



RV Institute of Management®

Affiliated to Bengaluru
Central University

Approved by AICTE,
New Delhi.

RVIM NEWS DESK

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Institution Achievement

RV Institute of Management was awarded **"TOP & MOST Trusted Management College of the year 2021"** on 23rd September, 2021 in the Educational Excellence Awards & Conference 2021 at Taj West End, Bangalore.



(from right to left): Chief Guest - Dr. Rajah Vijay Kumar presenting the trophy to Dr. Purushottam Bung, Professor & Director of RVIM with Mr. Manjunath S.M., Public Relations Officer RVIM & Mr. Kumar, RV Institute of Management

RVIM was also presented with special award recognizing the Institute for the outstanding performance in **'Virtual Knowledge Delivery during Pandemic, Outstanding Administration, Industry Connect and Placement'**.



Institute - Industry Partnership

R V Institute of Management was the academic sponsorer at **Manthan-2021 B-plan Competition** to encourage and develop entrepreneurial ideas among college students, an annual event conducted by FKCCI, Government of Karnataka.



(Center right to left): Honorable Minister of Law, Parliamentary affairs and Legislation and Minor Irrigation of Karnataka Mr. Madhu Swamy J.C. Presenting the award to Dr. Purushottam Bung-Professor & Director –RVIM, Bengaluru, along with dignitaries and office bearers of FKCCI



The contest was open to all budding entrepreneurs with a business idea from PG and Engineering Colleges of Karnataka.

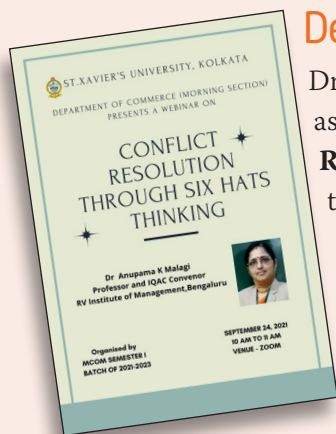
Departmental Activities

Department of Marketing

1. Workshop on **Data Analysis through SPSS** was organised on September 15, 2021 for II semester B section students. The purpose of the workshop was to provide practical knowledge about the SPSS to the students. The Resource person was Mr. Satish Kumar S., Research consultant, Bengaluru.
2. Organized a guest lecture (webinar) on the topic '**An Insight into Non-Traditional Retailing**' on 6th September 2021. The purpose of this guest lecture was to provide the student the practical knowledge about the Non-traditional retailing formats in India for the IV semester marketing specialization students. The Resource person for the webinar was Mr. Nicholas Jesudas, Director, Power Forward, Bengaluru.



Students attending the workshop in both online and offline mode



Department of Human Resource

Dr. Anupama K. Malagi, Professor, Department of Human Resources was invited as a resource person to participate as a panelist in the Webinar on '**Conflict Resolution through Six Thinking Hats**,' on September 24, 2021 organized by the Department of Commerce, St. Xavier's University, Kolkata

Department of Finance

Certification Course on Auditing was conducted by the department for the students who plan to pursue finance specialization. The course was open to third semester students of batch 2019-21. The course was conducted from 15th July 2021 to 2nd September 2021. Prof. Pooja Takalkar, course resource faculty who conducted the course and the course coordinators are Prof. Payal Jindal and Ms. Lakshmi S.

Activities under the Centres of Excellence

Centre for Entrepreneurship Innovation and Incubation inaugurated the IP cell service under an MOU with Karnataka State Council for Science and Technology on 21st September, 2021. The cell aims to provide all incubates and budding entrepreneurs from the institute an access to IP registering and publishing services from within the campus as they launch themselves on the startup journey.

Dr. Purushottam Bung, Professor & Director of RVIM joined Mr. Hemanth Kumar, Executive Secretary of KSCST, Mr. Vivek and Mr. Nagarjun, members on the RVIM-KSCST IP Cell board, to inaugurate the cell followed by the signing of the MOU for three years. Faculty and students of the institute participated in the inaugural of the centre.



Inauguration of RVIM-KSCST IP Cell by Mr. Hemanth Kumar, Executive Secretary of KSCST along with Dr. Purushottam Bung, Professor & Director of RVIM and Prof. Rashmi Shetty, Co-coordinator, Centre for Entrepreneurship, Innovation and Incubation-RVIM

Faculty Achievements

Dr. Purushottam Bung, Professor and Director was awarded the "**Visionary Leader of the Year 2021**" organised on 23rd September 2021 in the Educational Excellence - Conference & Awards 2021 at Taj West End, Bangalore. The award was honoured for his outstanding contribution towards the growth of the Educational Ecosystem and the organisation.



(from right to left): Chief Guest of the Evening - Dr. Rajah Vijay Kumar presenting the trophy to Dr. Purushottam Bung for - 'Visionary Leader of the Year 2021'

Dr. Purushottam Bung, Professor - Director of RVIM, participated as an invited Jury of B-Plan Annual contest for students – **Manthan**. The contest was conducted by the Federation of Karnataka Chamber of Commerce and Industry on 7th and 19th of August '21.



Dr. Anupama K. Malagi, Professor, Department of Human Resources was honoured with **“Outstanding Women Leadership Award”**, conferred by the Bangalore Chamber of Industry and Commerce on 19th August 2021, at Taj West End, Bengaluru.



(from right to left): Sri Murgesh Nirani, Minister for Medium & Heavy Industry – GoK, Mr. T.R. Parashuraman, Permanent Director Toyota Kirloskar & President, BCIC



Dr. Padmalini Singh, Associate Professor, Dept. of Marketing. Patent Grant received on 22nd September, 2021, conferred by the Australian Govt., IP Australia (Patent No:2021105082). Patent registered for the Invention –

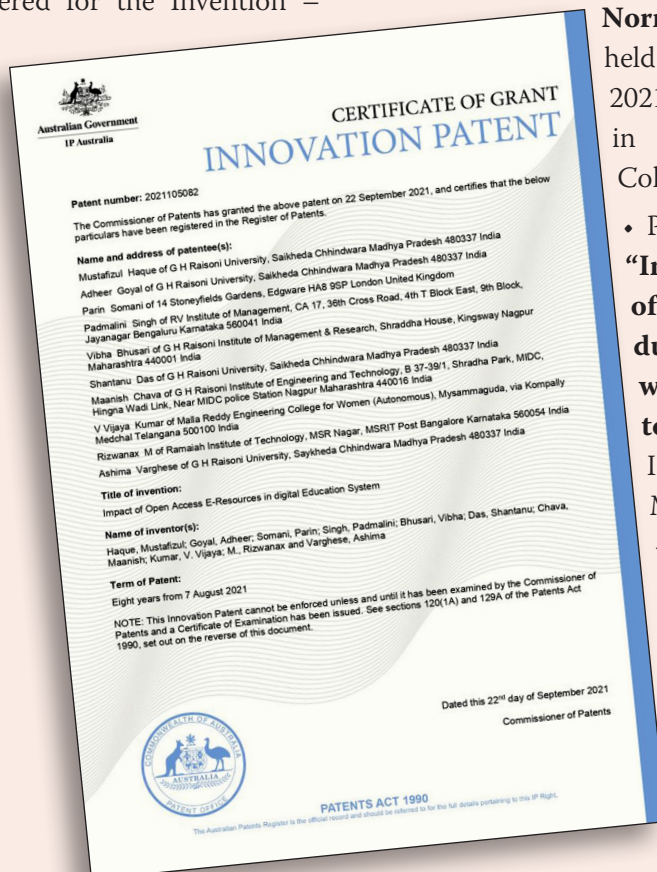
‘Impact of Open access E-Resources in Digital Education System’

Published following Research Papers

- Presented paper on the title **“The lockdown and its aftermath on street vendors: A Review”** in the International Conference on **“Global Perspectives On Business, Economy and Society - For Sustainability in The New**

Normal” Sponsored by AICTE held on 5th and 6th August, 2021 at ISBR Business School in association with ISBR College, Bengaluru.

- Presented paper on the title **“Impact of Digitalization of Healthcare Services during Pandemic: A Study with Special Reference to Online Yoga”** in International (Virtual) Marketing Conference – RIM MarC 2021 on Marketing in the Age of Digitalization and Disruption held on 12th August, 2021 at Ramaiah Institute of Management, Bengaluru.



Dr. Noor Firdoos Jahan, Professor-Department of Marketing

- Distinguished Teacher Award by MTC Global Awards for Excellence-2021.
- Published book on Integrated Marketing Communication and Digital Marketing, 2021 Edition (ISBN 978-93-90972-24-1), Thakur Publication.
- Invited as a resource person for Online Refresher Course in Management Studies organized by UGC-HUMAN RESOURCE DEVELOPMENT CENTRE (UGC-HRDC) of PONDICHERRY UNIVERSITY.
- Delivered a session on **'Retail Consumer Behavior Evolution - Post COVID-19 crises.'** This talk was delivered to the participating professors from the Business school - PAN India on 14th September, 2021.



Prof. Uma Sharma, Assistant Professor, Dept. of General Mgmt.

Participated as an invited **Academician and Jury panel for the B-Plan annual contest for students – Manthan '21** on the 7th and 19th August, 2021, The contest was organised by Federation of Karnataka Chamber of Commerce & Industry.



Teachers Day Celebrations

RV Institute of Management in association with Rotary Club Jayanagar, Bengaluru celebrated Teachers Day on 6th September 2021 at Manonandana School for Mentally Challenged, Bengaluru. All the teachers and staff members were felicitated for their contribution in nurturing and teaching the mentally challenged children at the school.

The celebrations were conducted in commemoration of the birthday of teacher and past President of India, Dr. Radhakrishna. Dr. Purushottam Bung, Professor & Director RVIM and Dr. Madhurani Gowda President-Rotary Jayanagar lead the program.



(Left to Right): Felicitation of Teacher Ms. Shobha N.D., by Dr. Madhurani Gowda President - Rotary Club Jayanagar, Chief Guest Mr. Udaybhaskar, District Governor Nominee, RI Dist. 3190, Dr. Purushottam Bung, Professor & Director RVIM. Mr. Narayana Gowda, Director Vocational Services Rotary, Jayanagar



(from Right to left): Prof. Chandran A., Asst. Professor, RVIM coordinator of the event, Mr. Karthik A. Rajmohan, Secretary, Rotary, Jayanagar, Dr. Madhurani Gowda, President, Rotary Jayanagar, Chief Guest Mr. Udaybhaskar, District Governor Nominee, RI Dist. 3190, Dr. Purushottam Bung, Professor & Director RVIM, Mr. Narayana Gowda, Director Vocational Services Rotary, Jayanagar

Student Achievement



Abhilash K.

Second year Student of Finance & Human Resource specialization

Has completed his qualifying exams of CA Intermediate conducted in July 2021. He will be writing his CA Finals in May 2022.

Placement Activities

Intern-Student Testimonials from Batch 2020-22



Vaibhav Malaviya

Student of Second Semester

Summer Associate at Morgan Stanley, 2021

Finance Associate at Morgan Stanley, 2022

I started my first ever work experience by doing an internship with Morgan Stanley. We had a series of training sessions where we were thought about the company, the technical aspects and as well as sessions on interpersonal skills. It was amazing feeling to work with diverse backgrounds.

I thoroughly enjoyed my time working for Morgan Stanley filled with a lot of learning and fun and most of all forming many networks.

Morgan Stanley also welcomed us by showcasing us in New York's Times Square by displaying our photos with our names on the big screen.



Varsha Kedur

Student of Second Semester

Summer Associate at Morgan Stanley, 2021

Incoming Funds Services Associate at

Morgan Stanley, 2022

This was my first ever work experience and it was wonderful. I really liked the work culture, especially the way employees treat each other with such respect, acceptance and zero judgments. There was no extreme hierarchy and everyone was highly approachable. We were provided with enough exposure and opportunities to understand the firm's business as well as functions by conducting various training sessions; and we were also granted an opportunity to interact with the CEO James P Gorman, Interactive session with MD, be a part of quarter year end global meeting and interactive sessions with the senior executives of the firm. We even had mental health and yoga session, to reduce and manage our stress during the internship period. Morgan Stanley provided me a platform to learn, develop and grow my professional as well as personal skills.



Raghavendra J.P.

Student of Second Semester

Summer Associate at Morgan Stanley, 2021

Incoming Funds Services Associate at

Morgan Stanley, 2022

Morgan Stanley was my first ever corporate, but their culture was so welcoming, it made me feel accommodated. Morgan Stanley fulfilled my dream of working in the domain of core-finance and Investment Banking. We interns were assigned a Mentor & Teams and a manager who were extremely supportive and encouraging, who were ready to help us clear our even smallest doubts, we were assigned unique and realistic projects to work on which helped us to strengthen our knowledge in finance and build a strong base for career in finance.

Overall, Morgan Stanley was the best company enriched with beautiful values & honouring culture that anyone would love to associate with and is extremely fortunate are the one who receives an opportunity to work in Morgan Stanley! I'll always be grateful to the RV Institute of Management for granting me this beautiful opportunity to fulfill my dream!

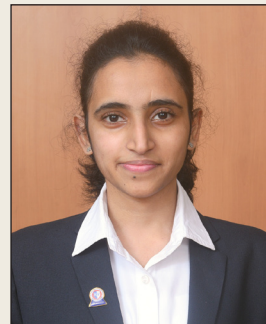


Apoorva Sunil Patil

Student of Second Semester

HR Operations Intern at Microchip

My internship at Microchip is going very well. I'm learning a lot about the field of Human Resources. I've learned how to address the employees and their queries. I have learned to be patient. This experience is grooming me professionally. One thing I've learned is to manage last moment assignments and responsibilities.



Mishana Motesh Dsouza

Student of Second Semester

Intern at Securities & Exchange Board of India

My internship has begun just recently at SEBI Mumbai. It is a totally new experience; from a classroom filled with energetic, carefree atmosphere to a formal office culture. I am now looking forward to get some experience and insight into the working system and learn from it.

Testimonials of Successfully Placed Students

Students of Fourth Semester - Batch 2019-21



Mamatha Acharya

Associate Business Analyst – Intern, Odessa

I am obliged to RVIM faculties and placement cell for putting in all efforts to groom us and make us corporate professionals. Providing fair and the best resources ensuring quality education during the time of pandemic was commendable. A very enhanced platform of training has invariably helped me to start my career in an esteemed Fintech company. I urge my juniors to make best use of the facilities provided and step out with flying colors.



Leena Parik

Associate Business Analyst

Envision financial systems

RVIM is a Place of Learning, Fun, Culture and many such life preaching activities. Studying at RVIM added value to my life and provided a platform to interact with intellectuals and eminent persons of industry. I am Thankful to the placement and training cell for their great support in enhancing my skills and providing an opportunity to showcase them.

Editorial Team

Faculty Co-ordinators

- Prof. Chandran A., Asst. Professor
- Uma Sharma, Asst. Professor
- Sowmya D.S., Asst. Professor

Student Co-ordinators

- Sumit Naganath - Student of First Year MBA Batch-2020-22
- Tejasvi Gangadhar Angadi - Student of First Year MBA Batch-2020-22
- Karuna V. Divate - Student of First Year MBA Batch-2020-22



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