

Rashtreeya Sikshana Samithi Trust

**R.V. Institute of Management**

August 1-7, 2015

---

# Report of RVIM –CSR Programmes Celebration of AIMS National Management Week 2015

Report prepared by

A.Chandran

Faculty in General Management &

Coordinator, RVIM Centre for Social Responsibility

E: lecturer\_chandran@hotmail.com M: 9449828204

**R.V. Institute of Management**

**CA 17, 26<sup>th</sup> Main, 36<sup>th</sup> Cross, Jayanagar 4<sup>th</sup> 'T' Block, Bangalore 560 041**

Students designed seven programmes with each having different reach in the community. AIDS awareness was focused on school children. Hence they planned the visit with the support of a faculty. Teaching the pourakarmikas to sign was necessary as this particular task is very much required because of ignorance time in the city life. Support in the Eye Hospital was encouraging as that student in the team was very particular about visiting an eye hospital for social service. The programme like interview in FSSAI was new and welcoming as FSSAI Standards are in practice. Digital India campaign aims at utilization of government services through online. The need for training the senior citizens was a good initiative as very people are privileged to learn mobile phone usage. There is a need for greater participation. It is hoped that the next batch of students will take up such responsibilities and move to remote villages in teaching digital literacy. Traditional programmes provided them to identify new challenges.



Rashtriya Sikshana Samithi Trust  
**R.V.INSTITUTE OF MANAGEMENT**  
CA-17, 36<sup>TH</sup> CROSS, 26<sup>TH</sup> MAIN, 4<sup>TH</sup> T BLOCK, JAYANAGAR, BANGALORE - 41  
Ph: 080-26547048 Fax: 26654920; URL: [rvim.edu.in](http://rvim.edu.in); Email: [contact@rvim.edu.in](mailto:contact@rvim.edu.in)

## NATIONAL MANAGEMENT WEEK 2015

### IMPACT NOTES

The participation in programmes will make a difference in every student. Some have developed the skills to find their career in NGOs. This is encouraging. The other important aspect is talking and visiting people keeping Bangalore Clean is an option for few. Here Mr. Basawaraj, students made it a point to take this challenge, and was present near BBMP office early morning at 6.30 am. Good initiative that set the path for others to follow. All the programmes added few more insights into the human part of such interaction. The real life of joy with support to the society was felt by all the participants.

No. of Programmes	Student Participation	Staff Participation	Public Participation
07	27	4	500

R.V. Institute of Management  
Bangalore - 560041  
  
Coordinator  
RVM Centre for Social Responsibility

**Programmes and Activities overview -National Management Week 2015 at RVIM**

<b>Day 1</b>	Aug 1	Visit to Old Age Home and Home for the Disabled
<b>Day 2</b>	Aug 2	Teaching Pourakarmikas to write their names and sign
<b>Day 3</b>	Aug 3	Interview on Food Safety and Standards
<b>Day 4</b>	Aug 4	Educational activities at Government High School, Jayanagar
<b>Day 5</b>	Aug 5	Visit to Hospital
<b>Day 6</b>	Aug 6	Computer Education to Senior Citizens- Digital India Awareness
<b>Day 7</b>	Aug 7	Rural Support -Agriculture and Farming Insurance

## **Introduction**

Association of Indian Management Schools (AIMS) through its letter has marked August 1-7, 2015 for celebration of National Management Week.

Under the guidance of Dr.T.V.Raju, Director, RVIM the activities were taken up to celebrate AIMS National Management Week.

A.Chandran, Faculty in General Management & Coordinator RVIM Centre for Social Responsibility was entrusted to organize various programmes for the students of III Semester MBA.

Accordingly seven day celebrations were planned and organized for the greater benefit to the society keeping in the AIMS 'Come together, Work together and Achieve together'

### **Day 1: August 1, 2015**

#### **Visit to Old Age Home and Home for the Disabled**

A batch of nine students Mr.Koushik .Y Mr. Rakshith Jain, Mr. Praveen Gowda, Mr.Rupesh Reddy, Mr.Ramachandra Mr. Sheldon, Mr.Ravi Chalawadi, Mr.Rajesh & Mr.Rajan kalal visited the old age home 'Belaku Vrudha Ashrama' and later to 'Samarthana' home for disabled children. Talking to elderly inmates at the old age home and teaching drawing, accountancy and English communication to disabled children was a part of team programme spread for two days.



Photo 1: At Home for Disabled



Photo 2: Residents of Old Age Home

## **Day 2: August 2, 2015**

### **Teaching Pourakarmikas to write their names and sign**

The literacy among pourakarmikas is very low and very few of them have switched on to signing and rest of them is still in the practice of adopting thumb impression . Pourakarmikas employed at BBMP have responsibility to keep the city clean and to help garbage clearance every day. The Bruhat Bengaluru Mahanagara Palike (BBMP) Translation could mean: Greater Bangalore Municipal Corporation.

Students team Mr.Channamallappa,Mr.Deepak B, Mr.Basavaraj and Mr.Praveen Kumar reached the BBMP Jayanagar office at 7 am on August 2, 2015. The pourakarmikas before commencing the safai work had an opportunity to learn how to write their names and sign. This volunteer work was well appreciated by pourakarmikas.





Photo 3: Pourakarmikas are taught to write their name and sign at BBMP J'Ngr

**Day 3: August 3, 2015**

### **Interview on Food Safety and Standards**

Food Safety and Standards Authority of India (FSSAI) is the authority on food safety in India. The Karnataka State Office in Bangalore is the implementing agency for the state. Team of Three students interviewed Dr. H.S.Shivakumar, Deputy Director, Office of the Commissioner, Food Safety & Standards, Public Health Institute ,Sheshadri Road, K.R.Circle, Bangalore. The Interview contents were documented in the Institute Newsletter for wider reach. Also a

documentary is made for reaching the nearby schools. This awareness on food safety is very useful to common public to make them understand the various licensing methods for food business operators, adulteration prevention and community participation in the implementation and practice of Food Safety and Standards Act, 2006. Team members Ms. Swath C.M, Mr. Shoaib and Mr. Praveen Kumar.S efforts is to reach around 3000 readers and viewers.



Photo 4: Dr.H.S.Shivakumar, Dy Director, Food Safety & Standards is  
Interviewed by RVIM Student Volunteers.





Photo 5: Student Volunteer at FSSAI Office

**Day 4: August 4, 2015**

**Educational activities at Government High School, Jayanagar**

The education programmes on Acquired Immunodeficiency Syndrome (AIDS), Protection of Children from Sexual Offence (POCSO) Act 2012 and Hygiene was the topic of interaction to around 150 children at Government High School, Jayanagar 9<sup>th</sup> Block, Bangalore. Separate session was parallel conducted for boys and girls. Ms. Pooja A Sambad, Ms. Swati Deshpande, Ms. Smitha Kote

with faculty Ms. Rashmi Shetty, Assistant Professor, Department of General Management interacted with girl students on AIDS, POCSO and Hygiene. Mr. Harish.K. V. with the support of Mr.A.Chandran, Assistant Professor, Department of General Management educated the high school students on AIDS, POCSO and Hygiene and safety.



Photo 6: AIDS awareness class at Government High School. (RVIM Team Introduced)



Photo 7: Class listening to AIDS awareness Programme





Photo 8: RVIM Student Volunteer on AIDS awareness



Photo 9: POCSO and Emergency number-Class activity



Photo 10: Vote of Thanks at Government High School

### **Day 5: August 5, 2015**

#### **Visit to Hospital**

Student volunteer team from RVIM Ms.Namratha B.N, Mr. Praveen & Mr. Roopesh Reddy actively participated in helping the patients during the Free Eye Camp organized at B.W.Lions Superspeciality Eye Hospital, Off J.C.Road,Bangalore. The Team RVIM provided mobility and helping hand support in escorting to the operation place. Also they provided biscuits for the patients. Around 80 eye operations were held on the day





Photo 11: Patients arriving at the hospital



Photo 12: RVIM Student volunteers escorting the patient at Eye Hospital



Photo 13: Ms. Namratha .B.N escorts the patient for operation



Photo 14: RVIM Volunteers at the reception centre



**Day6: August 6, 2015**

**Computer Education to Senior Citizens- Digital India Awareness**

Digital India initiative by Government of India needs resource to bridge the digital divide. Students of III Semester MBA Mr. Basavaraj.M. Belure launched a short computer session to teach the senior citizens in the community to create e mail and usage of pen drive. This will be the initial step to use the digital service provided by Government of India. Some of them are Digital Locker, Life Certificate Jeevan Praman and use of Aadhaar .The training was supported by Sri. N.Nagasubba Reddy, Assistant Professor, Department of Systems Management, RVIM. 40 senior citizens were benefited..

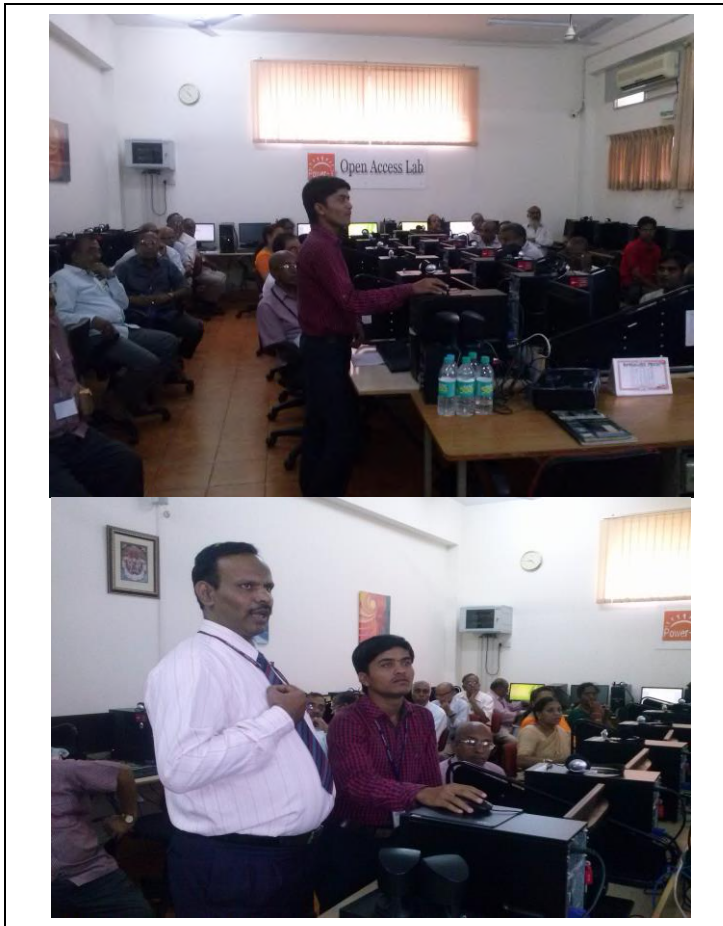


Photo 15: Senior Citizens taught to use email and digital facilities of Government

**Day7: August 7, 2015**

**Rural Support -Agriculture and Farming Insurance**

Student volunteers Mr.Roopesh Reddy, Mr. Suresh Thalla ,Ms.Venela .P headed by Ms. Kavitha.D.A made preparations to support farmers through awareness programme . Initially they visited Agriculture Insurance Company of India Ltd. to understand the role of farmer's insurance facilities. This visit and basic interaction has provided a strong platform to carry forward the message to rural places. Agriculture Insurance Company of India Ltd. is reaching farmers directly without any middleman.

The Regional Office of the company for the Karnataka State is located at the Karnataka Krishik Samaj, Hudson Circle, Bangalore.

The organization is solely dedicated of agricultural crop insurance. It is wholly owned by Government of India. The organization was found in 2002. It is funded by NABARD, GIPSA and Ministry of Finance. The operations are managed by Ministry of Agriculture and Government of India. The headquarters is in New Delhi.

Currently the schemes under National Agriculture Insurance Company are:

- ☐ National Agricultural Insurance Scheme
- ☐ Modified National Agricultural Insurance Scheme
- ☐ Rainfall Insurance for Coffee
- ☐ Coconut palm insurance scheme

- ☐ Weather based crop insurance scheme
- ☐ Individual crop insurance scheme

The officials explained about the various schemes, their implementation, premium calculation, documentation and claim redemption.

The visit was very useful to learn about the various schemes and their reach to the people.



Photo 16: Agriculture and rural support. Student volunteers training.

This Report is submitted to AIMS

1. Prof.Mohd Masood Ahmed

Former President, AIMS and  
Group Director, Vidya Group of Institutions, Hyderabad  
E: masooddeccan@gmail.com

2. Prof(Dr.)S.K.Moharana

Principal, Regional College of Management ,Chandrasekharapur  
Bhubaneswar  
E:principal@rcm.ac.in

The copy of this mail is submitted to

- Dr.T.V. Raju , Director ,RVIM  
E: tv\_raju@rediffmail.com
- AIMS Secretariat  
E: aimsconvention2015@gmail.com