



Rashtreeya Sikshana Samithi Trust

RV INSTITUTE OF MANAGEMENT

CA 17, 36th Cross, 26th Main, 4th T'Block, Jayanagar, Bangalore – 560 041

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E-mail : contact@rvim.edu.in Website : www.rvim.edu.in

Accredited by NAAC with "A" Grade

Welcomes You to the
Inauguration Ceremony of

Venture Fest *A unique Exhibition of Ventures by students* **2018**

&
**RVIM Centre for Innovation,
Entrepreneurship & Incubation**

At 10.00 am, May 05, 2018

CHIEF GUESTS

Sri. Kaushik Mudda

Founder Ethereal Machines

Sri. Navin Jain

Founder Ethereal Machines

PRESIDED BY

Sri. D. P. Nagaraj

Hon. Joint Secretary, RSST

Venue: Seminar Hall, RVIM

VALEDICTORY CEREMONY

At 7.00 pm, May 05, 2018

Venue: Quadrangle, RVIM

Sri. A V S Murthy
Hon. Secretary, RSST

Dr. Purushottam Bung
Director, RVIM

Staff & Students
RVIM

From,
The Director,
R V Institute of Management, Bangalore.

To,
The Honorary Secretary,
RSST, Bangalore

Respected Sir,

Subject: Proposal to organize Venture Fest from RVIM Incubation Centre for the students of IInd Semester as part of Entrepreneurship Course and to inaugurate the refurbished RVIM Incubation Centre.

With regard to the above subject, we would like to organize the above said event for the second semester students during April 21 to May 5, 2018 at RVIM campus. Modalities of the event are explained as below.

There will be **12 student groups** formed and **each group will consist of 15 students**. **Each student will have to contribute a minimum amount of 1000/- as investment to the group venture**. The teams have to build the real world business plans (using lean canvas or business model canvas). Using the raised capital the groups then have to form and run the venture for 1 day at the RVIM campus. The necessary infrastructure including stalls will be made available to the students by the institution. Evaluation will happen in four rounds as detailed below.

Round No. & Date	Name of the Round	Weightage	Evaluation Process
01 April 21, 2018	Idea Presentation	25%	External Jury (for 25 marks)
02 April 28, 2018	Business Plan presentation using lean canvas/ Business Model Canvas	25%	External Jury (for 25 marks)
03 May 05, 2018	Forming and running the venture for one Day	25%	External Jury (for 25 marks)
04 May 05, 2018	Total Profit Earned out of the Venture	25%	External Jury (for 25 marks)
	TOTAL	100%	

The winning teams will be awarded with cash prizes.

Estimated expenditure in organizing the event is approximately Rs.98,000. The details of which are as below : --

S.No	Particulars	Amount
01	Stalls and other arrangements for the Venture Fest	Rs. 25,000
02	Memento to the jury members 6 x 1000/-	6000
03	The prize money for the top three ventures is as follows: First: 15,000, Second: 10,000, Third: 5,000	30000
04	Certificates for the participants	5000
05	RVIM Incubation Centre Inauguration	20000
06	Miscellaneous	5000
	Total	<u>98000</u>

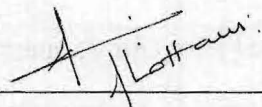
The certificates will be given during the Annual Day Celebration.

We have made some modifications to the existing Entrepreneurship Development Cell and converted it into a basic Incubation Centre, calling it as "RVIM Incubation Centre"


We would like to invite Mr. Kaushik Mudda and Mr. Navin Jain alumni of RVCE and the founders of the startup Ethereal Machines to inaugurate the same and interact with our students. We further request your good self to preside over this event and inaugurate the refurbished RVIM Incubation Centre tentatively scheduled on May 05, 2018. We will confirm the date once we freeze it.

For your kind consideration and approval.

Thanking You,


(Dr. Purushottam Bung)



Approved

20/4

Fashion Boutique

<p>6. <u>Key Partners</u></p> <ul style="list-style-type: none"> * Suppliers * Retailers * RVSM. 	<p>7. <u>Key Resources</u></p> <ul style="list-style-type: none"> * Equity * Human Resources. <p>8. <u>Key Activities</u></p> <ul style="list-style-type: none"> * Marketing & Selling * Supply Chain Management 	<p>1. <u>Value Proposition</u></p> <ul style="list-style-type: none"> * Fashion * New Trends * New Styles * Bags. 	<p>3. <u>Customer Channel</u></p> <ul style="list-style-type: none"> * Offline * Online. <p>4. <u>Customer Relationship</u></p> <ul style="list-style-type: none"> * Social Media * Calls/SMS * Pamphlets. 	<p>2. <u>Customer Segments</u></p> <ul style="list-style-type: none"> * Boys & Girls * Teenagers (Youth) * Bangaloreans * Working & also students.
<p>9. <u>Cost Structure</u></p> <ul style="list-style-type: none"> * Transportation * Procurement of products 		<p>5. <u>Revenue Streams</u></p> <p>Selling Products > Profits</p>		

Fish Spa

<p>6. <u>Key Partners</u></p> <ul style="list-style-type: none">* Contract parties* RVJM.	<p>7. <u>Key Resources</u></p> <ul style="list-style-type: none">* Fishes* Equity* Human Resources.	<p>1. <u>Value Proposition</u></p> <ul style="list-style-type: none">* Health & beauty* Relax* Recharge* Heal.	<p>3. <u>Customer Channel</u></p> <ul style="list-style-type: none">* Only offline.	<p>2. <u>Customer Segment</u></p> <ul style="list-style-type: none">* Mainly women & also gents.* College students* Office goers* Health & beauty conscious people.
	<p>8. <u>Key Activities</u></p> <ul style="list-style-type: none">* Marketing & Selling* Supply Chain Management		<p>4. <u>Customer Relationship</u></p> <ul style="list-style-type: none">* Social Media* Calls / SMS* Pamphlet.	
<p>9. <u>Cost Structure</u></p> <ul style="list-style-type: none">* Consideration for contract.* Transportation		<p>5. <u>Revenue Streams</u></p> <p>Selling the service > Profit.</p>		

Event Reporting

Venture fest is an opportunity for students of MBA to show their ethical based business skills & it is believed that this spirit of initiative will enrich every student to take up entrepreneurship in the future.

Venture fest 2018 an exhibition of ventures by students of 2nd Semester at our institution was inaugurated by Sri. Kaushik Mudda & Nitin Jain, Founders of Ethical Machines, CA. Dr. Vishnu Bharath, Chairman RSST, D.P. Nagaraj Hon. Joint Secretary & by our director Dr. Puvushottam Bung. Later they also inaugurated RVIIM Centre for Innovation, Entrepreneurship & Incubation.

The fest majorly had 4 phases which has been started a month ago. The first phase was "Idea generation stage" where students are asked to present their business idea in the form of "business model Canvas" in front of ~~business~~ external jury.

The second phase was "Business plan" presentations again in front of external jury, by the time students were really equipped for their new venture. The venture that you all witnessed today was the 3rd phase & the 4th phase is all about their profits generation at the end of the day.

For this event, the complete 2nd semester students were divided into 12 teams of 15 each, who had different ideas for their business ventures & all are equally involved in their work. The names selected for their business venture was really mindblowing. "The hunger theory, Elysians, F&F, Choco veg, venture 360, Chané & mix, Impresario, G-shorts challenge, Minimal, Taste buds, Mad over mangoes, & Eat street. These 12 colourful names along with the team made this day beautiful & memorable.

RVIIM Emphasizes the need for entrepreneurship & believes that Entrepreneurship can be ~~the~~ taught to students better through programmes like venture fest instead of classroom sessions.

As our director ~~has~~ says, it has to be practiced, because entrepreneurship is an attitude, it is a mindset & it is a lifestyle.

At the end I would like to thank our director for this unique initiative & for his immense support for making this event a big success. Thank you sir. ~~Hopeing~~
~~to see~~ Awaiting to host venture fest 2019. Thank you.

Rashtreeya Sikshana Samithi Trust

R V Institute of Management

Venture Fest 2018

A unique exhibition of venture by students

Valedictory Schedule

Time	Events	
7:00pm - 7:10pm	Welcome by the Director	Dr. Purshottam Bung
7:10pm - 7:15pm	Introduction	Prof. Rashmi Shetty
7:15pm - 7:20pm	Report about the event	Prof. Ramya S
7:20pm - 7:30pm	Chief guest address	Dr. N.S.Narahari (Professor and Head, Department of Industrial Engineering and Management, RVCE)
7:30pm - 7:40pm	Chief guest address	Ganapathy Lakshman Sharma (Head Business Development, IIM Indore)
7:40pm - 7:55pm	Sharing of experience	By Students
7:55pm - 8:10pm	Announcement of Prizes	Prof. Rashmi Shetty
8:10pm - 8:15pm	Vote of thanks	Anusha H M - 4 th sem

Compering: Amrutha B A - 4th Sem

Monorally See
See AVS monthly

BIO-DATA OF SRI D.P.NAGARAJ

Name	D.P.Nagaraj
Date of Birth	05-12-1972
Educational Qualifications	Bachelor of Business Administration
Marital Status	Married. Wife : Smt.Shalini Nagaraj Children : Two - Manya - Aadhya
Director	4 Creations, Orijean Pvt.Ltd. (Manufacturing Denim to local and International Markets, employing 1000 people)

Profile of Kaushik Mudda

- Established Ethereal Machines (EM) with Navin Jain (RVCE Alumnus, 2014 batch)
- Ethereal Machines is backed by the Lalbhai Group, one of India's oldest and most recognised business houses
- EM specialises in both subtractive and additive manufacturing and is one of the hardware startups in India
- EM is India's first company to win the prestigious CES - Best of Innovation award. (<https://gadgets.ndtv.com/others/features/meet-ethereal-machines-halo-a-5d-printer-thats-just-won-the-best-of-innovation-ces-2018-award-1779765>)
- <http://indianexpress.com/article/technology/tech-news-technology/bangalore-startup-ethereal-machines-holds-india-flag-high-at-ces-2018-with-innovation-prize-5018964/>
- I have written a book "63 Rejections - The fight to break even" to inspire youngsters to take up entrepreneurship in sectors whose roots aren't based on virtual platforms. (https://www.amazon.in/63-Rejections-KAUSHIK-MUDDA/dp/935201572X/ref=sr_1_1?ie=UTF8&qid=1518429095&sr=8-1&keywords=63+rejections)
- The book is being sold internationally as of now in USA, Australia, Japan, Europe and India.
- I have had the opportunity of being a TedX speaker twice at TedXYouth@Brookfield and TedXBMSCE. Both the speeches are on the official TedX channel.
- The Government of India has made a documentary on EM. We were chosen as one amongst 4 entrepreneurs whose products had made a tangible impact on the lives of Indians. - <https://www.youtube.com/watch?v=6dun2zbYJmc>
- EM was invited to showcase its innovation to PM Modi and Ivanka Trump at GES 2017, Hyderabad. We were one amongst 5 to be invited to showcase our tech.
- On the list of MIT Under 35 India 2018 (<https://www.livemint.com/Technology/JWYHqneM5BjZvoBqzlou6J/EmTech-2018-Innovators-under-35.html>)

Brief Profile of Dr.N.S.Narahari

Dr.N.S.Narahari is currently the Professor and Head of the Department of Industrial Engineering & Management at the prestigious RV College of engineering Bengaluru. He has a degree in Bachelor of Engineering in Industrial Engineering from the Bangalore University and subsequently obtained his Master degree in Reliability Engineering from the renowned Indian Institute of Technology, Mumbai. He has been awarded the Doctorate degree by the Avinashilingam Deemed University Coimbatore in the Faculty of Engineering for his research thesis on the topic "Application of Decision Support System for Human Resource Management Problems Using System Dynamics Approach". He started his teaching career in 1985 and he has put in more than three decades of experience in teaching, training, consultancy & research. His core research interests are in the fields of Quality Engineering, Reliability Engineering and New dimensions in Industrial Engineering. He has over 100 Research publications in National & International Conferences & Refereed International Journals. He has guided nearly 100 Projects at the Undergraduate & Post Graduate levels both in Engineering & Management domains. He has been the academic Counselor in the Management Programme of the Indira Gandhi National Open University (IGNOU) since 1993. He has featured in the IGNOU Gyana Vani Radio & TV Channels. He has Professional Association & Membership in several bodies such as the Indian Society of Technical Education (ISTE), The Indian Institution of Industrial Engineering (IIIE), Quality Circle Forum of India (QCFI) and associate membership of American Society for Quality (ASQ), USA. He has a passion for developing people and believes in the adage "Develop Self through the Development of the community around oneself". He is on the Board of Several University academic bodies. He has pioneered and taken up the responsibility of developing the curricula of the Industrial Engineering & Management program as a Member of the Board of studies for the VTU Belagavi. He has been Invite to Judge the Quality Circle Competition in several industry forums. He is in the Academic Council of the Nettur Technical Training Foundation (NTTF). He has successfully steered the Entrepreneurship Development Cell of the RV College of Engineering as the Chief Project Leader in the NSTEDB project. He has also Successfully Executed Funded Research Projects under the AICTE- MODROBS Scheme and the AICTE-TAPTECH Scheme. He has organized & conducted many Technical Seminars, Conferences, Symposia and workshops in the relevant areas of his specialization at National Level. He has handled key assignments at the Institution & University Levels. He has been invited as a resource person in Several Technical workshops, symposiums conferences and other events. He has contributed to the Course Delivery through the VTU EDUSAT Channel. He has received several distinctions and awards for his professional contributions to the field. He has been awarded Fellowship by the Indian Institution of Industrial Engineering and also been recognized with the Dr. S.R. Gollapudi & Late Sri.P.V.Ramarao award for his contribution to the field of Industrial Engineering. He has been awarded the Performing minds award for his contribution to the placement activities as the Dean (P&T) by Aspiring minds in 2014. In the year 2015, he has been recognized with the BEST TEACHER AWARD with the Cognizant-RV College of Engineering award by ISTE-RVCE chapter. He has received the "Excellence in Education" Award from the Rashtreeya Sikshana Samithi Trust (RSST) on several occasions. He has also been recently recognized with H.K Firodia Award. He has obtained through several onlineducational courses platforms such as EdX, Coursera, NPTEL. (His Linkedin profile is available at (<https://www.linkedin.com/in/nsnarahari/>))

Profile of Ganapathy Lakshman

Ganapathy Lakshman is a professional with over 3 decades distinctive experience in managing the Sales and Marketing domain of product and service organizations involving strategic Management, Branding & Marketing.

Has worked in corporates Nestle India ,MP oilfed a World bank projects launching Maggi brands,Cerelac weaning foods ,chocolates & Soya edible oil in the country.

Before moving to academics was exposed briefly to also entrepreneurship providing, ERP solutions to corporates for 2 years.

Has spent more than a decade in academics with Jain Group of Institutions & ICFAI Group building university from scratch.

For the last 3.5 years Heads Business Development & Marketing Domain for IIM-Indore a premier Management Institute of India & globally recognized University, for its quality management & leadership education.

A multicultural and Multilingual International Manager travelled across 20 countries for teaching, research & consulting assignment.

A prolific writer ,authored 2 books (“**Life is Balanced Living is Not !**,”**Family Quotient & Leadership**”) available in airports stores ,Giri stores & online stores Amazon & Flipkart.

R V INSTITUTE OF MANAGEMENT

Venture Fest 2018

JUDGEMENT SHEET FOR IMPLEMENTATION

SL. NO	TEAM NAME	Ethical Approach	Professional Approach	Overall discipline	Total
1	ELYSIAN-3	8	7	4	19
2	CHANCE & MIX-7	9	8	4	21
3	MOM-11	8	8	4	20
4	THE HUNGER THEOREY- 1	9	8	4	21
5	CHOCO VRIZ -5	8	8	4	20
6	BIG BITE-2	8	7	4	19
7	MINI MALL- 6	7	8	4	19
8	VENT 360 PAINT BALL- 9	9	8	4	21
9	INPRESERIO-10	8	9	4	21
10	F&F -4	9	9	4	22
11	AINDRIFT-8	7	8	4	19
12	TASTE BUDS-12	9	7	4	20

Name of the judge Gowriska

Signature  05/05/18

R V INSTITUTE OF MANAGEMENT

Venture Fest 2018

JUDGEMENT SHEET FOR IMPLEMENTATION

SL. NO	TEAM NAME	Ethical Approach	Professional Approach	Overall discipline	Total
1	ELYSIAN-3	7	7	4	18
2	CHANCE & MIX-7	8	7	4	19
3	MOM-11	8	9	4	21
4	THE HUNGER THEOREY- 1	7	7	4	18
5	CHOCO VRIZ -5	9	8	4	21
6	BIG BITE-2	7	8	4	19
7	MINI MALL- 6	8	7	3.5	18.5
8	VENT 360 PAINT BALL- 9	9	8	4	21
9	INPRESERIO-10	8	8	4	16
10	F&F -4	9	9	4	22
11	AINDRIFT-8	8	7	4	19
12	TASTE BUDS-12	8	8	4	20.

Name of the judge *Manjunath. M.*

Signature

Manj
05/05/18

R V INSTITUTE OF MANAGEMENT

Venture Fest

Final Judgement Sheet

SL No	Team Name	1	2	3	4	Total 100
1	ELYSIAN	10	15	21	22	VII 68 VII 8
2	CHANCE & MIX	10	14	20	16	IX 60 XII 7
3	MOM	14	23	22	16	III 75 IV 9
4	THE HUNGER THEORY	15	21	20	18	V 74 V 9
5	CHOCO VIZ	13	21	21	18	VI 73 VI 9
6	BIG BITE	14	13	14	15	XVI 56 XII 7
7	MINI MALL	11	14	19	18	IX 62 XIII 8
8	VENT 360 PAINT BALL	18	16	24-1=23	18	II $\frac{76-1}{75}$ II 10
9	IMPRESERIO	16	14	20	25	I 75 I 10
10	F&F	15	15	23	22	III 75 III 10
11	AIMDRIFT	16	6	19	18	XI 59 XI 7
12	TASTE BUDS	16	15	19	15	VIII 65 VIII 8

JURY'S
~~COORDINATOR'S~~ FINAL DECISION CONSIDERING
 ALL THE PARAMETERS

I Prize : IMPRESERIO - customized T-shirt -

II Prize : VENT-360 Paint Ball

III Prize : F&F - Fish & Fashion

Best conduct : MOM. Mad over Money

LASER
 FOCUS



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Venture Fest

A unique Exhibition of Ventures by students

2018

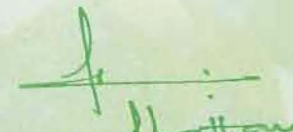
Certificate

This is to certify that Mr./Ms. _____ student of

RVIM, MBA, II semester has participated in the Venture Fest 2018, held on May 05, 2018.

Their venture _____ has been adjudged as _____.

We appreciate your efforts in setting up the venture and running it full day.


Dr. Purushottam Bung
Professor & Director – RVIM

Date: 28.06.2018

From,

Rashmi Shetty,
Assistant Professor,
R V Institute of Management,
Bangalore.

To,

The Director,
R V Institute of Management,
Bangalore.

Respected Sir,

Subject: Approval for Rolling Shield for the winners of Venture Fest

Sir, this is to inform your good office that as we would be conducting Venture Fest every year. We would like to Award the winners every year with a rolling trophy. The Rolling Trophy would be kept in the Incubation Centre after felicitation.

Kindly approve for the same.

Thanking You

Yours sincerely,



Ms. Rashmi Shetty

Approved





VENTURE FEST

Innovative Pedagogy For Developing Managerial Job Competencies

Presented by

Dr. Purushottam Bung

Professor & Director

R V Institute of Management

Bangalore



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and implementation

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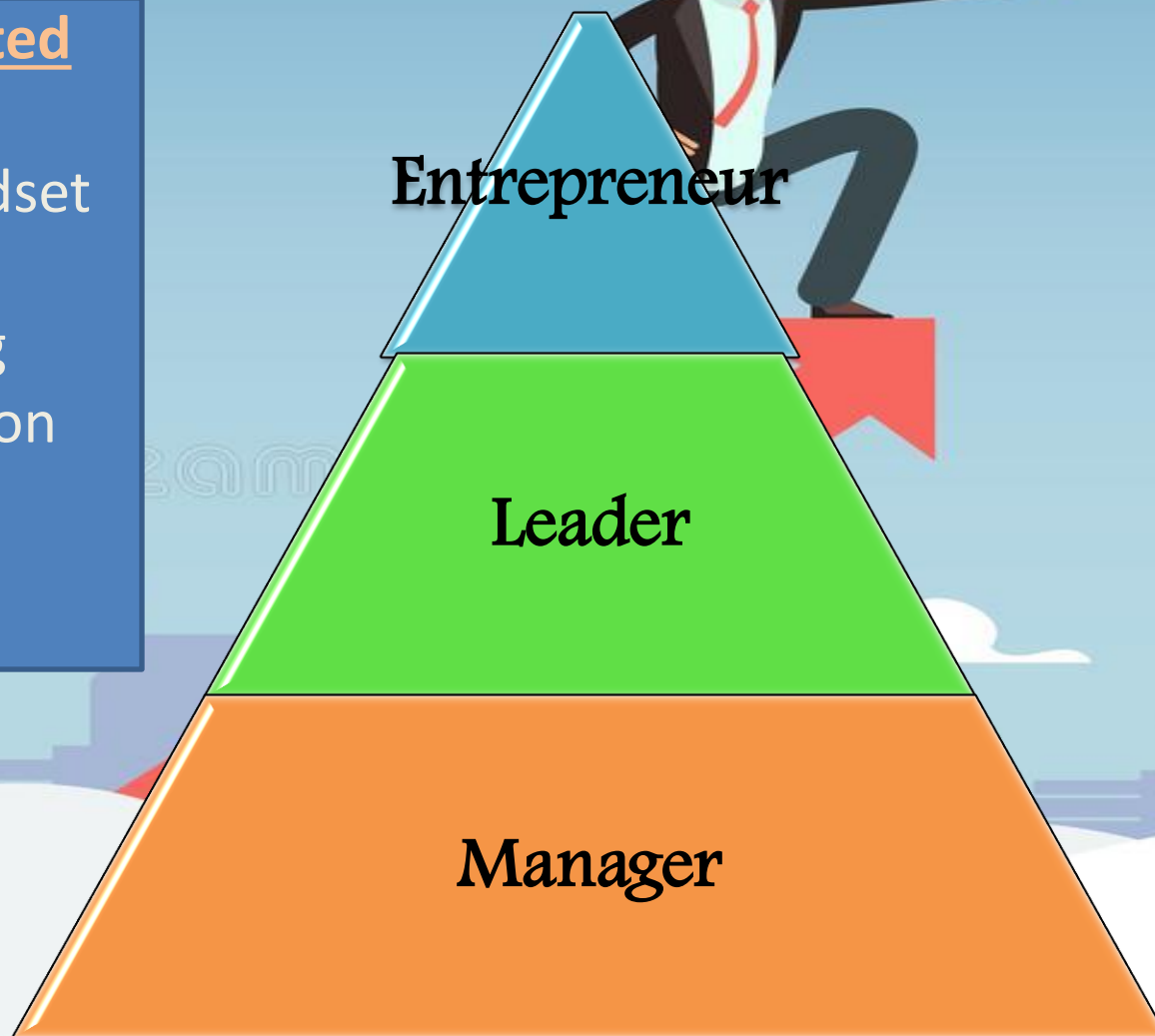
11 What Students spoke
about the event

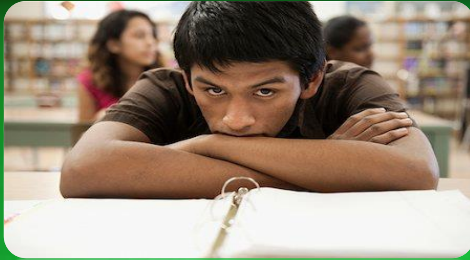
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Objectives

Competencies targeted

Effectual Reasoning
Entrepreneurial mindset
Action orientation
Calculated risk taking
Creativity & Innovation
Team building
Decision making





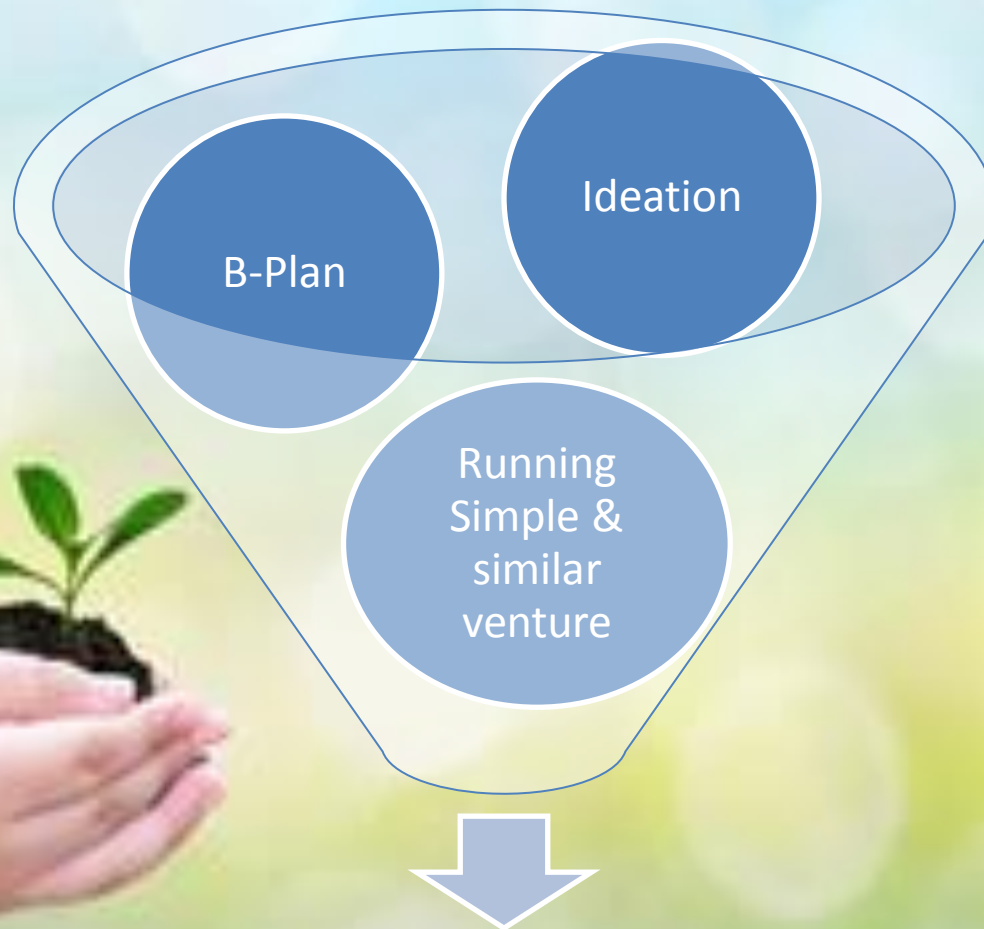
The Dilemma



- The recruiters today look for entrepreneurial mindset as one of the critical competencies while hiring the future managers.
- This demands inculcating entrepreneurial thinking, zeal and energy among the MBAs.
- However interesting the classroom sessions may be, students always vouch for Action based learning, (Learning by doing).

The Dilemma was how to make the learning
Interesting and Action Based !

Evolution



Venture Fest: Real world venture which is not hypothetical and with minimum constraints



Introduction



Venture Fest 2018, RVIM , Bangalore

Four Rounds



First Round: Ideation using Lean Canvass Model

- Presentation of business ideas using Lean Canvas. (25 marks)

Second Round : Business Plan

- Team Description, About the product/service, About the market and competition, Marketing Plan, Operations Plan, Financial Plan, Funding Plan, HR Plan., etc. (25 marks)

Third round : Marshaling resources and Running the venture

- Institution will provide the basic infrastructure required like; stalls, furniture, electrical connection, etc.
- Other resources were marshaled by the students themselves (25 marks)

Fourth Round : Revenue and Profit generated

- There were set of observers to visit the stalls and record the amount of revenue and profits generated by each team on hourly basis. (25 marks)



Evaluation

As 25 marks were allotted for each round and the teams had to contest against the total of 100 marks. The top three teams which have scored the highest marks were declared as **I, II and III prize winners**. The team which scored the highest in the third round only was declared the winners for the “**Best Implementation Prize**”

Composition of Jury



- For the first round the Jury members were:
 - Mr. Vinay Shanker (Serial entrepreneur and Alumnus of RVIM).
 - Mr. Roshan Ranganath (Entrepreneur in Conservative Energy and Alumnus of RVIM).
- For the Second Round Jury members were:
 - Mr. Pranav Shandilya (Angel Investor and Serial Entrepreneur)
 - Prof. N Ramesh (Former Director, EDII, Entrepreneurship Consultant)
- For the third round the Jury members were:
 - Mr. Roshan Ranganath (Entrepreneur in Conservative Energy and Alumnus of RVIM) and set of observers.
- Fourth round results were based on the facts and figures (revenue & profit).



Rewards

- The first prize declared was **Rs. 15,000 + Trophy + Certificate**
- Second prize was **Rs. 10,000 + Trophy + Certificate**
- Third prize was **Rs. 5,000 + Trophy + Certificate**
- Best Implementation prize was **Rs. 5,000 + Trophy + Certificate**



Inauguration & Valedictory



- The event was inaugurated by
 - **Mr. Kaushik Mudda and Mr. Navin Jain**, Founders Ethreal Machines, a young successful startup company from Silicon Valley of India and invitees to the Global Entrepreneurship Summit.
 - **Mr. D. P. Nagaraj**, Hon Joint Secretary, RSST, Bangalore.
- Prize money along with trophy & certificate were given on the same day evening in a valedictory function by the hands of
 - **Prof. Narahari**, Professor and Coordinator, Incubation Centre, RVCE
 - **Prof. Ganapathy Lakshman**, Professor, IIM, Indore.

Stages of Implementation

Planning in
October
2017

Awareness to
students in
February –
March 2018

Execution
Process
started in
March 2018

Rounds from
April 21,
2018 to May
05, 2018



Challenges

The students were not willing to participate in the beginning as it was a herculean task for them to build a real world business and run it.

- *Intentionally attractive cash prizes were announced in the beginning itself.*
- *In order to spark a long term impact of participating in such events, the faculty coordinators decided to start a Centre for Innovation, Entrepreneurship, and Incubation, and was inaugurated on the same day of the Venture Fest.*

Challenges

Constant motivation was needed to keep the students engaged and get them to work on their business plans and ventures and at the same time maintaining a high tempo from the planning period to the Final execution period.

- *A team leader was elected for every team and a distinct faculty coordinator monitored each group closely to ensure that high motivational levels were maintained within the team.*
- *Intentionally the size of the team was made bigger (12 - 15 in a team) to ensure good participation and keep the tempo high.*
- *A rolling Institutional trophy was also declared for the winning team.*



Challenges

Administering coordination within the student teams and facilitating lot of brainstorming for unconventional, Crazy and Wild ideas.

- *Empowerment to the concerned faculty coordinators for executing the entire process and attaching each team to a distinct faculty to ensure seamless brainstorming and hand holding.*
- *Series of interactions with Alumni entrepreneurs were also arranged to maintain a high tempo amongst the students.*

Outcomes

- They got a first-hand opportunity to experience how an Entrepreneur / Intrapreneur thinks, behaves, and acts.
- The students realized the need for competencies demanded by the employers like:
 - Creativity
 - Decision making ability
 - Analytics
 - Team building
 - Entrepreneurial/Intrapreneurial thinking (mindset)
 - Effectual reasoning
 - Action Orientation
 - Calculated risk taking
- The event gave them a platform to build these competencies.





Exhibit 1: Summary of 12 ventures created and launched successfully by the students during the VENTURE FEST 2018.

S.No	Name of the Venture	Product/ Service Description
1.	Impressario	Pre-booked customized T Shirts through online
2.	Venture 360	Paintball Sport : An outdoor Adventure sport
3.	F&F	Fashion & Fish. (Fashionable apparels, accessories and Fish Spa services)
4.	MOM	Mad Over Mangoes (Dishes and Condiments made out of Mangoes)
5.	The Hunger Theory	Customized Café in a Retro style with IPL screening on a big screen
6.	ChocoVriz	Chocolate Fountain and Virtual Reality experience in association with Samsung .
7.	Elysian	Customized RVIM Souvenir products like cups, badges, etc., and renting high-end bikes.
8.	Taste Buds	Desi (Local) recipes and condiments
9.	Chance and Mix	Interesting one minute games and Condiments from Uttara Karnataka
10.	Mini Mall	Mall like setup with availability of range of lifestyle products.
11.	Aim Drift	Investment and other online gaming
12.	Big Bites	Unique, tasty customized condiments and food.



Teams





Students Engaging the Customers



Rashtriya Sikshana Samithi Trust
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Phone : 080-26547048 Fax : 080-2654920
E-mail : contact@rvim.edu.in Website : www.rvim.edu.in
Accredited by NAAC with "A" Grade

Venture Fest 2018

A unique Exhibition of Ventures by students

"THE HUNGER THEORY", EAT STREET ELYSIAN'S, F&F, CHOCO, VRIZ, E - SPORTS CHALLENGE, VENTURE360, CHANCE AND MIX, IMPRESARIO, KHANACHATPATA, MINIMALL, MANGOTREAT PRODUCTS, FOOD, GAMES and many more...

May 05, 2018
Morning 9.00 am to 7.00 pm
At R V Institute of Management
CA 15, 36th Cross, 26th Main, Jayanagar 4th T Block

Contact 96328 55589
WELCOME ALL





What the students spoke about the event

- **Supreeth:** *“Initially we were kind of lost. But as we started working in a planned manner under the mentor, things started falling in place and we enjoyed every aspect of the Fest. It was so much fun”*
- **Venkatesh:** *“ It boosted our confidence level and made us to think like an entrepreneur and act like an entrepreneur”*
- **Pradeep:** *“This Event taught us the real meaning of team spirit, innovation, effectuation, risk taking by actually experiencing it which we will never forget in our life time”*
- **Priyanka:** *“We got a chance to live the life of an entrepreneur, which is a unique experience in itself”*
- **Mohan Raju:** *“Amazing Experience, enjoyed to the core and want many more such Fests”*
- **Aditya Govind:** *“One of its kind, where in lot of learning happened outside the classroom, outside the campus by actually doing it”.*



How we want to take it further

- Create more Student teams with 5-6 students in each team.
- Select and hire a venue which is located in the market place and run the fest for three days .
- Screen for more unique and out of the box ideas.
- Best Ideas will be selected incubation at our Centre with full support.
- Increase the overall prize money and add prize money for each round.
- Organize an Intercollegiate Venture Fest.
- Institutionalize it and share it with all the B~schools



Video on Venture Fest



Business Standard

VOLUME XX Number 226

BENGALURU | WEDNESDAY, 16 MAY 2018

CAMPUS
TALK



PROMOTIONS

Teaching Entrepreneurship beyond Classrooms

Venture Fest 2018 an Exhibition of Ventures by students at R.V. Institute of Management and RVIM Centre for Innovation, Entrepreneurship & Incubation was inaugurated by Sri Kaushik Mudda, Founder of Ethereal Machines on 5th May. Venture fest is an opportunity for students of MBA to showcase their ethical based business skills and it is believed that this spark of initiative will enrich every participant to take up entrepreneurship in the future. Chief Guest Mr. Kaushik Mudda encouraged the students to take up entrepreneurship and spoke about pit falls in this venture and felt that every entrepreneur should ask themselves why? He felt that repeated questioning to themselves with 'WHY?', will help them to succeed in all their ventures.

Dr. Purushottam Bung, Director, RVIM stressed the need for entrepreneurship and opined that entrepre-

Tree Of Ideas



neurship can be taught to students better through programmes like Venture Fest instead of classroom sessions. The programme was presided by Sri D.P. Nagaraj, Hon. Joint Secretary, Rashtriya Sikshana Samithi Trust. Sri.Navin Jain, Co-Founder, Ethereal Machines and CA.Dr.Vishnu Bharath Alampalli, Trustee, Rashtriya Sikshana Samithi Trust were present.



Tell me and I
forget. Teach me
and I **remember.**
Involve me and I
learn.

- Benjamin Franklin



Thank You



VENTURE FEST – 2018: INNOVATIVE PEDAGOGY FOR DEVELOPING MANAGERIAL JOB COMPETENCIES

Dr. Purushottum Bung*
Ms. Rashmi Shetty**

** Professor and Director,
R V Institute of Management, Bangalore*

*** Research Scholar, XIME, Bangalore and AP at
RVIM, Bangalore*

This case is about a unique initiative, “**Venture Fest 2018**” introduced by R V Institute of Management to empower the MBA students with entrepreneurial mindset. Apart from fostering the entrepreneurial spirit among the students, this case focuses on how an innovative pedagogy was planned and implemented with the longitudinal purpose of developing managerial job competencies.

The recruiters today look for entrepreneurial mindset as one of the critical competency among the aspirants for managerial positions. This has increased the demand for inculcating entrepreneurial zeal and energy among the MBA students. With this background, the case talks about the dilemma of using the conventional classroom teaching methodology. However interesting the classroom sessions may be, students always vouch for experiential learning, especially for a subject like Entrepreneurship Development.

The case delves into how an out of the box pedagogical initiative like the ‘**Venture Fest**’ can solve the problem of classroom boredom and make the learning more interesting. The design, development and the implementation of the initiative is covered exhaustively in this case.

The outcome of this initiative is an eye opener as the students experienced the entire process and challenges of being an entrepreneur. The quantum of learning happened through the participation in this event especially in terms of building key managerial competencies like; entrepreneurial thinking, effectual reasoning, action orientation, calculated risk taking, etc., and go a long way in their career.

Keywords: Entrepreneurship, Venture Fest, Innovative Pedagogy, Managerial Job Competencies

INTRODUCTION

A paradigm shift in the management process has brought a huge change in the expected managerial job competencies from the future managers. The HR- heads have started hunting for candidates with entrepreneurial attitude for managerial positions and leadership roles. Firms are now focusing on corporate entrepreneurship, where they have people working as if it were their own organization. The emphasis on creativity and innovation has further emancipated the need for entrepreneurial mindset among the problem solvers and decision makers of the organization. Entrepreneurship is now not restricted to the comprehension of running one’s own business but also extended to running the business for which he/she is working – which is popularly known as Intrapreneurship. **Entrepreneurial mindset, Entrepreneurial Zeal, and Entrepreneurial Energy are the key managerial competencies that recruiters look for in future managers along with the other competencies.** This signifies the importance of entrepreneurship education especially in B-schools. Entrepreneurship is one area that cannot be taught solely in the classrooms.

In the words of Michael Prize, entrepreneur and author of the book: “*What Next? The Millennial’s guide to surviving and thriving in the real world*”, “*It is a total nonsense if universities are trying to exploit the trend of developing courses in entrepreneurship in a typical college fashion – because you cannot manufacture risk takers; methodologies will be outdated by the time of graduation; and all successful and prominent entrepreneurs have studied on field.*” This clearly reveals the need for innovative pedagogical initiatives to teach the subjects like Entrepreneurship.

It has been observed by the faculty in B-schools that the students no longer wanted their learning to be confined to the four walls of the classroom. During the classroom sessions the students’ participation is comparatively less than on-field hands-on experiential learning sessions. Students always vouch for hands on experience as the learning is much richer than the conventional method.

THE DILEMMA

It was the first day of the entrepreneurship class for the 2nd semester MBA students. All the very excited Prof. Rashmi hopped into the class chirpily greeting the fresh set of students. Her confident entry oozed out her impeccable preparation for the class. The air in which she introduced the subject to the class demonstrated the immense homework and effort she has put in to preparation of a perfect course docket for the subject. At the end of the introductory class she was amused that she could captivate the attention of the class by throwing inspirational stories at them. “A perfect start”, she thought feeling accomplished. She got some good feedback from the students saying that they enjoyed the class. Days passed and the classes went on with the same kind of momentum.

Once it so happened that Prof. Rashmi decided to test the amount of understanding the students derived from her classes, a sort of internal check for her to work on any bottlenecks. She announced an impromptu presentation for each of the students

on the 'Entrepreneurship process' to know the way they have understood it. Little did she know that this presentation that she has asked from her students would turn out to be a disaster? She realized that the students had thoroughly enjoyed her classes but had not resulted in internalization and reflection of the learning that was intended to have reached the students from these classes. Demotivated as she returned back to the staff room, she could imagine all her preparation, nights of hard work, referencing, etc. going waste. As she sat on her desk there was a sudden sharp intuition in her that something is definitely wrong in the way she is teaching/handling the class. Many questions stormed her mind; "Where am I going wrong? Why the students not capable of preparing a simple presentation on the process? Can I just blame the students for this and continue doing what I am doing? And so on".

That is when she noticed Dr. Bung on his desk basking with his book and cheerfully preparing for his next class. "Dr. Bung handles the same subject for the other section. He would definitely be able to solve my issue." With these thoughts in mind she went to Dr. Bung and stroked a conversation about this bothersome issue. Dr. Bung, a senior faculty who had a rich experience of himself being an entrepreneur said, "Prof. Rashmi, you know students like the idea of experiencing what they are being taught in the classroom. Entrepreneurship is all about ideating, planning, and starting a new business venture. Students learn about entrepreneurship by experiencing the process of entrepreneurship and living a life of an entrepreneur. And then this conversation followed a series of brainstorming sessions, which led to a unique pedagogical initiative called the **Venture Fest**.

The Background/Challenges that led to this initiative:

In the present corporate world the employability of the MBA students has become a challenge owing to the dominance of age old conceptual or theoretical approach to teaching, learning, and evaluation in the B-schools, especially the tier II and tier III B-schools. Many B-Schools have progressed towards transforming their pedagogical design to make the teaching, learning and evaluation an experiential one rather than a theoretical one.

The demand in the job market especially for managerial positions focuses more on the practical skills like creativity, decision making ability, analytics, intrapreneurial thinking, team building, etc. ***These skills can be imparted only by using innovative pedagogical tools where-in the students hone these skills by actual doing.***

In this light, this is an effort by RVIM to give hands-on-experience to the students in launching and managing a real world business venture for one whole day. This not only emphasizes on entrepreneurial spirit building but at the same time gives the students an opportunity to acquire required knowledge, skills and attitude as demanded by the industry like; creativity, decision making ability, analytics, team building, entrepreneurial thinking, effectual reasoning, risk taking, art of marshaling the required resources, action orientation etc.

Keeping this in mind, the authors have designed and

implemented "***Venture Fest***"- *A festival/event of real world ventures, where in the students (in groups) have to ideate, develop a B-Plan and run the venture for one whole day.* This, they believe has given the students a chance to conceptualize, design, and run a real world business, through which they will learn and develop the above mentioned competencies which will make them better employable.

Introduction to the Initiative:

Venture Fest is a unique, one of the kind, initiative where the students studying the subject of entrepreneurship as a part of their curriculum are divided into groups/teams (balanced in all respects). They are then instructed to brainstorm and come up with a business idea that they would be able to run for a day. The members of each group have to collectively raise the required funds and marshal the required resources through available means. There were 4 rounds involved in this event.

First Round: Ideation using Business Model/Lean Canvas:

In this round every team had to brainstorm and finalize a business idea. This idea had to be presented to the Professional Jury using Business Model/Lean Canvas. They can seek inputs/feedback from the jury & incorporate the same in their idea. Idea once finalized cannot be changed later. Time given for this round was one week. Marks allotted for this round was 25.

Second Round (Business Plan):

Every team has to prepare a detailed business plan after doing adequate research and then present it to the professional Jury. The Jury will assess the teams based on the quality of the plan and the detailing in terms of:

- Marketing Plan
- Operations Plan
- Financial Plan
- Funding Plan
- HR Plan

Including the assumptions made and justifications. Evaluation will be made by the external professional Jury and will carry 25 marks.

Third round (Implementation):

Institution will provide the basic infrastructure required like; stalls, furniture, electrical connection, etc. Students need to bid for the stall and make it ready to run the venture on the day of the event. Teams need to marshal the required resources well in advance and pool them. They had to run their business for one whole day. This will be evaluated again by professional Jury and set of observers to assess the implementation by the teams. They were evaluated on the basis of the following;

- Ability to partner with other organizations.
- Ethical conduct in running the business.
- Team work
- Application of strategies to run their business like pricing, promotion, product bundling, branding, etc.
- Product range/Service range.
- How the team has marshaled the resources.
- The way the teams deal with the customers.
- Professional conduct, cleanliness/hygiene/ and dress code, etc.

This round will carry 25 marks.

Fourth Round (Maximum Profit/Revenue):

The teams were assessed by the end of the day based on the revenue earned through running their business. There were another set of observers to visit the stalls and record the amount of revenue generated by each team on hourly basis. The summation of all the log sheets entered was assessed in the end. Marks allotted for the round was 25.

Evaluation: As 25 marks were allotted for each round and the teams had to contest for a total of 100 marks. The top three teams which have scored the highest marks were declared as I, II and III prize winners. The team which scored the highest in the third round only was declared the winners for the “Best Implementation Prize”

Reward:

- I. The first prize declared was Rs.15,000 + Trophy + Certificate
- II. Second prize was Rs. 10,000 + Trophy + Certificate
- III. Third prize was Rs. 5,000 + Trophy + Certificate
- IV. Best Implementation prize was Rs. 5,000 + Trophy + Certificate

The event was inaugurated by Mr. Kaushik Mudda and Mr. Navin Jain, Founders Ethreal Machines, a young successful startup company from Silicon Valley of India and invitees to the Global Entrepreneurship Summit; and Mr. D. P. Nagaraj, Hon Joint Secretary, RSST, Bangalore. The dignitaries visited all the stalls and interacted with the students.

Prize money along with trophy & certificate were given on the same day evening in a valedictory function by the hands of Prof. Narahari, Professor and Coordinator, Incubation Centre, RVCE and Prof. Ganapathy Lakshman, Professor, IIM, Indore. This created a platform for the students to interact with successful entrepreneurs and academicians.

How was this initiative executed?

The idea was planned some day in the month of October 2017 and was decided to organize the event in the forthcoming semester as part of the ED course by Prof. Bung and Prof. Rashmi.

The students were given basic inputs (knowledge, tools, and theory) on entrepreneurship through a series of interaction sessions, cases studies, and pep talks from the entrepreneurs in the beginning of the course i.e. during February – March 2018. They were made aware of the entrepreneurship ecosystem as well.

After this initial conditioning and grooming of the students, the execution process started in the month of March 2018. The announcement of the Fest was made at the end of March 2018 to the students. The first round was organized on April 21, 2018; Second round was conducted on April 28, 2018; and the third and fourth round on May 5, 2018. The Jury was carefully selected.

For the first round the Jury members were: Mr. Vinay Shanker (Serial entrepreneur and Alumnus of RVIM) and Mr. Roshan Ranganath (Entrepreneur in Conservative Energy and Alumnus

of RVIM).

For the Second Round Jury members were: Mr. Pranav Shandilya (Angel Investor and Serial Entrepreneur) and Prof. N Ramesh (Former Director, EDII, Entrepreneurship Consultant)

For the third round the Jury members were: Mr. Roshan Ranganath (Entrepreneur in Conservative Energy and Alumnus of RVIM) and set of observers.

Fourth round results were based on the facts and figures (i.e revenue).

Entire initiative was designed, developed, and executed professionally in consultation with real world entrepreneurs (our alumni entrepreneurs) and also the students. The *evaluation was done by the professional external Jury of high repute.*

All the rules of the game were made crystal clear in the beginning itself and every student has to be part of the Fest/Event. Further, *to bring the seriousness among the students, Internal Assessment marks (10 marks out of 30 marks) were also given based on their participation.*

High level of motivation was ensured throughout so that the students will deliver their best. There were no ceilings/constraints when it comes to ideation or raising of the funds. Students were encouraged to think crazy and wild.

Looking at the feedback and appreciation by the students, alumni, jury, experts, and the staff, *we would like to institutionalize this event and make a case study out of it so that other institutions can emulate the same.*

Challenges faced while executing the initiative and how we resolved them:

Challenge 1: The students were not willing to participate in the beginning as it was a herculean task for them to build a real world business and run it.

Resolution 1: In order to make the entire task appealing to the students the Venture Fest was broken down into 3 contests namely:

- a. Idea Contest or I round in the I week
- b. B-Plan Contest or II round in the II week
- c. Venture Fest or III round in the III week.

Intentionally attractive cash prizes were announced in the beginning itself. In order to spark a long term impact of participating in such events, the faculty coordinators decided to start a Centre for Innovation, Entrepreneurship, and Incubation, which was again and decided to inaugurate it on the same day of the Venture Fest.

Challenge 2: Constant motivation was needed to keep the students engaged and get them to work on their business plans and ventures and at the same time maintaining a high tempo from the planning period to the Final execution period.

Resolution 2: A team leader was elected for every team and a distinct faculty coordinator monitored each group closely to ensure that high motivational levels were maintained within the group. Intentionally the size of the team was made bigger (12 in a team) to ensure good participation and keep the tempo high. **A rolling Institutional trophy was also declared for the winning team.**

Challenge 3: Administering coordination within the student teams and facilitating lot of brainstorming for unconventional ideas.

Resolution 3: Empowerment to the concerned faculty coordinators for executing the entire process and attaching each team to a distinct faculty to ensure seamless brainstorming and hand holding. Series of interactions with Alumni entrepreneurs were also arranged to maintain a high tempo amongst the students.

Results Achieved:

The students had great learning experience about how the real world businesses are built and run and this is what kept them highly motivated throughout.

- They got a first-hand opportunity to experience how an intrapreneur / business leader thinks, behaves, and works
- The students realized the need for competencies demanded by the employers like:
 - i. Creativity
 - ii. Decision making ability
 - iii. Analytics
 - iv. Team building
 - v. Entrepreneurial/Intrapreneurial thinking (mindset)
 - vi. Effectual reasoning
 - vii. Action Orientation
 - viii. Calculated risk taking

The event gave them a platform to build these competencies.

The entire process finally culminated in the creation of 12 teams, which were all built from the scratch. A bird's eye view of all these teams is summarized in Exhibit 1.

Exhibit 1: Summary of 12 ventures created and launched successfully by the students during the VENTURE FEST 2018.

S.No	Name of the Venture	Product/ Service Description
1.	Impressario	Pre-booked customized T Shirts
2.	Venture 360	Paintball Sport
3.	F&F	Fashion & Fish. (Fashionable apparels, accessories and Fish Spa services)
4.	MOM	Mad Over Mangoes (Dishes and Condiments made out of Mangoes)
5.	The Hunger Theory	Customized Café in a Retro style with IPL screening
6.	ChocoVriz	Chocolate Fountain and Virtual Reality experience in association with Samsung.
7.	Elysian	Customized RVIM Souvenir products

		like cups, badges, etc.
8.	Taste Buds	Desi recipes and condiments
9.	Chance and Mix	Interesting one minute games and Condiments from Uttara Karnataka
10.	Mini Mall	Mall like setup with availability of range of lifestyle products.
11.	Aim Drift	Investment and other online gaming
12.	Big Bites	Tasty customized condiments and food.

Appendix

Video Link: Small video clip showing the entire event

https://www.youtube.com/watch?v=ihg_ozfOrVk

Invitation copy of the event

Rashtriteeya Sikshana Samithi Trust
RV INSTITUTE OF MANAGEMENT
 CA 17, 36th Cross, 26th Main, 4th TBlock, Jayanagar, Bangalore - 560 041
 Phone : 080-26547048 Fax : 080-26654920
 E-mail : contact@rvim.edu.in Website : www.rvim.edu.in
 Accredited by NAAC with 'A' Grade

Welcomes You to the
 Inauguration Ceremony of

Venture Fest
A unique Exhibition of Ventures by students **2018**

&
**RVIM Centre for Innovation,
 Entrepreneurship & Incubation**

At 10.00 am, May 05, 2018


CHIEF GUESTS
Sri. Kaushik Mudda
 Founder Ethereal Machines
Sri. Navin Jain
 Founder Ethereal Machines

PRESIDED BY
Sri. D. P. Nagaraj
 Hon. Joint Secretary, RSST
 Venue: Seminar Hall, RVIM

VALEDICTORY CEREMONY
 At 7.00 pm, May 05, 2018
 Venue: Quadrangle, RVIM

Sri. A V S Murthy **Dr. Purushottam Bung** **Staff & Students**
 Hon. Secretary, RSST Director, RVIM RVIM

Press Release



R.V. INSTITUTE OF MANAGEMENT
Permanently Affiliated to Bengaluru Central University

Dr. Purushottam Bung,
BE, PGDM (Aust), MBA(Aust), Ph.D
Professor and Director

Rashtriya Sikshana Samithi Trust

Approved by : AICTE, New Delhi
Recognised by : Govt. of Karnataka
E-mail : director.rvim@rvui.edu.in
Alt E-mail : bunguas@gmail.com

Ref: RVIM/MBA/2018-19

May 5, 2018

PRESS RELEASE

Teaching Entrepreneurship beyond Classrooms

Venture Fest 2018 an Exhibition of Ventures by students at R.V. Institute of Management was inaugurated by Sri. Kaushik Mudda, Founder of Ethereal Machines on May 5,2018. Later he also inaugurated RVIM Centre for Innovation, Entrepreneurship & Incubation. Venture fest is an opportunity for students of MBA to showcase their ethical based business skills and it is believed that this spark of initiative will enrich every participant to take up entrepreneurship in the future.

Chief Guest Mr.Kaushik Mudda encouraged the students to take up entrepreneurship and expressed pit falls in this venture and felt that every entrepreneur should ask themselves why? He felt that repeated questioning to themselves with WHY? Shall help them to succeed in all their ventures.

Dr.Purushottam Bung, Director, RVIM stressed the need for entrepreneurship and opined that entrepreneurship can be taught to students better through programmes like Venture Fest instead of classroom sessions. It has to be experiences, it has to be practical. It is attitude, it is mindset, and it is lifestyle.

The programme was presided by Sri.D.P.Nagaraj, Hon. Joint Secretary, Rashtriya Sikshana Samithi Trust. Sri. Navin Jain, Co-Founder, Ethereal Machines and CA.Dr.Vishnu Bharath Alampalli, Trustee, Rashtriya Sikshana Samithi Trust were present.

Photographs:

1. Tree of Ideas-Newly developed Centre for Innovation, Entrepreneurship and Incubation.
2. Inauguration of Venture Fest
3. Inauguration of Venture fest by Watering the Plant

I request you to kindly publish in your esteemed paper



Al Chandran
Assistant Professor
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Banner



Initial Preparation



News Clipping

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BENGALURU | WEDNESDAY, 16 MAY 2018

CAMPUS TALK

BS PROMOTIONS

Teaching Entrepreneurship beyond Classrooms

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Tree Of Ideas



Panoramic View



Cooking Behind the Stalls



RVIM Merchandise



Winning Team (Impressario)



Engaging the Customers



1st Runners Up (Team Venture 360)



Judging (Mr. Roshan Ranganath, Entrepreneur)



2nd Runners Up (Team Fashion & Fish)



Observers (Faculty Coordinators)



Best Implementation (Team Mad Over Mangoes (MOM))



Students Sharing Experience



Video Link for Venture Fest 2018:

[..\..\Downloads\Venture Fest 2018@RVIM.mp4](#)

RASHTREEYA SIKSHANA SAMITHI TRUST
R V INSTITUTE OF MANAGEMENT

CULTURAL ACTIVITIES

2017-2018

Faculty Coordinator

Rashmi Shetty



Contents

- 1. Meeting and Minutes**
- 2. Fresher's Day Invitation**
- 3. Talent's Week**

Date: 09.09. 2017

From,

Rashmi Shetty,
Assistant Professor,
R V Institute of Management,
Bangalore.

To,

The Director,
R V Institute of Management,
Bangalore.

Respected Sir,

Subject: Submission of minutes of the meeting for the meeting conducted by Cultural Committee.

Sir, I am hereby submitting the minutes of the meeting for the meeting conducted by the cultural committee on September 30, 2017. I request your good self to kindly review the minutes and guide on future course of action.

Thanking You

Yours sincerely,



Ms. Rashmi Shetty

- Seen
- Noted

SM
09/09





Rashtriya Sikshana Samithi Trust

R.V. INSTITUTE OF MANAGEMENT

CA-17, 36TH CROSS, 26TH MAIN, 4TH T BLOCK, JAYANAGAR, BANGALORE – 41

Cultural Committee Meeting #1

Minutes of the Meeting

A. Cultural Committee meeting was held on September 30, 2017 from 10.30 am to 11.30 am in the Placement Cell to discuss the following agenda.

AGENDA

1. About Talent week and Talent Competition.
2. Calendar of Events.
3. Identifying students to perform for 1st sem Inauguration.
4. Organising Charity shows.
5. Creating teams among the students for different events.
6. Starting a Cultural Club or meetup & short term courses for talented students

The meeting was presided by the coordinator Ms. Rashmi Shetty and the following members were present in the meeting.

- 1) Mr. Mahesh G
- 2) Ms. Payal Jindal
- 3) Ms. Maithri R
- 4) Ms. Ramya Gowda

MINUTES:

Discussion was initiated by the Coordinator as per the decided agenda

1. Talent Week and Talent Competition

- Talent week is organized for the first semester students to identify the students who are interested and are talented enough to perform in various cultural events.

- The Talent week will be held in the month of October, 2017 after the 1st semester students have joined the Institute.
- Talent Competition is organized among the students of both 1st semester and 2nd semester. The competition is scheduled in the month of November 2017.
- Following categories were decided with the committee members for Talent Week and Talent Competition.
 - **Music :-** Solo Song, Group Song, Classical Vocal, Classical Instrumental, folk song, Western instrumental.
 - **Dance :-** Solo Dance, Group Dance, Folk Dance, Classical Dance.
 - **Theatre :-** Drama, Skit, Mime, Mimicry, Street Play, Short movies, Tableau, Fashion Show.
 - **Literacy Event :-** Debate , Elocution, Extempor, Essay Writing, Story Writing, Poetry Writing, Letter writing, Poster making.
 - **Fine Arts:-** Sketching, Painting, Carving, Collage, Cartooning, Rangoli, Flower decoration, handicraft, Photography, Needle work, Mehndi, Cooking without fire.

2. Calendar of Events

- All the members discussed about the events to be conducted for the academic year by the cultural team.
- The following is list of events discussed by the members
 - First Semester Inauguration
 - Fresher's Day
 - Samskritika Habba
 - Rangotsava
 - Farewell
 - Annual Day
 - Savi Sanje

3. Identification of the students to perform for the inauguration of the first semester.

- The students of third semester were identified by the members for the cultural event during the first semester inauguration.
- It was decided that the cultural events for duration of 45 minutes will be prepared and then reduced according to the requirement.
- The identified team is as follows:

- Invocation Song: Arpitha Joshi
- Classical Dance: Ayushma Dhar / Sneha
- Mime: Shiva Prasad Joshi and Team
- Group Song: Meghashree and Team
- Skit: Manoj and Team
- Group Dance: Priyam and Team
- MC: Nikhitha

4. Organising Charity Shows

- All the members consented upon organizing one or two charity shows from the students for this academic year.
- Cultural Committee and CSR Centre would associate for these Charity shows.

5. Student teams for cultural events


- It was decided that cultural teams with team leaders will be formed for various cultural events in the beginning of the semester itself.
- Also a cultural team will be formed to be sent to other colleges during intercollegiate fests and competitions.
- An invocation team of 10 singers among the students will be formed and they will be trained by Ms. Geetha, Retd. Headmistress, Vijaya High School.
- This invocation team would be ready not only for the invocations but also for the Thursday Prayer meets.
- Another team of students would be formed for event management activities in the Institute.

6. Starting a Cultural Club or Meetup and Courses :

- It was decided that students from III semester under each cultural categories would be identified and will have to meet every week in the college to discuss about the new events and how to develop talents the students.
- It was also decided that the members will prospect for short term courses that can be taken up by the talented students to improve their talent.

Ms. Rashmi Shetty concluded and thanked everyone for attending the meeting and sharing valuable inputs for the meeting.

Minutes prepared by:


Rashmi Shetty,
 Assistant Professor, RVIM

INVITATION

FOR STUDENTS OF RVIM....

*Cultural team at RVIM invites
you to "Prathibimba 2017",
Fresher's Day Celebration to be
held on 31st October, 2017, from
2.00 pm onwards at NMKRV
Shashwathi Auditorium,
Bangalore.*

*We welcome you to join us in the
festivities for Freshers of
R V Institute of Management.*

ಪ್ರತಿಬಿಂಬಾ
2017

Talent Week Schedule

Sl. No.	Day	Event	Time	Venue
1	Tuesday 7.11.17	Fine Arts Sketching, Painting, Carving, Collage, Cartooning, Rangoli, Flower decoration, Handicraft, Photography, Needle work Mehendi	4.30 pm onwards	Third Floor Class Rooms
2	Tuesday 7.11.17	Literacy Event Debate, Elocution, Extempore, Essay Writing, Story Writing, Poetry Writing, Letter writing, Poster making.	4.30 pm onwards	2 nd Floor Class rooms
3	Wednesday 8.11.17	Music Solo Song, Group Song, Classical Vocal, Classical Instrumental, Folk song, Western instrumental	4.30 pm onwards	Seminar Hall
4.	Thursday 9.11.17	Dance Solo Dance, Group Dance, Folk Dance, Classical Dance.	5.00 pm onwards	Quadrangle
5.	Friday 10.11.17	Theatre Drama, Skit, Mime, Mimicry, Street Play, Short movies, Tableau, Fashion Show.	4.30 pm onwards	Quadrangle
6.	Friday 10.11.17	Cooking without Fire	4.30 pm onwards	

Please register your names for the events to any one of the following

Ms Rashmi Shetty, Ms, Payal Jindhal, Ms, Ramya or Mr. Mahesh G

Date: 18.11.2017

From,
Rashmi Shetty,
Assistant Professor,
R V Institute of Management, Bangalore.

To,
The Director,
R V Institute of Management, Bangalore.

Respected Sir,

**Subject: Submission of Final Result Sheet of the Talent Week Competitions
November 2017.**

Sir, I am hereby submitting the final results and the list of the winners in the competitions held during the Talents Week which was held between November 7, 2017 to November 11, 2017. These competitions were open for both the first and the third semester students. There was good amount of participation from first semester students. We are very happy to inform your good self that the students of first semester have immense talent.

On behalf of the cultural committee I wish to thank you for your kind support for the smooth conduction of the Talents Week Competitions.

Sir, I request your kind office to review and approve for the final result.


Thanking You,

Yours sincerely,


Rashmi Shetty



Approved


20/11/17

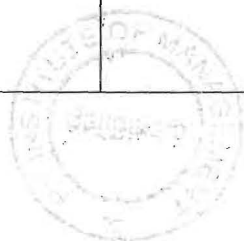
Results of Talent Week, November 2017

		Group Non Classical	9.11.17	First Prize Pranam, Nikitha & Group, I Sem	Second Prize Ananya, Inchara & Group, I Sem	<ul style="list-style-type: none"> • Dr. A Narasima Venkatesh • Dr. Shruthi Mayur 	
5.	Theatre	Drama	10.11.17	First Prize Ms. Ranjitha & Group I Sem	Second Prize Ms. Sindhu & Group I Sem	Third Prize Mr. Vishal & Group, I Sem	<ul style="list-style-type: none"> • Dr. Noor Firdoos Jahan • Mr. Mahesh G
		Mime	10.11.17	First Prize Team Yuvagarjane, I Sem			<ul style="list-style-type: none"> • Dr. Noor Firdoos Jahan • Mr. Mahesh G
		Fashion Show	10.11.17	First Prize Ms. Priyanka & Team, I Sem	Second Prize Mr. Shivaprasad Shetty & Team, I Sem	<ul style="list-style-type: none"> • Dr. Noor Firdoos Jahan • Mr. Mahesh G 	
		Short Movie	11.11.17	First Prize Mr. Vishal & Group, I Sem			<ul style="list-style-type: none"> • Ms. Rashmi Shetty
6.	Others	Cooking without Fire	10.11.17	First Prize Mr. Abhishek & Mr. Abhishek P I Sem	Second Prize Ms. Anjali & Ms. Karishma I Sem	Third Prize Ms. Chandana & Ms. Manasa I Sem	<ul style="list-style-type: none"> • Dr. Anupama Malagi • Dr. Shruthi Mayur



Results of Talent Week, November 2017

		Solo Non Classical	8.11.17	First Prize Ms. Namratha Shetty I Sem	Second Prize Ms. Lakshmi Kashyap I Sem	Third Prize Mr. Dhanush I Sem	<ul style="list-style-type: none"> • Ms. Sowmya D S • Ms. Rashmi Shetty • Ms. Ramya
		Solo Western	8.11.17	First Prize Ms. Lakshmi Kashyap I Sem	Second Prize Ms. Mayuri I Sem		<ul style="list-style-type: none"> • Ms. Sowmya D S • Ms. Rashmi Shetty • Ms. Ramya
		Solo Folk	8.11.17	First Prize Ms. Jeevitha I Sem	Second Prize Ms. Arpitha Hegde I Sem		<ul style="list-style-type: none"> • Ms. Sowmya D S • Ms. Rashmi Shetty • Ms. Ramya
		Group Non Classical	8.11.17	First Prize Ms. Namratha Shetty & Team I Sem	Second Prize Mr. Venkatesh & Team I Sem		<ul style="list-style-type: none"> • Ms. Sowmya D S • Ms. Rashmi Shetty • Ms. Ramya
		Instrumental (Western)	8.11.17	First Prize Mr. Daniel I Sem	Second Prize Ms. Samyukta I Sem		<ul style="list-style-type: none"> • Ms. Sowmya D S • Ms. Rashmi Shetty • Ms. Ramya
4.	Dance	Solo Classical	9.11.17	First Prize Ms. Ayushma Dhar, III Sem			<ul style="list-style-type: none"> • Dr. A Narasima Venkatesh • Dr. Shruthi Mayur
		Solo Non Classical	9.11.17	First Prize Ms. Mayuri I Sem	Second Prize Mr. Pranam Shetty I Sem	Third Prize <ul style="list-style-type: none"> • Ms. Indu Manasa I Sem • Mr. Mahantesh 	<ul style="list-style-type: none"> • Dr. A Narasima Venkatesh • Dr. Shruthi Mayur



Results of Talent Week, November 2017

2.	Literacy Event	Debate	7.11.17	First Prize Mr. Vedh Sheik I Sem	Second Prize Ms. Tejaswini I Sem	Third Prize Mr. Vikas V B III Sem	<ul style="list-style-type: none"> • Dr. Anupama Malagi • Mr. Mahesh G
		Extempore	7.11.17	First Prize Ms. Tejaswini I Sem	Second Prize Mr. Vedh Sheik I Sem	Third Prize Ms. Nandhini Lakshman I Sem	<ul style="list-style-type: none"> • Dr. Anupama Malagi • Mr. Mahesh G
		Essay Writing	7.11.17	First Prize Mr. Aditya Siddharth I Sem	Second Prize <ul style="list-style-type: none"> • Ms. Arpitha Mohan, I Sem • Ms. Namratha Shetty, I Sem • Ms. Neha B, I Sem 		<ul style="list-style-type: none"> • Dr. Shruthi Mayur
		Story Writing	7.11.17	First Prize Mr. Vishal, I Sem			<ul style="list-style-type: none"> • Ms. Rashmi Shetty
		Poetry Writing	7.11.17	First Prize <ul style="list-style-type: none"> • Ms. Gopika Ramesh, I Sem • Ms. Jeevitha M, I Sem 		Third Prize Mr. Vishal I Sem	<ul style="list-style-type: none"> • Ms. Rashmi Shetty
		Letter Writing	7.11.17	First Prize Mr. Arvind Kumar			<ul style="list-style-type: none"> • Ms. Rashmi Shetty
		3.	Music	Solo Classical	8.11.17	First Prize Ms. Namratha Shetty I Sem	Second Prize Ms. Gayathri III Sem



Results of Talent Week, November 2017

S. No	Events Header	Sub Categories	Date of Competition	Winners			Judges
1.	Fine Arts	Sketching	7.11.17	First Prize Ms. Anusha M.R , I Sem			Ms. Payal Jindal
		Painting	7.11.17	First Prize Ms. Priyanka H V, I Sem			Ms. Payal Jindal
		Cartooning	7.11.17	First Prize Mr. Dhanush R C , I Sem			Ms. Payal Jindal
		Handicraft	7.11.17	First Prize <ul style="list-style-type: none"> Ms. Indu Manasa, I Sem Ms. Monica T N, I Sem 			Ms Payal Jindal
		Rangoli	7.11.17	First Prize Ms. Sonam,..... III Sem	Second Prize Ms. Sindhu J I Sem	Third Prize Ms. Harshita & Ms.Karishma I Sem	<ul style="list-style-type: none"> Ms. Pavithra S T Ms. Anupama S .M
		Mehendi	7.11.17	First Prize Ms. Sowmyashree Ms. Sowmya I Sem		Second Prize Ms. Nivedita I Sem	<ul style="list-style-type: none"> Ms. Pavithra S T Ms. Anupama S .M
		Flower Arrangement	7.11.17	Mr. Akhilesh, I Sem			<ul style="list-style-type: none"> Ms. Pavithra S T Ms. Anupama S .M
		Photography	7.11.17	First Prize Ms. Lakshmi Kashyap I Sem	Second Prize Mr. Bhargav I Sem	Third Prize Mr. Hareesh I Sem	Mr. Chandran

