



RV Institute of Management®

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New Delhi.

RVIM NEWS DESK

♦Vol.15 ♦Issue: 6 ♦April-June 2023

TATTVA-ETHNIC DAY

TATTVA-ETHNIC DAY for the batch 2022-24 was organized by Art man Club of RVIM on the 26th of April'23. The senior batch organized TATTVA the ethnic day to welcome the fresher's and given a platform to showcase their talent. Students and faculty and staff participated by wearing ethnic Indian traditional attire showcasing their regional culture. Students contested in traditional cultural dance, ethnic fashion show. The best dressed ethnic dress wearing students and faculty were recognized with a certificate for showcasing Indian Ethnicity.



TATTVA-ETHNIC DAY



International Yoga Day

International Yoga Day was celebrated on the 21st June'23. Dr. Deepika Rawal was the guest yoga instructor for the yoga and meditation session lead by Dr. Deepika Rawal. Faculty, Staff, Students and members from Swakrutha Foundation participated in the program.



Felicitation of Meritorious Students from the PGCET Exam

Meritorious students from PGCET Entrance Exams of the year 2022 were felicitated by RVIM the program was held on the 9th of June'23; Mr. Purushottam Adiga was the presiding chief guest. The rank holders received a cash prize from the chief guest.



Inauguration of New Facility - Centre for Business Analytics & Centre for Financial Markets & Research

On 5th May'23 the - Centre for Business Analytics & Centre for Financial Markets & Research was inaugurated at RVIM Campus. The centers were inaugurated by Sri Nagendra Kumar Kandaluri - Director – Development Oracle India Pvt. Ltd., and Mr. Sarma Chodavarapu.



MoU Signed by RVIM

- RVIM Department of Finance signed an MOU with North Star Academy – a premier institute for commerce and finance to offer certificate courses related to finance specialization courses.



- MoU was signed with “I am a woman - DURGA India” the NGO working for women safety the team from the NGO and Dr. Purushottam Bung – Director of RVIM in the presence of the faculty and staff signed the MoU agreement on the 31st of May'23. On this occasion the NGO also conducted a workshop on ‘Workplace Safety’, all teaching and Non-teaching staff and Group-D staff attended the session.



EVENTS AND SEMINAR AND CONFERENCE ORGANISED AT RVIM

Two Day Faculty Development Program on ‘Leaders in The Making: The Crucibles of Change Makers’



was organized in association with Association of Indian Management Schools-AIMS was held on the 16th & 17th of June'23. The FDP was conducted by HR department with over 30 faculty and executives participating in the program from all over India. The sessions of the FDP were delivered by resource person Dr. T.V. Rao and Dr. Arvind Agarwal. Professors and Practitioners of leadership. Highlight of the FDP session were the experience sharing group discussion session with the accomplished HR professionals – S.V. Nathan, Deloitte India, Mr. Anand Nayak - ITC, Dr. N.S. Rajan, Tata Sons they held the discussion with the participants and exchanged their views and experience about their corporate tenure.





Certificate Courses for Working Professionals-Conducted By - Center for Business Analytics

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BOSTON
IT Solution India Pvt. Ltd.

Certification Course on 'Predictive Analytics using R'

- RV Institute of Management in association with **Boston IT Solutions India Pvt. Ltd.**, Head Quartered in London, UK, is launching Industry-Curated Certification Course on 'Predictive Analytics Using R'.
- Hands-on exposure in state-of-the-art business analytics lab on real-world application of Business Analytics using R like Market Basket Analysis, Customer Segmentation, Fraud Analytics, Loan Default Prediction, RFM, Sentiment Analysis, Attribution, Customer Churn, Customer Life Time Value, Optimization Problems, Inventory Management, Recommendation Engine, Predictive modeling for various applications, etc.
- Comprehensive coverage of a minimum of 25 packages in R, R studio, and R cloud.
- Learn to build Machine Learning and AI Models to solve real-world business problems.

Duration: 2 months **Fees: 10,000 per person inclusive of GST**

To whom it is meant for:

- Working professionals who want to enhance their skills in predictive modeling using R programming.
- Business analysts who want to learn how to use predictive analytics to solve business problems and improve decision-making.
- Corporate professionals seeking a mid-career transition.
- Homemakers looking for an exciting career in data science.
- Students who have recently graduated (any discipline) looking for building a career in data science.
- Professionals who are on a break looking for high-paying jobs.

Post Completion of the Certification Participants should be able to perform the following:

- Carry out exploratory data analysis to identify patterns, trends, and relationships in data.
- Build and evaluate predictive models using 2nd generation Machine Learning algorithms.
- Validate and optimize Forecasting models for better ROI.
- Use ggplot2 for attractive data visualization and reporting.
- Unleash the power of AI using NLP by creating a word cloud, customer sentiment analysis.

Dates to Remember

Date	Particulars
30th April 2023	Last date for Registration
3rd May 2023	Launch of Certification Course on Predictive Analytics Using R
4th May 2023	Commencement of Classes
31st May 2023	End of Training Sessions on R
1st June 2023	Capstone Project
30th June 2023	Awarding of the Certification
8th July 2023	Project Viva Voce
15th July 2023	Awarding of the Certification

Contact - Prof. Mithun : 9844284240
A Premier Institute in Management Education, Training, Research & Consultancy

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BOSTON
IT Solution India Pvt. Ltd.

Certification Course on Advanced Machine Learning & Deep Learning Using Python

- RV Institute of Management in association with **Boston IT Solutions India Pvt. Ltd.**, is launching a industry curated Certification Course on 'Advanced Machine Learning & Deep Learning Using Python'.
- Hands-on exposure in the area of advanced Machine Learning and Deep Learning Models across different verticals like Banking, Insurance, Marketing, Supply Chain, Operations, Logistics, etc. to solve real-world business problems.
- Exposure to various machine learning and deep learning frameworks like Numpy, Pandas, Tensorflow, PyTorch, Keras and Scikit-learn.
- At the end of the course, participants were able to learn Data Wrangling and Data-Munging using Numpy, Pandas and also Creating 2-D and 3-D interactive graphs and charts for storytelling and strategic insights.

Duration: 1.5 months
(Hands-on Training for 4 weeks and Capstone Project on Real World Problems for 2 weeks)
Fees: 5,000 per person inclusive of GST

To whom it is meant for:

- Working professionals who want to enhance their skills in predictive modeling using python.
- Business analysts who want to learn how to use predictive analytics to solve business problems and improve decision-making.
- Corporate professionals seeking a mid-career transition.
- Homemakers looking for an exciting career in data science.
- Students who have recently graduated (any discipline) looking for building a career in data science.
- Professionals who are on a break looking for high-paying jobs.

Post Completion of the Certification Participants should be able to perform the following:

- Carry out exploratory data analysis to identify patterns, trends, and relationships in data.
- Build, Create, and Deploy real-time Machine Learning and Deep Learning models to solve real world problems and generate higher ROI.
- Handling of 3-D images using state-of-the-art computer vision technologies.
- Execute NLP using NLTK and Spacy.
- Use Matplotlib and Seaborn for attractive data visualization and reporting.

Dates to Remember

Date	Particulars
15th July 2023	Last date for Registration
17th July 2023	Launch of Certification Course on Advanced Machine Learning & Deep Learning Using Python
18th July 2023	Commencement of Classes
18th August 2023	Last Working Day
14th August 2023	Capstone Project
27th August 2023	Capstone Project
31st August 2023	Awarding of the Certification

Contact - Prof. Mithun : 9844284240
Vision: To Become World Class Management Institute of Eminence

RVIM Center for Business Analytics in association with Boston IT Solution India Pvt. Ltd. has introduced certification courses – the courses are ‘Predictive analytics using R’, ‘Advance Machine Learning and Deep Learning using Python’. These courses are for working professionals, students and home makers interested in

learning these courses – duration of the course is around two month.



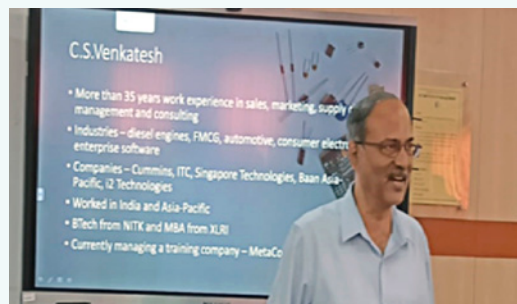
Seminar on Emerging Trends in Marketing

Organized seminar on Emerging Trends in Marketing from industry experts as a value addition to the subject Marketing Management for all the students of I semester on 22nd May, 2023 from 2.30 pm to 4.30 pm. The purpose of the seminar was to provide practical

knowledge about the Trends in Marketing to the students from the practitioner's perspective. The Resource person for the workshop was Ms. Divya Purnaiya, Founder & CEO, Brand Update, Bangalore.

Workshop on Emerging Trends in Logistics

Was organized from industry experts as a value addition to the subject sales and distribution management on 12th April, 2023 from 2.40 pm to 4.40 pm for the students of III semester with Marketing Specialization. The purpose of the workshop was to provide practical knowledge about the **Trends in Logistics** to the students from the practitioner's perspective. The Resource person for the workshop was Prof. Venkatesh, CEO, MetaCog Solutions and Adjunct Faculty, RVIM.



Workshop on Capitaline Database



Was organized by Finance department for Fourth Semester students of batch 2021-23. The team from Capitaline delivered a hand on training for the students and trained them on using the data base for accessing and using data for analyzing financial position of companies for all research projects.

A Spiritual Session



On 17th April'23 a session by Swamiji of Ramakrishna Mutt was organized for the first sem. students.

Talk on Entrepreneurship



A session by Mr. Krishna Kumar on the topic of 'Entrepreneurship' was organized on 29th April'23 for I semester students of batch 2022-24.



Workshop on POSH

Was organized on the 25th of May'23. Ms. Karuna, practitioner and consultant from Lexleo Consultant was the invited resource person who addressed the students of IV semester of batch 2021-23, on the points of awareness one need to possess while adhering to gender sensitivity at workplace.

Video Case Profile Competition



Was organised as part of the Organisation Behaviour subject for first semester students. On the 3rd of May'23 the video case profiles were screened and the jury consisting of Alumni selected three winning teams.

Career Counseling

PwC held a career counseling soft skill awareness program for first semester students of batch 2022-24 on 4th May'23 at PwC campus in Bengaluru. First semester students participated and received certificate of participation.



World Biodiversity Day & World Environment Day



Was celebrated in RVIM with a student photography contest on the topic of –‘From Agreement to Action- Building Back Biodiversity’, and a workshop session on the topic of ‘Why Do we need Biological Diversity’ on

5th June'23. The resource person for the session was Dr. Sanjay Gubbi – program head – Holematthi Nature Foundation. The photography contest was won by Dr. Purushottam Bung, Director RVIM and Prof. Anitha B.M. D'Silva in the faculty category in the student category the prize was won by Adithya M.S. and Ranjith K.L.

OUT BOUND TRAINING FOR FIRST SEMESTER STUDENTS OF BATCH 2022-24

Students of First Semester of batch 2022-24 were taken on an outbound training session for one full day at AREA 83 activity area, in Bengaluru City. This outbound activity is organized as a full day outbound activity as part of the course Principles of Management. This is an experiential learning activity where students are encouraged to engage with their teams by interacting and working on physical and team building activity at the activity center.





RVIM FACULTY AND STAFF STRATEGIC RETREAT AT AREA-83



One day faculty outbound visit to Area 83 Activity Park was organized on the 30th of May'23. Staff and Faculty team of the college spend the day in collaborative and team activity as a break n rejuvenation of the team.

UNI Abroad Study

Experts interaction session was held on 15th of June'23. The team of experts informed students on the programs in France University and Rennes SB.



Workshop on 'Gen-Z and their approach to using AI'

A session was organized by the Center of Business Analytics on the 20th of June'23. Mr. Rasmus Haggkvist from AI-GEN team was invited as the resource person to deliver the session.

FACULTY ACHIEVEMENTS

Dr. Purushottam Bung, Professor and Director



Dr. Purushottam Bung, Professor and Director of RVIM participated in Directors Round Table Discussions on 'Curriculum to Careers' organized by IDA and Coursera at The Oberoi on 8th June, 2023.

Dr. Noor Firdoosh Jahan, Department of Marketing



Awarded with Honorary Associate Membership by ISDS Society, Japan for her contribution to the field of Sustainability and research in June, 2023. ISDS is a platform for promoting sustainability research and practice across a wide range of academic disciplines.

Chaired technical session in the National Conference on “Changing Paradigms of Business, Management and Commerce” held on Wednesday, May 31, 2023, organized by Dayananda Sagar College of Arts, Science and Commerce, Bengaluru.

Faculty Paper Presentation

Has Participated and Presented a research paper on “Sustainability or technology: What drives Retail Consumer behavior in the digital era?” in International Conference of Marketing on Consumer Experience in Digital Era (ICM 2023) held on April 14th and 15th organized by Indian Institute of Management (IIM), Bodh Gaya, Bihar.



Presented a research paper on “Perception of Fashion and Sustainability among Gen Z” at International Conference on Business, Innovation and Sustainability in Digital Era (AAC-iCON) 2023 held on 26-27 May, 2023, organized by Alliance Ascent College, Bengaluru and has won Best paper award in Marketing track and got a cash prize of Rs.10k.

Presented a research paper on “Social Media’s Effect on Consumer Purchasing Decision in Bangalore” at International Conference on Business, Innovation and Sustainability in Digital Era (AAC-iCON) 2023 held on 26-27 May, 2023, organized by Alliance Ascent College, Bengaluru.

Dr. Tamizharasi, Professor, Department of Finance

Presented a case study on “Yashram Lifestyle Pvt. Ltd.: Strategizing to Omni-Channel Approach” at the FORE International Case Conference (FICC) 2023, held on June 02-03, 2023, at the FORE School of Management, New Delhi.

Dr. Padmalini Singh, Department of Marketing

Presented case study titled “Yashram Lifestyle Brands Pvt. Ltd.: An innovation in Women Lingerie”, bearing case number “FICC/23/051” at the FORE International Case Conference (FICC) on June 02 - 03, 2023.

STUDENT ACHIEVEMENTS

RVIM Students participated in the AICTE flagship program 'Ek Bharat Shrestha Bharat - Yuva Sangam' - A one-week student exchange programme for students of Madhya Pradesh and Karnataka organized from 12th May to 18th May '23. Student's of first year MBA from RVIM Sahana Patil, Manoranjan, Pushpa, Krthikanand, travelled from Bengaluru and interacted with students and professors at NIT Bhopal and IIT Indore, participated in the tree planting program along with Chief Minister of Madhya Pradesh, meet the Governor of Madhya Pradesh and as part of the cultural exchange visited the Tribal Art Museum, Bhopal.



Welcome to the student team of Yuva Sangam at NIT Bhopal on the 14th May'23.



Yuva Sangam Team visit to governor house and meeting the governor of Bhopal on the 15th May'23.

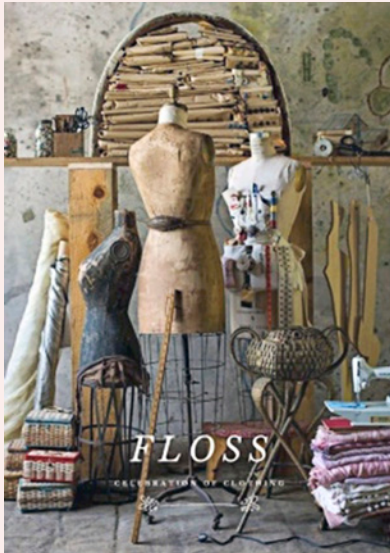


Visit to Tribal Museum by the Yuva Sangama team on the 14th of May'23.



Yuva Sangam Team with Shri. Shri Shivraj Singh Chauhan Chief Minister of MP.

RVIM STUDENTS ENTREPRENUERIAL INITIATIVES



FLOSS - is the name of the student venture started by Yogashree C.N. and Varun S. Bharadwaj of 4th semester. FLOSS – is the brand store that promotes minimal fashion jewellery and handmade jewellery this venture has already won over 65 customers and they offer more than 100 products at their store.

Manthan 2023 - is the State Level Business Plan Competition conducted by FKCCI. RVIM students of First semester have participated in the competition with three business plan. In the first round of the students have presented their idea with a pitch deck to distinguished panelists of FKCCI and were appreciated for the ideas proposed, and they are now looking forward to participating with their prototypes in the next round.



STUDENT'S PAPER PRESENTATION

Two teams of students presented their papers at International Conference on Business, Innovation and Sustainability in Digital Era (AAC-iCON) 2023 held on 26-27 May, 2023, organized by Alliance Ascent College, Bengaluru on 26-27 May, 2023 under the guidance of Dr. Noor Firdoos Jahan. The details are given here: Mr. Guru Basavaraj K.M., Mr. Deepak Girish Kalyani and Mr. Chetan Singh M., presented their research paper titled “Perception of Fashion and Sustainability among Gen Z” and has won best paper award in Marketing Ms. Aishwarya G., Ms. Nikitha Shanbhog and Mr. Karthik P. Shetty presented their research paper on ‘Social Media’s Effect on Consumer Purchasing Decision in Bangalore.



RVIM STUDENTS AT SPORTS-MEET

Sports events were conducted for the batch 2020-22 & 2021-23 from the 17th to 23rd April'23. Students of both the batch participated in indoor and outdoor games.



Mr. Varun S. Bharadwaj, 3rd Semester has completed **FMSCI-(The Federation of Motor Sports Club of India) Level 1 Training** powered by TVS racing which is held in Madras Motor Race Track (MMRT), Chennai.





RVIM students participated in the intercollegiate sports competition in SSMRV Degree College on 18th June'23 (Prize bagged- Vishnu Kumar – 2nd in Shot-put 2nd Relay race, Sheebal – 2nd prize in Discuss throw, Ananya Hegde – 2nd prize in 100 and 200 meters, Aishwarya G. - 2nd prize in 400 meters, Balaji, Vinayak and Gagandeep - 2nd bagged 2nd prize in relay race).

Placement Summary for MBA 2021-23 (Ongoing Placement)

Total no. of Companies	68
Total No. of Students in College	178
Total No. of Students not opted for Placements	9
Total No. of Students opted for Placements	169
Total No. of Students Placed	145
Total No. of Two Offers	15
Percentage	87
Highest Package	14.25 L/A
Median Package	6.46 L/A
Lowest Package	4.5 L/A

Upcoming Events

- Alumni Day Celebrations • National Management Week'23 Winners Report
- Teachers Day • Manthan'23 - State Level B-Plan Competition Winners Report

Editorial Team

Chief Editor: Dr. Purushottam Bung, Director, RVIM

Faculty Co-ordinators: •Prof. Uma Sharma, Asst. Professor •Prof. Sowmya D.S., Asst. Professor

Student Co-ordinators: •Varun Bharadwaj, II Year MBA •Yogashree C.S., II Year MBA

•Pooja Talwar, II Year MBA



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