



## R.V. Institute of Management

### RVIM Centre for Social Responsibility

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#### TITLE OF THE EVENT:

**GREEN CONCEPTS & CLIMATE  
CHANGE MITIGATION**

**Category** : Environment

**Date** : 11.04.2014

**Location** : Campus

**Time** : 2 pm-5pm

#### Partnering

Institution/Supported by :

**BIMBA Art Foundation**

#### Participation breakup

**TOTAL :107    Students : 100    Staff: 3    Public/Others: 4**

#### Objectives to be achieved

To sensitize on issues relating to climate change

#### Report Summary

The interaction to this seminar was in two steps. First the student attends and debates on various issues relation to climate change. The next step is to explore the possibilities to mitigate climate change through actual visit. Most of the students prefer commuting on their own vehicle. The interactions paved a way to understand the real issues of –why people are away from public transport. The concept of minimizing materials usage at home was explained.

**IMPACT NOTES-**When students understood that they can make a positive impact by their choice to use public transport –it was understood that the purpose of designing such a programme was fulfilled. When some students preferred to use public transport from the very next day, it could be seen as a steep towards progress. In case of home appliances and others ,we understand the example provided by Bimba Art Foundation of not using refrigerator in their home, is a great motivational thought towards greener homes.

Faculty: Ms.Rashmi,Ms.Pushpa,Ms.Pavithra

Student Reporter: Keerthy.K.S

Post Seminar Field Visit: Ms.Abhina Prasad and team



## **Interactions for Green Concepts and Climate Change Mitigation**

**April 11,2014**

Green Concepts have a direct impact on mitigating climate change. In this awareness interaction and field visits students were exposed to different thoughts through in formal interactions and field visits. In initial stage resource persons Mr. Mohan Rao, Principal, Bangalore Metro Rail Training Institute and Mr.Deepak & Ms.Deepika Dorai ,Panduranga, Cartoonist all interacted with the students during the seminar with focus on Youth for Public Transport, Greening Urban Buildings and cartoons to touch environmental issues in an artistic way. The Seminar was held in April 11, 2014 and following that students using Metro Rail and Public Transport interacted with public and others , Art enthusiastic students viewed cartoons and students to go green concepts at home visited BIMBA Art Foundation to find the green concepts used there. BIMBA doesn't have a refrigerator, doesn't uses synthetic soaps, doesn't drain water to drainage and instead allows water for gardening, No power wastage. Students led by leader Ms.Abhina Prasad, student of II Semester visited BIMBA during the month of September 2014 to know the better methods that they can contribute in Climate Change Mitigation.

## 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.

### Editorial Board

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A Premier Institute in Management Education, Training, Research & Consultancy



11/4/14

Time: 3:15 - 4:15 pm

KEERTHY K.S  
II<sup>nd</sup> Sem 'B' MBA  
RVIM.

Topic: Case study on "Bimba Art & Foundation"

Resource Person: T.D Deepak & Deepika Dorai.

"BIMBA" in Sanskrit connotes REFLECTION.

Bimba mirrors the unique vision of an artist for growing art - its practice and sharing. It reflects socio-artistic values.

Bimba Art and foundation - the trust registered in Sept 2007 was co-founded by T.D. Deepak and artist Deepika Dorai. A charitable trust - not a very structured "Nga" but a micro-initiative for earth sensitive Art. The Objectives of the foundation include alleviation of poverty, providing food, shelter, education, healthcare, preserving ecology among others.

Through continuous handmade earthy practice and care - ~~the~~<sup>they</sup> enhance the potential and sense of well-being in deserving individuals by working with polishing hand skills that are unique to them and by inviting them to involve in the art they create.

A rare practice "Green Art" percolates into every encounter with people, things and situations - life itself. "Bimba Art Ashram" is a "Live Campus" for art practice where we can even hear, see, feel and experience creative processes on weekdays and a performance every Saturday at 8.30 pm. And also staging "Rasalok" Skill Theatre

of miniature Art during Navratri. "Bimba The Art Hut" more than a gallery and is a store house of art. It is unique in that all these handmade spaus, displays and many of the creations are lovingly crafted by the founder artist who crisscrosses out and practices its manifestation in various disciplines while nurturing earth and artisans.

And they often performs on a Saturday. At "Bimba", Art & philanthropy resonate harmoniously with good living and create active citizenship. We can Participate in the many layers of this artistic social engagement in many ways and also can contribute to their Trust - BIMBA ART FOUNDATION.

How to reach Bimba Art:

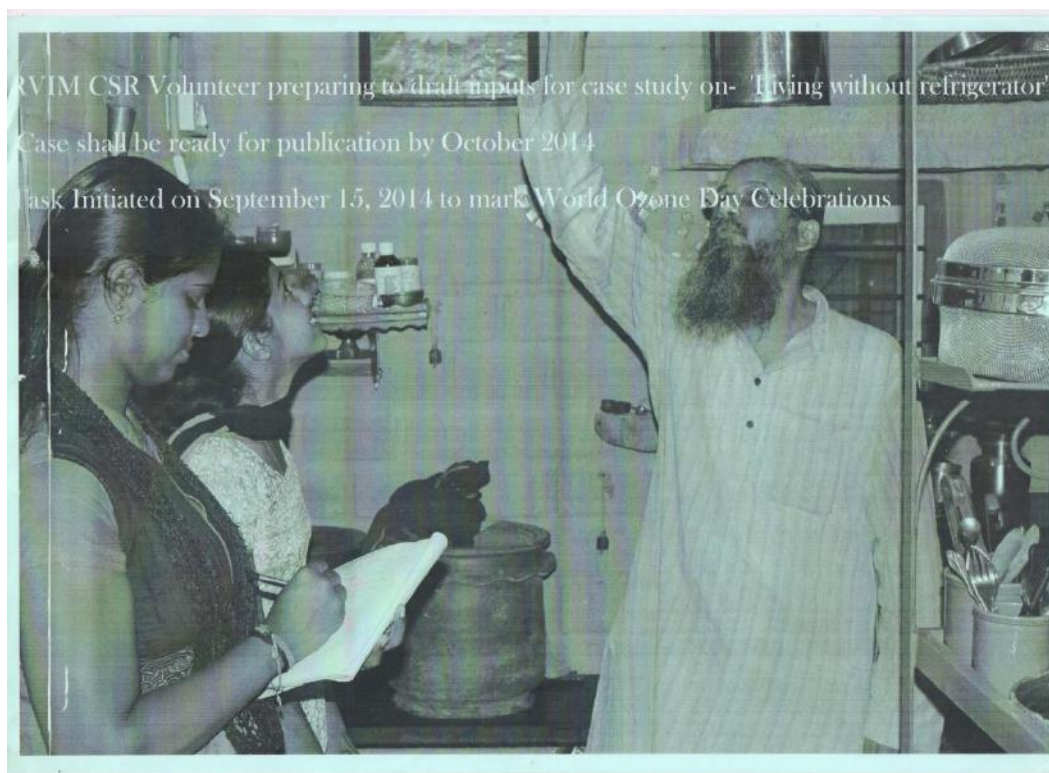
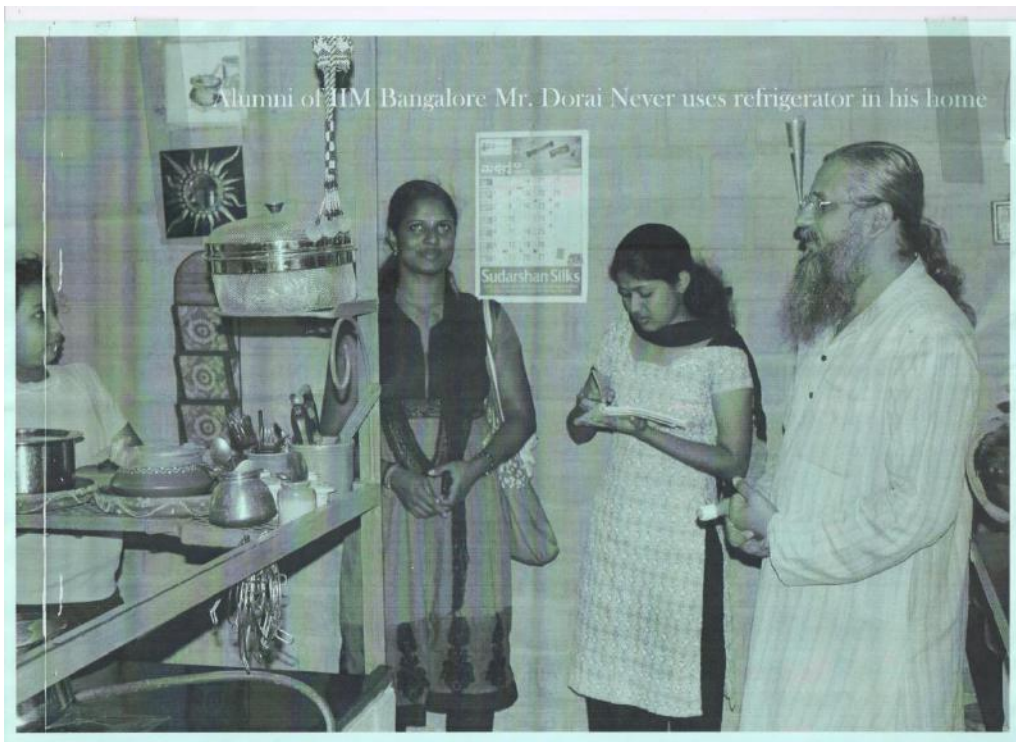
"Bimba The Art Ashram, Bimba The Art Hut,  
Rasalok"

# 42, ratnavilas road (opp carau bank chg  
road branch / near nagasandra side)

basavangudi  
Bengaluru - 560004

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Students at BIMBA



Students at BIMBA



3:11/4/14

timings:- 2:15-3:15 pm

KEERTHY K.S  
IInd sem, B' MBA  
RVIM.

Topic:- "Climate change & emergence of  
Green air conditioning systems"

Resource Person :- Sri K.L Mohan Rao, Principal, Blore Metro Rail  
Training Institute - Green Building.

While nowadays builders, people have become more conscious about green building and green product and even back up their performance claims, Product selection will continue to be one of the most critical challenges in meeting green missions and that puts our business and reputation at risk.

So here are my few questions about green product and their back up.

- (1) How it will perform as a building material or product?
- (2) Is it code approved?
- (3) How it will it contribute towards sustainability?
- (4) Is it worth the investment for the benefits?
- (5) Will it increase my level of risk or liability?



Date: 11/4/14.

Timings: 2.15:-3.15pm

Resource Person: Sri K.L. Mohan Rao.

Topic: Report on "Landscape of CSR".

KEERTHY K.S.

2nd Sem, 'B' MBA

RVIM.

Green Building refers to a structure and using Process that is environmentally responsible and resource-efficient throughout a building's life-cycle, from siting to design, construction, operation, maintenance, renovation, and demolition.

Priority Areas for CSR in respect of environment sector.

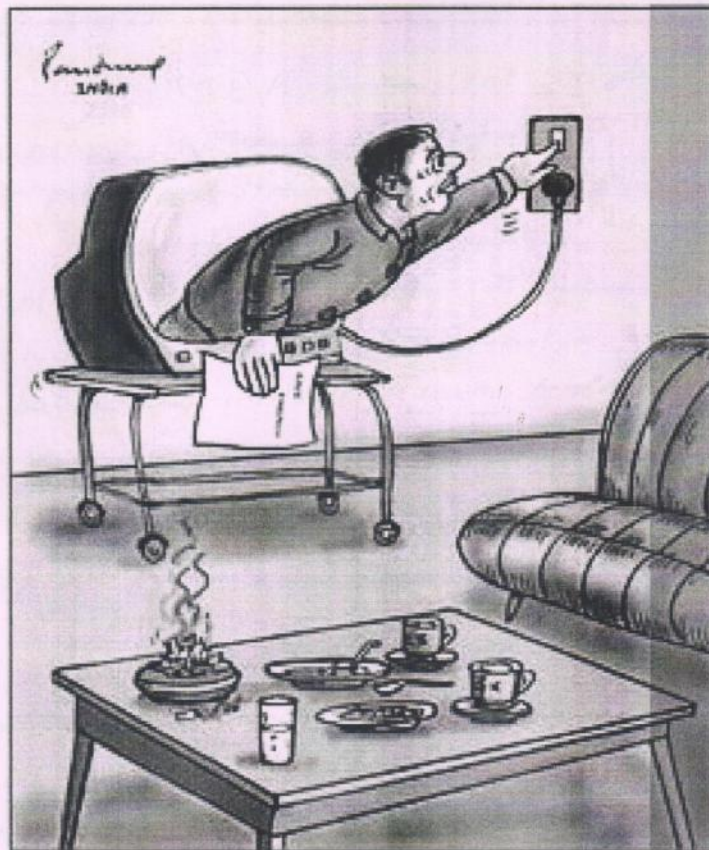
- Solar energy
- Rain harvesting
- Plastic recycling plant
- Electronic recycling plant.

Late K.L. Mohan Rao Sir spoke about climate change, facts and impacts of climate change on environment. And even he spoke about the Global Warming facts.

Conclusion:-

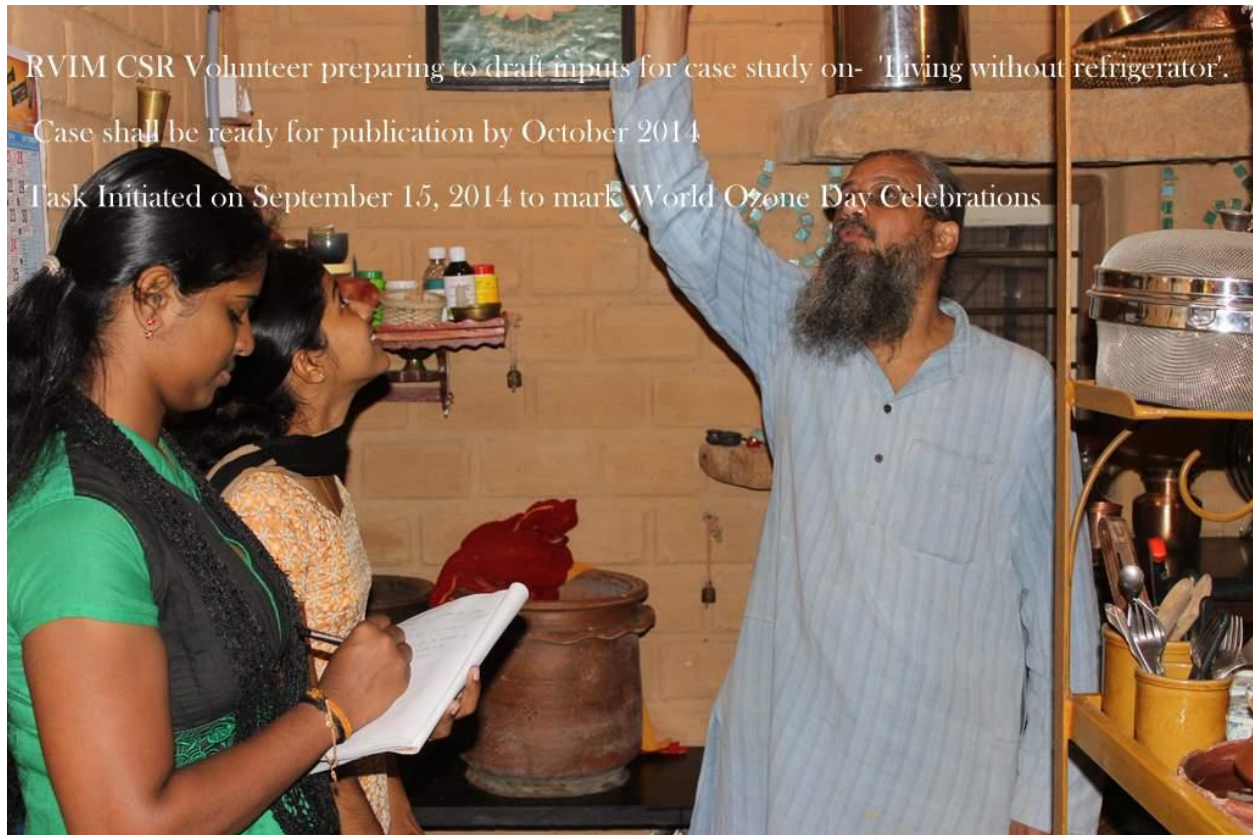
- Green building
- Net zero building
- Water conservation
- Energy conservation
- improved indoor air quality
- optimum Day lighting
- Adopt alternative cooling system.

**PANDURANGA ROA'S  
ENVIRONMENTAL BASED CARTOON**



**KEERTHY K.S**  
2<sup>nd</sup> sem, "B" MBA  
RVIM

Poster of cartoon created by Mr. Panduranga is used for spreading the message of to Switch Off the power after use.



At GREEN KITCHEN IN BIMBA ART FOUNDATION