



RV Institute of Management®

Affiliated to Bengaluru City University

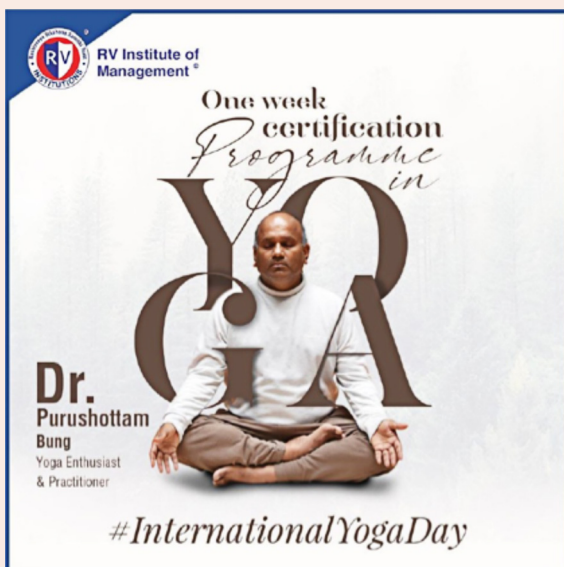
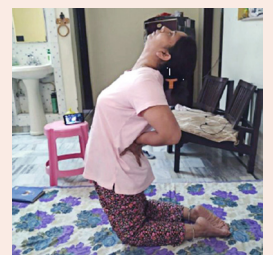
Approved by AICTE, New Delhi.

RVIM NEWS DESK

♦Vol.14 ♦Issue: 2 ♦Apr-Jul 2021

International Day of Yoga Celebrated at the Institute

Yoga Club of R.V. Institute of Management celebrated 7th International Day of Yoga on June 21, 2021 on the theme '**Be with Yoga Be at Home**'. Participation from Staff, Students and Public was encouraging on all days of weeklong celebrations marked with Certification programme from June 15-21, 2021. Dr. Purushottam Bung, Director, guided the sessions. The celebrations witnessed 540 and above registration from Staff, Students and Public. The average daily attendance was 240 and certificates awarded to 350 participants. The International Day of Yoga aims to raise awareness worldwide of many benefits of practicing yoga. The program went to gain certificate of appreciation from '**Yoga Certificate Board**' - Ministry of AYUSH, Government of India.



Workshops Conducted at the Institute

Workshop on 'IPR Awareness' was organized on 22nd & 23rd March'21. The workshop was conducted for First year, First semester students of MBA.

First day of the workshop was conducted by **Mr. Vivek Anand Sagar**, IP Attorney, Consultant, Karnataka State Council for Science and Technology - KSCST, the topics covered were - *Introduction to IPR regime and amp; IP Tools. Copyrights & Trademarks in Business Management.*

Mr. Nagarjun M.G. - Project Associate at Karnataka State Council for Science and Technology (KSCST), conducted the second day session on the topic: *Patent subject matters and Management, Industrial Designs in Management.*



Mr. Vivek Anand Sagar, IP Attorney, Consultant

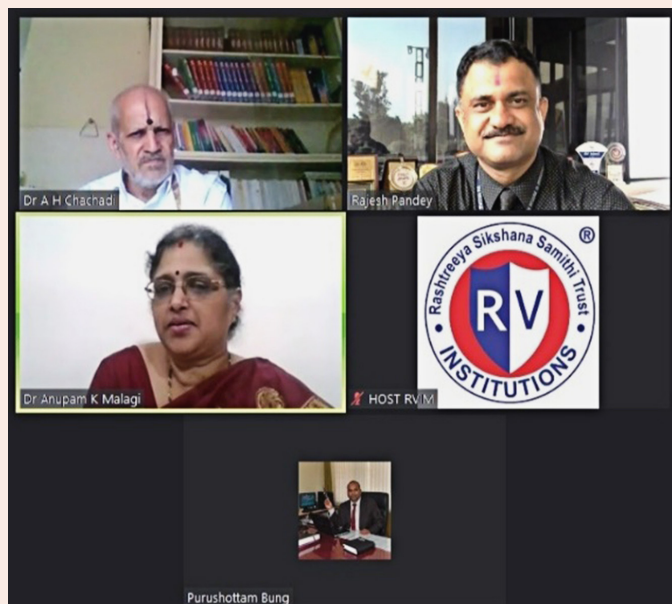


Mr. Nagarjun M.G. - Project Associate at (KSCST).

Department of Marketing organized a three days' workshop on Digital marketing for first semester students from 7th to 9th April 2021 to train students in digital marketing skills. The workshop was conducted by Mr. Venkatesh Majji, Entrepreneur, Digital media expert.



Resource Person Mr. Venkatesh Majji,
Digital Marketing expert in discussion with the students during the session.



MDP - Dept. of HRM

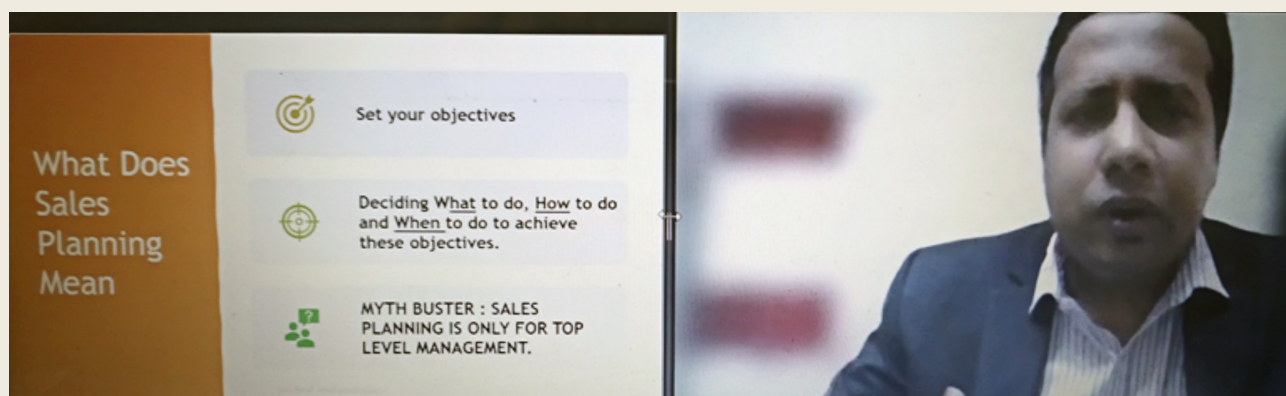
The Department of Human Resource Management organised a Five Day MDP on 'Understanding Organisation and the Role of Management in Today's Context' - for students and executives. The event was organised from 24th to 28th May'21, the sessions were delivered by Dr. A.H. Chachadi, Former Dean Director Kausali Institute Management Studies, Consultant in Organisational Development & Institution Building.

Webinars Conducted at the Institute

RV Institute of Management in Association with AICTE organized a **National Level Seminar on National Education Policy (NEP) 2020** – A Roadmap for Implementation on Thursday, 29th April 2021. **Dr. Chetan Singai**, Member-Convenor-Subcommittee to draft the Implementation Roadmap on Governance and Regulation in Higher Education aligned to the NEP-2020 by the Government of Karnataka. Totally 385 participants had participated in the programme. Participants were Teaching Faculty (Vice Principal, Deputy Director, Dean, HOD, Assistant Professor, Associate Professor, Research Scholar, Librarian) Corporate (Asst. Vice President and Manager) and Students from all over India.



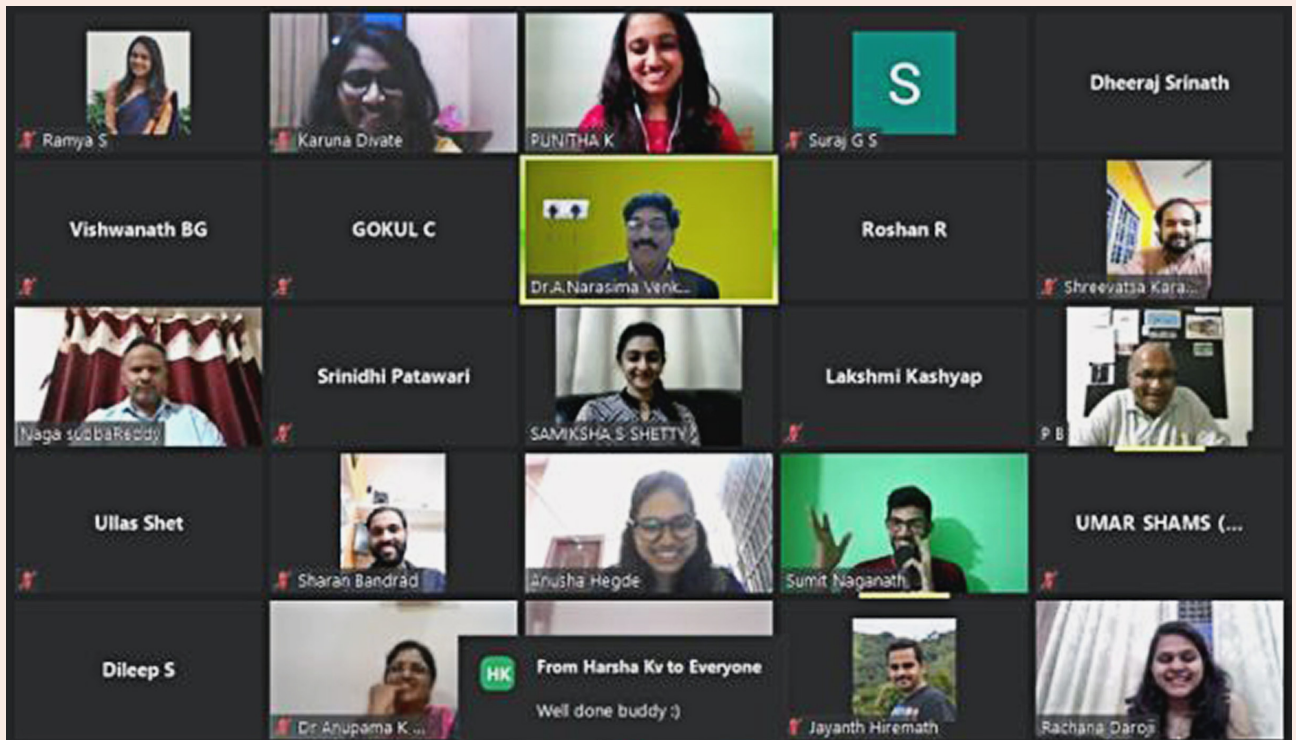
The programme was coordinated by **Dr. A. Narasima Venkatesh**, Associate Professor – Department of Human Resource Management, RV Institute of Management.



Webinar conducted on the topic of 'Sales Planning and Budgeting'. Conducted on 1st June'21, for the marketing specialization students of fourth sem. Resource Person for the webinar was **Mr. Aamir Ahmed**, Chief Operations Officer, Bimal Auto Pvt. Ltd.

Alumni Meet of RVIM - Sammilana

Virtual Sammilana - Alumni Meet of RV Institute of Management was held on 12th June 2021. Alumni participation was 62 members. The programme was presided by **Dr. Purushottam Bung**, Director, RVIM with a welcome address and briefed about the Institution development and UGC conferment of Autonomous Status for 10 years from the Academic Year 2021-22 to 2030-31. This was followed by guided yoga session by Dr. Purushottam Bung, Director and Professor – RVIM. Cultural programs followed the guided yoga session. The Programme was hosted and organized by First Year MBA students of batch 2020-22 under the guidance of Alumni Cell co-ordinator **Dr. Narasimha Venkatesh**, Associate Professor, RV Institute of Management.



Virtual Sammilana - was Organised and Anchored by First Year MBA of batch 2020-22

The hosting team - Ms. Samiksha Shetty, Ms. Punitha, Ms. Monisha, Ms. Divyashree rendered the Invocation followed by light music by Ms. Anusha Hegde and Ms. Appoorva Rao, Sumith Nagnath put a stand-up comedy as part of the cultural. A guided meditation session was conducted by Dr. Purushottam Bung, Director, RVIM and the event was coordinated by Dr. A. Narasima Venkatesh, Associate Professor and Coordinator - Centre for Alumni Relations.





UNNAT BHARAT GRAM AAROGYA SERIES

ಉನ್ನತ್ ಭಾರತ್ ಅಭಿಯಾನ್

A Tribute to
Late. Prof. Rajendra Prasad
(Founding pillar of UBA Program)

A virtual learning initiative on COVID-19
Jointly organized by
NIC-IIT Delhi
&
RV Institute of Management, Bengaluru

Topic
Teleconsultation Awareness and e-Sanjeevani OPD
DATE: 03.06.2021
TIME: 4:00 PM to 5:00 PM

LIVE: Unnat Bharat Abhiyan YouTube
Link: <https://youtu.be/ZypHnEVoJA>

EXPERTS



Dr. C.R. Chandrashekar
Retd. Professor of Psychiatry,
NIMHANS, Bengaluru



Dr. Ravindra Y
Ayurveda Practitioner & President, AYUSH
Federation of India, Dharwad District

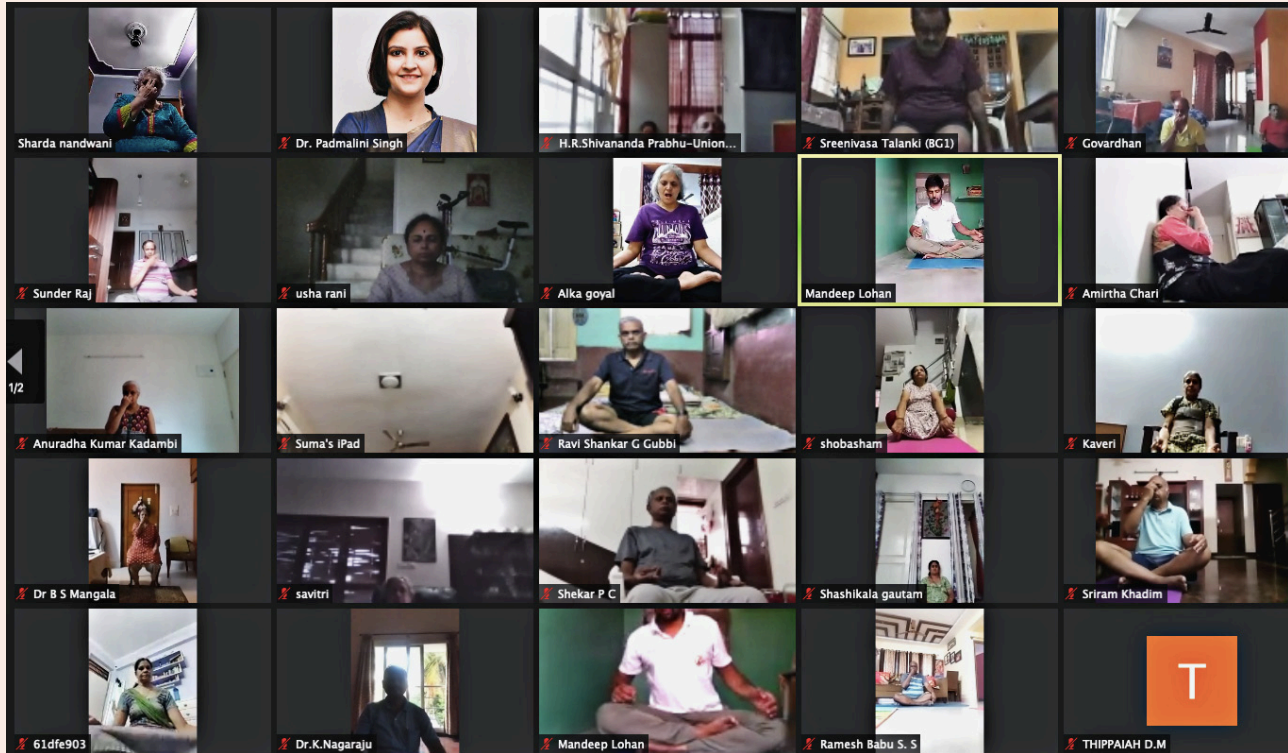
STOP THE SPREAD



RVIM conducted Awareness about COVID prevention through Unnat Bharat Gram Aarogya Series to PAN India. This was conducted on 8th June'2021, virtual session in association with NIC-IIT Delhi. Resource Person for the session were **Dr. C.R. Chandrashekar**, Retired Professor of Physiotherapy, NIMHANS, Bangalore and **Dr. Ravindra Y.**, Ayurveda Practitioner.

Consultancy & Funded Projects in Progress at the Institute

RVIM conducted, under the funded project by DST, Ministry of Science and Technology, Central Government, 12 weeks yoga module was developed for senior citizens. 40 senior citizens participated in this online yoga programme that was trained by a yoga trainer between April-July, 2021 for 5 days in a week. The impact of yoga practice on their physical, mental and overall wellbeing was assessed by another trainer at intervals.



Unnat Bharat Abhiyan project, Medical Tele - Health Consultation

e-Sanjevani – a Medical Tele-health Consultation facility was established in Bangalore rural districts by the RV Institute of Management. Under the Unnat Bharat Abhiyan project, this facility connects people of rural areas of Bangalore with greeting calls and the villagers were given information regarding tele-health consultation services offered. The Medical tele - health system set by the institute was available on two dedicated helpline numbers which could be used by the villagers to connect to a doctor. The villagers were assisted through this process by student volunteering from the institute. Volunteering students helped the villagers by listing their contact details and referring them to the doctors.



Awareness about Medical Tele consultation to the villagers



Demonstration of e-Sanjevani platform

Institution Achievement

- RV Institute of Management is now given the status of an Autonomous Institution for a period of 10 years.
- MOU signed by the Institute with Set-Connect, USA to offer MSDS program from Southern Methodist University, USA.
- Introduced the use of Impartus – A lecture capturing tool.

Faculty Achievements

Dr. Purushottam Bung

Director, RVIM

- Nominated as Life Member for ISTD (Indian Society for Training & Development).
- Nominated as Member for BOS of Global Academy of Technology from July 3rd, 2021.
- Nominated as Member for BOS of Kalasalingam University from 16th July, 2021.
- Nominated as Member for Indian Yoga Association from 16th July, 2021.
- Nominated as Yoga Volunteer by Ministry of Ayush, GOI from 01-06-2021.
- Attended 5 day Live workshop on Google Cloud Platform from 22nd to 26th June, 2021 organised by TURNIP.
- Organised 7 day Certification program on 'Common Yoga protocol' as part of International Yoga Day Celebrations during 15-21 July, 2021.
- Completed one month long 'Foundation Course in Yoga' offered by Indian Yoga Association and BBAU Lucknow under the aegis of Ministry of Ayush.
- Participation in 15 days SQL for Business Analytics course organised by Turnip.

Dr. Noor Firdoos Jahan

Professor, Department of Marketing, RVIM

- Published a research paper titled "*Impact of Sales promotion tools used by mobile service provider companies on customer buying behavior in Jordan*" in Academy of Marketing Studies Journal (AMSJ), ABDC-listed journal ranked as B category, 2021.
- Published a research paper titled "*The Influence of marketing communications tools on customers' satisfaction towards mobile phone service provider companies at Jordan*" in Journal of Business and Management Studies (JBMS), in January-June, 2021.
- Published a research article titled "*Views of Managers on impact of marketing communications tools on growth of mobile service provider companies in Jordan*" in Science, Technology and Development Journal, June, 2021.
- Published a research article titled "*Impact of Public Relations (PR) in the growth of mobile phone service provider companies in Jordan*", in South Asian Journal of Marketing & Management Research (SAJMMR) June, 2021.
- Published a Conference paper titled "*The role of microfinance for empowerment of Poor women in Bangalore urban district*" in a book, International culture, art and literature congress, IKSAD Global publishing, Turkey, June 2021.

- Presented paper titled *“The role of microfinance for empowerment of Poor women in Bangalore urban district”* in the 2nd International Culture, Art and Literature Congress held on May 2-4, 2021, organized by Institute of Economic Development and Social research, Ankara, Turkey (virtually).

Dr. Anupama K. Malagi

Professor, Department of Human Resources, RVIM

- Was invited as a guest speaker for Student Development Program on Leadership during Crisis for MBA students of Dhanalakshmi Srinivasan College of Engineering, Coimbatore on 8th June, 2021.
- Was invited as a guest speaker for Round Table on Managing Wave Two: Sharing Industry Best Practices - Covid Challenges- Focus on employees organized by Bangalore Chamber of Industry and Commerce [BCIC] on 7th May, 2021.

Dr. Bikram Aditya Ghosh

Professor, Department of Finance, RVIM

- Published a research paper *‘Diagnosis and Prediction of IIGPS’ Countries Bubble Crashes during BREXIT’* Mathematics 2021, 9, 1003.

Alumni Student Achievement

Nikhita K., MBA Student of Batch 2018-20 has successfully completed JRF with UGC-NET -2020.

Ms. Nikhita K. just completed her MBA examinations in 2020 at RVIM. A multitasking student with interest in wall painting, animal rescue and volunteering at People for Animals, sports enthusiast with achievements in Badminton cleared UGC-NET (2020) with Assistant Professorship & JRF, cleared KSET (2020). Now she is pursuing Ph.D. in Management Science at University of Mysore. She has crafted a career niche with hard work and determination.



Placement and Internship update of the Institute

In the First year batch of 2020-22 60% of the students have been hired on paid internship. The batch of students are interning at top FMCG, IT and FBPS Companies with the internship period between 2 to 12 months.

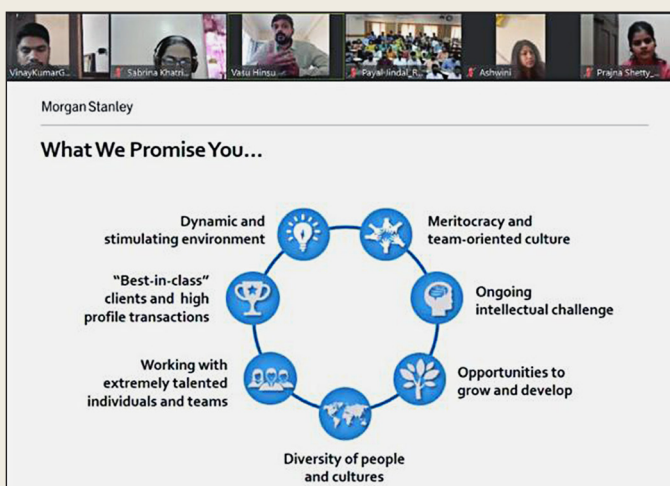
List of Paid-Internship Students from Batch 2020-22

Sl.No.	Company Name	Total Number of Interns Hired	Designation	No of Months
1	Morgan Stanley	4	Summer Intern	2
2	ITC	4	Summer Intern	2
3	Asian Paints	6	Summer Intern	2
4	Outlook India	87	Summer Intern	2
5	Microchip	3	Summer Intern	12
Total	104			

Placement for the batch 2019-21 has successfully placed 112 students of the 167 students who have opted for placement.

Placement Details Batch 2019-21

Batch	2019-2021
Total Number of Students	176
Total Number of Companies	41
Number of Students Placed	112
Total Number of Offers Made	132
Number Student not opted for Placements	9
Number of Students to be Placed	65
Average Salary Package	5.43L
Highest Salary	12L
No of Upcoming Companies	11



Morgan Stanley

What We Promise You...

- Dynamic and stimulating environment
- Meritocracy and team-oriented culture
- Ongoing intellectual challenge
- Opportunities to grow and develop
- Diversity of people and cultures
- Working with extremely talented individuals and teams
- "Best-in-class" clients and high profile transactions

One of the Interview sessions for Student Internship of Morgan Stanley



RV Institute of Management®

Affiliated to Bengaluru City University

Approved by
AICTE,
New Delhi.



CA 17, 36th Cross, 26th Main, 4th 'T' Block Jayanagar, Bangalore 560 041, Karnataka, INDIA

•Ph: 080-2654 7048, 4254 0300 •Fax: 080-2665 4920 •Mobile: 91485 33798

•E-mail: placement.rvim@rvei.edu.in / contact.rvim@rvei.edu.in

www.rvim.edu.in

Go, change the world