

NATIONAL RECOGNITION FOR EXTENSION ACTIVITIES AT RVIM

Empowering Senior Citizens with Computer Literacy

RVIM sets National Record and enters Limca Book of Records (National Level)

RVIM has successfully trained more than 1200 senior citizens through its unique senior citizens empowerment initiative 'Computer Literacy Programme for Senior Citizens' to teach usage of computer and thereby advancing the usage of online services. This remains a great challenge for citizens 60 years and above. They are taught banking transactions, ticket booking for travel services, use of mobile app, communication over skype, social media for sharing information, search for health tips and medical services, communication and exchange of photographs and documents with their grandchildren and many more to keep their lives happy and peaceful and orienting towards self dependency. The oldest registrant for this programme was 94 years.

Computer Literacy Programme for Senior Citizens was started in the year 2006 and has now gained world wide recognition. The 25th Batch of this programme has been recognised by its entry in to Limca Book of Records.

Former Chief Justice of India, Hon. Justice M.N. Venkatachaliah in his address expressed “ *This is something that is unbelievable in the present difficult times. This is a model which is perhaps a unique one. See how an organised effort can culminate in such an exiting results*”.

The uniqueness of this outreach programme is, it is offered free of cost with complete access to computer lab and institute library for all senior citizens registered under this three months short term training programme. The institute also conducts health camp for early identification of health associated problems, sports for fitness, and an outbound activity. This philanthropic idea was initiated by the then head of the institute, Dr. T.V. Raju, Former Director, RVIM. All classes have been taught under the curriculum designed by Sri. N. Nagasubba Reddy, Assistant Professor, Department of Systems Management & Coordinator, Centre for Information Technology and teaches in a unique method in imparting the computer skills. Students and faculty members are part of support during laboratory exercises.

The term end evaluation grades the senior citizens performance in examinations and certificates are provided during valedictory programme.

This programme is benchmarked and has seen a wide coverage in national and international media broadcasting centres. Many number of times students have addressed the media during the campus visits. Public also step into the campus to receive information for themselves and their friends and well wishers. Also children contact RVIM office for providing computer usage skills to their parents and grand parents.

A Job Fair was also conducted to provide an opportunity for the senior citizens to engage in commercially viable jobs based on their skills and financial needs.

Former Chief Justice of India, Hon. Justice M.N. Venkatchaliah speaks during the Valedictory Programme of the 25th Batch held on May 22, 2016 held in RVIM Campus

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To view this recording

Use link: https://youtu.be/I_E_HP4AB80

RVIM –CLPCS 19TH Batch trainee Sri.Gopinath shares his experience to thank R.V.Institute of Management in providing an extension and outreach programme for the benefit of the society.



To view this recording

Use link: <https://youtu.be/bGvnQ9Wfg7M>

TIMES NOW visited the campus while the nineteenth batch was in progress and telecasted it in their National Channel. The telecast recording is accessible through the link provided



To view this TV Telecast on Times Now

Use link: <https://www.youtube.com/watch?v=HCP3Onw-5QU>

CNN News 18 featured it in the programme 'India Positive' . The link provided contains text only.

The screenshot shows a web browser window displaying a News 18 article. The address bar shows the URL: <https://www.news18.com/videos/india/computer-for-senior-citizens-629499.html>. The page header includes the News 18 logo and navigation tabs for HOME, ASSEMBLY, POLITICS, INDIA, OPINION, MOVIES, TECH, AUTO, BUZZ, and VIDEOS. The article is dated AUG 07, 2013 09:56 AM IST and is categorized under INDIA. The main text of the article reads: "Bangalore: An MBA college in Bangalore has changed the lives of many senior citizens. The RV management institute is helping grandparents connect with their loved ones. 65-year-old Guruprasad, a pensioner in south Bangalore, takes great pride in his new-found ability to send pictures to his granddaughter in the United States. This comes as the former employee of a public sector unit has just finished learning some basic computer skills course, a course that many seniors like 'The main intention is to interact with my daughter, son-in-law and granddaughter who are presently in San Francisco, by way of Skype, and email, chatting. This probably will be more helpful to access them even though they are in a foreign place,' Guruprasad said. Close to 600 people have taken this free course offered by the city's premier MBA college, the RV Institute of Management. Most in the classroom are aged between 60 and 85 and with each key they type, they bridge the distance with their families spread across the globe and rekindle kinship. It also Simplifying lives was the reason why the RV Institute of Management set up this course and students pitched in to teach the seniors in the after-hours. 'Nearly for 50 seats, we will have 400 applications. So we decide on the basis of age. The oldest person will get the first seat. Now they look at the life in a Many grandparents crave for that one little chat with loved ones just to get rid of their loneliness and while all of us may not have the time to teach them the next-gen way of chatting, here's a programme that leaves them feeling freshly empowered." To the right of the article, there are two featured images with captions: "2018: The Year Of Path-Breaking India Webseries" and "Tete-a-Tete With Rani, Deepika, Alia , Anushka, Tabu And Taapsee On One Table". At the bottom of the article, there is a "TRENDING PHOTOS" section. The browser's taskbar at the bottom shows the Windows logo, a search bar, and various application icons, with the system clock displaying 8:28 AM on 1/3/2019.

To view this TV Telecast on News 18

Use Link : <https://www.news18.com/videos/india/computer-for-senior-citizens-629499.html>

The screenshot shows a Google search result for the query "COMPUTER CLASS FOR SENIOR CITIZENS IN BANGALORE". The search results include a video thumbnail with the title "Bangalore Computer classes for senior citizens at an MBA institute" and a date of "News18.com - Aug 7, 2013". Below the video, there is a snippet of text: "Basic Computer Classes for Senior Citizens in Bangalore - UrbanPro". The browser's taskbar at the bottom shows the Windows logo, a search bar, and various application icons, with the system clock displaying 8:28 AM on 1/3/2019.

The video image of CNN India Positive featuring RVIM

Public TV



Students of RVIM engage the sessions for the senior citizens as a part of volunteering programme. They share their experiences with Public TV in Computer Lab during media interaction.

E TV



Dr.T.V.Raju, Director ,RVIM addresses the media E TV in campus on April 4,2014

E TV featured it in Metro Special programme



To view this TV Telecast on E TV Metro Special

Use link: <https://www.youtube.com/watch?v=r4XewwFUKik>

RAJ NEWS featured the ongoing CLPSC in its News Channel



To view this TV Telecast on RAJ News

Use link: <https://www.youtube.com/watch?v=Y9yZ-G7YFM>



Ms.Susmitha, student of II Semester providing support during the practical session



Student transferring necessary skills to use computers

RVIM gets AIMS National Management Week Award in 2018

Association of Indian Management Schools (AIMS) conducts competitions across all B-Schools at National Level. The objective of the programme is to encourage students to participate in the CSR programmes from August 1-7 EVERY YEAR.

RVIM Centre for Social Responsibility at R.V. Institute of Management works on the issues and problems facing the society and thereby building a group of volunteers to work upon to combat hunger, illiteracy, malnutrition, gender disparity and discrimination, environmental and climate change issues, conservation, digital divide, geriatric support, destitute and orphan support, communal harmony & peace, sanitation, AIDS awareness, animal welfare, technology support to rural community, women empowerment, children safety, mental health, road safety, food waste ,consumer protection and many more issues facing the society. First Aid, Philanthropy, Disaster Management and Blood Donation is services provided throughout the year.

During National Management Week 2018 from August 1-7, 2018, RVIM had organized 13 programmes and reached 8500 people with 150 students and 20 staff members' participation. Addressed Star TV Suvarna Channel, Developed an App on Swachh Bharat & reached online learners using Massive Open Online Course (MOOCs). This achievement was recognized by Association of Indian Management Schools (AIMS) and was awarded . This recognition has positioned RVIM to be one among the Top three institutes in India for developing INNOVATIVE AND EFFECTIVE OUTREACH AND EXTENSION programmes.



RVIM team members with Director receive award for best CSR Activities during National Management Week 2018



Top Six Institutes are nominated for the award and best 3 are awarded AIMS National Management Week Award

RVIM was nominated to for AIMS National Management Week Award in the year 2017. This prestigious position provides an opportunity to be one among top 6 institutes in India for organizing CSR programmes during August 1-7 as a part of National Management week.2017 Convention was held in Pune

AIMS-WE SCHOOL INNOVATION AWARD

RVIM received AIMS –WE School Innovation Award Gold Medal in the year 2018, in the Convention held in Bangalore. The innovation award was at Faculty Level. Mr.A.Chandran , Assistant Professor and Coordinator RVIM Centre for Social Responsibility had adopted concept of social innovation in teaching Innovation Lab Exercises students were engaged to use their skills and apply in real world situation to solve social problems. The marketing techniques used to develop release of film – Adopt practices of Climate Change Mitigation. RVIM received Silver Medal in the AIMS Convention held at Ranchi in the year 2016 for adopting procedures of social innovation and patenting

NIMHANS –Engage to Change Award (National Level)

RVIM participated in the programmes to 'Engage to Change' Suicide Prevention Campus Campaign organized by National Institute of Mental Health and Neuro Sciences(NIMHANS)during the second week of September to mark 'World Suicide Prevention Day' observed on September 10 every year. The comprised of 10 students.

Ms.Chandrika Krishnan

Ms.Sweety Sharma

Ms.Sonam A S

Mr.Anil Kumar Jadhav

Mr.Mayur E S

Ms.Neha Pasha

Mr.Buddappanavara Nagaraja

Ms.Nikitha.G

Ms.Ashwini Kudva

Mr.Hemanth Ravi Hegde

Faculty Members were Ms.Rashmi Shetty, Assistant Professor (In film making) , Ms.Pavithra.S.T, Assistant Professor (Inviting Alumni for Cycle Rally) ,Ms. Payal Jindal, Placement In-charge (WhatsApp Messaging for all students).

Documentary making team members were Ms.Neha Pasha & Ms.Akshita.S

RVIM WAS AWARDED 4th RANK and positioned under top 5 Institutes in India in conducting mental health matters in the campus.

The Documentary Film titled 'A Precious Letter' was adjudged top 5.



Documentary film can be viewed here

Use Link: <https://www.youtube.com/watch?v=rxHwGLPMsrM>



Student Volunteers address the media to create awareness on 'Blue Whale' a killer mobile game that had claimed many lives.

RVIM Garden is maintained by Gardner Mr.Bora Shetty. Students associate in providing their help during leisure to keep the campus green. Watering of plants by students has been very helpful. Rain water adaptation has helped to conserve water.

RVIM Green Garden has consistently is being awarded during Lal bagh Flower Show organised by the Horticultural Society.



Gardner and Campus Maintenance Engineer receive award at Lal Bagh Flower Show

RVIM Garden bags **'Special Outstanding Prize'**
for Ornamental Garden

**At Lal Bagh Republic Day Horticultural Prize
Distribution 2015**



RVIM Maintenance Engineer Sri. Vidyashankar and Gardner Sri. Borashetty receives the Prize at LalBagh

R.V. Institute of Management

RVIM Campus Garden has secured Special Outstanding prize for the

'BEST ORNAMENTAL GARDEN'

During January 2016 HORTICULTURAL SHOW



Sri.Vidyashankar, Campus Engineer and Gardner Sri.Borasetty receive prize during Lal Bagh Flower Show Award Distribution, January 25, 2016



Gardner Sri. Borasetty speaks to Media on this achievement for maintaining Green in Campus

CONGRATULATIONS
FOR THE
ACHIEVEMENT

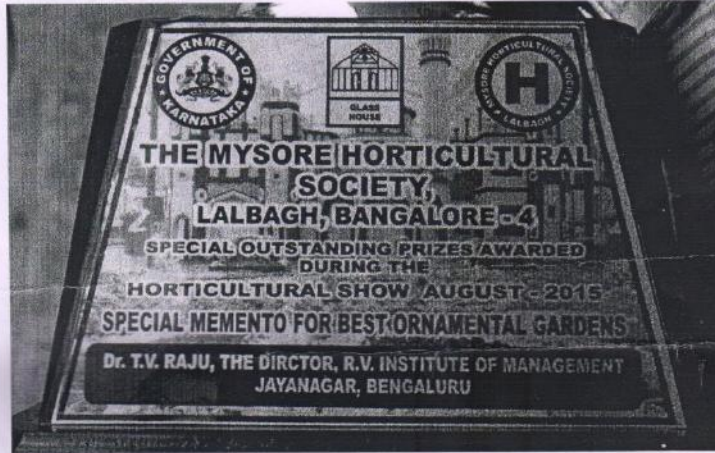
- Director and Staff

Gardner speaks to media on his achievement

CONGRATULATIONS

RVIM Garden bags Prize at Lal Bagh Horticultural Show

Ornamental Garden . August 2015





Students engaged in gardening activities to keep the campus green