



**RV Institute of
Management**

Go, change the world

AIMS - National Management Week - 2023 Impact Report

This report portrays the summary of events and the impact created during the National Management Week held from August 1 to 7, 2023.....

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Aug 3	Visit To GOSHALA - Donated Money and Cattle Feed to The Stray Cows	45	1	5	5	56
Aug 3	Visit To SAI SNEHA ORPHANAGE - Donated Grocery, Money, And Articles of Daily Requirement	65	20	04	03	92
Aug 4	Creating Awareness Among STREET VENDORS Regarding Fair Trade Practices – In Association With BBMP	100	5	10	5	120
Aug 4	CREATING FINANCIAL LITERACY Among Group D Workers In BBMP	181	15	06	04	206
Aug 5	Workshop On Effective Usage Of Mobile Apps For SENIOR CITIZENS In Association with SWASAHAYA TRUST	59	14	07	06	86
Aug 5	AWARENESS ON YOGA PRACTICES To RAGIGUDDA SCHOOL Students	195	02	02	10	209
Aug 5	NGO- CONNECT Programme – Inviting Our Partnering NGO's To Connect With The Students	120	12	20	15	167
Aug 5	Awareness Campaign on SDGS TO SCHOOL Students	60	7	2	-	69
Aug 6	PLOG RUN (Picking Up of Plastic Waste) In Association with ITC Wow	1000	15	20	20	1055
Aug 7	Entertainment Programme And Fun Games For Senior Citizens Of DIGNITY FOUNDATION	20	8	1	2	31
Aug 7	FEED A-STRAY Event	716	15	6	5	742
	TOTAL					3264

REPORT OF NATIONAL MANAGEMENT WEEK

RV Institute of Management, Bangalore - An autonomous institute under Bengaluru City University certified with A+ ranking by the NAAC. The college is offering an MBA program with a mission of training students into socially responsible citizens who can live up to our motto - 'Go, change the World.'

The institute after having been conferred the autonomous status for 10 years by the UGC has identified the crucial importance of being the harbinger of social transformation, has integrated social immersion as a 1 credit course in the mainstream curriculum. Each student should undertake the social immersion programme immediately after the second semester examination for the duration of two weeks.

The main objective of the Social Immersion project is to sensitize students on civic and community issues, to enhance their interpersonal skills and understand the problems of Rural/Urban/NGOs/Government or any other social issues of the society and enhance their status through capacity building. Social Immersion Programme also helps students to be better citizens by knowing, understanding and finding sustainable solutions for pressing community needs. They also learn and practice their management skills for building a better community.

We are participating in AIMS National Management Week 2023. As part of the program, the Joy of Giving Week was organized from 1st August to 7th August'23. All the events provided a platform for students to involve themselves and render services through activities that contribute to societal change.

DAY 1: AUGUST 1, 2023

INSTALLATION OF THE 'WALL OF HELP'

Date	Event	Public/ Beneficiaries	Students Volunteers	Teaching Staff	Non- Teaching Staff	Total
Aug 1	Installation of the WALL OF HELP for public access	300	25	4	24	353

SDG GOAL 10 – Reduce Inequality

IMPACT: The "Wall of Help" initiative brings about a significant and far-reaching transformation by actively promoting a shift towards thoughtful and responsible consumption habits. It advocates for reducing waste by encouraging the reuse of items, thereby contributing to a more sustainable environment. Additionally, this initiative extends its impact to marginalized communities, offering them essential support and resources.

The wall of help was installed at the entrance of the institute. This is accessible to the general public. This initiative is aimed towards promoting re-use of articles. The unused items are kept here by anybody and anybody who needs them can take them. This is a step towards sustainability.



Showing: RVIM Director, staff members & students involved in installation of Wall of Help on August 1, 2023

DAY 2 - AUGUST 2, 2023

ACTIVITY FOR SPECIALLY ABLED STUDENTS

Date	Event	Public/ Beneficiaries	Students Volunteers	Teaching Staff	Non-Teaching Staff	Total
Aug 2	Activity for differently abled students - Visit to MANONANDANA-SCHOOL FOR DIFFERENTLY ABLED CHILDREN	52	6	4	16	78

SDG GOAL 10 – Reduce Inequality

IMPACT - This initiative uplifts specially-abled students children, providing them empowerment and recognition. By doing so, it cultivates awareness about the importance of inclusivity and equality within society. The impact resonates in promoting a more compassionate and united community.

To promote awareness, inclusivity, and understanding among students and the broader community, the student volunteers took the initiative to coordinate indoor group games for the children at the center. These activities were designed to promote communication and social interaction among the children in a fun and engaging manner.

After the group games, each child had the opportunity to showcase their individual talents in singing and dancing. This kind of talent showcase not only boosts the children's self-confidence but also provides a platform for them to express themselves creatively.



Showing: RVIM students helping children with multiple disabilities on August 2, 2023

The outcome of this session was to be informative and emotionally impactful. By understanding the challenges and experiences of differently-abled children, the student volunteers would have gained a deeper understanding of their needs and perspectives. This, in turn, fosters empathy and a greater sense of responsibility toward the well-being and development of these children. Also, benefits the differently-abled children and contribute to the personal growth and character development of the student volunteers involved.



Showing: RVIM staff members, students with Manonandana Principal, Staff members & children on August 2, 2023

DAY 3 - AUGUST 3, 2023

FEED THE RESCUED COWS

Date	Event	Public/ Beneficiaries	Students Volunteers	Teaching Staff	Non-Teaching Staff	Total
Aug 3	Visit to GOSHALA- donated money and cattle feed to the stray cows	45	1	5	5	56

SDG GOALS 1 & 2 – No Poverty and Zero Hunger

IMPACT - Our assistance extended to abandoned cows housed in a rescue center, where we provided essential funds. This aid was instrumental in meeting the varied requirements of these cows, ensuring their well-being and care. Through our contribution, we aimed to fulfill needs and contribute to their sustenance

Venue: Shri Shyam Goshala, Bannerghatta Road

The animals have a positive impact by addressing the immediate needs of stray animals like hunger and malnutrition, potentially saving lives and enhancing their overall well-being. This act of kindness not only demonstrated empathy and compassion within society but also cultivated a sense of responsibility towards these vulnerable creatures. Additionally, such actions might inspire a greater awareness of animal welfare issues, encouraging communities to work together in finding long-term solutions for the care and protection of stray animals.



Showing: RVIM staff members, students With Shri Shyam Goshala members on August 3, 2023

DAY 3 - AUGUST 3, 2023

FUND RAISING ACTIVITY - POSITIVE IMPACT ON THE LIVES OF ORPHANED CHILDREN

Date	Event	Public/ Beneficiaries	Students Volunteers	Teaching Staff	Non-Teaching Staff	Total
Aug 3	Visit to SAI SNEHA ORPHANAGE- donated grocery, money, and articles of daily requirement	65	20	04	03	92

SDG GOALS 1 & 2 – No Poverty and Zero Hunger

IMPACT - This effort focuses on uplifting underprivileged orphan children through both emotional support and essential resources. By securing funds, the initiative ensures these children receive the necessary amenities for a better quality of life. The encouragement they receive goes beyond material assistance, fostering a sense of hope and self-worth.

Venue: Sri Sai Sneha Foundation, Raghuvanalli, Kanakapura Road, Bengaluru

Visit to the orphanage Sri Sai Sneha Foundation was organized wherein we donated Metal Almera, clothes, books and groceries worth Rs. 20, 000 raised by way of donations from staff members and students of the institute.



Showing: RVIM staff members, students with Sri Sai Sneha Foundation members & children on August 3, 2023

This event was organized to inculcate social awareness among the students and sensitize them towards the under privileged children in the society. It was a meaningful way to support and make a positive impact on the lives of orphaned children.



Showing: RVIM staff members, students with Sri Sai Sneha Foundation Founder & children on August 3, 2023

DAY 4 - AUGUST 4, 2023

CREATING AWARENESS AMONG STREET VENDORS REGARDING FAIR TRADE PRACTICES - IN ASSOCIATION WITH BBMP

Date	Event	Public/ Beneficiaries	Students Volunteers	Teaching Staff	Non-Teaching Staff	Total
Aug 4	Creating Awareness among Street Vendors regarding Fair Trade Practices – In association with BBMP	100	5	10	5	120

SDG GOALS 16 & 13– PEACE, JUSTICE AND STRONG INSTITUTIONS.

CLIMATE ACTIONS

IMPACT: This initiative is dedicated to empowering street vendors by promoting a threefold approach. First, it raises health awareness among vendors, fostering better physical well-being.

Second, it emphasizes plastic reduction to create a more sustainable environment. Finally, it champions ethical practices, contributing to societal betterment by instilling values of fairness and integrity within the street vending community. This multifaceted effort seeks to enhance the livelihoods and impact of street vendors.

This event was organized in association with Bruhat Bengaluru Mahanagara Palike [BBMP] to create awareness among the street vendors regarding fair trade practices such as retain customer loyalty through trustworthy behavior, to sell unadulterated products, to sell at fair price, to maintain standardized weights and measures and to refrain from using plastics.



Showing: RVIM staff members, students & BBMP Authorities participating in Awareness among Street Vendors regarding Fair Trade Practices in Association with BBMP on August 4, 2023



Showing: RVIM staff members, students & BBMP Authorities participating in Awareness among Street Vendors regarding Fair Trade Practices in Association with BBMP on August 4, 2023

DAY 4 - AUGUST 4, 2023

FINANCIAL LITERACY TRAINING - GROUP D STAFF BBMP EMPLOYEES

Date	Event	Public/ Beneficiaries	Students Volunteers	Teaching Staff	Non-Teaching Staff	Total
Aug 4	CREATING FINANCIAL LITERACY among Group D workers in BBMP	181	15	06	04	206

SDG GOALS 8 – Decent Work and Literacy Growth

IMPACT: This endeavor is aimed at enhancing financial literacy awareness within BBMP Group D staff. By doing so, it empowers them to achieve their aspirations, make informed decisions about money management, explore investment opportunities, and recognize the significance of insurance coverage. Through this initiative, staff members are equipped with the knowledge and tools to navigate their financial futures effectively, leading to improved financial security and well-being.

The Financial Literacy training was organized in association with Central Depository Services Limited [CDSL] for Group D staff members of Bruhat Bengaluru Mahanagara Palike [BBMP]. Mr. Harish C S from CDSL conducted the session. The training began with an introductory session that emphasized the importance of financial literacy in personal and professional life. Trainer discussed the significance of budgeting, saving, and investing in achieving financial goals. The participants were introduced to the concept of budgeting and its relevance in managing personal finances effectively. The training delved into various savings and investment options available, such as savings accounts, fixed deposits, mutual funds, and more.

The Financial Literacy training for Group D staff members of BBMP successfully equipped employees with the necessary financial knowledge and skills.

By providing them with practical tools and strategies, the training contributed to enhancing their financial well-being and fostering responsible financial practices among the participants. The impact of this training is expected to extend beyond the workplace, positively influencing their personal financial lives.



Showing: Mr. Harish, trainer, CDSL interacting with BBMP workers about Financial Literacy in BBMP office on August 4, 2023



Showing: RVIM Director, staff members, students, BBMP Authorities and workers in Financial Literacy program on August 4, 2023

DAY 5 - AUGUST 5, 2023

WORKSHOP ON EFFECTIVE USAGE OF MOBILE APPS FOR SENIOR CITIZENS

Date	Event	Public/ Beneficiaries	Students Volunteers	Teaching Staff	Non-Teaching Staff	Total
Aug 5	WORKSHOP ON EFFECTIVE USAGE OF MOBILE APPS FOR SENIOR CITIZENS in association with Swasahaaya Trust	59	14	07	06	86

CDG GOALS 3 – Good Health and Well Being

IMPACT: This initiative focuses on empowering senior citizens by imparting them with valuable mobile app skills. Through dedicated workshops, they gain the knowledge needed to navigate and utilize mobile applications effectively. This empowerment extends beyond mere technical proficiency, enhancing their understanding of how these apps can be essential in various aspects of their lives. This initiative helps bridge the digital divide and ensures that senior citizens can comfortably engage with modern technology.

This unique workshop was organized with Swasahaaya Trust to empower the senior citizens with effective usage of mobile apps on their smartphones. There were number of student volunteers who happily guided and helped the senior citizens to download and install the relevant mobile apps such as MediBuddy, PharmEasy, BHIM, Google Maps, Uber, Amazon, RedBus, Netflix, Zomato, Blinkit and further how to use them effectively.

The fear towards usage of the mobile phone was completely wiped off by the end of the training and the senior citizens were quite happy to use their mobiles for services other than just making and receiving phone calls.



Showing: RVIM staff members and students, with senior citizens of Swasahaya Trust in workshop on August 5, 2023



Showing: RVIM staff members and students, with senior citizens of Swasahaya Trust on August 5, 2023

DAY 5 - AUGUST 5, 2023

YOGA TRAINING FOR SCHOOL CHILDREN

Date	Event	Public/ Beneficiaries	Students Volunteers	Teaching Staff	Non-Teaching Staff	Total
Aug 5	AWARENESS ON YOGA PRACTICES to Ragigudda school students	195	02	02	10	209

CDG GOALS 3 – **Good Health and Well Being**

IMPACT: This initiative aims to cultivate health awareness among students using yoga as a medium. By engaging in yoga practices, students are guided towards achieving mental and physical well-being. The program also specifically addresses stress management, equipping students with tools to cope effectively with the pressures of academic and personal life. The inclusion of meditation fosters inner calm and balance, contributing to their overall holistic development.

The event was organized at Ragigudda Sri Prasanna Anjaneya Swamy Vidya Kendra to foster a holistic approach to nurture young minds. Through mindful breathwork and asanas, the students were empowered to find inner peace and balance. The training helped to enhance their focus, reduce stress and overall well-being, paving the way for a healthier and happier generation.



Showing: RVIM Director and students training yoga to young minds on August 5, 2023



Showing: Ragigudda Sri Prasanna Anjaneya Swamy Vidya Kendra students performing yoga on August 5, 2023

DAY 5 - AUGUST 5, 2023

NGO CONNECT

Date	Event	Public/ Beneficiaries	Students Volunteers	Teaching Staff	Non-Teaching Staff	Total
Aug 5	NGO- CONNECT programme – inviting our partnering NGOs to connect with the students	120	12	20	15	167

SDG GOALS 17 – **Partnerships for The Goals**

IMPACT: The **NGO Connect** event serves as a platform for various NGOs to come together. By extending invitations, the event encourages these organizations to showcase their missions and ongoing projects, fostering a deeper understanding of their initiatives. This sharing of information creates a ripple effect, raising awareness about the diverse social causes these NGOs are dedicated to. The event plays a pivotal role in building connections and collaborative efforts towards positive societal change.

NGO CONNECT - OPEN HOUSE, a unique initiative was organised as a platform and initiative, to connect non-governmental organizations (NGOs) for collaboration, information sharing, and resource pooling. The different NGOs were invited to create awareness about projects that cover areas such as education, healthcare, environment, and social welfare; and mobilizing youth to contribute their time, skills, and efforts towards addressing various social challenges and making a positive impact on society.



Showing: NGO stalls in the premises of RVIM on August 5, 2023



Showing: RVIM Staff members with NGO representatives during Open house session on August 5, 2023

DAY 5 - AUGUST 5, 2023

AWARENESS CAMPAIGN ON SDGs TO SCHOOL STUDENTS

Date	Event	Public/ Beneficiaries	Students Volunteers	Teaching Staff	Non-Teaching Staff	Total
Aug 5	Awareness Campaign on SDGs to school students	60	7	2	-	69

SDG GOALS 4 – Quality Education

IMPACT: By fostering awareness and motivating students to practice prudent water use at home and school, a substantial reduction in water wastage can be achieved. This proactive approach not only conserves this precious resource but also instills responsible habits that can influence future generations. The impact includes a noticeable decline in water bills, preservation of local ecosystems, and a heightened sense of environmental stewardship among students.

The event was mainly to create awareness among the School Children the importance of water, saving of water and conservation of water. The drive was organised in simple way where students could understand the importance of saving water and assimilate the same. students were asked to take a pledge for saving one liter water every day. Students understood that there is scarcity of water, it is less than 1% of drinking water that is available. Water conservation also includes refraining from polluting water and using it effectively at homes, offices and Schools and at public places. The public, people, schools must have certain strategies to reduce wastage of water, prevent water getting deteriorated and damage the quality of water.



Showing: RVIM staff members & students with the young minds of Vivekananda school in Bengaluru, on August 5, 2023



Showing: RVIM students volunteering with the young minds of Vivekananda school in Bengaluru, on August 5, 2023

DAY 6 - AUGUST 6, 2023

PLOGATHON

Date	Event	Public/ Beneficiaries	Students Volunteers	Teaching Staff	Non-Teaching Staff	Total
Aug 6	PLOG RUN (picking up of plastic waste) in association with ITC Wow	1000	15	20	20	1055

SDG GOALS 13 – **Climate Action**

IMPACT: Plogathon harmonizes physical fitness with a meaningful cause by engaging participants in both activities. By collecting plastic waste while jogging, it serves a dual purpose: raising awareness about environmental issues and actively contributing to pollution reduction. This endeavor not only enhances participants' physical health through exercise but also promotes a cleaner environment, emphasizing the importance of responsible waste management.

We at RV Institute of Management organized a Plogathon in association with ITC-WoW, BBMP and Anubhuthi Foundation. As part of this event, we covered 4 major parks of Jayanagar and the connecting streets by involving all the teaching, non-teaching, support staff members, students and representatives from ITC WoW, BBMP and Anubhuthi Foundation. All the participants cleared out all the trash on the roads and parks while walking and it also brings a sense of ownership and cleanliness in the area covered.



Showing: RVIM Director, staff members & students with ITC-Wow, participating in Plogathon on August 6, 2023



Showing: RVIM staff members & students cleaning parks during Plogathon on August 6, 2023



Showing: Waste collection during Plogathon on August 6, 2023



Showing: RVIM Director, staff members & students with ITC-Wow, waste collection during Plogathon on August 6, 2023

DAY 7 - AUGUST 7, 2023

ENTERTAINMENT PROGRAMME FOR SENIOR CITIZENS AT OLDAGE HOME

Date	Event	Public/ Beneficiaries	Students Volunteers	Teaching Staff	Non-Teaching Staff	Total
Aug 7	Entertainment programme and fun games for senior citizens of DIGNITY FOUNDATION	20	8	1	2	31

SDG GOALS 3 – **Health and Well Being**

IMPACT: This initiative is dedicated to bringing enrichment to the lives of senior citizens residing in an old-age home. Through heartwarming entertainment activities, it aims to create moments of joy and foster a sense of connection among the residents. By engaging them in enjoyable experiences, the initiative not only brings happiness but also alleviates feelings of isolation. Hence it cultivates a supportive and vibrant atmosphere that enhances the well-being of the elderly residents.

The event was organised for senior citizens by visiting to the Dignity Foundation Senior citizen group. The participants were very active throughout and enjoyed the event thoroughly. There were 20 elderly inmates (male and female). The students of the college interacted with the elderly followed by an entertainment program with music, action songs, and dance. Also, hosted various games like Housie, Gaade maatu, Dumb charades, Musical chair and ended with Bollywood Karaoke singing. The inmates were very happy and blessed everyone. It was a joyous occasion with full of satisfaction that the team could bring some rays of happiness among the elderly.



Showing: RVIM staff members & students with Dignity Foundation on August 7, 2023



Showing: RVIM staff member entertaining the senior citizens of Dignity Foundation on August 7, 2023

DAY 7 - AUGUST 7, 2023

“FEED A STRAY” EVENT

Date	Event	Public/ Beneficiaries	Students Volunteers	Teaching Staff	Non-Teaching Staff	Total
Aug 7	“FEED A STRAY” Event	716	15	6	5	742

SDG GOALS 2 & 15 - **Zero Hunger, Life on Land**

IMPACT: "Feed a Stray" initiative holds potential to alleviate hunger and suffering among stray animals. By providing nourishment, it enhances their well-being and fosters compassion within communities. This act of kindness not only supports animal welfare but also strengthens the bond between humans and their environment.

Feeding A Stray animals have a positive impact by addressing the immediate needs of stray animals like hunger and malnutrition, potentially saving lives and enhancing their overall well-being. This act of kindness not only demonstrated empathy and compassion within society but also cultivated a sense of responsibility towards these vulnerable creatures. Additionally, such actions might inspire a greater awareness of animal welfare issues, encouraging communities to work together in finding long-term solutions for the care and protection of stray animals.



