

R.V. Institute of Management

RVIM Centre for Social Responsibility

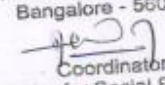
CA-17,36th Cross,26th Main, Jayanagar 4th 'T' Block, Bangalore 560041

Ph:080-42540300 Fax:080-26654920 E Mail :contact@rvim.edu.in Web: www.rvim.edu.in

TITLE OF THE EVENT: EARTH DAY 2014	Category : Awareness Date : April 22,2014 Location : Campus Time : Full Day Display Only
Partnering Institution/Supported by : EARTHDAY Network, Washington	
Participation breakup	TOTAL :09 Students : 2 Staff: 2 Public/Others: -5
Objectives to be achieved	To sensitize the students on environmental damage due to construction activities and discarded batteries
Report Summary	The poster created with least materials and minimum stationery requirement was followed by students while creating the work. The materials used in batteries were also part of the content. The display was prominent to be identified by all stepping in at the main entrance. The posters were displayed for the entire day and all visitors, parents, were able to view it. The programme was communicated to Earthday Network
IMPACT NOTES-	The concept of green building was conveyed to all and it would have had influenced their act towards environment in the future. The procedure adopted for placing the display board was appropriate and viewers could take convenient time to view it. The objectives of EARTHDAY.ORG in campus were fulfilled.

Faculty:Ms.Bhavya Vikas

Students: Shilpa Kulkarni ,Soumya .S.V II Semester MBA

R.V. Institute of Management
Bangalore - 560041

Coordinator
RVIM Centre for Social Responsibility

Faculty:Ms.Bhavya Vikas

Students: Shilpa Kulkarni ,Soumya .S.V II Semester MBA

From April 21, 2014
A.Chandran
Coordinator
RVIM Centre for Social Responsibility
RVIM

To
The Respected Director
RVIM

Sir,

Tomorrow is **World Earth Day(April 22)**.

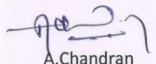
Without disturbing the class few students of II Semester MBA shall display the posters and cartoons created by them at the main entrance on the board/string **during lunch break**.


The objective of this initiative is to sensitize all the students on various issues on environment.

Request for approval

Thanking you

Yours faithfully


A.Chandran



RVIM NEWS DESK May 2014

Sensitization Programme by Nightingale Medical Trust

Nightingales Medical Trust (NMT), pioneers in providing age care services conducted a One-Day Sensitization Programme for students to Bridge the Inter Generational Gap with focus on Maintenance and Welfare of Senior Citizens Act, 2007. Ms. Dechu Banerjee, Consultant for Regional Research and Training Centre and Ms. Swati Bhandary, Sr. Manager Projects, Nightingales Medical Trust addressed the students on various issues and practice of the senior citizens legislation enactment. The programme was sponsored project under Ministry of Social Justice and Empowerment, Government of India and held during last week of March 2014.



Ms. Dechu Banerjee, Consultant for Regional Research and Training Centre, Nightingales Medical Trust

CSR Seminar

RVIM Centre for Social Responsibility organized 'CSR Seminar' with special focus on Youth for Public Transport, Greening Urban Buildings and sensitizing environmental issues through cartoons for the students of II Semester MBA on April 11, 2014. K L Mohan Rao, Principal for the Bangalore Metro Rail Training Institute addressed the students on Youth for Public Transport and Ms. Deepika Dorai, Founder, Bimba Foundation brought out the passion to conserve and protect environment in an artistic way of life. Cartoonist B V Panduranga Rao addressed few queries from students on various issues of environmental concern over Wi Fi interaction during display of his green concern cartoons on the screen.



Mr. Deepak & Ms. Deepika Dorai, Founders, Bimba Foundation addressing the students in the CSR Seminar



Posters and cartoons prepared by II sem MBA students to sensitize about various methods to greening the surrounding

Earth Day

Student Volunteers at RVIM Centre for Social Responsibility created posters and cartoons to sensitize campus students to adopt various methods of greening the surrounding. Art works of Shilpa G Kulkarni and Soumya S V, IInd Sem MBA students were admired to be adopted. Also a batch of students initiated to study various methods to dispose used batteries and to publish a research work in this area at the earliest. Coordinator Prof. A Chandran communicated the action plans to the international network 'EARTH DAY ORG' to be a part of A Billion Acts of Green.

Faculty Updates

Dr. Jyotirmoy Ghosh, Professor, Dept. of Marketing

- Has presented paper entitled "A Study of the Volatility, Uncertainty, Complexity and Ambiguity (VUCA) Management Capacity among Business Leaders" in the International Conference at Kristu Jayanti College of Management & Technology on April 3 & 4, 2014.
- Has presented paper entitled "The Bhagavad Gita Path to Achieve Harmony Amidst Turbulence in Nations and Businesses" in the International Conference at Indus Business Academy, Bangalore on April 23, 24 & 25, 2014.

Mr. Manjunath M, Assistant Professor, Department of Finance and Mr. Ganapathi, IV Semester MBA student, presented a paper in National Conference on Emerging Trends in Derivatives Market on April 23, 2014 on the topic "Developing Derivative Hedging Strategies using Technical Analysis" at Department of Commerce - PG Studies, Indian Academy, Bangalore.

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R V INSTITUTE OF MANAGEMENT

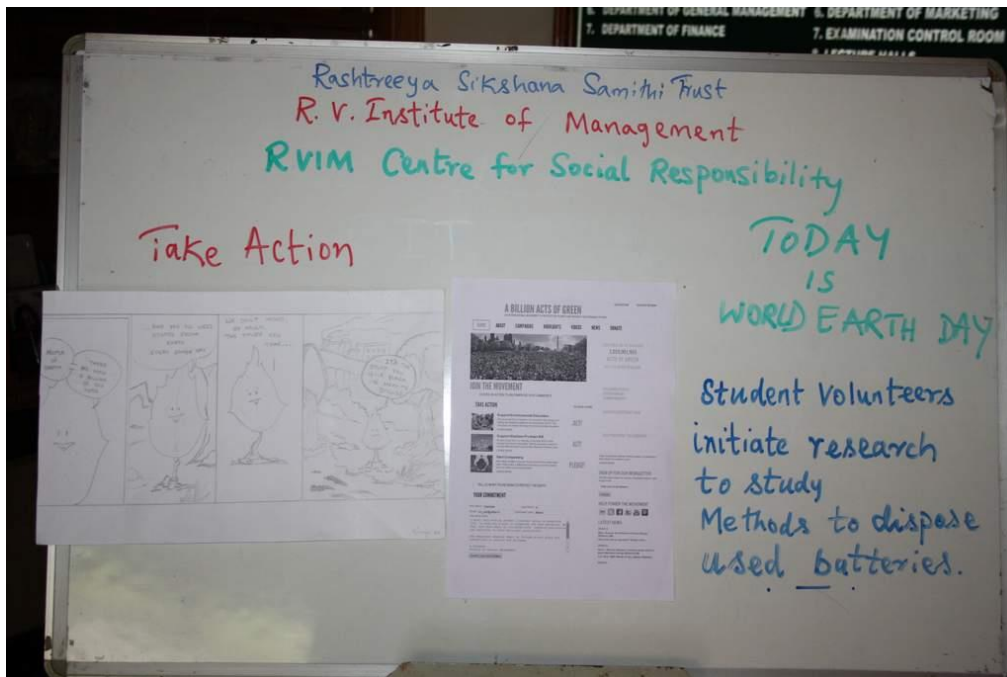
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CA-17, 36th Cross, 26th Main, 4th 'T' Block, Jayanagar, Bangalore - 560 041. Tel : 080-26654920 www.rvim.in

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Posters were displayed at the entrance



Battery disposal is of concern-Warning Message through Study

WHAT IS GREEN BUILDING?

ACCORDING TO THE U.S. GREEN BUILDING COUNCIL, "GENERALLY, GREEN HOMES ARE HEALTHIER, MORE COMFORTABLE, MORE DURABLE, AND MORE ENERGY EFFICIENT AND HAVE A MUCH SMALLER ENVIRONMENTAL FOOTPRINT THAN CONVENTIONAL HOMES".

THE THREE IMPORTANT POINTS WHICH ARE IMPORTANT TO CONSIDER SUSTAINABLE GREEN-BUILDING ARE:

1. AIR POLLUTION
2. WATER POLLUTION AND WATER CONSERVATION
3. LANDFILL WASTE.

GREEN BUILDING REDUCES NEGATIVE ENVIRONMENTAL EFFECTS BETWEEN AIR POLLUTION, WATER POLLUTION AND THE EVER DECREASING CAPACITY IN OUR LANDFILLS, TRADITIONAL BUILDING MATERIALS, THEIR BYPRODUCTS AND HUMAN LIFESTYLES ARE CREATING AN UNHEALTHY ENVIRONMENT.

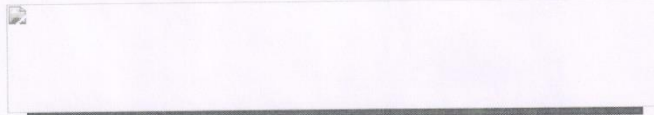
"IT'S HARD TO CHANGE OLD HABITS, AND MOST PEOPLE DO NOT CHANGE UNTIL SOMETHING DIRECTLY, NEGATIVELY AFFECTS THEIR OWN LIFE. IT IS UP TO US, THE MOTIVATED ONES TO THINK GLOBALLY BY ACTING LOCALLY."



From
S. R. B. D.

Concept of Green Building displayed through poster

Subject: Countdown to Earth Day
From: Earth Day Network (EDN@mail.democracyinaction.org)
To: chandran_vision@yahoo.co.in;
Date: Wednesday, 19 February 2014 11:27 PM



Dear Chandran,

Just over 2 months until Earth Day! All around the globe, people are gearing up to green their cities and communities. Help us spread the word by watching the official Earth Day 2014 video and sharing it with your friends and family!



Why are we focusing on cities? For the first time in history, the majority of people on Earth live in cities. The Green Cities campaign aims to transform these communities into cleaner, more efficient and more sustainable places to live.

Looking for ways to get involved? Visit the Green Cities website to learn more about the campaign, become an online activist, or plan your own Earth Day event. Or send us an email: greencities@earthday.org.

You can also fund the campaign by making a small donation. Your support will play a pivotal role in launching new building codes, improving energy efficiency, and building the foundation of sustainable, Green Cities around the world. Together, we can make Earth Day 2014 one for the ages.

Thanks for your support.

-The Earth Day Network Team



[Click here to unsubscribe](#)

Earth Day Network sends mail to the event

Subject: RE: Proposal from RVIM Bangalore for Action – for Green Cities
From: John Maleri (maleri@earthday.net)
To: chandran_vision@yahoo.co.in;
Date: Saturday, 18 January 2014 4:00 AM

Dear Mr. Chandran,

Thank you for the kind letter. Earth Day Network has been very happy to support your efforts in the past. The work in Bangalore seems wonderful. We are hoping to connect to green city projects all over the world. Maybe we can coordinate something about Bangalore. Would you be able to share a little more about your plans and efforts. Specifically, how you hope to reach out to the schools. We would love to be a part of that.

Also, did you know Earth Day Network has an office in India. I can put you in touch with our India Director and you two can connect sometime.

Thanks again for reaching out. I look forward to working with you in the coming months.

Take care,

John

John Maleri
Associate Director of Earth Day
Earth Day Network
1616 P Street NW, Suite 340
Washington, D.C. 20036
+1.202.518.0044
maleri@earthday.org
www.earthday.org



From: chandran chandran [mailto:chandran_vision@yahoo.co.in]
Sent: Friday, January 17, 2014 5:38 AM
To: Green Cities
Subject: Proposal from RVIM Bangalore for Action – for Green Cities

Creetings from R.V.Institute of Management

E Mail copy: Associate Director, Earth Day Network for extending their support.
Mail Dated-January 18, 2014

We have been inspired by Earthday Network activism towards Green Environment in TOTAL. Also previous year, your Network had acknowledged and appreciated our green initiatives programmes during Earth Day ,by sending a certificate.

Also this year we had specially designed our B-School New Year Greetings 2014 with Earth Day efforts towards green environment.We hope this effort will sensitize the society.

Check the card copy in attachment

This year we plan to sensitize schools and colleges buildings authorities to adopt green technologies during maintenance and renovation in Bangalore. We hope to touch at least 2500 buildings to start.

Can this work be acceptable to your team

With Regards

A.Chandran
Faculty in General Management
Coordinator RVIM Centre for Social Responsibility
R.V. Institute of Management Bangalore

www.rvim.in

Attachments

- image001.png (6.15 KB)

Mail continues and provides RVIM information of Greeting card 2014



Rashtrreya Sikshana Samithi Trust

R. V. Institute of Management

Affiliated to Bangalore University, Recognized by Government of Karnataka, Approved by AICTE, New Delhi
Bangalore, INDIA

Greetings

Experience the joy of learning



**Rated A +
Business India Survey, 2013**

**Ranked among top 50 B-Schools
Edex B-Schools Survey in South India**

**Consistently Ranked in
AIMA B-Schools Survey**

**Ranked one among
South India's Top Management Institutes
with Four Star Status
PIONEER B-School Survey 2013**

ACTION

Stop Using Disposable Plastic:

Protect the Environment

Currently about 300 million tons of plastic are produced each year to make bags, bottles, packages, and other commodities for people all over the world. Unfortunately, only about ten percent of this plastic is properly recycled and reused. The rest ends up as waste in landfills or as litter in our natural environment, where it leaches dangerous chemicals into the nearby soil and water, endangering humans and wildlife alike.

The problem has now grown completely out of control and threatens to affect millions of people and animals if we do not act soon.

Source: www.earthday.org

**RVIM Centre for Social Responsibility green initiatives
has been acknowledged by EARTH DAY NETWORK**

Earth Day Network (EDN) now works with over 22,000 partners in 192 countries. EDN continuously works towards its mission to broaden, diversify and mobilize the environmental movement.

To associate with CSR activities at

R.V. Institute of Management

Please call: 080-42540300, 42540329

or kindly mail to csr_rvim@yahoo.in

*You have motivated us to succeed in
All our ventures and helped us to
Achieve our desired goals in the previous years.*

*We look forward for the same support in the
Years to come.*

Wishing you a Happy New Year 2014

Dr. T.V. Raju
Director

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Greeting card had the message of EARTH Day Network TO STOP USING DISPOSABLE PLASTICS (on the right side).

-Report Concludes