



RV INSTITUTE OF MANAGEMENT

NAAC Criteria 1 – Curriculum Enrichment | Metric 1.3.1



Institution Integrates Crosscutting Issues: Professional Ethics | Gender | Human Values | Environment & Sustainability

Sl. No.	Activity / Event Name	Date	Venue	No. of Participants	Event Coordinator(s)	Crosscutting Theme	Objectives	Key Outcomes	Document / Evidence
1	Scribe Assistance in Examinations	June–July 2025	Premanjali NGO, JP Nagar	14	Prof. Anitha BM Dsilva	Human Values & Inclusivity	To promote inclusivity and equal opportunity for students with disabilities by providing scribe assistance to visually impaired students of Premanjali NGO.	14 MBA students volunteered as scribes - Enhanced awareness of disability inclusivity - Strengthened social responsibility among students	Scribe Assistance Report.docx
2	Sports & Games Day – 37th Batch Computer Literacy Programme for Senior Citizens	17-Jan-2025	Quadrangle & Conference Hall, RVIM	51	Prof. Pooja R Takalkar	Human Values & Well-being	To foster camaraderie, relieve academic stress, promote teamwork and social bonding among senior citizens and student volunteers.	- Active participation from 51 senior citizens - Promoted inter-generational bonding - Enhanced sportsmanship and social skills	Report on Sports and Games Day.pdf
3	International Day of Yoga 2024	21-Jun-2024	Quadrangle, RVIM	50	Asst. Prof. Ankita Shrivastava	Human Values & Well-being	To promote holistic well-being through meditation, kriya yoga, laughter therapy, pranayama and mindfulness practices for students and faculty.	- Enhanced mind-body wellness awareness - Provided transformative yoga practice exposure - Instilled importance of mental and physical balance	Report – International Day of Yoga.pdf
4	Ek Ped Maa ke Naam – Tree Plantation Drive	10-Sep-2024	Bangalore University Campus	100	RVIM Rotaract Club	Environment & Sustainability	To promote environmental conservation, raise awareness about afforestation, combat climate change, and honor mothers through dedication of saplings.	500 saplings of diverse species planted - Strengthened eco-consciousness among students - Contributed to green cover and carbon footprint reduction	Environment Day – Ek Ped Maa ke Naam.pdf
5	Women's Day Celebration, Blood Donation Camp & Health Checkup CSR	03-Mar-2025	Seminar Hall, RVIM	200	Dr. Vinay K S	Gender & Professional Ethics	To honor women's contributions, promote health awareness through free screenings, support women entrepreneurs, and encourage social responsibility via blood donation.	- Free health check-ups: dental, eye, and general - Blood donation camp with Rotary & Rotaract clubs - Platform for women entrepreneurs (Swakruta members) - Expert panel on physical and mental well-being	RVIM-Rotaract-Womens Day, Blood Donation, Health Checkup CSR.pdf
6	Matrabhasha Divas 2025	13-Mar-2025	RVIM Quadrangle	300	Dr. Uma Sharma, Prof. Pooja T.	Human Values & Cultural Diversity	To honor and promote mother tongue languages, foster unity in linguistic and cultural diversity, and reinforce cultural sensitivity as a managerial competency.	300 participants celebrated 20+ regional languages - Cultural performances showcasing folk traditions - Strengthened cultural sensitivity and inclusive leadership	Matrabhasha Divas 2025 Report.docx
7	2023 Scheme MBA Syllabus – Crosscutting Themes in Curriculum	2023 onwards	RV Institute of Management	All MBA Students	Curriculum Design Committee	Professional Ethics, Sustainability & Gender	To embed crosscutting themes of professional ethics, sustainability, gender sensitivity, social responsibility, and inclusive growth across MBA program outcomes and course content.	- Graduate Attributes include Social Responsibility, Ethical Behaviour, Inclusive Growth - PEO4: Professional values & ethical behaviour - PEO5: Responsible global citizens - Crosscutting themes mapped to all program outcomes	2023 Scheme Syllabus.pdf
TOTAL				715					

THEME LEGEND

- Human Values & Well-being / Inclusivity / Cultural Diversity
- Environment & Sustainability
- Gender & Professional Ethics
- Professional Ethics, Sustainability & Gender (Curriculum)