



RV Institute of Management®

CA 17, 36th Cross Rd, 26th Main, 4th T Block East,
Jayanagar, Bengaluru - 560041, Karnataka, India

Autonomous
Institution Affiliated
to Bangalore City
University

Approved by AICTE,
New Delhi, Accredited
by NAAC with 'A+' Grade

QS I-Gauge Diamond Rated

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CSR (Women's Day Celebrations) - Blood Donation and Eye Checkup Camps

06. March.2024

In a bid to celebrate Women's Day with a noble cause, RV Institute of Management in association with Swakruta Charitable Trust, Rotary and Rotaract Club, Bangalore Medical Services Trust and Netradhama Super Speciality Eye Hospital organised a blood donation and free eye check-up camp on its premises. The event aimed not only to honour the spirit of womanhood but also to contribute to the health and well-being of the community. The event, held on the 6th of March, witnessed an overwhelming response from both students and faculty members. The initiative was a collaborative effort between the college management, medical professionals, and various non-profit organisations.





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One of the primary objectives of the camp was to promote the importance of regular blood donation. A panel discussion was also organised. Dr Usha, Dr Lakshmi and Dr Deepika, in the panel discussion, emphasised the significance of voluntary blood donation in saving lives, particularly highlighting the critical role women play in ensuring a stable blood supply. Through informative sessions and interactive workshops, participants were educated about the process of blood donation, its benefits, and how it can significantly impact the healthcare system.





Simultaneously, a team of ophthalmologists from Netradhama Super Speciality Eye Hospital conducted free eye check-ups for the attendees. Eye health, often neglected, was brought to the forefront as experts conducted comprehensive examinations, diagnosed vision problems, and provided guidance on maintaining good eye health. Several attendees availed themselves of this opportunity, expressing gratitude for the accessibility of such services.



One of the major Highlight of the event was Product Exhibition Cum sales from Women Entrepreneurs. The products were ranging from Home made pickle to Hand Crafted Ilkal sarees. This also helped our students to learn and get insights from the entrepreneurs and their Business Journey.



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