"An education without real-world experience is incomplete."

From the Director's Desk!

Dear **aakam Family**,

Our journey began with a vision to revolutionize education by cultivating an innovative culture within the student community. Our one-of-a-kind initiative strives to connect Industry, Institution, Incubation and Internship, forging essential partnerships that empower our students with the knowledge and skills they need to flourish in their chosen careers.

At the heart of aakam360 is a thriving forum where ideas, knowledge, and skills are nurtured and shared among students and industry experts. This collaboration results in an innovative ecosystem and competency centers, fostering growth and development in every aspect of their journey. Additionally, early connections with the industry enable us to address the challenges faced by companies in recruiting employable graduates.

Our commitment extends beyond education; we aspire to empower budding entrepreneurs by offering them the necessary infrastructure and student facilities to incubate their product ideas, nurturing the future change-makers and trailblazers.

I invite all institutions and industries to join hands with us in this transformative venture, as together, we prosper in education and innovation. Here's a future filled with endless possibilities!

Let's innovate and inspire

Thirumoorthy Arumugam
Founder & Director
aakam360

01 aakam360
launch event   11th May 2023
Sri Shanmugha Convention Centre

aakam360 launch event was an inspiring confluence of visionaries and bright minds. Keynote speakers, experts from diverse domains, delivered essential insights and success stories that captivated the audience. The riveting panel debate kept students and speakers on the edge of their seats, sparking a lively exchange of knowledge and ideas. aakam360 is also excited to announce that multiple MOUs were signed with startups and industries, unlocking a world of opportunities for aakam360's students through skill-enhancing internships.

Udaya Sankar, SSC NASSCOM, and Shanmugham, Chairman Sri Shanmugha Institutions, launching aakam360

─── Keynote Speakers ───

Udaya Sankar
Deputy Director,
SSC NASSCOM, Chennai.

Venkatesh Narayanaswamy
Founder, Innovative HR & Training Services, Chennai.

Pagutharivu Muthusamy
CEO and Co-Founder, Surface Insight Technologies, Chennai.

Sivakumar Kuppuraj
Quality Assurance Engineer Specialist, The Great American Financial Group, Cincinnati, Ohio, USA.

Ignatius Raphael
Co-Founder and Director, Deep Sleep Academy, Chennai.

Thamarai Pandian
Head of the Representative, Office of DIA Pharma Ltd, Chennai.

Arun Prasad
Senior Consultant, Hexaware Technologies, Coimbatore.

Chidambaram Velusamy
Founder & Director, Ettiksoft Technologies Pvt Ltd, Chennai.

Subash M
Managing Director, Aero Knotz Drone Academy, Chennai.

Dr. Dhatchana Moorthy
Director & Head, EinNext Bioscience, Chennai.

02 Arivom Digital
Sri Shanmugha Convention Centre

புதிய தலைமுறை

"Arivom Digital " an event by aakam360 and Puthiya Thalaimurai involving speakers addressing the students on digital learning has inculcated new ideas among the students to explore the different opportunities in a digital environment that guide our everyday activities.

Guest Speakers

Karthikeyan, Political Editor, Puthiya Thalaimurai.

Selvakumar Senior Manager, The Federal.

Parisal Krishna, Digital Editor, Puthiya Thalaimurai.

Watch Arivom Digital by scanning the QR

03 DreamDaa launch
"The smartest way to learn English"
Sri Shanmugha Convention Centre

Excitement soars as aakam360 launches its maiden initiative, DreamDaa, now open to 1000+ students at Sri Shanmugha Educational Institutions. This revolutionary AI-powered app transforms learning into a fun and interactive journey. With software-based solutions, students embark on personalized learning experiences, akin to being guided by teacher using software-based solutions.

"Big dreams can only be achieved by joining forces with like-minded visionaries."
Kaviya Raj Kamaraj CEO, DreamDaa

"We believe in the power of equal opportunities and hope to train at least 1,00,000 students in two years."
Suresh Sambandam CEO, Kissflow

"Practicing English using DreamDaa app in specially designed labs removes the stigma and fear in our social setup."
Sivakumar Sadayappan CEO, BillingParadise

Suresh Sambandam, CEO of Kissflow, and Shanmugam, Chairman Sri Shanmugha Institutions, launching DreamDaa

04 Faculty Interaction Programme
Sri Shanmugha A-Block Seminar Hall

An enriching event led by **Shri. Ananth Vaidyanathan** focused on fostering effective communication between Generation Z and millennials. Faculty members encountered valuable insightsabout independently crafting definitions, emphasizing language's profound influence on thought processing and communication. Empowering our educators with such knowledge paves the way for better interactions with today's youngsters.

Ananth Vaidyanathan addressing the faculties of Sri Shanmugha Educational Institutions

> " A LEARNING REVOLUTION COINCIDES WITH EVERY INDUSTRIAL REVOLUTION."

05 Evolve
Sri Shanmugha Convention Centre

Dr. V. Thiruppugazh, IAS, during his presidential address to the students at Evolve 2023

Evolve '23 was an important event organized by aakam360 in which the most emerging and popular series of industrial workshops and hands-on training in various technical domains were brought to educational institutions.

Evolve '23 Workshops

aakam360 has signed an MOU with **Aero Knotz Drones India Pvt. Ltd**, in providing internships and hands-on training on drone technology to its students.

The embedded system workshop conducted by **Embuzz Technologies Pvt. Ltd** introduced the students to various aspects of embedded programming.

iViewSense conducted the workshop and over 100 students actively participated in a Full-Stack Development & Data Analytics program and were selected for internships.

Dr. V. Thiruppugazh, IAS Rtd.

aakam360 thanks **Dr. V. Thiruppugazh** for joining as the chief guest for the Evolve '23 event. His kind and insightful conversations on people management, the importance of skill and values to uphold every day, and his insights on "How to be determined and successful in life" have greatly inspired a new pathway for the student community. The need to balance life and work pressure to enhance the skill set to be ever flourishing in every aspect.

06 Apollo Simulation Centre
Chennai, Tamil Nadu

asc Apollo Simulation Centre

Apollo Simulation Centre (ASC) is revolutionizing medical training, offering students a risk-free environment to master emergency situations and surgical procedures, all while ensuring patient safety through cutting-edge technologies. Together, we will provide exceptional simulation training and hospital orientation to paramedical and biomedical students, enabling them to flourish in their healthcare careers. Our heartfelt gratitude to **Dr. Muralidharan and Dr. Thilaka Muthiah** for their significant contributions, driving positive social impact in the healthcare realm.

Thirumoorthy, CEO aakam360 meets Dr. Muralidharan and Dr. Thilaka Muthiah at Apollo Simulation Centre

07 aakam360 for the Society
Sri Shanmugha College of Nursing for Women

aakam360 and Erode Blood Camp organized a very successful blood donation camp at Sri Shanmugha Educational Institutions where over **100** students participated and **56** students donated one unit of blood each. aakam360 and Maxivision Super Speciality Eye Hospitals also organized an eye checkup camp where optometrists examined the eyes of over **200** participants for defects or abnormalities.

aakam360 also wants to thank Dr. Mohan's Diabetes Specialities Centre for conducting a routine diabetes checkup for the **100+** participants.

08 Power Seminars
Sri Shanmugha A-Block Seminar Hall

Women in Technology Seminar
Suganya Damodaran, a Senior Analyst at eBay, gave an inspiring speech on women's empowerment, human values, and her experience to the 180+ students in attendance to the seminar.

Towards Corporate World Workshop
Raman Venkataraman, a business development manager from TCS, conducted a one-day workshop to discuss various opportunities for pharmacy students in technology.

International Pharmacy Seminar
Dr. Noohu Abdulla Khan, M.Pharm., Ph.D. at King Khalid University shared his views on pharmacovigilance and risk management at his International Pharmacy Seminar.
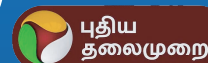
Women Hygiene Workshop
Dr. V. Sutha Jothi educated female students on menstruation by talking about how to handle the many issues they will face and gave an overview of common cancers and how they can be avoided.

09
aakam360 is a proud sponsor for **"Veetuku Oru Vignani 2023"** organized by Puthiyathalaimurai to explore budding scientists throughout Tamil Nadu.

aakam360
innovate and inspire

aakam360 launch!

Editorial Team

ETERIO Pixels with motive

Shamilsha
Team Eterio
Sri Shanmugha Educational Institutions, Salem, Tamil Nadu

Kavin. kls
Management Trainee
aakam360

Rishigaanesh Balajirajah
Intern at aakam360
John P. Stevens High School, Edison, New Jersey

Monica Sahana
Content Creator & Digital Marketer
Chennai, Tamilnadu

aakam360