

PRECOL LIBRARY NEWSLETTER

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**Experts Session on Modern Mantras of Marketing : Elevate your strategy.
On May 2nd 2024.**

The poster is for an event at Presidency College (Autonomous), Bangalore. It features the Presidency Business School logo and a central image of Dr. Devi Premnath speaking at a podium. The text on the poster includes the event title 'Expert Session On MODERN MANTRAS OF MARKETING "Elevate Your Strategy"', the date '02nd May, 2024', and the time '11:20 AM - 12:20 PM'. A QR code is provided for registration. At the bottom, three speakers are listed: Dr. Suchithra R. (Principal), Dr. Chandan Chavadi (Professor & Dean), and Dr. K. Ravindran (Associate Professor). The website www.presidencycollege.ac.in is also mentioned.

On May 2, 2024, Presidency Business School, Bangalore, had the privilege of hosting Dr. Devi Premnath, a distinguished professor, for a guest lecture on "Modern Marketing Mantras." The event was organized for the first-year MBA students, who actively participated and engaged in the session.

The event commenced with a warm welcome and an introduction of Dr. Devi Premnath by the I MBA students. They highlighted Dr. Premnath's extensive experience and contributions to the field of marketing, setting the stage for an insightful session.

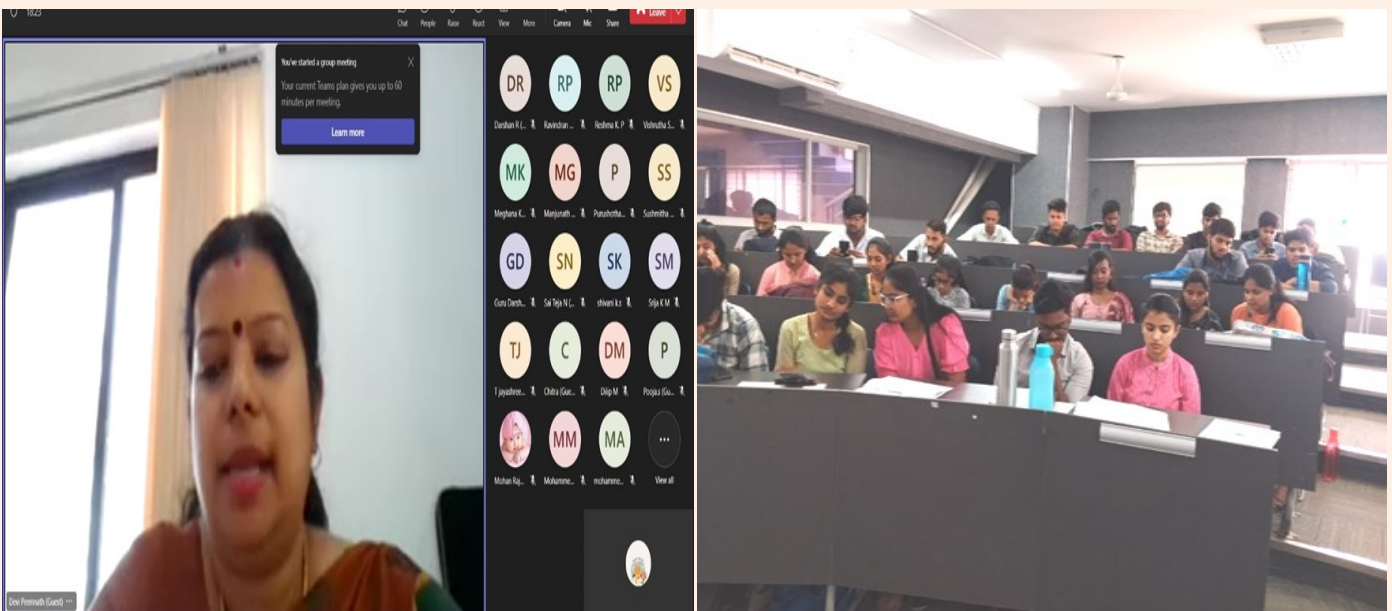
Following the introduction, Dr. Chandan A. Chavadi, Professor and Dean of Presidency Business School, delivered the felicitation address. In his speech, Dr. Chavadi expressed his admiration for Dr. Premnath's work and emphasized the importance of understanding modern marketing techniques in today's dynamic business environment.

Dr. Devi Premnath's lecture was both enlightening and engaging, focusing on the latest trends and strategies in marketing. She covered various contemporary topics, including digital marketing, consumer behaviour, and the impact of technology on marketing practices. Her ability to relate theoretical concepts to real-world applications captivated the audience and fostered a deep interest in the subject.

The event saw the participation of more than 150 MBA students, who were eager to learn and interact with Dr. Devi Premnath. Their enthusiasm was evident through the numerous questions and discussions that followed the lecture. This interaction not only provided clarity on several complex topics but also offered practical insights that the students could apply in their future careers.

Dr. K. Ravindran, the Associate Professor who organized the guest lecture, ensured that the event ran smoothly and was a valuable experience for all attendees. His efforts in coordinating the lecture were greatly appreciated by both the students and faculty members.

The guest lecture by Dr. Devi Premnath on "Modern Marketing Mantras" was a resounding success. It provided the students with a deeper understanding of modern marketing practices and inspired them to explore the field further.



Sports: Football and Cricket on (5th May, and 14th-17th May 2024)

At Presidency College, excellence extends beyond the classroom to the sports field. Our talented athletes have demonstrated remarkable skill, teamwork, and determination, bringing home prestigious victories in both football and cricket. Let's take a moment to celebrate their outstanding achievements.

Football:

Winners in the De Paul College Mysore National Level Inter-Collegiate Football Tournament, held from May 4th to 5th, 2024, at De Paul College, Mysore.

Best Player of the Tournament - Rivoldo JC MBA Final Year

Cricket:

Runners-up in the Seshadripuram Institute of Commerce & Management (KM Nanjappa Memorial) Inter-Collegiate Men's T20 Cricket Tournament, held from May 14th to 17th, 2024, at Railway Grounds, Bengaluru.

Best Player of the Tournament: M. Naveen, MCA First Year.



Power Lifting:

Siddanth S. Nambiar, B.Com 2nd Year, secured First Place in the BCU Inter-Collegiate Men's Competition on May 14th, 2024, held at Seshadripuram College, Bengaluru.

Presidency Care: A series of Employee Willing and Training Initiatives of Presidency College. On 11th May 2024.

PRESIDENCY COLLEGE (AUTONOMOUS)
AFFILIATED TO BENGALURU CITY UNIVERSITY. APPROVED BY AICTE, DELHI & RECOGNISED BY THE GOVT. OF KARNATAKA. RE-ACCREDITED BY NAAC WITH 'A+' GRADE.

PRESIDENCY CARES
 A series of Wellness & Training Initiatives at Presidency College for our "Brand Ambassadors"

Dr. Bhargavi Brahmakal
 MBBS, MRCOG (UK)

Health talk addressing:

- ✓ Wellbeing of a Woman
- Menstrual Concerns
- Pregnancy & Childbirth
- Menopause & Infertility
- ✓ Parenting in today's scenario
- Puberty
- Adolescent Sexuality
- ✓ UTI (Personal Hygiene & Bathroom Etiquettes)

Date : 11/May/2024
Time : 2:30 PM

IN ASSOCIATION WITH

SAGAR CHANDRAMMA HOSPITALS
Woman, Mother & New Born Care

Dr. Suchithra R Nair
 Principal & Professor

Ms. Firdose
 HR Associate
 Co-Convenor

Dr. Nidhi Shukla
 Presidency Business School
 Convenor

Designed By Manjushree & Shreyas R Presidency Business School

Under the visionary leadership of Mr. Suhael Ahmed, Vice Chairman, Presidency College, and the expert guidance of Dr. Suchithra R Nair, Principal, Presidency College, a “Health – Talk” for Teaching & Non-Teaching staff at Presidency College, a significant initiative under "PRESIDENCY CARES" has been successfully conducted. This initiative aims to provide comprehensive wellness and training programs for our invaluable teaching and non-teaching staff. By prioritizing the growth and welfare of our support staff, "Presidency Cares" reaffirmed the commitment to inclusivity and community support. This program fostered an environment where every employee felt valued and empowered.

The event conducted on 11th May 2024, also, marked the formal inauguration of "PRESIDENCY CARES" : A series of Employee Wellness & Training Initiatives at Presidency College.

The trainers, facilitators and Heads of department were acknowledged with a token of appreciation for the support they had extended in the earlier events which had been commenced under the series of ‘Presidency Cares’ in the month of March and April respectively.

The guest speaker for the day Dr Bhargavi Bhramakal Sagar Chandramma Hospitals, Mr Paniel J – Manager- Fertility Services- Sagar Chandramma and Mr Shamsuddin – Manager Public Relations – Sagar Chandramma Hospitals were welcomed by Prof. Gowher Amrin Naaz Academic Coordinator, Presidency College with a token of appreciation.



This was followed by the Health Talk- ‘Wellbeing of a Woman’, from 2:30 to 4:00 p.m., followed by refreshments and tea. It marked a significant milestone in the journey towards holistic wellbeing for the staff members of the organization. The Health talk was led by Dr. Bhargavi Brahmakal, an experienced OB-GYN with 10+ years of experience, associated with Sagar Chandramma Hospitals, Bangalore.

The session promised to unravel crucial insights into health and well-being. The atmosphere buzzed with anticipation as the Doctor embarked on the enlightening discourse. From the detrimental effects of sedentary lifestyles to the importance of regular health screenings.

Dr. Bhargavi delivered a comprehensive health talk at Presidency College, addressing various crucial aspects of women's health. The talk covered topics such as menstrual concerns, pregnancy, childbirth, menopause, infertility, parenting in today's scenario, puberty, adolescent sexuality, and urinary tract infections (UTIs). Dr. Bhargavi emphasized the importance of understanding menstrual hygiene, managing menstrual pain, and recognizing abnormal symptoms to ensure women's well-being during menstruation. She highlighted the transformative journey of pregnancy and childbirth, stressing the significance of proper prenatal care and postpartum support. Furthermore, the doctor discussed the physical and emotional changes associated with menopause and infertility, urging attendees to seek timely medical intervention and emotional support. She also addressed the challenges of parenting in today's fast-paced world, emphasizing communication and support systems. Additionally, the talk covered puberty education, adolescent sexuality, and preventive measures for UTIs, promoting awareness and proactive healthcare practices among the attendees. Overall, Dr. Bhargavi's health talk provided valuable insights and practical guidance to empower women in managing their health and well-being effectively.

Dr. Bhargavi illuminated the audience with actionable knowledge aimed at fostering a proactive approach towards personal health. The event not only fostered a culture of health consciousness within the organization but also served as a testament to the commitment towards nurturing the holistic wellbeing of all staff members.



Outcome of the training:

The health talk by Dr. Bhargavi at Presidency College significantly contributed to promoting women's wellbeing. Attendees gained valuable insights into menstrual health, pregnancy, childbirth, menopause, infertility, parenting, puberty, adolescent sexuality, and urinary tract infections (UTIs). Understanding menstrual hygiene and pregnancy care empowered women to manage their health effectively during menstruation and pregnancy, leading to healthier outcomes. Insights into menopause and infertility helped attendees navigate these transitions with resilience and seek appropriate medical support.

The discussion on parenting in today's context provided practical guidance for creating supportive environments and fostering open communication, contributing to family wellness. Additionally, awareness of puberty and adolescent sexuality promoted informed decision-making and healthy behaviours among adolescents. Preventive measures for UTIs emphasized the importance of personal hygiene and bathroom etiquette for urinary health. Overall, the health talk enhanced attendees' understanding of women's health issues and equipped them with knowledge and strategies to prioritize their wellbeing across different life stages.

Significantly, participants felt deeply nurtured and appreciated during the event. Presidency College maintains its commitment to fostering a culture of compassion, understanding, and ongoing growth for the comprehensive advancement of all the employees.

Following the Health talk Prof. Gowher Amrin Naaz Academic Coordinator, Presidency College presented a token of appreciation for their efforts and support to:



Dr. Nidhi Shukla



Ms. Firdose



Prof. Shazia Sait



Prof. Subhramanyam



Prof. Soujanya



Mr. Kunhi Raman



DELNET

We feel honoured and privileged to inform you that DELNET has been awarded the prestigious "IIPA Award for Excellence in Public Services", announced by the Indian Institute of Public Affairs (IIPA), New Delhi.



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SERVICES

Access the Major Digital Library Resources in South Asia

[New Discovery Portal](#)

Home / Services / Resource discovery through DELNET Databases

Resource discovery through DELNET Databases

Inter library Loan and Document Delivery Services

Reference Services

Professional Training

Software Support

Union Catalogue of Books

DELNET maintains an online union catalogue of books available in its member-libraries. This union catalogue is continuously updated and is growing in size. The information can be retrieved by author, title, subject, conference, series, etc. It has 4,04,78,011 bibliographic records. The request for inter-library loan can be placed through the online system.

Union List of Current Periodicals

DELNET has created union lists of current periodicals in science and technology, social sciences and humanities. This database is available online to DELNET users. It now lists 1,12,590 periodicals and is regularly updated and new titles are added annually. It is a major resource for Document Delivery Services.

Union Catalogue of Periodicals

DELNET maintains a union catalogue of periodicals, which contains full holdings data of the libraries. At present, the database contains 62,778 records.

Database of Periodical Articles

The database has details of articles which can be searched under the title, author, compiler, name of the periodical and subject. The database is being extensively utilised by the researchers and scholars. At present the database contains 11,34,959 records.

Union List of Video Recordings

This is a database of video cassettes available in DELNET member-libraries and has about 6,000 listings.

Union List of Sound Recordings

This union list consists of audio cassette records available in member-libraries. This database has 1,025 records.

Database of Theses and Dissertations

A database of Theses and Dissertations submitted to Indian Universities has been started, which covers various subjects. The database has 1,48,995 records.

Union List of Newspapers

The database has 70 records and contains information about the newspapers including title, name of the editor, published from, E-mail address and also the Web address of the INTERNET edition if available on the WWW.

Database of E-books

It has nearly 1613 records.

Profile of Member-Libraries

A directory of member-libraries is available and contains information about the member-libraries.

Presidency College has subscribed to DELNET (Developing Library Network), giving you access to a vast array of resources and services designed to support your academic and research needs. Here's how you can take full advantage of this valuable resource.

What is DELNET?

DELNET is a major resource-sharing network that connects libraries across India and beyond, offering a wide range of materials, including books, periodicals, theses, dissertations, and more. It is designed to enhance access to information and promote resource sharing among member libraries.

Available Resources through DELNET:

1. Union Catalogue of Books: Search and locate books available in libraries across the network.
2. Union List of Current Periodicals: Find out which periodicals are available in member libraries.

4. Union Catalogue of Theses and Dissertations: Access a comprehensive list of academic theses and dissertations.
5. Online Databases: Explore a variety of databases covering different subjects.
6. E-books and E-journals: Get access to a wide range of electronic books and journals.
7. Inter-Library Loan (ILL) and Document Delivery Services (DDS): Borrow books and obtain copies of articles and documents from other libraries.
7. Specialized Databases: Access subject-specific databases for detailed research.

How to Use DELNET:

1. Accessing the Portal:

- o Visit to Google Chrome and enter DELNET .
- o Click on the DELNET link <https://discovery.delnet.in/> to access the DELNET portal.
- o **Use our college credentials to log in.**

Login : knpcb

Password : pcb10606

2. Searching for Resources:

- o Use the search function on the DELNET portal to find books, periodicals, theses, and more.
- o You can refine your search by selecting specific categories or databases.

3. Inter-Library Loan and Document Delivery:

- o If you need a book or document that is not available in our library, you can request it through the Inter-Library Loan service.
- o Contact the library staff for assistance with your inter library loan requests.

4. Online Databases and E-resources:

- o Access a wide range of online databases and e-resources directly from the DELNET portal.
- o Browse and read e-books and e-journals relevant to your field of study.

o Reference and Query Services:

- o If you need help with your research or have any queries, you can submit them through the DELNET portal.

The DELNET team is available to assist you with finding the information you need.

Benefits of Using DELNET:

- **Enhanced Research Capabilities:** Access a broader range of materials and resources to support your academic work.
- **Cost-Effective:** Benefit from shared resources, reducing the need for our library to purchase duplicate materials.

Networking Opportunities: Engage with a wider academic community and collaborate with peers across institutions.

Click on the DELNET link <https://discovery.delnet.in/> to explore the wealth of resources available to you.

If you have any questions or need further assistance, please do not hesitate to contact our library staff.

National Digital Library Of India and NDLI Club

National Digital Library of India

Developed by INDIAN INSTITUTE OF TECHNOLOGY KHARAGPUR

75 Azadi Ka Amrit Mahotsav

Digital India Power To Empower

Sponsored by शिक्षा मंत्रालय MINISTRY OF EDUCATION

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One Library All of India

A Single-Source Knowledge Repository

English Enter your search key... Search

SCHOOL EDUCATION

- Subjects
- Educational Levels
- Resource Types
- Content Providers

HIGHER EDUCATION

- Subjects
- Resource Types
- Content Providers
- Educational Levels

RESEARCH

- Subjects
- Content Providers
- Resource Types
- Journals

CAREER DEVELOPMENT

- Examinations
- Resource Types

CULTURAL ARCHIVES

- Content Providers
- Resource Types

NEWSPAPER ARCHIVES

- Content Providers
- Newspapers

[Explore More Contents](#)

National Mission on Education through Information and Communication Technology (NMEICT)

To make learning resources available through a single-window to the learners, National Mission on Education through Information and Communication Technology (NMEICT) has sponsored the National Digital Library of India (NDLI) project and arranged funding through Ministry of Education, Govt. of India.

Learn more about other Initiatives by Dept. of Higher Education, Ministry of Education, Govt. of India

About

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- Sponsor
- Privacy Policy
- Terms and Conditions

Guidelines

- Copyright Guide for Indian Libraries
- Institutional Registration
- Sitemap
- Branding
- Code of Conduct

Our Services

- NDLI Club
- Digital Preservation Centre (DPC)
- IDR Hosting Service
- DEEPAK
- CHAVI

Contact Us

- Contact

We are delighted to announce that Presidency College has subscribed to the National Digital Library of India (NDLI) and has become a member of the NDLI Club. These subscriptions provide you with access to an extensive collection of academic resources and opportunities for academic and extracurricular engagement. Here's how you can take full advantage of these valuable resources:

What is NDLI?

The National Digital Library of India (NDLI) is an extensive digital repository of a wide range of educational materials from various institutions in India. It aims to facilitate a single-window access to e-resources and cater to the needs of learners at all levels.

Available Resources through NDLI:

1. Extensive Digital Library: Access a vast collection of books, articles, theses, audio-books, and videos across multiple subjects.
 2. Subject-Specific Collections: Find resources tailored to specific fields of study and research areas.
- Educational Materials: Access study materials, solved question papers, and more to aid your academic preparation

What is the NDLI Club?

The NDLI Club is an initiative to create a virtual community of learners where members can participate in events, workshops, and discussions, enhancing their learning experience and engagement with academic content.

Activities and Benefits of the NDLI Club:

1. Interactive Events: Participate in webinars, workshops, and discussion forums hosted by experts in various fields.
2. Collaborative Projects: Engage in collaborative learning projects and group activities with fellow club members.
3. Competitions and Challenges: Take part in academic competitions and challenges to test your knowledge and skills.
4. Skill Development: Attend skill development sessions to enhance your academic and professional capabilities.

How to Use NDLI and Join the NDLI Club:

1. Accessing NDLI:

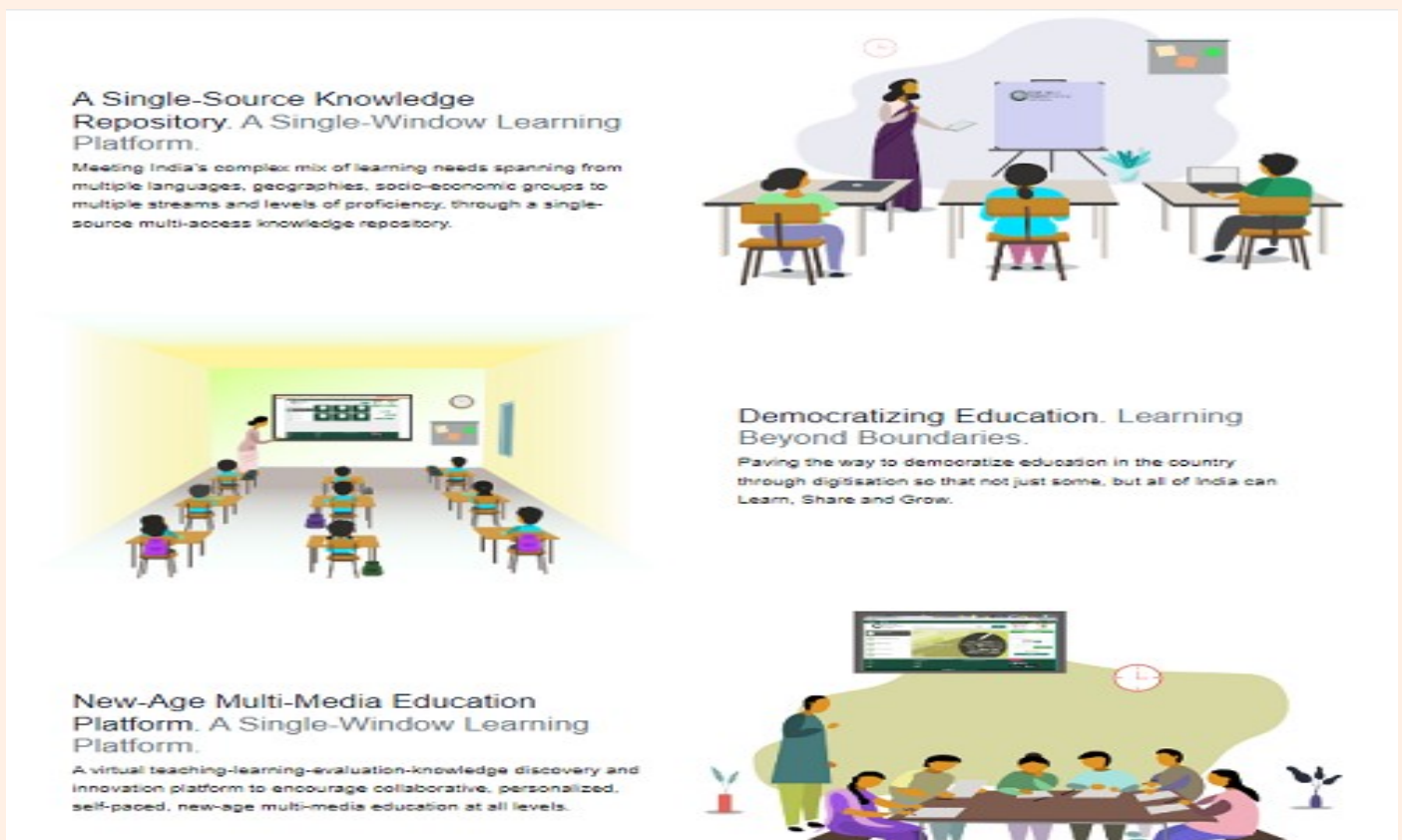
- Visit the [NDLI website](#).
- Sign up using your email address to access the resources. (Contact Librarian)
- Browse through the extensive catalogue of digital resources and start exploring.

2. Joining the NDLI Club:

- Visit the [NDLI Club portal](#).
- Register using Presidency College credentials. (Contact Librarian)
- Join our college's NDLI Club to participate in exclusive events and activities.
- Stay updated on upcoming events, webinars, and workshops through the club portal.

Benefits of Using NDLI and NDLI Club:

- **Enhanced Learning Resources:** Gain access to a wide range of academic materials to support your studies and research.
- **Community Engagement:** Connect with peers, faculty, and experts through the NDLI Club and enhance your learning experience.
- **Skill Development:** Participate in activities and workshops designed to improve your academic and professional skills.



Visit the [NDLI website](#) and the [NDLI Club portal](#) to explore the wealth of resources and opportunities available to you. If you have any questions or need further assistance, please do not hesitate to contact our library staff.

MAGAZINE ALERT

INDIA FORBES

Charging Up:

In 1989, the company was founded as the outsource engineering and IT unit of Tata Motors. In 1994, the division was hived off as a subsidiary and named core software system. It continued to serve Tata Technologies. Around the same time, Ratan Tata the then chairman of Tata Sons, approached harris, the then CEO of UK based INCAT International, with the idea to acquire INCAT.

PayZone:

In recent months, fintechs-from Paytm and BharatPe to Zestmoney-grabbed the headlines for the wrong reasons. It does not take away the fact that the financial services ecosystem, from bank to the regulator, cannot overlook the fact that fintechs will only play a larger role in servicing customers, as they borrow and buy more online.

The World Through His Eyes:

Srikanth Bolla, founder and CEO of Bolland industries, wrote his own destiny after his parents were advised to get rid of him because he was visually impaired. Now, his biopic, starring Rajkummar Rao, is being released.

FRONTLINE

Machine's Whim Versus People's Will:

The EVM's vulnerabilities continue to challenge election integrity, but the reigning obsession with technology has overwhelmed even the supreme court. India urgent needs an alternative.

The Silent Majority Of Baramati:

A large segment of the voters in Baramati do not speak out openly for or against any one Pawar faction but what this majority finally chooses the emotional appeal of the Sharad Pawar camp or the pragmatic one of the Ajit Pawar group will be decisive.

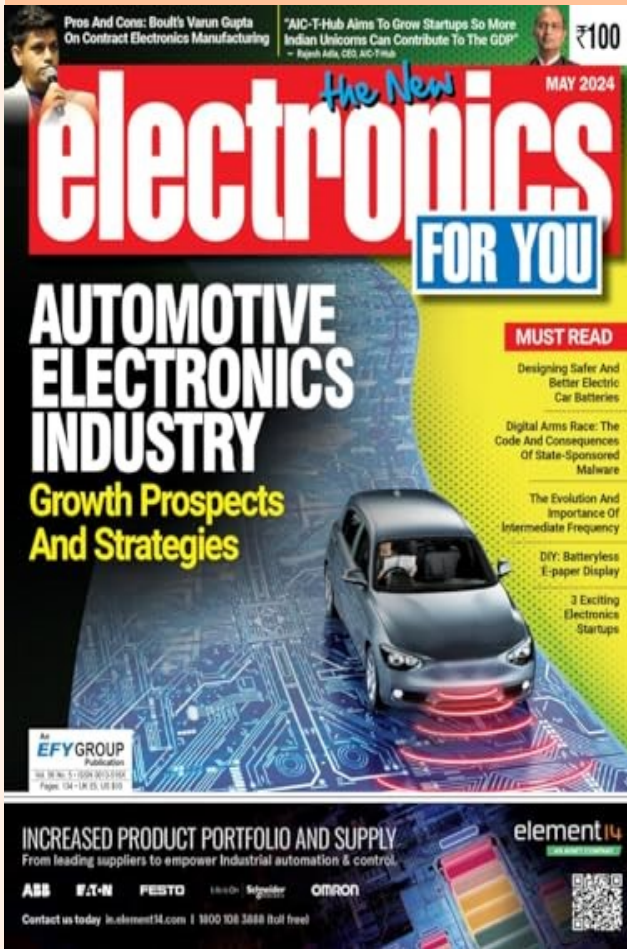
Tough Fight For Delhi's Seven:

The BLP swept all seven of Delhi's Lok Sabha seats in 2014 and 2019, but this time it is locked in a battle with the AAP-Congress combine amid a deep political churning.

The Election is an Opportunity to End Silence in Kashmir:

Following the abrogation of article 370 on August 5, 2019, Waheed-ur-Rehman Parra of the Peoples Democratic Party was jailed unlawful activities act (UAPA). Speaking to frontline on a variety of issues, Parra, who is contesting from the Srinagar constituency, shared his vision for an empowered Kashmir

ELECTRONICS FOR YOU

[ChatGPT Terminal: that talks using Google TTS:](#)

This project takes the ChatGPT terminal introduced in November 2023 issue to the next level where it now speaks like a VoiceGPT. In this new design, the function of speaking out the question and answer has been added by introducing an 12S sound module like the MAX98357A and a-ohm loudspeaker. The out put power is impressive and distortion free it must be heard to be believed.

[Light Cum Room Freshener : modules with two Options:](#)

This light cum room freshener module offers two choice. The room freshener spray and a small LED light get active for three to five second. In the second choice, where a switch is employed, the spray spot (after three to five seconds), but the LED continues to glow. The second choice can double up as a night bedside lamp cum room freshener with your favourite choice of scent.

[Batteryless E-paper Display:](#)

As technology advanced, various energy harvesting methods have emerged, leading to a new era of batteryless sensors. The batteryless E-paper displayed proposed here is one such design.

CHRONICLE

VOL. XXXV No. 10 ■ May 2024 ■ Rs. 135/-

Civil Services
CHRONICLE
THE NO. 1 MAGAZINE FOR IAS ASPIRANTS SINCE 1990

UPSC & State PSCs Prelims 2024

200 Important
Current Affairs Topics
with General Studies Input
and Model MCQs

ARTICLES

- India-Bhutan Relations
- India's Patent Regime
- Sustainable Land Management
- Parliamentary Privileges and Bribery: SC Pronouncement
- High-Level Committee Report on One Nation, One Election
- Plastic Waste Management: New Rules

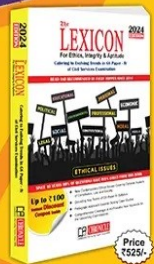
Haryana Public Service Commission
Prelims 2023 SolvedLogistics & Chemicals Sectors
India Update Fact Sheet

Monthly Current Affairs MCQs

Govt. Magazines Exam Pointers March 2024
Yojana, Kurukshetra & Science Reporter

Info Bytes: Current Affairs Onliners

Parliament Q & A based UPSC Notes

[High-level Committee Report on One Nation, One Election:](#)

On 14th March, 2024, the high level committee on One Nation, One Election constituted under the Chairmanship of Shri Ram Nath Kovind, submitted its Report to the President of India.

The committee was as constituted in September 2023 to examine the issue of holding simultaneous elections for the Lok Sabha, State Legislative Assemblies and local bodies of all States.

[Plastic Waste Management New Rules:](#)

Under the new rules, plastic manufacture must ensure that their products not only claim to biodegrade but also leave no harmful micro plastics behind. This move marks a significant step towards addressing the environment hazards posed by plastic waste.

[Hyderabad's Lac Bangles Awarded GI Tag:](#)

The lac bangles of Hyderabad known for their unique craftsmanship and historical significance have received geographical Indication (GI) tag.

- After Haleem (a meat product), Lac Bangles is the 2nd Product to received GI tag from Hyderabad.
- It is the 17th product from Telangana to receive the recognition.

DIGIT



Google’s Ai-Powered “Speaking practice” feature will enhance your English Skills:

Do you ever wish you could practice speaking English more easily? Google is on the verge of making that wish come true with its upcoming feature-Speaking practice Powered by AI, this tool promises to revolutionize the way you improve your English skills.
<https://bit.ly/3y7LYGb>

AI-powered laptops in academics-The benefits of the technology and possible applications:

Let’s get started by having a look at the ways in which AI-powered laptops in academics are beneficial for Students-

- ◆ Personalized learning for students
- ◆ Academic Research assistance
- ◆ Optimized execution of hardware intensive tasks
- ◆ Easy and quick assessments and solutions to problems.
- ◆ The monumental increase in the popularity of tools like ChatGPT, Google Gemini and Microsoft Copilot in academic circles in testament enough to the fact that they are capable of producing results that help both students and professors get their tasks done with ease.

OPEN SOURCE FOR YOU



Python: The Ultimate Toolset in Today’s Tech Landscape

Python’s versatility is a hallmark of modern software development, enabling programmers to tackle diverse challenges, we explore Python’s adaptability, highlighting how its simplicity and expansive ecosystem make it indispensable for developers. Python’s open source solutions range from web development frameworks like Django and Flask to data science libraries such as NumPy and Pandas.

The Basics of Python:

The Python programming language is a favorite among beginners and seasoned professionals alike, Lets try to understand the reasons behind its explosive growth in popularity, as well as the significance of APIs and their role in the Python ecosystem.

Python is more than just a programming language; it is a gateway to a vast ecosystem of tools and technologies. One such integral component is the application programming interface(API), which facilitates communication between software systems, enabling seamless integration and data exchange.

Editorial Board

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Your opinion matters to us, and we want to make sure that our newsletter meets your expectations. Whether you have positive feedback or constructive criticism, we welcome all your thoughts. Your insights can help us enhance the content, design, and overall experience. Feel free to mail at librarian@presidency.edu.in

Reported and Compiled by
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Kempapura, Bengaluru 560024.

