



SNMV COLLEGE OF ARTS AND SCIENCE INSTITUTE OF MANAGEMENT (SHRI NEHRU MAHA VIDYALAYA)

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Shri Gambhirimal Bafna Nagar, Malumachampatti, Coimbatore, Tamil Nadu 641050. www.snmv.ac.in



A REPORT ON

INTERNATIONAL WEBINAR ON 'HIGH TECH ENTREPRENEURSHIP AND STARTUP 2.0.'

The Department of Commerce organized a webinar on **"High Tech Entrepreneurship and Startup 2.0"** on 13th September 2021, through Zoom Application. Resource person **Prof. Dr. VED PRAKASH.**, GeniUs Universal, Co-Founder and CEO, United States, has given speech on **How to start their business?** More than 250 participants successfully participated in this webinar. The Participants gained more knowledge about patent rights in Entrepreneurship, which should be helpful in their professional and personal life.

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SHRI NEHRU MAHA VIDYALAYA
COLLEGE OF ARTS & SCIENCE
SHRI GAMBIRIMAL BAFNA NAGAR,
MALUMACHAMPATTI
COIMBATORE - 641 050**





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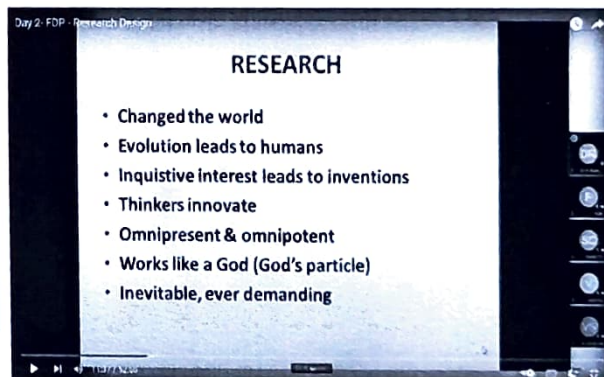
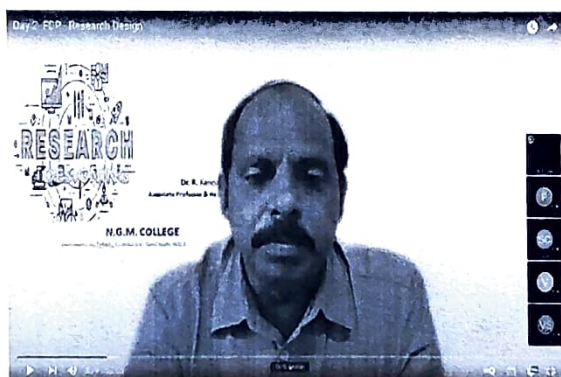
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A REPORT ON

WEBINAR ON RESEARCH DESIGNING

Shri Nehru Maha Vidyalaya College of Arts and Science (SNMV) conducted webinar on 16.11.2021 on the topic **RESEARCH DESIGNING**. Dr. R. Kannan, Associate Professor and Head, PG & Research Department of Botany, NGM College (Autonomous), Pollachi acted as a resource person. The programme was primarily meant for teachers and its main focus was on interlinking teaching and research. Around 1500 faculty members and research scholars across the globe participated in it. Dr. B. Subramani, Principal, SNMV CAS, felicitated them.



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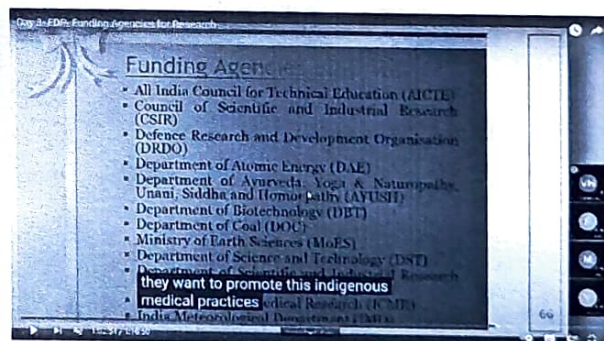
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A REPORT ON

WEBINAR ON FUNDING AGENCIES FOR RESEARCH

Shri Nehru Maha Vidyalaya College of Arts and Science (SNMV) conducted webinar on 17.11.2021 on the topic **FUNDING AGENCIES FOR RESEARCH**. Dr. D. Vincent Herald Wilson, Professor, Technology Management, SMEC, Vellore Institute of Technology University, Vellore acted as a resource person. The programme was primarily meant for teachers and its main focus was on interlinking teaching and research. Around 1500 faculty members and research scholars across the globe participated in it. Dr. B. Subramani, Principal, SNMV CAS, felicitated them.



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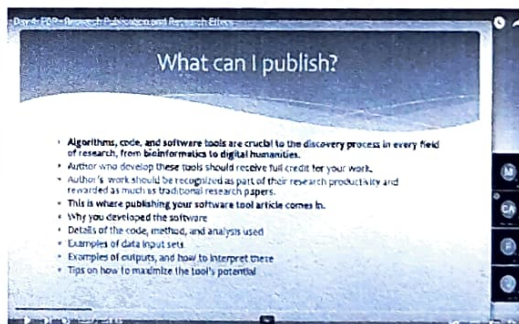
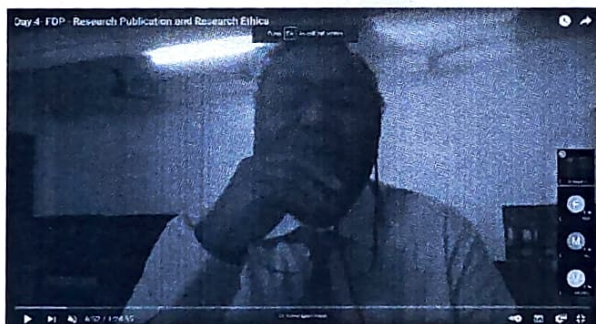
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A REPORT ON

WEBINAR ON RESEARCH PUBLICATION AND RESEARCH ETHICS

Shri Nehru Maha Vidyalaya College of Arts and Science (SNMV) conducted webinar on 18.11.2021 on the topic **RESEARCH PUBLICATION AND RESEARCH ETHICS**. Dr. Anand Prem Rajan, Associate Professor (Senior), School of Bio Sciences and Technology, Vellore Institute of Technology University, Vellore acted as a resource person. The programme was primarily meant for teachers and its main focus was on interlinking teaching and research. Around 1500 faculty members and research scholars across the globe participated in it. Dr. B. Subramani, Principal, SNMV CAS, felicitated them.




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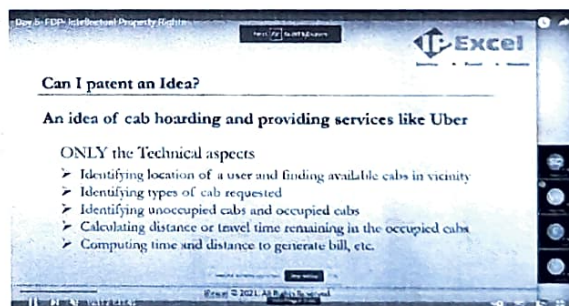
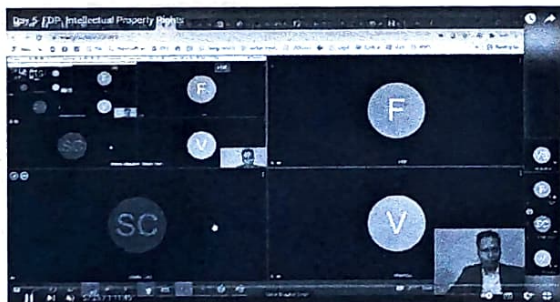
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A REPORT ON

WEBINAR ON INTELLECTUAL PROPERTY RIGHTS

Shri Nehru Maha Vidyalaya College of Arts and Science (SNMV) conducted webinar on 19.11.2021 on the topic **INTELLECTUAL PROPERTY RIGHTS**. Mr. Vidya Bhaskar Singh Nandiya, Partner at IPExcel, Patent Attorney, Bangalore acted as a resource person. The programme was primarily meant for teachers and its main focus was on interlinking teaching and research. Around 1500 faculty members and research scholars across the globe participated in it. Dr. B. Subramani, Principal, SNMV CAS, felicitated them.




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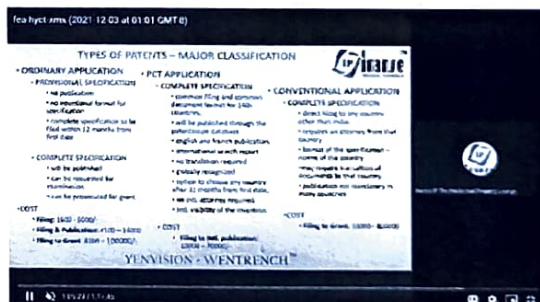
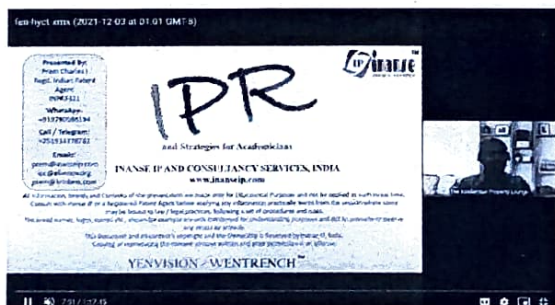
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A REPORT ON

WEBINAR ON IPR AND STRATEGIES FOR ACADEMICIANS

Department of Microbiology in Association with Centre for Research and Development and Institutions innovation Council, Shri Nehru Maha Vidyalaya College of Arts and Science (SNMV) conducted webinar on 03.12.2021 on the topic **IPR AND STRATEGIES FOR ACADEMICIANS**. Mr. Prem Charles, Founder, Allinnov Research and Development Pvt. Ltd. India acted as a resource person. Around 200 Students and research scholars are participated. Dr. B. Subramani, Principal, SNMV CAS, felicitated them.



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Sponsored
Estd.: 1964

Department of Mathematics

Organizes

SOFT SKILL TRAINING



R. SATHIYARAJ

Founder & CEO,
True Education A Career Insight
COIMBATORE
FIELD OFFICER
NSO (GOVERNMENT OF INDIA)

26-04-2022



11.00 A.M.



ROOM NO : 134



Presides

Dr. B. Subramani
Principal, SNMV CAS

Convenor

Mrs. S. Kavunthi
HOD & Associate Professor
Department of Mathematics

REPORT ON SOFT SKILL TRAINING

DEPARTMENT OF MATHEMATICS

(BRAINSTORM ASSOCIATION)

Date: 26.04.2022

Time: 11.00am to 12.30pm

Chief Guest:

R. Sathiyaraj

Founder & CEO

True Education a career Insight

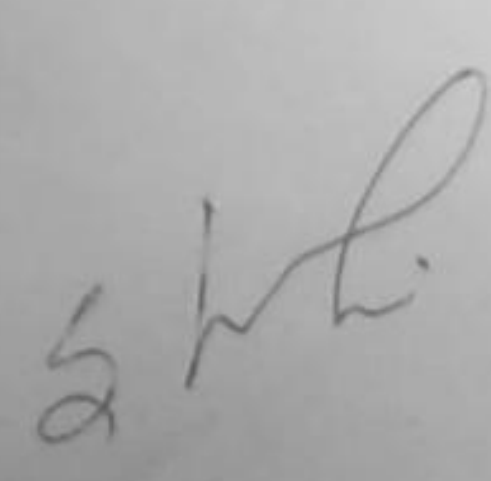
Coimbatore.

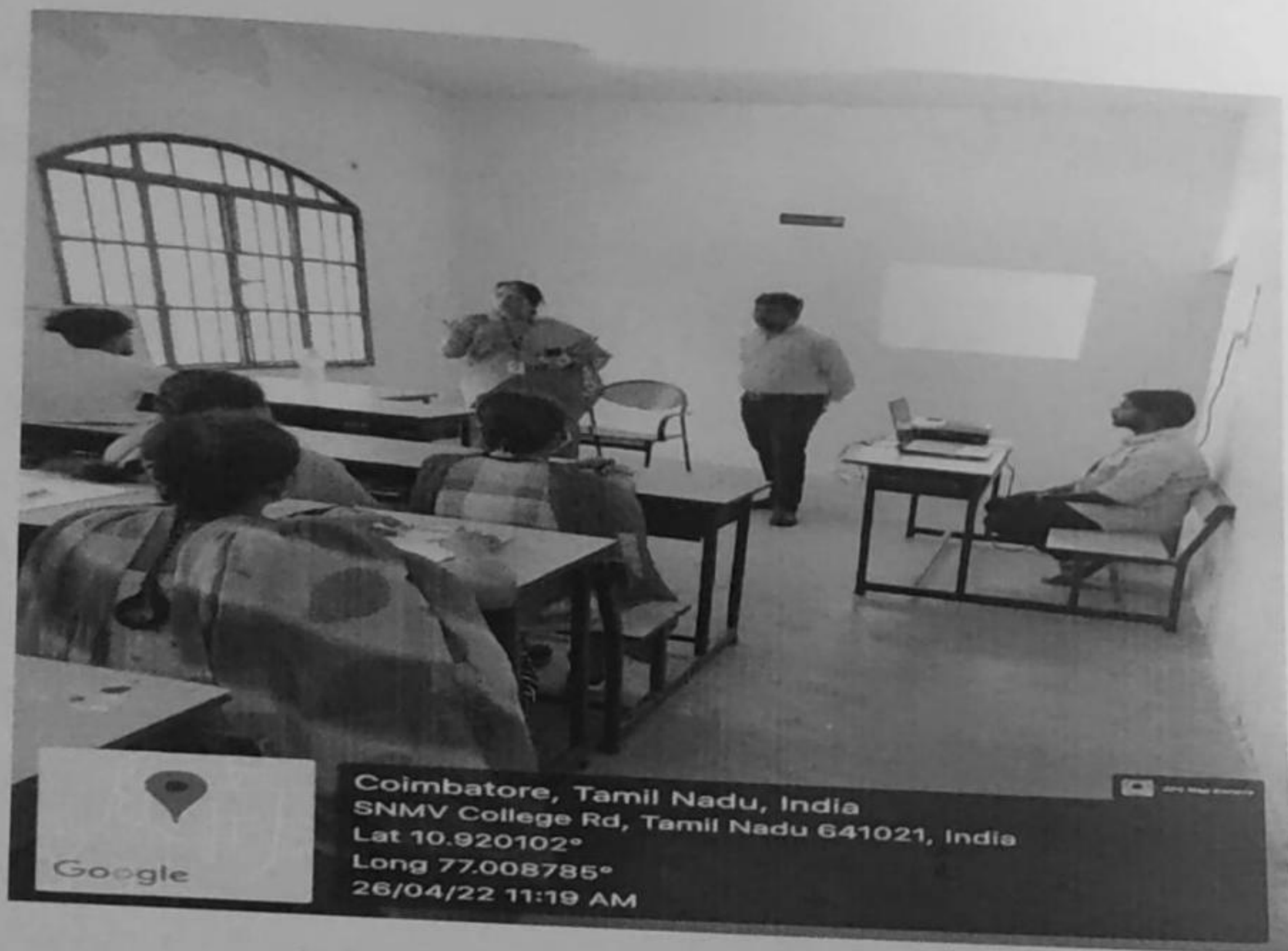
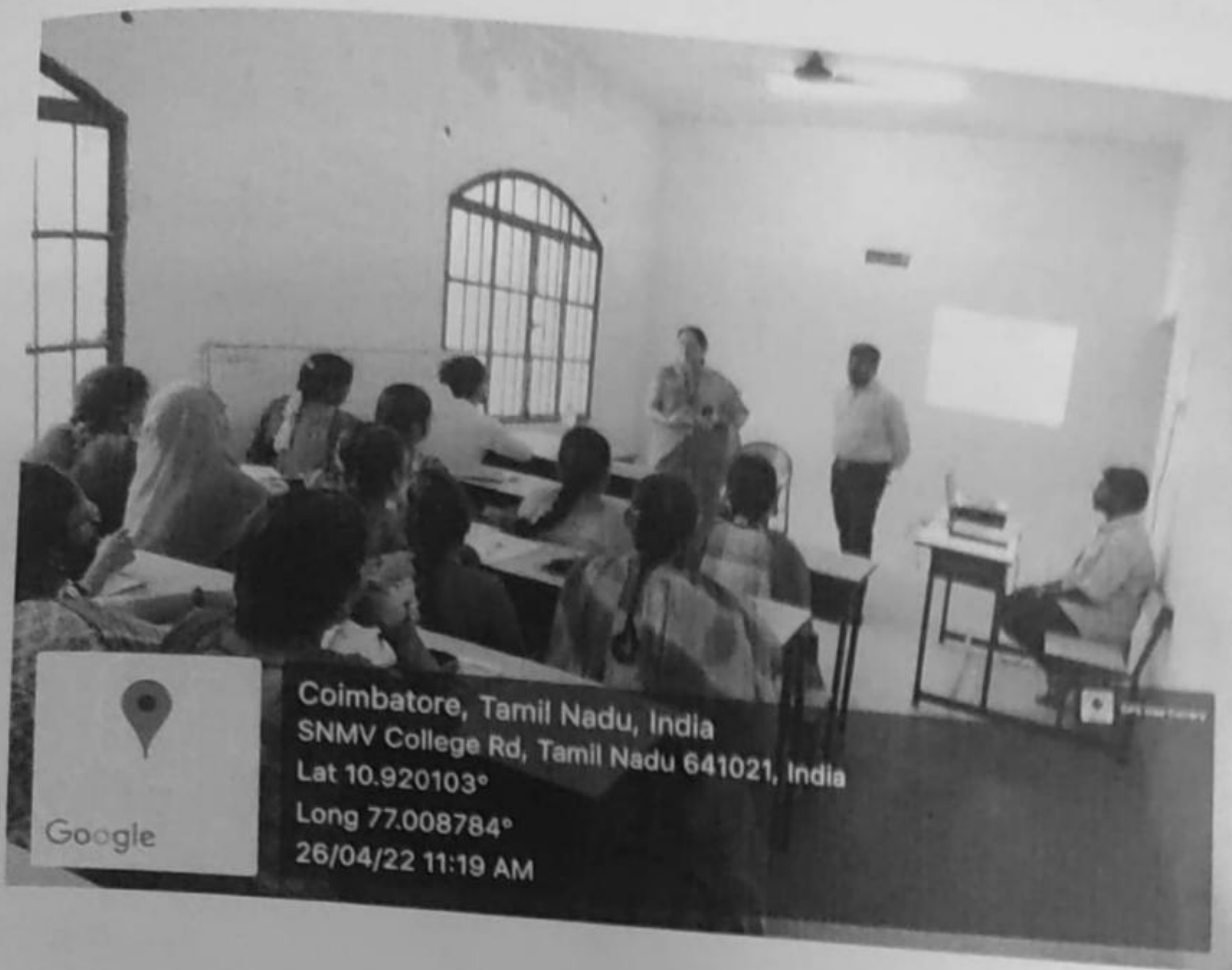
Field officer

NSO (Government of India)

We are glad to submit a report on SOFT SKILL TRAINING Conducted for the students of II & III - B.Sc Mathematics on 26 th April 2022. The Resource person for the training was, R.Sathiyaraj, Founder & CEO , True Education a career Insight Coimbatore. He Explained about higher education in Science & Engineering related to mathematics. After he followed by the category of Future career in our life (Business, Private & Government). He gave brief ideas on business choice and as well as private concerns. At last, he elaborated on various sectors in Government jobs. Finally, it was very informative and knowledge enriching session for the participants. Around 21 students benefitted out of the program.

Thank you





G. W. L.



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A REPORT ON RECENT TRENDS IN RESEARCH

The department conducted a Guest Lecture on 9th December 2021. Dr.V.Sabariraja, Head of the department welcomed the gathering, Mrs.S.Yamini Priya, Assistant Professor introduced the resource person Dr.R.Karunambigai, Associate Professor and Head, Department of English, Shri Ramakrishna College of Arts and Science, Coimbatore. Mr.B.Sudhakaran, Associate Professor proposed vote of thanks. The Resource Person presented on the topic 'Recent Trends in Literature'. New trends are replacing the linear, solitary and closed reading with the internet, e-book and social media causing a transformation in the way literature is written, perceived and read. Current trends like '6-word novel', blogs and hypertext were also discussed. This session has deduced that literature has been revolutionized as a result of globalization and the internet which is a strong relationship between literature and societal influence. Along with the staff members 120 students attended and benefited.


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SNMV COLLEGE OF ARTS AND SCIENCE
DEPARTMENT OF INFORMATION TECHNOLOGY
Webinar on Self Awareness

08.06.2021

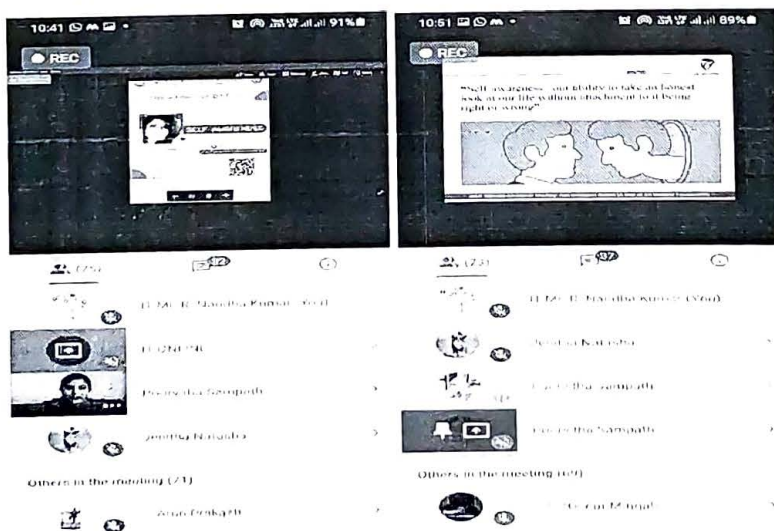
Department of "Information Technology" organized Webinar on "Self Awareness" topic "Success Chasers" for all the I, II, II year students.

The Resource person was **Ms. S. Poorvitha, Consultant Psychologist, Sri Vamana Advaced Therapy and Guidance Centre, Coimbatore**". The welcome speech render by Mr. R. Nandha Kumar, Head – Department of IT.

The resource person in her speech, provide guidance on various skill ability in and as where the students need to show betterment in their career life. "How honestly their attitude and behavior to be?" - are discussed by her and throughout in her session she point out various skills where the students need highly concentration and to make individual attention, so that to have a very good career and can laid good manners in their life.

"Leadership, Communication, Writing, Patience, Self-Motivation, and Empathy" – these are the skills where discussed as said above.

The Department of Information Technology thank the Management and Principal for the whole hearted support in conducting such program for the student development.



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SNMV COLLEGE OF ARTS AND SCIENCE
DEPARTMENT OF INFORMATION TECHNOLOGY
International Webinar on Career-orientation

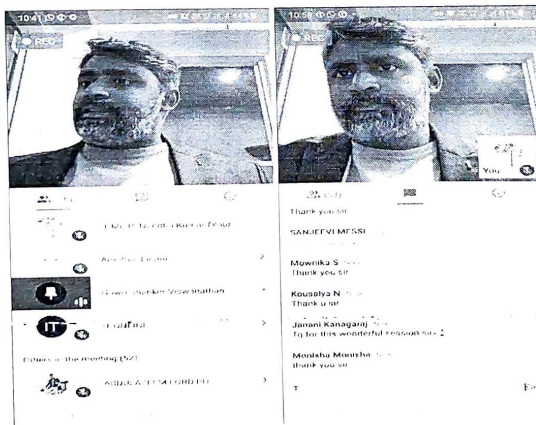
30.09.2021

Department of "Information Technology" organized **International Webinar on Career-orientation** on the topic "**Success Chasers**" for second and final year students.

The Resource person was **Mr. Gowri Shanker Viswanathan, Chief Executive Officer, Emerger Technologies, Texas, USA**. The welcome speech render by Mr. R. Nandha Kumar, Head – Department of IT.

The resource person start his session with his career success story to grasp the attention of the students. In his speech, he mainly point out on how to perform better in all aspects and to lead a successful career path. Each and every points what he delivered was inspired one among the students. He make the students to realize how these are important, wherever to put effort and to concentrate on which area, and regarding the technical knowledge, personality development and etc.

He again insist each and every one to make sound technical knowledge and avail own path to lead successful career. The students avail the interaction session and get clear on their queries too. The Department of Information Technology thank the Management and Principal for the whole hearted support in conducting such program for the student development.



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COIMBATORE - 641 050

DEPARTMENT OF INFORMATION TECHNOLOGY -[BSc IT]

TECHNOMANZER

Innovative mind creative people

An Intercollegiate Technical Meet

Date:19.04.2022

Venue : Mahaveers Auditorium

Department of Information Technology organized an Intercollegiate Technical meet **TECHNOMANZER** on 19.04.2022(Tuesday). Around **230 Participants** from 15 colleges in and around Coimbatore are participated.

TECHNOMANZER'22 was Inaugurated by **Mr. Praveen Kumar Rajendran, Technical Lead, Automation Consultant, Allianz Technology, Thiruvananthapuram, Kerala**. The Intercollegiate Meet was Inaugurated by lighting the Kuthuvellaku, along with the Chief Guest our beloved principal Dr. B. Subramani, were present during the Inaugural ceremony.

The Welcome address and Introduction to the chief Guest was given by Mr. R. Nandha Kumar (Convenor & Head of Department), welcomed the members and the participants,

The chief Guest was honoured with a Shawl and a memento by Dr. B. Subramani, Principal.

The presidential Address was given by Dr. B. Subramani, Principal. In his address he welcomes the gathering and congratulated the department for the continuous 6th year of the Fest been conducted in big manner and he wishes all the participants. In his speech, Principal quoted all about the development of each one to update their skill in the current technology which help them to shape their career in better way.

Chief Guest Address:

The Chief Guest Mr. Praveen Kumar Rajendran, in his special address to the participants is all about the current development in the IT sector and the area where each graduates need to focus on behalf of their career. He well quote on the latest technologies like cloud environment, distributed data mining, hybrid environment and agile technology where new type of applications can be implemented like and he expressed all his experience on those areas.

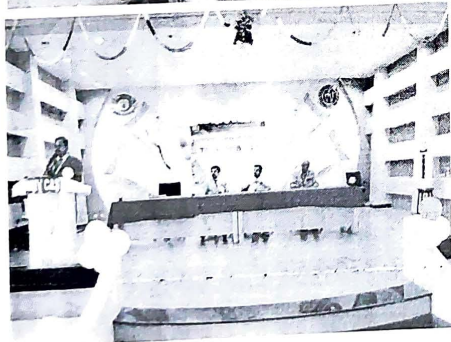
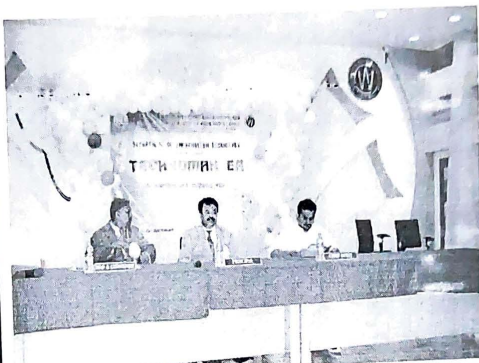
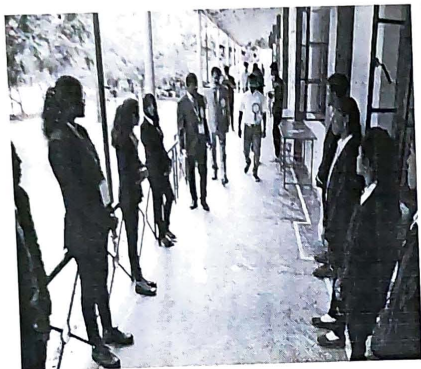
He said students should be more aware on all the new technology environment that will help to create more job opportunities further.

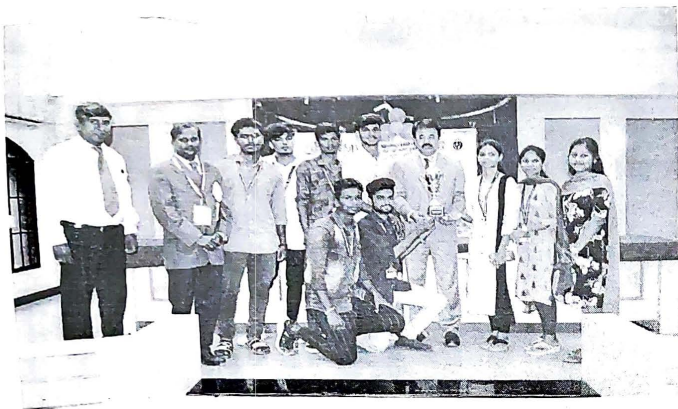
EVENTS:

Technomanzer'22 had 6 Events:

- 1 Papyrus (Paper Presentation)
2. Brique (Connection)
3. Riddle (Quiz)
4. Codigo (Debugging)
5. Mystify (Puzzle)
5. Gambol (BGMI Game)

Nearly 15 papers were presented from various Colleges. Scrutinizing the Papers were taken care by judge from other Computer Science department and all other events too had respective juries.





The Valedictory been conducted at the end of all the events. Dr. B.Subramani, Principal SNMV CAS felicitate along with Dr.Muthukumar, MBA Director and distribute the winning certificates with cash prizes.

All the Winners for the 6 Events were awarded with a Cash Prize of Rs. 700 for 1st Prize, Rs.500 for 2nd and Rs.300 for 3rd Prize.

The Overall Trophy was bagged by Sri Krishna Adithya College of Arts and Science, Coimbatore.

Chief Guest:

**Praveen Kumar Rajendran,
Technical Lead & Automation Consultant,
Allianz Technoiögy, Thiruvananthapuram, Kerala**

The Department of Information Technology, herewith convey its heartfelt thanks to the President, Vice-President, Secretary and all other OB members and to our beloved Principal for their kind support, timely guidance for the entire Technical Meet 'Technomanzer' to run successfully.



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A REPORT ON IPR - DRAFTING AND FILING

PG & Research Department of Commerce organized National Level Webinar on "IPR - Drafting and Filing" on 02/11/2021. MUKESH MISHRA, Co-Founder in IPFIDE, Gujarat and POOJA MENON, Chief of Operation in IPFIDE, Gujarat were the resource persons. Around 60 students and faculty members are participated in the programme.

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PG & Research Department of Commerce
Organizing
National Level Webinar on
"IPR - DRAFTING AND FILING"

RESOURCE PERSONS

MUKESH MISHRA,
Co-Founder in IPFIDE,
Gujarat.

POOJA MENON,
Chief of Operation in IPFIDE,
Gujarat.

**TUESDAY
NOV 02nd 2021**

**Time
10:00 AM to 12:00 PM**

For Free Registration
<https://tinyurl.com/SNMVIPR2021>

**Online Platform
MS Teams**

**President
Dr. B. Subramani**
President

**Convener
Mrs. P. Sangeetha
Mr. T. Muthu**
Assistant Professor in Commerce

Dr. A. Thiruvengadeswari
HOD/C

Notes & Certificate will be provided at the end of the session only

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Estd : 1989



INSTITUTION'S INNOVATION COUNCIL

Webinar on

“Startup, Innovation and Digital Transformation”

Objective:

The goal of the event is to motivate students to develop successful new businesses, as well as automate and promote products in a digital manner. Student innovators are learning about business digital transformation to take their brand to the next level.

Resource Person:

Mr. Naveen Manickam,
Business Coach,
Founder of Krishna Advertisement,
Coimbatore



**SNMV COLLEGE OF ARTS AND SCIENCE
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INSTITUTION'S INNOVATION COUNCIL
Webinar on

Startup, Innovation & Digital Transformation



Mr. NAVEEN MANICKAM
Business Coach
Founder of
Krishna Advertisement
Coimbatore.

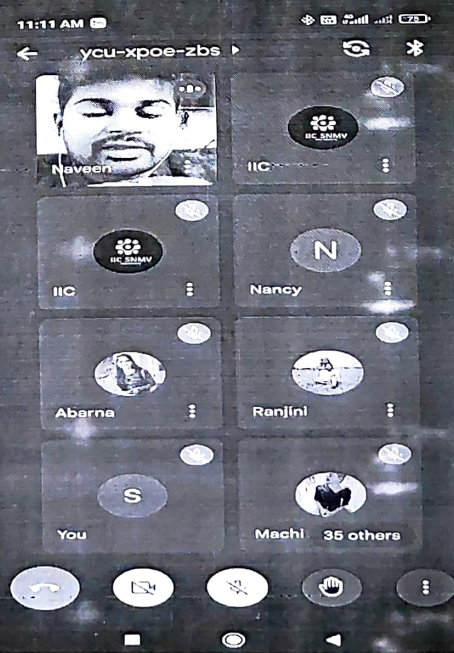
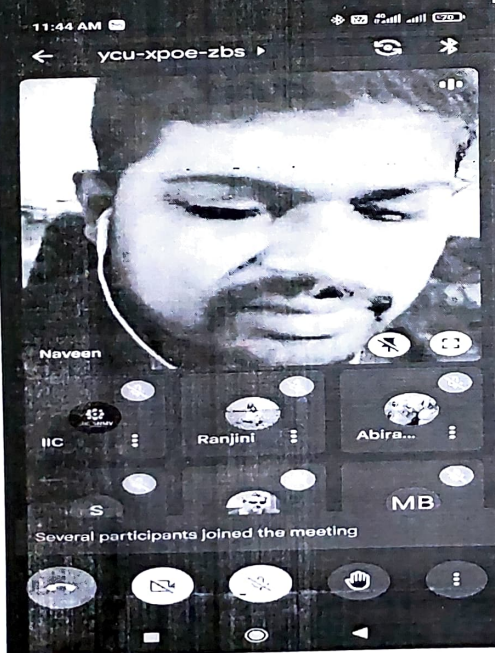
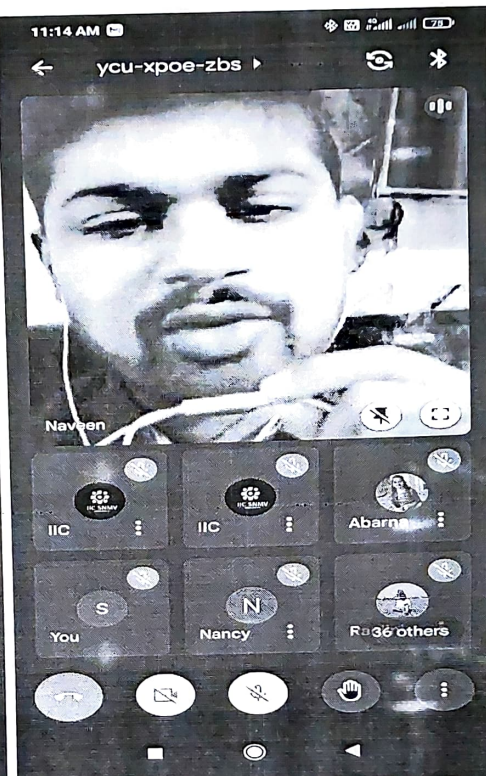
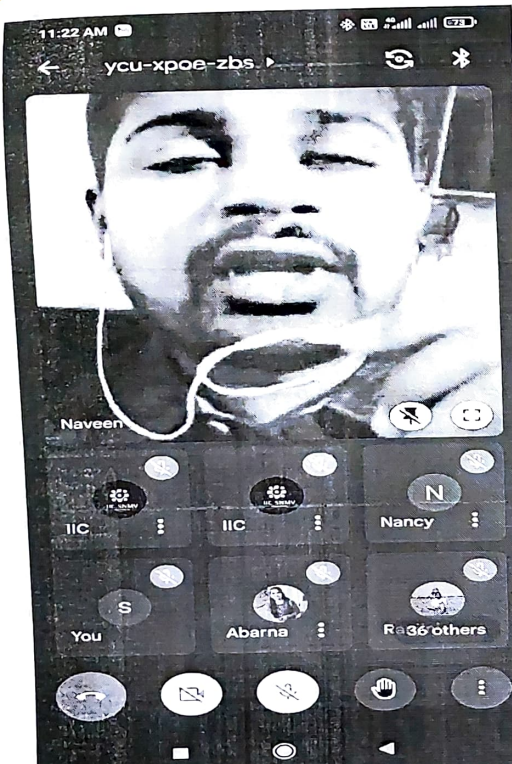
Join Us
<https://meet.google.com/ycu-xpoe-zbs>

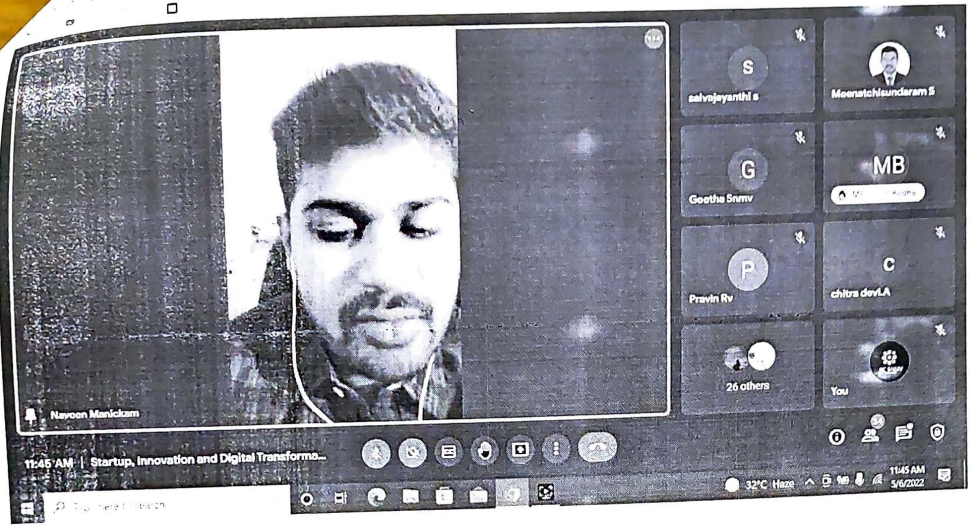
06-May-2022
11 a.m.



Presided by
Dr. B. Subramani
Principal, IQ President

Convener
Ms. S. Selvajeyanthi
Convener, IQ





Report:

The Institution's Innovation Council hosted a virtual webinar on "Startup, Innovation and Digital Transformation" in Google Meet on May 6th, 2022, at 11AM. The resource person Mr. Naveen Manickam, Business Coach, Founder Of Krishna Advertisement, Coimbatore given an overview of 18:20 rules and how to start business and mindset for personal growth and usage of social media to connect people for branding their products. Mrs. S. Selvajeyanthi, IIC Convener welcomed the gathering and Ms. Ranjini from II B. Sc., Microbiology introduced the guest of honor. Dr. B. Subramani, Principal and IIC President presided over the event. Ms. S. Abirami student of II B. Sc., Microbiology proposed the Vote of Thanks. Totally 43 students and faculty members attended the session.



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Est'd - 1989



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INNOVATION
COUNCIL
University of this Institution

INSTITUTION'S INNOVATION COUNCIL

Webinar on

“Entrepreneurial Skill Development”

Objective:

The purpose of the event is to inspire students and lecturers to learn about and develop entrepreneurial skills. Develop and improve entrepreneurial qualities, motivate them to succeed, and prepare them to be self-sufficient, capable, and promising business people in the future.

Resource Person:

DR .N. Saranya, Director,
Centre for Skill Development,
Nehru Arts and Science College,
Coimbatore



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**INSTITUTION'S
INNOVATION
COUNCIL**
University of this Institution

INSTITUTION'S INNOVATION COUNCIL
 Webinar on
ENTREPRENEURIAL SKILL DEVELOPMENT


Dr. N. Saranya
Director
Centre for Skill Development
Nehru Arts and Science College
Coimbatore

 **05-May-2022**

 **11 a.m.**




<https://meet.google.com/sfr-hybs-yoc>

Presided by
Dr. B. Subramani
Principal, 1st & 2nd resident

Convenor
Ms. S. Selvajeyanthi
Convenor, IIS

Dr. Saranya R is presenting

Entrepreneurship Development Programmes

Entrepreneurship development programme may be defined as a programme designed to help a person in strengthening entrepreneurial motive and in acquiring skills and capital necessary for playing his/ her entrepreneurial role effectively. Entrepreneurship development programme is designed for a person who has entrepreneurial spirit and capabilities. These programmes provide information to the potential entrepreneurs regarding business ideas, how to set-up a new venture, how to prepare report, how to fulfil legal formalities, sources of finance, etc. A programme which could be used as a

12:57 AM | Entrepreneurial Skill Development

12:55 AM | Entrepreneurial Skill Development

Dr. Saranya R is presenting

Need for Entrepreneurship Development

- Increases national production.
- Balanced area development.
- Reinvestment of profit for the welfare of the area of profit generation.
- Development is a function of motivation and human resource.
- Entrepreneurial awareness.
- Growing employment opportunity.
- Improving productivity.

Entrepreneurship also refers to a process of action an entrepreneur undertakes to establish an enterprise. It is creative and innovative skill and adapting response to environment. This concept can be seen in figure:

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    Entrepreneur → Entrepreneurship → Innovation
    
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12:54 AM | Entrepreneurial Skill Development

12:51 AM | Entrepreneurial Skill Development

Dr. Saranya R is presenting

12:50 AM | Entrepreneurial Skill Development

Report:

The Institution's Innovation Council hosted a virtual session on "Entrepreneurial Skill Development" in Google Meet on May 5th, 2022, at 11a.m. The resource person DR .N.Saranya, Director, Centre for Skill Development, Nehru Arts and Science College, Coimbatore gave an overview of risk takers and types of entrepreneurs and intrapreneurs, copreneur and how they might succeed in business. Also briefed about students with unique ideas can obtain funds from government sectors and ventures in order to launch a profitable firm of successful startups. Mrs. S. Selvajeyanthi , IIC Convener welcomed the gathering and introduced the guest of honor. Dr. B. Subramani, Principal and IIC President presided over the event. Ms. P. Bavadharani, student of II B.Sc., Microbiology proposed the Vote of Thanks. Totally 72 students and faculty members attended and benefited.



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INSTITUTION'S INNOVATION COUNCIL

Webinar on

"How to build a successful start-up???"

Objective:

The goal of the event is to motivate students and faculties to start innovative startup to solve a societal problem with own passionate idea.

Resource Person:

DR.N. Nirmala Devi,
Associate Professor,
Department of Biochemistry,
Sree Narayana Guru College,
Coimbatore

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INSTITUTION'S INNOVATION COUNCIL
Organises
Webinar on
HOW TO BUILD A SUCCESSFUL STARTUP ???

Dr. N. NIRMALA DEVI
Associate Professor
Department of Biochemistry
Sree Narayana Guru College, Coimbatore

09-May-2022
11 a.m.

<https://meet.google.com/znz-stbq-yqu>

Presided by
Dr. B. Subramani
Principal, IIC President

Convenor
Ms. S.Selvajeyanthi
Convenor, IIC



M 39 others



S


Trying to speak? Turn on your microphone.

M
41 others

Introduction

1. What is a startup?
2. How to start a startup?
3. How to fund a startup?
4. How to scale a startup?

Several participants joined the meeting



What Makes Startups a Failed one?

friendster

Failed

Menaka. N joined

Report:

The Institution's Innovation Council hosted a virtual session on "How to build a successful start-up???" in Google Meet on May 9th, 2022, at 11AM. The resource person DR.N. Nirmala Devi, Associate Professor, Department of Biochemistry, Sree Narayana Guru College, Coimbatore gave an overview of start-up and innovation and commercialization, consumer satisfaction, market strategy, also briefed about how to learn from failers, with real examples, different funding agencies and different digital marketing for advertisement of the product in most interactive way. Mrs. S. Selvajeyanthi , IIC Convener welcomed the gathering and introduced the guest of honor. Dr. B. Subramani, Principal and IIC President presided over the event. Ms. S. Abirami, student of II B.Sc., Microbiology proposed the Vote of Thanks. Totally 42 students and faculty members attended and benefited.



A stylized handwritten signature in green ink, consisting of a large initial 'S' followed by a cursive name.

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INSTITUTION'S INNOVATION COUNCIL

Webinar on

"How to plan for Start-up and legal & Ethical Steps"

Objective:

The event "How to Plan for a Start-up and Legal and Ethical Steps" encourages faculty members to learn more about the early stages of entrepreneurship. The main focus of the session should be on: Giving a general overview of initial startup readiness. To providing ideas for legal and ethical start-up steps, as well as relevant links and information.

Resource Person:

Ms. Sowmya S,
MSME Digital Marketing Trainer,
Founder and Managing Partner,
Nirguna,
Coimbatore

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INSTITUTION'S INNOVATION COUNCIL
Webinar on
"How to plan for Start-up
and legal & Ethical Steps"

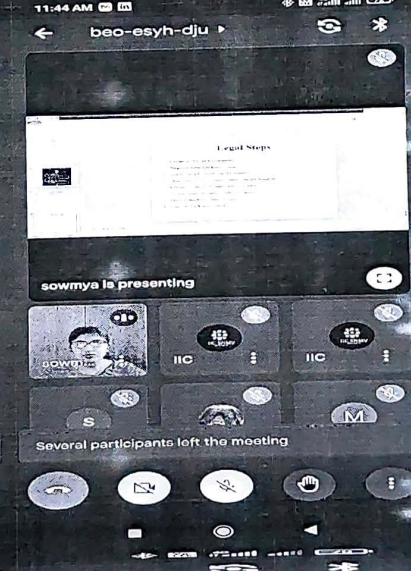
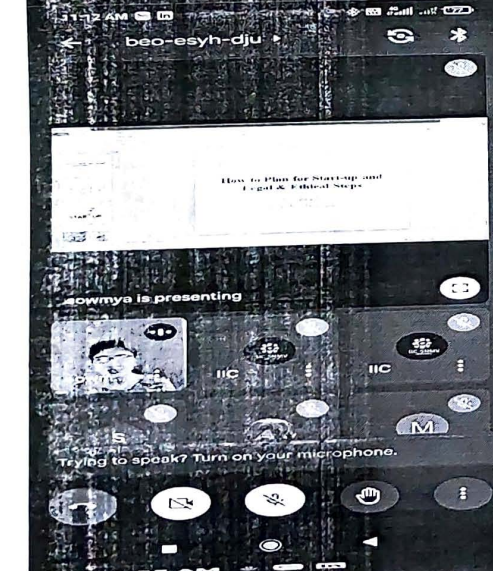
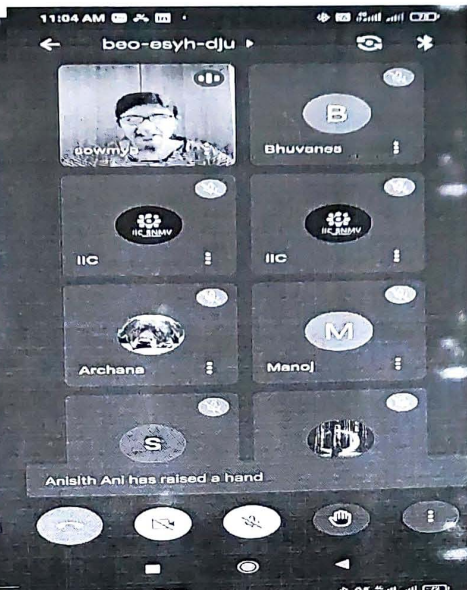
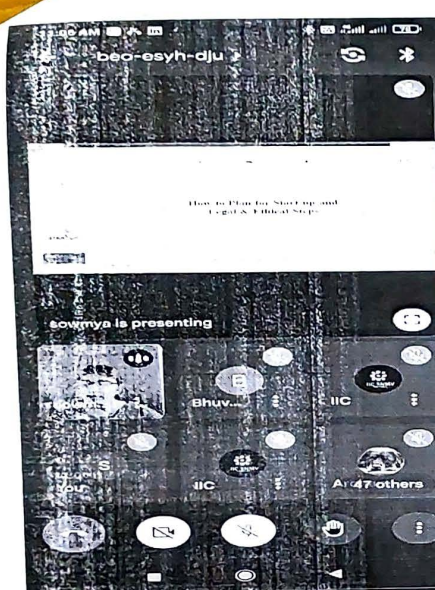
10-May-2022
11a.m.

Join Us
<https://meet.google.com/bao-ayyh-dju>

Ms. S. Sowmya
MSME Digital Marketing Trainer
Founder and Managing Partner
Nirguna

Presided by
Dr. B. Subramani
Principal, B. President

Convenor
Ms. S. Solvajeyanthi
Convenor, IC



Report:

The Institution's Innovation Council hosted a virtual session on "How to plan for Start-up and legal & Ethical Steps" in Google Meet on May 10th, 2022, at 11AM. The resource person Ms. Sowmya S, MSME Digital Marketing Trainer, Founder and Managing Partner, Nirguna, Coimbatore gave an overview of start-up, entrepreneurship and business. Also briefed about start-up plan, phase of start-up, legal and ethical steps to follow, funds opportunity to launch a profitable firm of successful start-ups. In the most possible interactive way. Mrs. S. Selvajeyanthi, IIC Convener welcomed the gathering and introduced the guest of honor. Dr. B. Subramani, Principal and IIC President presided over the event. Ms. Archana of II M.Sc., Microbiology proposed the Vote of Thanks. Totally 51 students and faculty members attended and benefited.



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Salem Journal of Education, Salem, Tamil Nadu, India. Website: www.snmv.ac.in



INSTITUTION'S INNOVATION COUNCIL Webinar on

"IPR and IP Management for Startups"

Objective:

The event is conducted to encourage the students and faculty to gain knowledge about the importance of IP rights for startup, which it needs to understand and protect for excelling in its business.

Resource Person:


Dr.S.Karthikeyan

Deputy Director

Career Development Centre

Vellore Institute of Technology


Vellore, TN, India




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Institution's Innovation Council

Webinar on

**IPR and IP Management
for Startups**



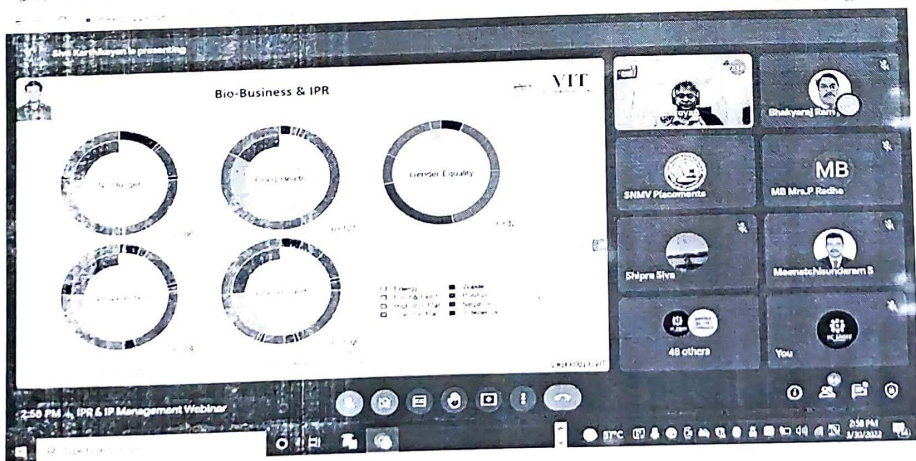
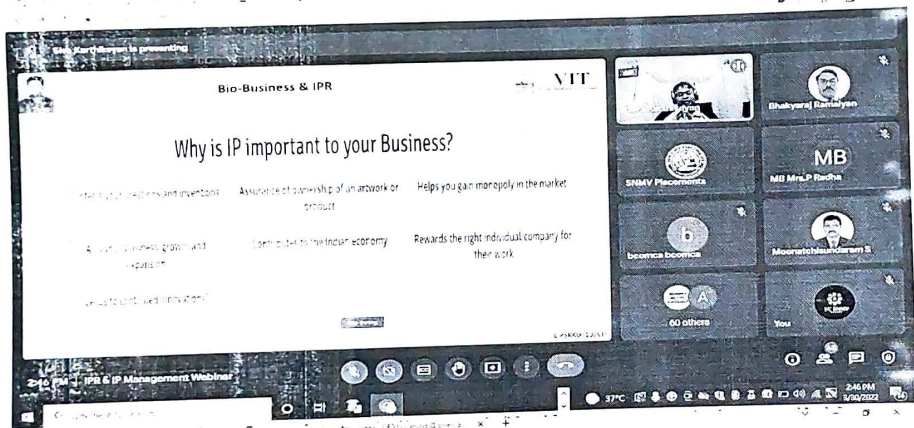
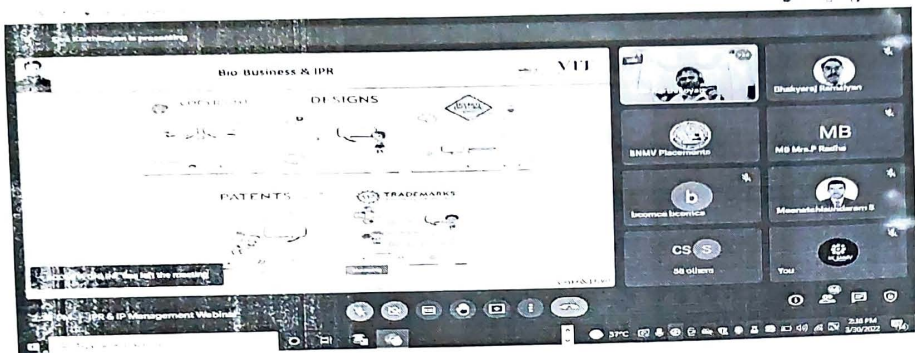
 **30th Mar 2022**
 **2.30 pm**



 **Join Us**
<https://meet.google.com/eds-huvn-vbx>

Presided by
Dr. B. Subramani
Executive Director

Convenor
Ms. S. Selvajeyanthi
Convenor



The Institution's Innovation Council hosted a virtual webinar on "IK and IP"

Management for startups" in Google Meet on March 30, 2022, at 2.30p.m. Dr S.Karthikeyan, Deputy Director, Career Development Centre, Vellore Institute of Technology ,Vellore, TN, India. The resource person discussed about the startup uses trade name, brand, logo, advertisements, inventions, designs, products, or a website, in which it possesses valuable IP Rights. Mrs. S. Selvajeyanthi , IIC Convener welcomed the gathering and introduced the guest of honor. Dr. B. Subramani, Principal and IIC President presided over the event. Mrs.P.Radha proposed the Vote of Thanks. A total of 75 students and faculty members attended and benefited.



A handwritten signature in green ink, appearing to be "Radha", written over the printed name "PRINCIPAL".

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REPORT ON ORIENTATION PROGRAMME ON RESEARCH PROPOSAL WRITING AND PUBLICATIONS

Centre for Research & Development and Institution's Innovation Council Jointly organized an Orientation Programme on **RESEARCH PROPOSAL WRITING AND PUBLICATIONS** on 19th January 2022 at APEX Seminar Hall, Shri Nehru Maha Vidyalaya College of Arts and Science, Coimbatore. Dr. A. Vijaya Chitra, Coordinator, Institution's Innovation Council & Associate Professor, Department of Microbiology welcomed the gathering. Dr. B. Subramani, Principal, SNMV CAS, felicitated the programme. Dr. P. R. Jeyaramraja, Associate Professor, Department of Biotechnology delivered a talk on **WRITING A SUCCESSFUL RESEARCH PROPOSAL** followed by Dr. S. Meenathesundaram, Coordinator - R & D, Associate Professor, Department of Microbiology, delivered a talk on **RESEARCH PUBLICATIONS & FUNDING AGENCIES**. Around 80 faculty members participated in the programme.




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