



R.V. Institute of Management

organized awareness programme on conservation of water in the campus. Batch of students from I Semester MBA created floor art to spread the message on water conservation. The team also created a documentary video film to highlight various issues relating to preservation of water for life.

Around 300 students and visitors in the campus were sensitized on this most important issue.

Action Taken Report for Jal Shakti Abhiyan

22.03.2021

International Water Day

Report prepared by RVIM Centre for Social
Responsibility

R.V. Institute of Management

RVIM Centre for Social Responsibility

World Water Day March 22, 2021

Volunteer Team: I Semester MBA Section C

World Water Day was celebrated on March 22. A batch of student's team from I Semester MBA 'C' created floor art in the campus. The message was very clear with text and picture. It is presumed that around 250 members would have seen and read the message line as it was visible from all the floors. Later a short video clip was developed to reach the message in other vernacular languages.



Floor Art on Water Conservation



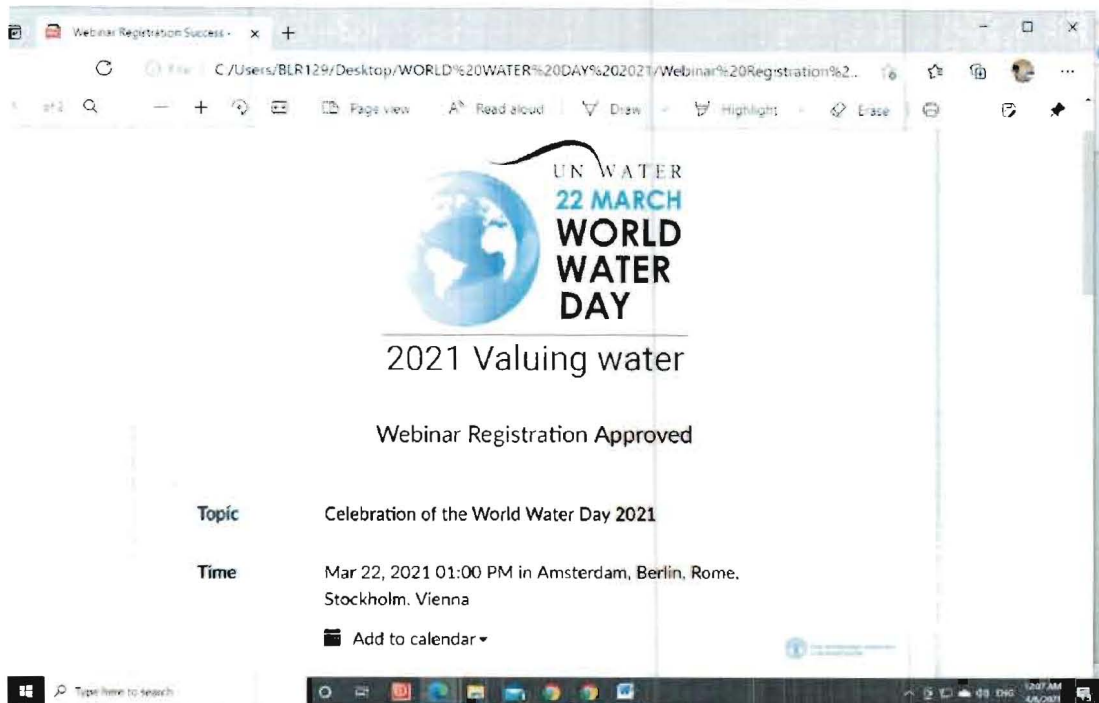
Team of around 15 students worked together to create a huge message display.

The students commenced their writing with heading as WORLD WATER DAY. The chalk was shared by many students to create a huge visual image on the theme 'Valuing Water'.

IMPACT

This awareness programme had reached students in the campus and other visitors online through youtube channel. The use of multiple language approach in conveying the message was beneficial as some find it more interesting to be reached in their own language. English,Kannada,Malayalam,Telugu,Hindi made the video message more interesting and to draw the attention of viewers.

Importance of Rainwater harvesting has provide a deeper understanding of individual responsibility.



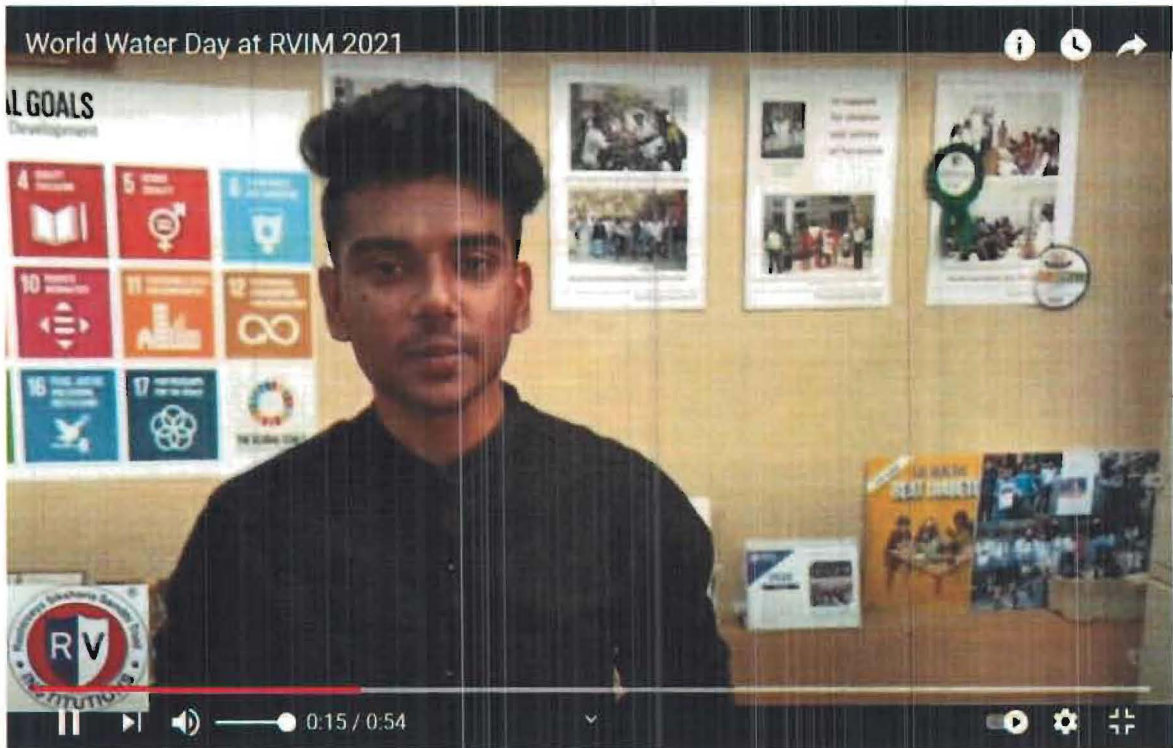
Participated in the UN Webinar on Valuing Water, the theme for 2021



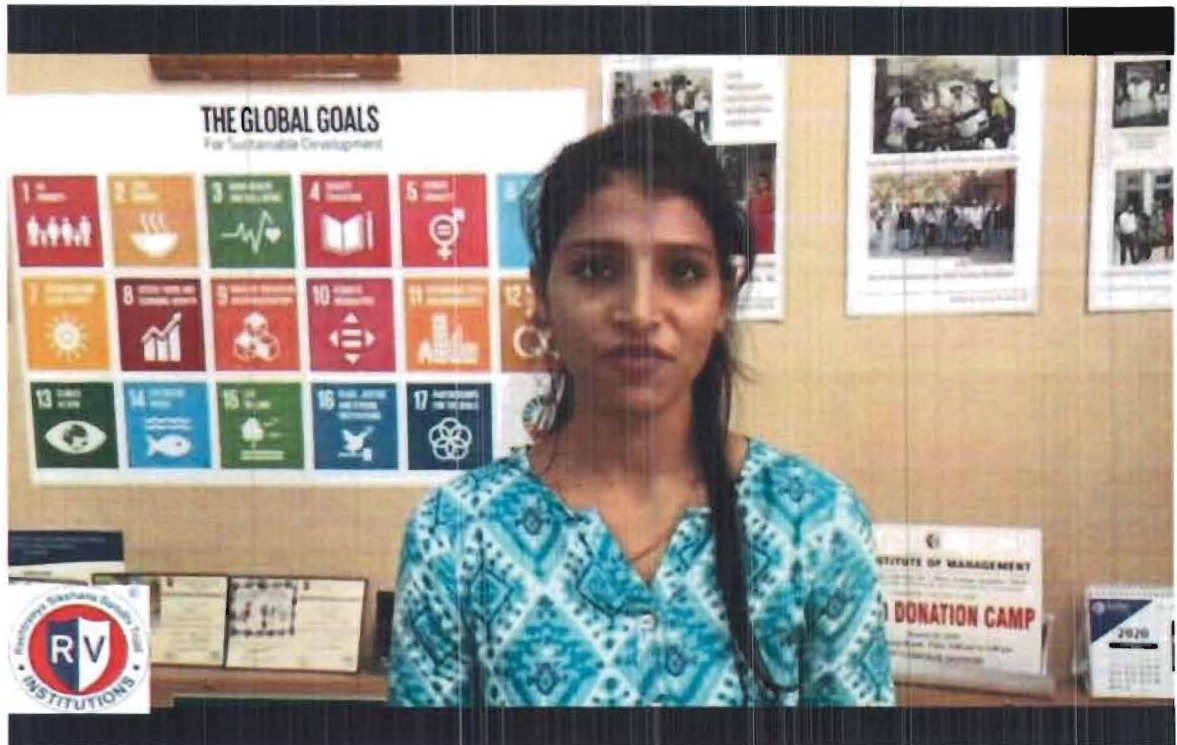
Documentary on Water Conservation created on the day. The video can be viewed here.
CLICK ON THE LINK- https://youtu.be/F_dxhH6Yobg



Message in Telugu



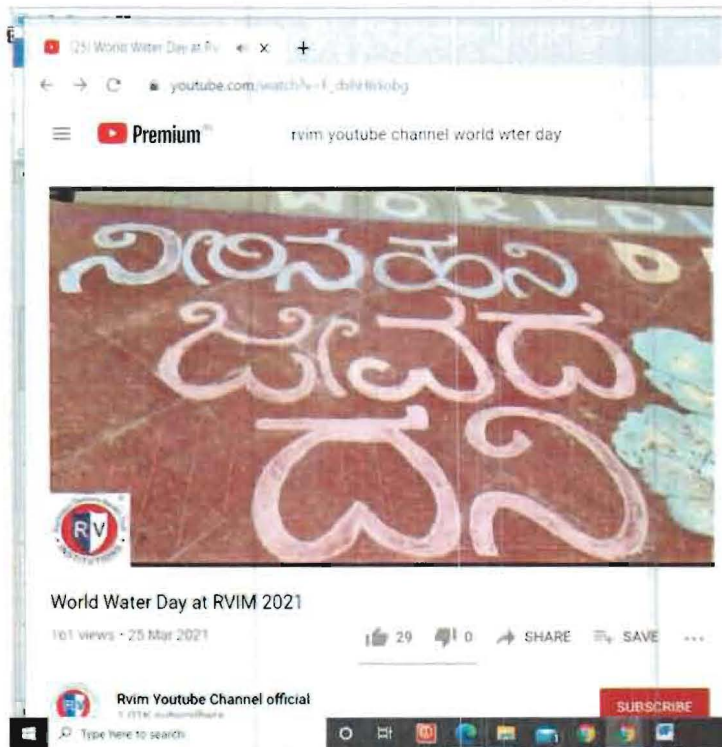
Message in Malayalam



Message in English



Message in Hindi



161 VIEWERS REACHED

Pg
(A. CHANDRAN)

