



# GYANARJAN



**Free coaching to X, I PUC and II PUC Needy students**  
**(A CSR initiative of Aditya Birla Fashion Retail Janakalyan Trust (ABFRJKT)**  
**in association with**  
**R V Institute of Management (RSST), Bangalore**

## Annual Report

### Academic year: 2022-23

#### Preface:

ABFRJKT is a public trust established in order to implement community initiatives and CSR projects of Aditya Birla Fashion and Retail Limited; 'ABFRJKT has an approved budget for projects relating to education for the under privileged children and is therefore desirous of providing Free Specialized Coaching Program for the students studying in Class X and preparing for Karnataka Secondary Education Examination Board (KSEEB), studying in Class XI (Science) & XII (Science) preparing for Karnataka Pre-University Board (KPUB), Common Entrance Test (CET), National Eligibility Cum Entrance Test (NEET) every year for over a period of 10-12 months ("Project");

'RSST' is engaged in offering quality education and have come forward to identify meritorious students in various schools and colleges (who have been deprived of professional coaching and due to lack of proper guidance are unable to succeed in competitive exams due to their financial and social backwardness) and execute and manage the Projects for ABFRJKT.

ABFRJKT has engaged RSST, effective from 1st June, 2019, to execute and manage the Projects for ABFRJKT at various schools and colleges across different locations in Bangalore, Karnataka as identified by ABFRJKT from time to time in accordance with the terms and conditions set out. RSST, shall extend the Project to any other state in India, if requested by ABFRJKT

RSST shall be responsible for successful implementation and management of the Project and shall be accountable to Mr. Ashish Dikshit, Chairman, ABFRJKT through Dr. Pragnya Ram, Group Executive President, and Corporate Communications & CSR. The project would be closely monitored by ABFRJKT through its trustees.

The certificates of completion to be given to the eligible student shall be jointly signed by Smt. Rajashreeji Birla, Chairperson, the Aditya Birla Centre for Community Initiatives & Rural Development & Dr. Purushottam Bung, Director of R.V. Institute of Management

The Term of the Agreement shall be for a period of 10 Months, having commenced from **1st July, 2022 and which shall expire on 31st March, 2023.**

## Objectives:

- To conduct 240 hours' classes for 10th and 12th Std., each and 200 hours' classes for 11th Standard + 100 hours' classes of CET / NEET (for 11<sup>th</sup> and 12<sup>th</sup> Std students) in this academic year.
- To coach students of economically backward class for Science, Mathematics, Social Science and English for SSLC students. PCMB subjects for Class XI and XII Students for better performance in board and competitive examination.
- Conduct monthly tests for X, XI and XII Std., students and for I PUC and II PUC students conduct mock tests on CET/NEET pattern to test the progress of the students on syllabus.

## The following Target / Goal has been set for the year

- About 50% of the total students enrolled should be scoring minimum 60% marks.
- None of the students enrolled at the center should fail in board exams.
- Achieve better results than the state average score (5% more than the state average) in both 10th and 12th exams
- Ensure overall development of these students through organizing value addition programs.

## Promotion materials used for publicizing Gyanarjan Project:



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**FREE COACHING TO X, I PUC AND II PUC NEEDY STUDENTS**  
(A CSR INITIATIVE OF ADITYA BIRLA FASHION RETAIL JANAKALYAN TRUST (ABFRJKT)  
IN ASSOCIATION WITH  
**RV INSTITUTE OF MANAGEMENT (RSST), BANGALORE**



- Providing **FREE** Specialized Coaching by the experts to the needy students studying in Class X (Maths, Science, SST and English), I PUC (Science—PCMB) & II PUC (Science-PCMB) preparing for Board Examinations, Common Entrance Test (CET) and National Eligibility Cum Entrance Test (NEET)
- The students will be selected through Entrance test which will be in MCQs format.
- The syllabus for the entrance test will be 8th and 9th standard syllabus for 10th standard coaching classes; 9th and 10th standard syllabus for 1st PUC coaching classes and 10th standard and 1st PUC syllabus for 2nd PUC coaching classes

**Salient features of the program:**

- The classes will be conducted from Monday to Friday between 5.00 PM and 7.00PM at SSMRV PU College, CA 17, 36th Cross, 26th Main, 4th 'T' Block, Jayanagar, Bangalore – 560 041.
- Unit test will be conducted every week for one hour.
- CET /NEET coaching is also integrated along with the regular classes. One hour per week is dedicated exclusively for CET/NEET coaching.
- One Sunday in a month will be dedicated for career counselling, quiz competition, expert talks to motivate students to perform better in their academics.
- High performing students will be rewarded suitably to encourage them to maintain consistency.
- Quality study materials will be provided to all the students **FREE** of cost.

**Limited seats! Hurry up!**

Please meet the principal of your Institute for more details and call  
**Dr. Santhosh M** on Mob: 9739945333 Ph : 080 26547048  
E-mail: [santhoshm.rvim@rvel.edu.in](mailto:santhoshm.rvim@rvel.edu.in)

RV Institute of Management, CA 17, 36th Cross, 26th Main, 4th 'T' Block, Jayanagar, Bangalore – 560 041.

## **Implementation Plan for the year 2022-23**

### **Sourcing the data base:**

- Information pertaining to no. of students, pass percentage, gender classification, no. of students under BPL from the prospective schools and colleges was gathered from the Institutions database from previous years.
- Social media platforms such as Whatsapp, Face book is extensively used to gather information on the prospective students for Gyanarjan Project.
- Alternatively, an excel sheet comprising of the above data was gathered by visiting the schools and colleges.

### **Promotion policy:**

- An extensive promotion campaign was launched emphasising the benefits and the merits of the Gyanarjan project
- 1 permanent board containing the information about Gyanarjan project at the Entrance of RVIM campus was displayed
- Social media platforms were extensively used to promote Gyanarjan project
- Setting up admission kiosks at the selected schools and colleges on the result day (April 10<sup>th</sup>) to facilitate the admission process. The MBA students were used as volunteers for the process.

### **Selection Process:**

- Based on the data gathered from personal visits to Schools and colleges, the prospective schools for the Gyanarjan project is shortlisted
- The hard copy of the application form was distributed to the selected schools and colleges.
- The students from the said schools and colleges are selected on the basis of the prerequisites set for Admissions
- Only science stream (PCMB, PCME, PCMC) students are considered for coaching classes for I and II PUC.

**Details of students' enrollment:**

| <b>Course</b> | <b>Name of the school /college</b> | <b>No. of students</b> |
|---------------|------------------------------------|------------------------|
| <b>SSLC</b>   | Carmel Convent High School         | 01                     |
|               | Holy Christ School                 | 04                     |
|               | Indira Priyadarshini School        | 17                     |
|               | Nalanda English School             | 23                     |
|               | RSPA Vidya Kendra                  | 17                     |
|               | RV Girls' High School              | 37                     |
|               | Sai Vidya Kendra                   | 08                     |
|               | Wisdom International School        | 01                     |
|               | Vijaya High School                 | 02                     |
|               | Canaan Christ Public School        | 01                     |
|               | Carian Christ Public School        | 01                     |
|               | GHS Jayanagar                      | 01                     |
|               | Indira Priyadarshini School        | 01                     |
|               | JSS School                         | 02                     |
|               | Kenmore School                     | 01                     |
|               | Vasavi Educational Trust           | 01                     |
| <b>Total</b>  | <b>118</b>                         |                        |
| <b>I PUC</b>  | BES PU College                     | 01                     |
|               | Christ Junior College              | 04                     |
|               | Shaheen Falcan PU College          | 03                     |
|               | Kumaran's PU College               | 01                     |
|               | Jain College                       | 01                     |
|               | JSS College                        | 01                     |
|               | NMKRV PU College                   | 78                     |
|               | SSMRV PU College                   | 70                     |

|                       |                               |            |
|-----------------------|-------------------------------|------------|
|                       | Vijaya Bifurcated PU College  | 01         |
|                       | Vijaya PU College             | 01         |
|                       | <b>Total</b>                  | <b>161</b> |
| <b>II<br/>PUC</b>     | Al Ameen PU college           | 06         |
|                       | BES PU College                | 29         |
|                       | Shaheen Fern College          | 02         |
|                       | JSS College                   | 03         |
|                       | Govt. PU College Basavanagudi | 10         |
|                       | Oxford PU College             | 02         |
|                       | NMKRV PU College              | 40         |
|                       | Narayana PU College           | 02         |
|                       | SSMRV PU College              | 12         |
|                       | National PU College           | 07         |
|                       | Vijaya PU College             | 26         |
|                       | Loyola Composite PU College   | 01         |
|                       | <b>Total</b>                  | <b>140</b> |
| <b>Total students</b> |                               | <b>419</b> |

**Snapshots of Gyanarjan Classes:**



Students attending classes @ RVIM

## Disbursement of Merit Scholarships

The Merit Scholarship disbursement ceremony was held on 16<sup>th</sup> November 2022 at RV Institute of Management. The program was presided by Dr. Purushottam Bung, Director, RV Institute of Management. The chief guest for the program was Mr. Purushotham Rao, DGM, ABFRL.

**RV Institute of Management**  
Affiliated to Bengaluru Central University. Approved by AICTE, New Delhi. Accredited by NAAC with 'A+' grade.

**ADITYA BIRLA FASHION & RETAIL**

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**DISBURSEMENT OF MERIT SCHOLARSHIP**

**CHIEF GUEST**  
**MR. PURUSHOTHAM RAO**  
DEPUTY GENERAL MANAGER, ABFRL

**PRESIDED BY**  
**DR. PURUSHOTHAM BUNG**  
DIRECTOR, RVIM

**MR. ARUN KUMAR HK**  
SENIOR EXECUTIVE  
ABFRL

**DR. SANTHOSH M**  
CO-ORDINATOR  
GYANARJAN

**WELCOME TO ALL**

NOVEMBER  
WEDNESDAY | **16** | **AT 5 PM**  
2022

Program invitation


## Program Schedule:



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GO, CHANGE THE WORLD



ADITYA BIRLA  
FASHION & RETAIL

# GYANARJAN

## PROGRAM SCHEDULE

|                     |  |
|---------------------|--|
| <b>5:00-5:05 PM</b> | Invocation   |
| <b>5:05-5:10 PM</b> | Introduction and welcoming Dignitaries – Dr. Santhosh M  |
| <b>5:10-5:15 PM</b> | Lighting the Lamp – by Dignitaries, Resource persons and few students  |
| <b>5:15-5:30 PM</b> | Video Showcasing on CSR initiatives undertaken by Aditya Birla Group<br>Briefing on ABG CSR Initiatives and Chief guest address – Mr. Purushotham Rao KN |
| <b>5:30-5:40 PM</b> | Distribution of Merit Scholarship to outstanding performers of 2021-22 batch   |
| <b>5:40-5:45 PM</b> | Presidential Remarks - Dr. Purushottam Bung  |
| <b>5:45-5:50 PM</b> | Vote of Thanks and concluding remarks - Dr. Santhosh M   |
| <b>5:50-5:51 PM</b> | National Anthem  |



- The program was formally started by rendering invocation song by Prof. Pooja Asst. professor, RVIM
- Dr. Santhosh M welcomed the dignitaries and introduced them to the august gathering.
- All the dignitaries on the dais with few students and faculty members witnessed the lighting the lamp ceremony which is considered as an important event in all formal inauguration programs.



Welcome Address by Dr. Santhosh M



Invocation song by Prof. Pooja



Lighting the lamp by Dignitaries

Mr. Purushotham Rao, DGM, ABFRL appreciated the efforts of RVIM in taking the project to new heights. He emphasized the importance of Education for the well-being of individuals. He briefed about various CSR initiatives of ABFRL and the activities undertaken for empowerment of people in the field of health and education.



Mr.Purushotham Rao Addressing the gathering

The teachers are the backbone of the Gyanarjan Project. We take pride in honoring those great individuals who are transforming the lives of many students by imparting quality education and selfless service. The team Gyanarjan honored all the faculty members of Gyanarjan project with a memento in recognition of their services towards Gyanarjan Project



Teachers, Awardees and Academic coordinators with Dignitaries

ABFRL recognizes the meritorious students who have done exceptionally well in the SSLC and II PUC board Examinations. The students are honored by Merit scholarships and certificate by the dignitaries.

The USP of the Gyanarjan Project is the study material. The Study material is provided to all the Gyanarjan students from SSLC, I and II PUC. The study material is prepared by competent faculty members with rich experience in academics. The students are immensely benefitted by the study material provided by the Gyanarjan project.

The vote of thanks was proposed by Dr. Santhosh M, Coordinator of Gyanarjan Project. The program was witnessed by more than 500 students and their parents along with the representatives from print and electronic media.



Vote of thanks by Dr. Santhosh M



### **Teachers Meeting:**

Teachers meetings are regularly conducted to evaluate the progress of students, syllabus completion status, performance of students in the test, regularity in the class and other important information pertaining to classes. The feedback from students on the classes and teachers are taken at regular interval of time and the same is analysed. The feedback report is shared with the individual faculties. The feedback system has helped us to ascertain the teaching quality and also it has helped us in modifying the teaching pedagogy to reach the expectations of the students and achieve the objectives of the Gyanarjan project.

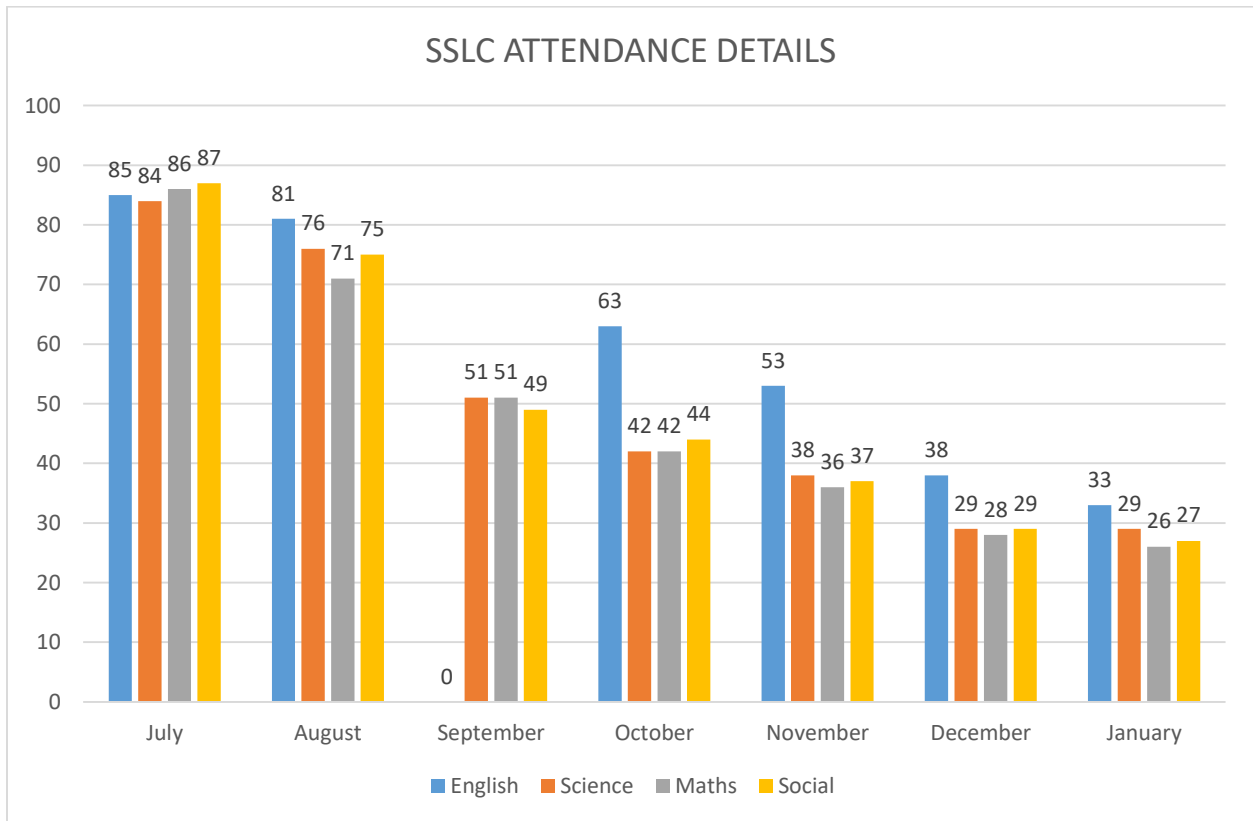
**List of faculty Members associated with Gyanarjan Project:**

| <b>Class</b>  | <b>Name of the faculty</b> | <b>Subject</b> |
|---------------|----------------------------|----------------|
| <b>SSLC</b>   | Mr. Suraj                  | Science        |
|               | Mrs. H P Ambrani           | Social studies |
|               | Mr. M P Ramamohan          | Mathematics    |
|               | Mr. Bhargav M R            | English        |
|               | Mrs. Padmini S             | Biology        |
| <b>I PUC</b>  | Ms. Raghunath              | Mathematics    |
|               | Mr. Shreyas K              | Physics        |
|               | Mr. Nagendra S             | Physics        |
|               | Mrs. Ramnath Prabhu        | Chemistry      |
|               | Mrs. Prameela              | Chemistry      |
|               | Mrs. Chaitra               | Biology        |
| <b>II PUC</b> | Ms. Roopasri K             | Mathematics    |
|               | Mr. Shreyas K              | Physics        |
|               | Mr. Nagendra S             | Physics        |
|               | Mrs. Raghunath             | Mathematics    |
|               | Mrs. Prameela              | Chemistry      |
|               | Mrs. Roopa Rao             | Biology        |

**Month wise Attendance details of SSLC, I PUC and II PUC students (In Percentage):**

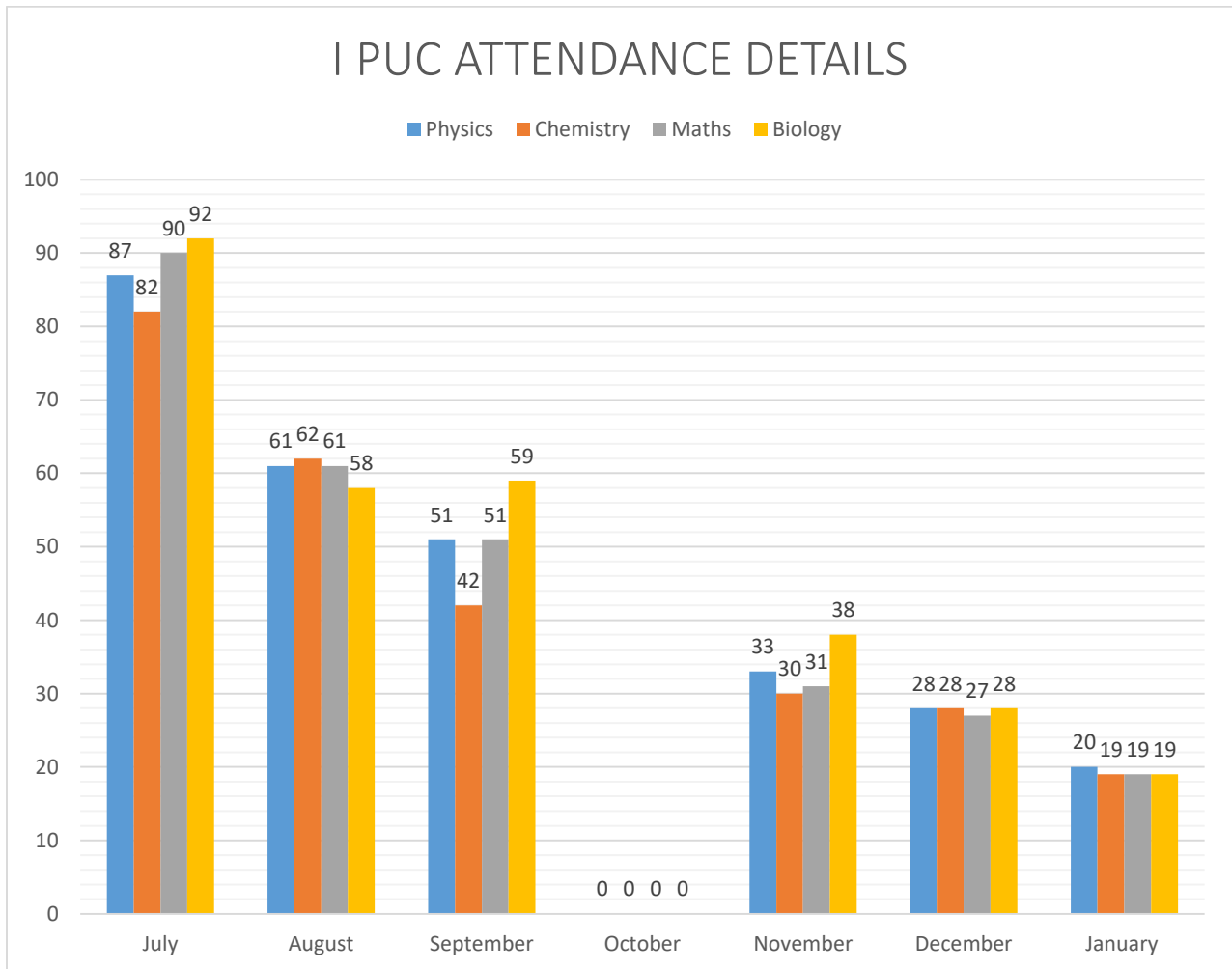
**SSLC**

| Subject        | July | August | September | October | November | December | January |
|----------------|------|--------|-----------|---------|----------|----------|---------|
| <b>English</b> | 85   | 81     | 00        | 63      | 53       | 38       | 33      |
| <b>Science</b> | 84   | 76     | 51        | 42      | 38       | 29       | 29      |
| <b>Maths</b>   | 86   | 71     | 51        | 42      | 36       | 28       | 26      |
| <b>Social</b>  | 87   | 75     | 49        | 44      | 37       | 29       | 27      |



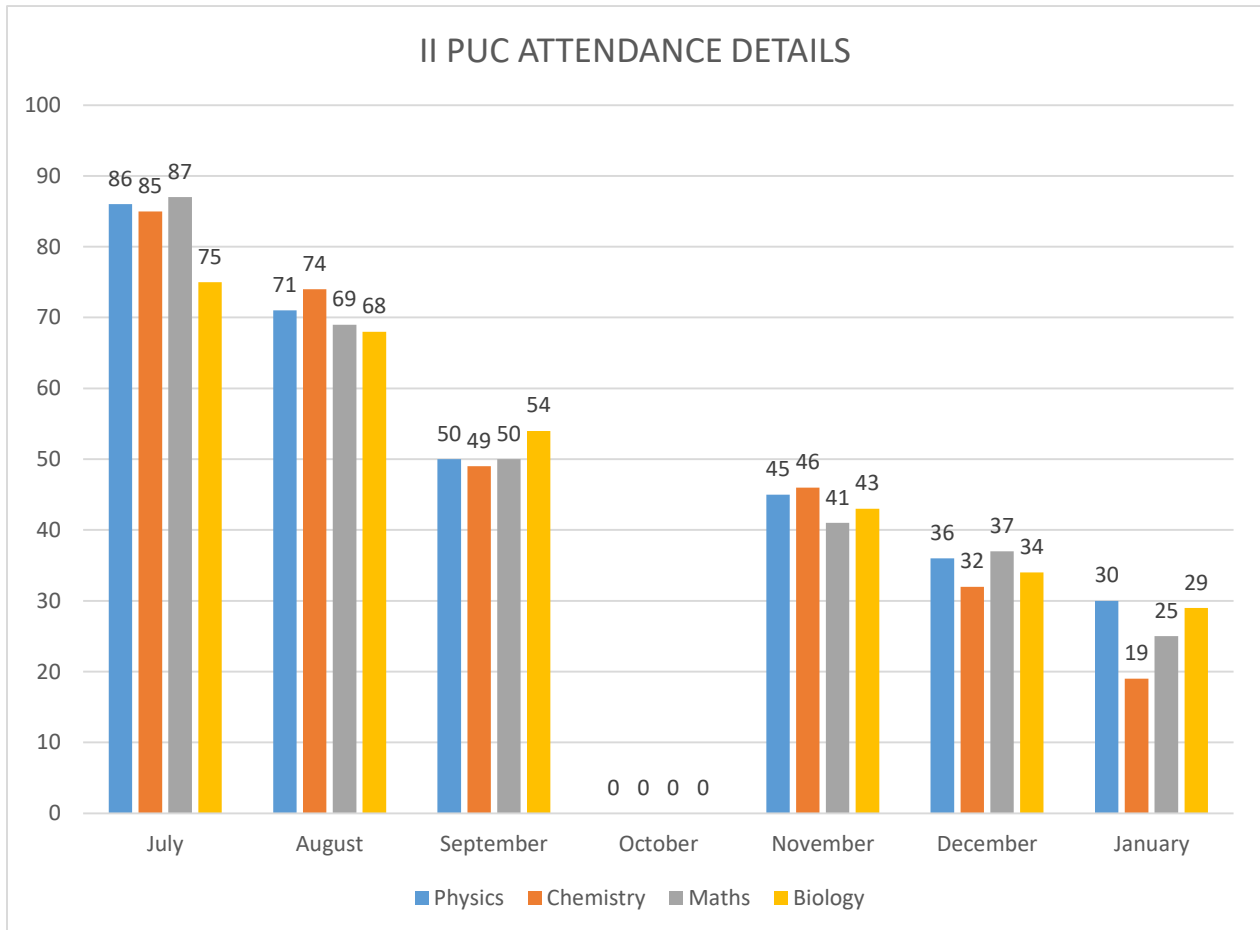
## I PUC

| Subject          | July | August | September | October | November | December | January |
|------------------|------|--------|-----------|---------|----------|----------|---------|
| <b>Physics</b>   | 87   | 61     | 51        | 00      | 33       | 28       | 20      |
| <b>Chemistry</b> | 82   | 62     | 42        | 00      | 30       | 28       | 19      |
| <b>Maths</b>     | 90   | 61     | 51        | 00      | 31       | 27       | 19      |
| <b>Biology</b>   | 92   | 58     | 59        | 00      | 38       | 28       | 19      |



## II PUC

| Subject          | July | August | September | October | November | December | January |
|------------------|------|--------|-----------|---------|----------|----------|---------|
| <b>Physics</b>   | 86   | 71     | 50        | 00      | 45       | 36       | 30      |
| <b>Chemistry</b> | 85   | 74     | 49        | 00      | 46       | 32       | 19      |
| <b>Maths</b>     | 87   | 69     | 50        | 00      | 41       | 37       | 25      |
| <b>Biology</b>   | 75   | 68     | 54        | 00      | 43       | 34       | 29      |





**Mid Term Examinations Performance Analysis:**  
**SSLC**

| <b>Subject</b> | <b>Max marks</b> | <b>Marks obtd</b> | <b>Percentage</b> |
|----------------|------------------|-------------------|-------------------|
| English        | 5600             | 2848              | 51                |
| Maths          | 11200            | 4607              | 41                |
| Science        | 11100            | 4698              | 42                |
| Social         | 11200            | 4964              | 44                |
| <b>Total</b>   | <b>39100</b>     | <b>17117</b>      | <b>44</b>         |

**I PUC**

| <b>Subject</b> | <b>Max marks</b> | <b>Marks obtd</b> | <b>Percentage</b> |
|----------------|------------------|-------------------|-------------------|
| Physics        | 11270            | 6853              | 61                |
| Chemistry      | 11270            | 7885              | 70                |
| Maths          | 16100            | 5979              | 37                |
| Biology        | 7490             | 5295              | 71                |
| <b>Total</b>   | <b>46130</b>     | <b>26012</b>      | <b>56</b>         |

**II PUC**

| <b>Subject</b> | <b>Max marks</b> | <b>Marks obtd</b> | <b>Percentage</b> |
|----------------|------------------|-------------------|-------------------|
| Physics        | 9800             | 5794              | 59                |
| Chemistry      | 9800             | 6035              | 62                |
| Maths          | 14000            | 5719              | 41                |
| Biology        | 6370             | 3735              | 59                |
| <b>Total</b>   | <b>39970</b>     | <b>21273</b>      | <b>53</b>         |

## Value added Program

As part of ABFRL Lecture series, Value added programs are organised for holistic development of the students. A guest lecture was organised on the topic – Personality development and career counselling for SSLC, I and II PUC students on 13<sup>th</sup> January 2023 from 5.30 PM onwards at RVIM campus. The session was delivered by Mr. Ibrahim V N, Asst. VP, Legal – ABFRL and Mr. Mohd. Wasiq Ahmed, Executive, Legal- ABFRL. The session provided a better insight on the career opportunities for students after 12<sup>th</sup> class and the lecture also covered the importance of time management for successful career. The students were immensely benefitted by this lecture series.



### Summary

- The complete syllabus was delivered by end of January
- Additional CET and NEET coaching for II PUC students is planned in the month of April 2023 after the completion of Board Exams.
- Achieve better results than the state average score (5% more than the state average) in both 10th and 12th exams
- Encourage the toppers from each batch for continuing higher studies by providing merit scholarships
- Enable about 80% of the enrolled students to clear Common Entrance Test (CET) for Engineering.

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### NOTE:

**The Results of the SSLC and II PUC will be updated as soon as the results are announced by SSLC and PUC Boards.**



A handwritten signature in green ink, appearing to be "R. V. Srinivas" or similar.

Director