join us on the journey to digital success – let's Be Trend together.



Interested to work with us?

+91 78100 08698 , +91 8825757840
+91 96777 21205

Thoothukudi , Tamil Nadu, India
digitalcreatorkm@gmail.com

Services We Offer :

- ✓ STRATEGIC PLANNING
- ✓ SOCIAL MEDIA MANAGEMENT
- ✓ SEARCH ENGINE OPTIMIZATION (SEO)
- ✓ CONTENT MARKETING
- ✓ PAID ADVERTISING
- ✓ WEBSITE DESIGN AND DEVELOPMENT

Strategic Planning: We develop comprehensive digital marketing strategies designed to maximize your online visibility and drive results.

Social Media Management: From content creation to community engagement, we'll help you build and maintain a strong presence across all major social platforms.

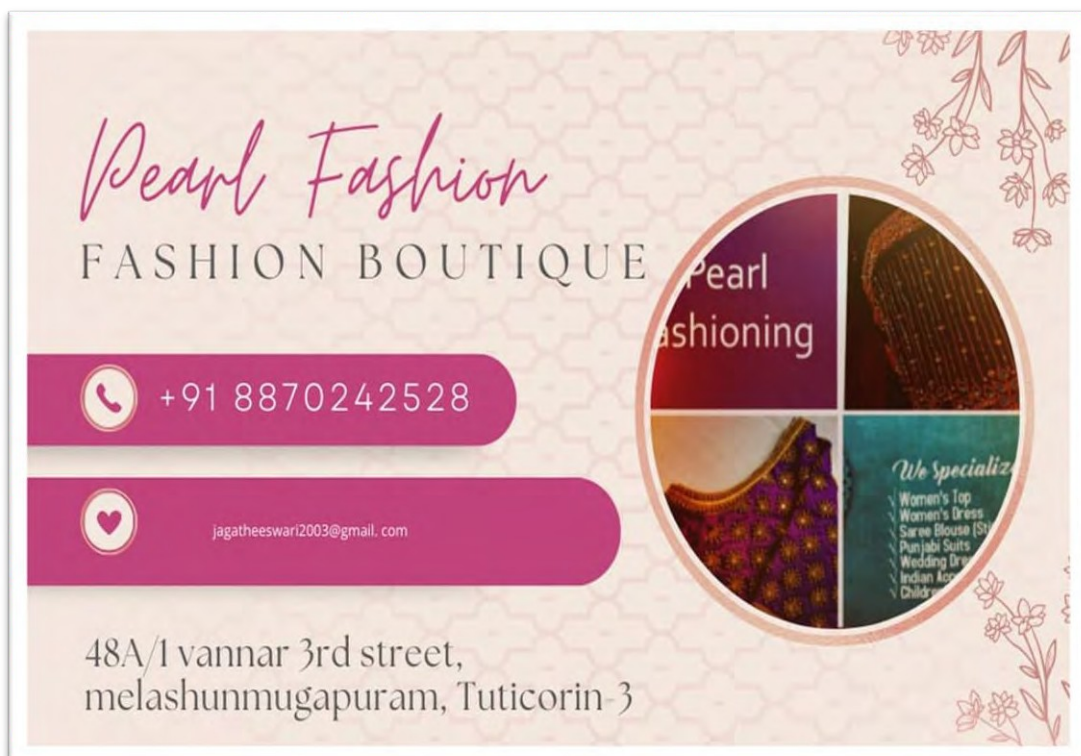
Content Marketing: We'll create compelling content that resonates with your audience, helping you establish authority in your industry and foster meaningful connections with your customers.

Paid Advertising: Whether it's Google Ads, Facebook Ads, or other PPC platforms, we'll help you reach your target audience and generate leads through targeted advertising campaigns.

Website Design and Development: Our talented designers and developers will create a visually stunning and user-friendly website that reflects your brand identity and drives conversions.

"Unlocking the Future of Digital Excellence: Stay Ahead, Stay Relevant with Be Trend"

P.K. Jagatheeswari
(2020 -2023)



Pearl Fashion - Fashion Boutique

University Players - Samples



M. Soundarya

II M.A. English

Participated in All India Inter University Ball Badminton Tournament



G. Mahalakshmi

I M. Sc. Chemistry

Participated in All India Inter University Cross Country Race Tournament



S.Jeya Priya

III B.Sc. Maths

Participated in South Zone Inter University Kho Kho Tournament



K. Jeya Barathi

III B.A. History

Participated in All India Inter University Cross Country Race Tournament