



Editor's Desk

ACTIVE AND PASSIONATE INTEREST AND INTENDED RESULTS

Human beings, by their origin and intent, wish for success. They are blessed with a creative competitive spirit from the very moment of their conception. Psychologists, medical practitioners, physiologists etc propose that if human beings lose this spirit of success it becomes 'contra naturam humanam'. We, human beings, starting from the first moment of our conception are directed to success. One of the main factors that would lead us to success is the interest that is dedicated in its process. This passion and interest is clearly explained by one of the greatest writers of the English world T. S. Eliot, "It is obvious that we can no more explain a passion to a person who has never experienced it than we can explain light to the blind." Interest and passion are the core factors in the attempt for success.

When interest and passion are combined with hard work, there comes wonderful result. This is what the story of Steve Jobs teaches us. Steven Paul Jobs, American business magnate, inventor, and investor, was born on 24th February 1955, was the co-founder, chairman and CEO of Apple, and the founder, chairman, and CEO of NeXT. In 1985, Jobs was forced out of Apple, but later in 1997, Jobs returned to Apple as CEO after the company's acquisition of NeXT. He was largely responsible for reviving Apple, which was on the verge of bankruptcy. He worked closely with English designer Jony Ive to develop a line of products that had larger cultural

ramifications, beginning with the "Think different", advertising campaign and leading to the Apple Store, App Store (iOS), iMac, iPad, iPod, iPhone, iTunes and iTunes Store. He died of respiratory arrest related to the tumor in 2011, at the age of 56. In 2022, he was posthumously awarded the Presidential Medal of Freedom.

Steve Jobs tells "You have to be burning with an idea, or a problem, or a wrong that you want to right. If you're not passionate enough from the start, you will never stick it out". We notice several factors of success in this quote of Steve Jobs and it is closely connected with life and contributions. The first factor that he stresses is 'a burning idea'. It can be either a problem or something that must be made right. The second factor he stresses is the passion from the very beginning. If there is a burning passion from the very beginning of an idea, the goal will be achieved.

Whether we are on vacation or not, let us keep burning ideas within us always, and let us maintain a strong passion from the beginning till the end of the attainment and let us be successful persons and not the mark of failures. The Parable of the Talents of the Holy Bible explains the same factor of interest and commitment, "And he who had received the five talents came forward, bringing five talents more, saying, 'Master, you delivered to me five talents; here I have made five talents more.' His master said to him, 'Well done, good and faithful servant. You have been faithful over a little; I will set you over much. Enter into the joy of your master.'" (Mt. 25, 20-21).

Rev. Dr. Joseph Olikkalkoonal
Chief Editor, YuvaVox
Vice Principal, Yuvakshetra IMS.

Message

HYBRID MODEL FOR FINE-GRAINED SENTIMENT CLASSIFICATION IN DEEP LEARNING ENVIRONMENT

The information available on the internet has been spiralling exponentially. As the result, the activities on social media have grown manifold. Studies reveal that around 5 million videos are viewed on YouTube daily. Approximately four lakh Tweets are posted on Twitter in just 60 seconds, and over 3 lakh statuses are updated on Facebook.

Human sentiments and opinions are significant parts of these activities. Today, corporates want to know about customers' sentiments for invaluable information.

People have freedom on social media to express their sentiments about a product, brand, company, or other subjects. Social media text is a rich source of information regarding one's personality and his/her socio-cultural contexts. The sentiment analysis from social media text has benefited consumers and organisations. Consumers can access user reviews without consulting their family and friends while planning to purchase any product. Likewise, organisations need not conduct physical research or field surveys to collect customer opinion polls. However, evaluating a vast volume of social media text from diverse sites needs time and resources. Each site has a specific group of users. Thus, the evaluation and classification of sentiments from text require an automated system.

In order to use the sentiment analysis tools, it can be combined with deep learning models. Deep learning is a branch of Machine Learning (ML) stimulated by Artificial Neural Networks (ANN). It uses Artificial Intelligence (AI) to process data as the human brain does. It provides the learning of data in a supervised and unsupervised way with the support of a hierarchy of layers. Deep learning uses algorithms in an increasing chain of events to resolve more complex issues and manage huge data with minimal human support. Due to deep learning's automatic feature learning ability, it is widely selected to perform sentiment analysis. So, it can learn automatically to discover exploratory and discriminative representations from the data.

The adoption of deep learning in sentiment analysis is motivated by the increase of training data with multi-class classification—also, the success of word embedding.

Sometimes, deep learning and ML are used interchangeably. Deep learning is machine learning, but it is advanced. When the machine makes, human input is required in ML to correct it and force the model to learn. However, through advanced algorithms, neural networks can learn to overcome mistakes in deep learning. As huge labelled data is available, it is effortless to train a model on that and then produce results in a small amount of time. The sentiment analysis in deep learning is capable to classify human sentiment in to different classes like positive, negative or neutral and thereby help different business organizations and government to take decision.

Dr. Siji George
Assistant Professor
Department of Computer Science
Yuvakshetra IMS.

Final Evaluation & Farewell to Relieving Staff

In association with IQAC, YIMS and Staff Welfare Committee, the College Council arranged the Final Evaluation and Farewell to the Outgoing Staff of the Academic Year 2022-23 on 18.04.2023. The programme started at 9.15 am with a prayer by Ms. Jisha Sankar Asst. Professor, Department of Management. Ms. Anjana KV Asst. Professor, PG Department of Commerce welcomed the gathering. The Heads of the departments presented the evaluation reports which included all the activities conducted throughout the year such as extension activities, MoUs, Outreach Programmes, FDP's, International Conference, Academic Achievements, Faculty Achievements etc... After the presentations Dr. Tomy Antony, Principal, YIMS gave the concluding remarks.

After the final evaluation, the farewell programme was held for the out-going staff of Yuvakshetra. The programme started with the welcome address given by Assistant Director, YIMS Rev. Dr. Lino Emmatty. Staff Secretary Ms. Anjana

KV presented the minutes of the last meeting. Rev. Dr. Mathew George Vazhayil, Director, YIMS, Dr. Tomy Antony Principal, YIMS and Ms. Keerthi MS Section Head of CA felicitated the event. Memontos and gifts were handed over to the relieving staff. A special reference of gratitude was mentioned about Prof. Sasidharan Uppath who completed 10 years of service at YIMS. The reply speech was given by Prof. Sasidharan Uppath and Ms. Thulasi VV. Vote of thanks for the programme was proposed by Rev. Dr. Joseph Olikalkoonal, Vice Principal, YIMS.



“To err is human; to forgive, divine.”

Alexander Pope

Congratulations to NSS Volunteers



Congratulations to the NSS Volunteers who participated in *Project Ganitham* organized by Insight, a National Level Organization, in order to teach Maths to High School Level Students. This project also intended to help children to overcome their fear of Maths and make them lovers of it. The valedictory function of *Project Ganitham* was done at Mar Baselious College Trivandrum. Adv. Pramod Naraayan distributed the Certificates and Awards. The project at Yuvakshetra was coordinated by Mr. Chandrasekaran the NSS Programme Officer.



Congratulations on Publication



Congratulations to Ms. Jisha Sanker (Animator), Assistant Professor, Department of Management, YIMS, and Sheethal A (BBA CA 2020-23 Batch) who published their article in the Journal of Management and Entrepreneurship

Speak & Think: English Workshop



aim of this initiative is to maintain an account for the purpose of gathering money and use it for the common requirement of students.



As a part of Social Extension and Outreach Programme, Department of Hotel Management organized one day English workshop for the children of Dakshayani Balasaram, Karakurussi on 21st April 2023 at 11.30 a.m. The session was handled by Ms. Asha Krishnan, Assistant Professor, HM Department). The main objective of the session was to help the students with English grammar and enhance their speaking ability. Most of the inmates belong to backward regions of Kerala and was facing issues in language delivering. All together it was a good experience for the children and the resource person was awarded with appreciation letter.

Revisions for II Bcom Finance



PG. Department of Commerce Finance Section in association with IQAC organized a revision class for II B. Com Finance students on Cost Accounting & Quantitative Techniques. The session was inaugurated by Rev. Dr. Mathew George Vazhayil, Director, YIMS. Jaideep R Pisharody and Sreesha S of 2019-22 batch alumni YIMS were the resource persons. Vice Principal Rev. Dr. Joseph Olikkalkoonal felicitated the event. The session was very interactive and helpful for the students who all are preparing for the IV semester University examinations.

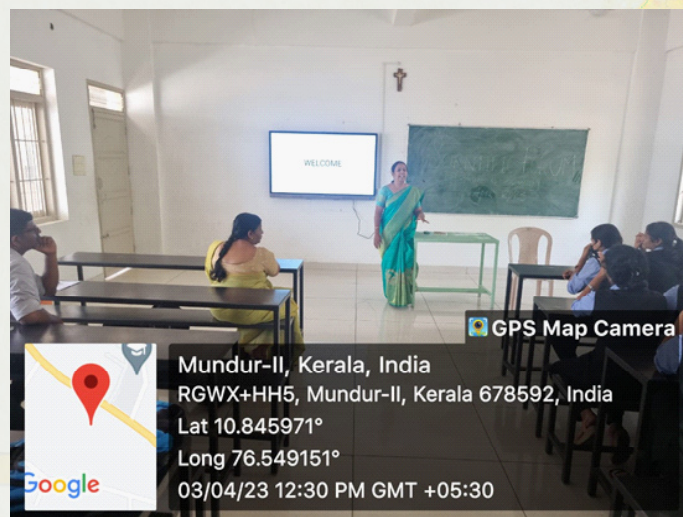
Self Deposit Scheme

The Taxation Wing of PG Department of Commerce in association with IQAC, YIMS started a self deposit scheme for all students in Taxation Wing. This scheme mainly gives importance to improve saving habits in students. Each student voluntarily can contribute an amount to this scheme. The main

Research Symposium - Physics



The program was inaugurated by Prof. Mercy Leena Paul, Head of the Department of Chemistry. Dr. Rahul M O, Assistant Professor, Department of Chemistry felicitated the meeting. The meeting concluded with the Vote of Thanks by Ms. Annu Cherian, Assistant Professor, Department. of Chemistry.



Department of Physics conducted “Research Symposium” - Paper presentation of III B. Sc Physics students on various topics on 5th April, 2023. Mr. Ajil K Antony, Head, Department of Physics gave the welcome address. The programme was inaugurated by Dr. Reneela P, Assistant Professor, Department of Chemistry. Dr. Rahul M O, Assistant Professor, Department of Chemistry and Ms. Remya R, Assistant Professor, Department of Physics felicitated the meeting. The meeting concluded with the Vote of Thanks proposed by Ms. Ansha Shajee Assistant Professor, Department of Physics.

Article Publication - Hotel Management



“A study on Consumer Behavior of Junk food among College Students” Published in IJMRME, ISSN 2454-6119 authored by M R Vinod (HOD, Department Of Hotel Management).

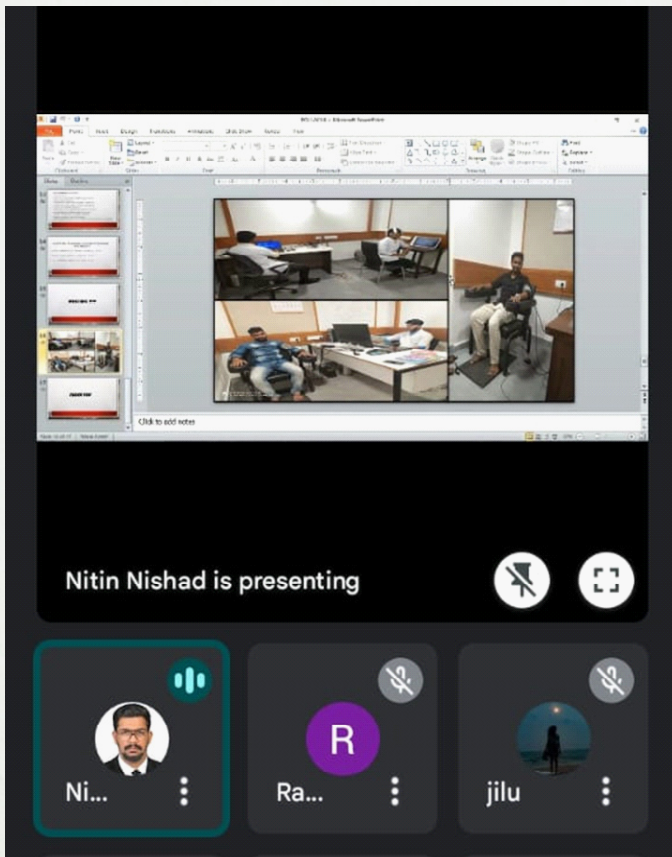


Research Symposium - Chemistry

Department of Chemistry conducted “Research Symposium” - Paper presentation of III B. Sc Chemistry students on various topics on 3rd April 2023. Dr. Reneela P, Assistant Professor, Department of Chemistry gave the welcome address.

“Emerging Need of English Language in Tourism Industry: New Era 21st Century” Published in IJIRAH, ISSN 2456-3145 authored by Asha Krishnan and Thomas Mathew (Assistant Professors, Department of Hotel Management).

Career Pathway - Career Oriented Session



The Department of Psychology organized “CAREER PATHWAY”, an orientation programme on the scope and careers in Psychology for the UG and PG students of the Department. It was a three day session from 18-20th April 2023 conducted through online. On 18th April, MS. Fatima Najiya, Ms. Bhama Raj and Ms.Hanna Susan Saji, Alumni of Psychology Department of YIMS handled sessions for the students. The session started with a prayer followed by the Inaugural address of Rev. Dr. Joseph Olikkalkoonal, Vice Principal, YIMS. The sessions provided a good clarity on the methodology of choosing a good campus, the need for studying PG in Psychology and the methodology to prepare for entrance exam and different careers in Sports Psychology.

Ms. Monisha Madhu and Mr. Nitin Nishad handled the sessions on 19th April. The sessions focused on career and educational opportunities in Forensic Psychology. A broad view on the field of Forensic Psychology, pros and cones and methodologies for making cases were obtained from the session. Ms. Jilu Mary Luke, Assistant Professor

of the Department felicitated the resource persons.

Mr. Riyas Rumi, Career Counsellor and Consultant Psychologist conducted the session on 20th April, 2023. Discussions regarding different courses in Psychology, careers of Psychology and social work in India, scope of Psychology, Details of PG entrance examination were discussed in the session. Rev. Dr. Jimmy Akkattu CST, Head of the Department of Psychology proposed the vote of thanks. The students got a chance to enhance their knowledge about the Career options in Psychology domain.



DAY 1

18/04/2023	SESSION 1	 Ms. Fathima Najiya (Alumni - B.Sc Psychology) MA, Applied Psychology Jamia Millia Islamia New Delhi
	SESSION 2	 Ms. Bhama Raj (Alumni - B.Sc Psychology) MA Applied Psychology Jamia Millia Islamia New Delhi
	SESSION 3	 Ms. Hanna Susan Saji (Alumni - B.Sc. Psychology) Sports Psychologist & Research Scholar Tamil Nadu Physical Education and Sports University Chennai

DAY 2

19/04/2023	SESSION 1	 Ms. Monisha Madhu (Alumni - B.Sc Psychology) M.Sc. Forensic Psychology Rashtriya Raksha University Gandhinagar, Gujarat
	SESSION 2	 Mr. Nitin Nishad (Alumni - B.Sc Psychology) Consultant Forensic Psychologist Assistant Professor Department of Forensic Science Srinivasan College of Arts and Science Perambalur, Trichy

Congratulations on Publication



Congratulations to Shylaja Menon (Animator), HoD, Department of Management, YIMS, and Bhavana Gopal (BBA CA 2020-23 Batch) who published their article in the South Indian Journal of Social Sciences

Session on MSME



B. Com Taxation Wing of PG Department of Commerce organized a session on MSME to the students of B.Com Taxation on 03rd April 2023. This session was conducted for the students on “The Importance of the Micro, Small and Medium Enterprises (MSME) Sector”. Dr. Emil Joseph, Assistant Professor, Taxation wing) handled the session for the II year B. Com Tax students. The aim of the class was to enlighten the students about the significance of the MSME sector and how it contributes to the growth of the economy which was really informative and insightful. The students gained a better understanding of the MSME sector and its importance to the economy. The class also highlighted the challenges faced by the MSME sector and the need for government support through policies and schemes.

Faculty Development Programme

In association with IQAC, a Faculty Development Programme was conducted on Barcoded Examination System on April 4th, 2023. The programme started at 11.30 a.m with a prayer By Ms. Divya P M Assistant Professor, PG Department Of Geography. Ms. Shymili K S Asst. Professor, PG Department Of Commerce welcomed the gathering. Vice Principal Rev. Dr. Joseph Olikkalkoonal delivered the Presidential Address . After the lamp lighting ceremony, inaugural Address was delivered by Principal Dr. Tomy Antony. The Cheif Guest and the Resource Person of the day was Mr. Josen P Jose,

Superintendent, YIMS.

The session was mainly conducted to create awareness on Barcoded Examination System. He also discussed the invigilation process, updating faculty details on University Portal, packing and dispatching of answer sheets and mapping of bar coded sheets. The session was really fruitful and worthy.

Ms.Anjana K V Staff Secretary proposed the vote of thanks. The session was actually an interactive one in which totally 70 staff members participated.



“Life is like riding a bicycle. To keep your balance, you must keep moving.”

Albert Einstein

MOU Signed with SJCTE, Ernakulam



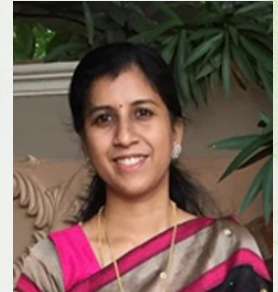
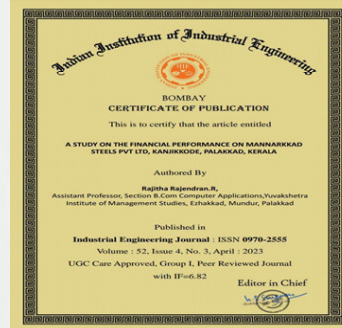
The Publication Committee of YIMS conducted Collaboration Programme between St. Joseph College of Teacher Education (SJCTE), Ernakulam and YIMS. As part of the programme, an Mou was signed between both the institutions represented by Dr. Tomy Antony, Principal, YIMS and Sr. Alice Joseph, Principal, St. Joseph College. Ms. Keerthi M S, Section Head B Com CA and Publication Committee Member exchanged the agreement.

Congratulations to Ms. Keerthi MS



Congratulations to Ms. Keerthi M. S, Section Head B com CA, for being the Resource Person at Calicut University Teacher Education Centre (CUTEC), Koduvayur on “Teacher Entrepreneurship” for the Skill Development of B.Ed Student.

Congratulations on Publication



Congratulations to Ms. Rajitha Rajendran.R, (Animator) Assistant Professor, Section B.Com CA, YIMS, Sreevidhya. G & S. Anushka Dev (B.Com CA 2020-23 Batch) who published their articles in Industrial Engineering Journal (UGC Care List Journal)

Congratulations on Publication



Congratulations to Ms. Keerthi MS, (Animator) HoD Section B.Com CA, YIMS, Sivani S, Amrutha CH and Athira S (B.Com CA 2020-23 Batch) who published their articles in the Journal of Fundamental & Comparative Research (UGC Care List Journal).

Congratulations on Publication

Paper Presentation - National Seminar



The faculties of the PG Department of English Ms. Shilpa Sreekumar, Thulasi VV, Pameela Johnson, Sharon Satanley, Sneha K, Jincy Jose attended an Eight Day International FDP on Research Methodology organized by SRM Institute of Science and Technology, Chennai from 20-03-2022 to 27-03-2023.

M.Com students and faculties of PG Dept. of Commerce Dr. Matilda Danny, Ms Anjana K V and Ms Greeshma P presented papers in a National Seminar organised by Sri Ramakrishna College, Coimbatore.

News letter Release

Congratulations to Rev. Bro. Ashish Komban



Rev. Dr. Joseph Oilkkalkoonal, Vice Principal, YIMS released Yuvavox Newsletter April Issue (Volume 3 Issue 10) by handing it over Ms. Radika VS, News Editor, Department Mathematics. Mr. Christo Somi, Associate Editor, Yuvavox, Ms. Shilpa Sreekumar, QAQC, Yuvavox and department news editors participated in the event.



Congratulations to Rev. Bro. Ashish Komban Who received his Clerical Cassock on 1st April 2023 from His Excellency Mar Peter Kochupurackal, Bishop of the Diocese of Palakkad.

“All that glitters is not gold.”

William Shakespeare

Book Donation



B.Com CA 2020-23 Batch donated 60+ Books to B.Com CA Reference Library. The programme has been organized by Book Warriors Club 2023

Distribution of ICTAK Materials



Rev. Dr. Joseph Olikkalkoonal together with Anoop (ICTAK) distributed the study materials to the students of Microsoft Power BI Data Analytics.

Interview with Nanjamma



Rev. Dr. Joseph Olikkalkoonal, Vice Principal of YIMS gave away Yuvakshetra's Memento to Nanjamma, the National Award Winner. She had been the Guest of Interview for the College Magazine 2022-2023.

Book Release



Rev. Dr. Joseph Olikkalkoonal, Vice Principal of Yuvakshetra Institute of Management Studies released the book "Insightful Thoughts" written by Prof. Sasidharan Uppath and handed over it to Dr. Ramya J, HoD B Com Taxation Section

Congratulations to Arshina Mol A



Congratulations to Arshina Mol A of II MA English (2020-2022 Batch) who Secured Vth Rank in the University of Calicut Examination.

"You must be the change you wish to see in the world."

Mahatma Gandhi

Book Release



Dr. Matilda Danny, HoD, Department of Commerce of Yuvakshetra Institute of Management Studies released the book “Commerce Concepts” written by Prof. Sasidharan Uppath and handed over it to Ms. Keerthi MS, HoD B Com CA Section

Congratulations



Congratulations to Mr. Anil Kumar who was the resource person for the Workshop on “Android Essentials” at V.T Bhattathiripad College, Sreekrishnapuram.

Eat Right Campus

The ‘Eat Right Campus’ initiative led by FSSAI aims to promote safe, healthy and sustainable food in different campuses across the country. The objective is to improve the health of the people and promote the social and economic development of the nation. Eating hygienic and healthy food is critical in the context of rising number of food borne diseases, micronutrient deficiencies and non-communicable diseases (NCDs). Inspired by the National Health Policy of 2017, the Government has started the promotion of Eat Right Campus which includes, a

training programme, Examination and registration in the Food Safety and Standards Authority of India (FSSAI) sight. The Eat Right Campus training programme was conducted at YIMS on 24th March, 2023 at Yuvaragam. The session started with a prayer. Rev. Dr. Joseph Olikkalkoonal, Vice Principal delivered the welcome address. Rev. Dr. Mathew George Vazhayil presided over the session. Dr. Tomy Antony, Principal delivered the key note address. Mr Rajesh C S, Nodal FSO, Palakkad inaugurated the event. Dr. Anu, FSO, Kongad and Nayana Lakshmi, FSO, Palakkad felicitated the event. After the official function, Mr. Bismil K Y, Insight, Cochin (Trainer) handled a session on FoSTac training. Mr. Jose Mathew, Manager, Yuvakshetra Training Centre proposed the vote of thanks. Intotal 40 staff of YIMS participated in the session, attended and passed the examination with good grades. All who have passed will have the title “Food Safety Supervisors” and the certificate has life long validity.



Congratulations



Rev. Dr. Joseph Olikkalkoonal guided a session on “Charismatic Leadership” for the students of SSLC and +2, organized by SMMS, Kallepully, Palakkad

Friendly Football Match



The Physical Education Department of Yuvakshetra in association with IQAC organised a friendly football match between teaching and non teaching staff on 20th April 2023. The match was held in Multi-Purpose Stadium, Yims at 4 p.m. Rev. Fr. Midhul Kombara, Assistant Director, was the captain of non-teaching team. Dr. Vishal Johnson, Assistant Professor, Department of Malayalam led the teaching staff. Sri. Muralidharan, CI of Kongad Police Station inaugurated the function. The teaching staff won by 2 goals against the non teaching team. The winning team was awarded with a Victory trophy. The Management congratulated both the teams for their spectacular performance.

Book Release



Rev. Dr. Mathew George Vazhayil, Director, Yuvakshetra Institute of Management Studies released the book “Chinthamalika” written by Prof. Sasidharan Uppath.

Condolences

Condolences



Yuvakshetra College expresses heartfelt condolences on the sad demise of our dear Alumna

Sr. **BIJIMOL BABY**

B.A English 2016-2019 Batch



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AY 2023 OUT GOING BATCHES

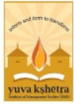


yuvakshētra Institute of Management Studies (YIMS)
PG Department of English Language and Literature
BA English Language and Literature (2020-2023)



yuvakshētra Institute of Management Studies (YIMS)
Department of Management
B.B.A (2020-2023)





yuvakshētra Institute of Management Studies (YIMS)
PG Department of Commerce
B.Com Finance (A) (2020-2023)



yuvakshētra Institute of Management Studies (YIMS)
PG Department of Commerce
B.Com Finance (B) (2020-2023)

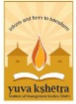


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PG Department of Commerce
B.Com CA (2020-2023)



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PG Department of Commerce
B.com Taxation (2020-2023)



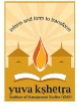


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B.Sc Computer Science (2020-2023)



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Department of Computer Science
BCA (2020-2023)





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Department of Mathematics
B.Sc Mathematics (2020-2023)



yuvakshētra Institute of Management Studies (YIMS)
Department of Chemistry
B.Sc. Chemistry (2020-2023)



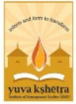


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Department of Physics
B.Sc. Physics (2020-2023)



yuvakshētra Institute of Management Studies (YIMS)
PG Department of Psychology
B.Sc. Psychology (2020-2023)





yuvakshētra Institute of Management Studies (YIMS)
PG Department of Geography
B.Sc Geography (2020-2023)



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2023-2024

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UG COURSES

- B.Sc. Hotel Management & Culinary Arts (2 Batches)
- B.Sc. Hotel Management & Catering Science (2 Batches)
- B.Sc. Geography B.C.A (2 Batches)
- B.Sc. Mathematics B.A English
- B.Sc. Psychology B.Com with C A
- B.Sc. Physics B.Com with Finance (2 Batches)
- B.Sc. Chemistry B.Com with Taxation
- B.Sc. Computer Science B.B.A

PG COURSES

- M. Com
- M.A English
- M.Sc Geography
- M.Sc Psychology

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- Ronaldo's Spago
- Movenpick Dubai
- Nikki Beach Resort & Spa Dubai
- Intercontinental Fujairah Dubai
- Copthorne Hotel Dubai
- Burj Al Arab
- Madinat Jumeirah
- Atlantis The Palm, Dubai
- Meydan Hotel, Dubai
- Jumeirah Beach Resorts, Dubai
- QNCC, Qatar
- EXL Services, USA
- IHG Group of Hotel, UAE
- W Hotels, UAE
- Abudhabi Sheikh Palace
- MS Astor Cruise
- Carnival Cruises
- Costa Cruises
- Al Bustan Rotana Dubai
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- ESAF Bank
- Wipro
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