



# RV Institute of Management®

Autonomous Institution  
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New Delhi.

# RVIM NEWS DESK

♦Vol.15 ♦Issue: 5 ♦Jan.-March 2023

## In Homage Sri M.K. Panduranga Setty



**President, Rashtreeya Sikshana Samithi Trust (1974-2022)**

**President Emeritus, Rashtreeya Sikshana Samithi Trust (2022-23)**

Dr. M.K. Panduranga Setty was an exceptional leader, who dedicated his life to improving the quality of education and making a positive impact on the lives of students and faculty members. With his visionary approach, ethical governance, and motivation to create educational opportunities, he inspired leadership for RVEI.

Dr. M.K. Panduranga Setty a recipient of several prestigious awards such as the Bharat Ratna Sir M Visvesvaraya Memorial Award 2016, Karnataka Rajyotsava Award., TechnoVisionary – Lifetime Achievement Award from IESA, Service-Above-Self Award from Rotary International. These recognitions and accolades showcases the leadership quality and the contributions towards building the RVEI group.



## SOCIAL IMMERSION PROGRAM - SIP

Social Immersion Program is an internship with a social organisation. During this internship students are encouraged to build on their social consciousness by working for a social cause as a volunteer at a social organisation. The internship is part of the curriculum of our autonomous MBA program and aims to provide an experiential learning opportunity to students during second semester -as they engage in the grass- root social environment of our society , nurturing a holistic learning for the students.



### Highlights of the Social Immersion Program

A total of 167 NGO were involved in the Social Immersion Program Student Volunteers worked on many burning social causes

- Animal Welfare
- School Education and Infrastructure up keep
- LGBT Rights
- Government School Improvement
- Training Children at Orphanages
- Child Education
- Old and senior citizen welfare
- Wel-fare of differently –abled Students
- Soft skill Training to Government School children
- Yoga and Wellness training for Senior Citizens



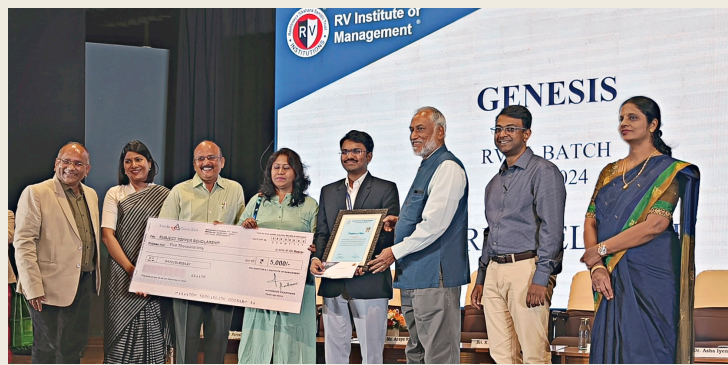
## Genesis 2022

The Inaugural Ceremony of 24th Batch / Second Autonomous Batch [2022-24] was organized on February 01, 2023. Ms. Anupa Rongala, Director & CEO, Invensis Technologies (P) Ltd., was the Chief Guest representing Industry, Dr. Mathew Manimala, Former Professor, IIMB was the Chief Guest from Academia. Dr. Asha Iyengar, Principal, DAPM RV Dental College as the Guest of Honour. Sri K.A. Sujit Chandan, Trustee, RSST & Chairman, Governing Body, RVIM, presided the ceremony.



## Distribution of Merit Scholarship

The institute awarded a merit scholarship of Rs.50,000/- for first ten toppers of First year MBA program and also, Rs.5,000/- who have scored highest marks in Health & Wellness and Business Immersion Project.



## ORIENTATION PROGRAM 2023 - Batch 2022-24

Student Orientation Session was organised for the batch 2022-24 from the 1st to 4th of February '23. Sessions in the orientation program included – sessions by practising entrepreneur, motivational speaker, soft skill and life skill sessions by trainers and practioners, alumni panel discussion-an interactive session was organised as the finale event of the orientation program.





## INAUGURATION OF CENTRE FOR PEACE & YOGA AND CENTRE FOR WELLNESS

RVIM Centre for Peace and Yoga and Centre for Wellness were inaugurated on the 4th of January'23. The inauguration began with satyanarayana puja in the morning followed by the inaugural of the centre by the chief guest of the day Sri Ravi Tumuluri Consultant, IYA - New Delhi & Hon. Secretary, IYA - Karnataka Chapter Sri. Lohith.N - NIS Fencing Coach-Karnataka Team & International Referee.



## MOU Signed

Center of Business Analytics signed an MOU with Boston IT Solutions Bengaluru on the 20th of February'23. The MOU was signed and exchanged by Dr. Purushottam Bung, Professor and Director-RVIM. The MOU is for conducting certified executive courses in Emerging technology and Business Analytics domain.



## MOU Signed with NSE for NSMART Lab



Department of Finance has signed an MOU with NSE for implementing and training students in NSMART for equipping them with the technical analysis skill for a career.

## CONSULTANCY PROJECTS LEAD BY RVIM FACULTY

RVIM faculty team led by Dr. Santosh undertook the research consultancy project on the title - 'Analyse the Market Potential for Ashok Leyland MITR School Bus in Bangalore City'. The survey covered all the CBSE, ICSE, International, Aided and Unaided schools located across the Bangalore City. The complied project report was submitted to Mr. Avinash - Executive Director of Ashok Leyland on the 29th of March'23.



## INSTITUTIONAL ACHIEVEMENT & RECOGNITION



RVIM was recognized at the RV-MILLENNIUM-2023 as one among the RV Group of institutions that stands for 'Institution for Faculty Enhancement' on the 24th of March 23.



## RUSSIAN DELEGATION from SYNERGY UNIVERSITY, MOSCOW, RUSSIA

Russian delegation from Synergy University, Moscow, Russia visited RVIM on the 17th of February 23. As part of the visit, the team was hosted during the visit; the delegates were taken on a tour of the college campus followed by an interaction session with faculty and students.



RVIM has been recognized by FKCCI as a key Knowledge Partner in organizing Manthan'22 – the 14th Edition - of Innovation & Business Plan Competition, a South India level competition organized for UG and PG students from the Jan'22 to Sept'22.

## DAYS OF NATIONAL IMPORTANCE CELEBRATED AT RVIM CAMPUS

### Republic Day -26th January'23

On 26th January'23 Republic Day was celebrated by Faculty And Staff joined by Dr. Purushottam Bung, Professor & Director, RVIM in the flag hoisting at the RV School campus Bengaluru.



### World Cancer Day

World Cancer Day was observed in the campus in association with HCG, Bengaluru, on the 2nd February'23. Faculty staff and students of RVIM joined hands with HCG to donate hair which goes into the making of wigs that are used as hair for the cancer patients post treatment care. RVIM also received a recognition certificate for participating in the cause.





**Har Ghar Dhyam** – In association with Art of Living Har Ghar Dyan a program promoted by Ministry of Culture was organized at RVIM on 4th February'23. The programme was to promote the importance of Healthy lifestyle for all individuals.



**Student quiz on Mother tongue and Cultural Diversity of Indian States** was conducted as part of **Mathru-Bhasha Diwas** was celebrated on the 27th of February'23. The quiz was conducted by third semester students, A total of 6 teams from first semester batch 2022-24 participated in the quiz with three teams winning the prizes.

## International Women's Day Celebrations Bike Rally

RVIM in association with Pranav Foundation, Bengaluru celebrates International Women's Day on the 8th of March'23. The program hosted a day full of events to celebrate women achievers. The day began with a Bike rally held to build awareness on 'Gender Equality', The rally was flagged off by Dr. Vijayalakshmi Balekundri, Cardiologist, Jayadeva Institute of Cardiology, Bengaluru faculty and students participated in the rally to support the awareness initiative.



## Felicitations to the Women Achievers

On Women's Day Women achievers from the grassroot were recognised and felicitated. Dr. Vijayalakshmi Balekundri, Cardiologist, Jayadeva Institute of Cardiology, Bengaluru, Ms. Neetha Revankar, Former CFO, Sasken Technologies, Smt Rama, CEO, Electronic City Industries Association Ms. Neha Revenkar, Former CFO were the chief guest of the programme.





## FACULTY ACHIEVEMENTS

### Dr. Purushottam Bung, Professor & Director



- Dr. Bung delivered a talk round table discussion organized by Economic Times in association with Coursera on 'Connecting curriculum to careers', on 11th March, 2023.
- Dr. Purushottam Bung-Professor and Director was invited as guest speaker representing academia at the CII-Karnataka Skills Conference 2023.
- Successfully completed CBMA (Certified Behavioral & Mentoring Analyst) Certification from Talent Metrix – March 2023.



### Dr. Noor Firdoos Jahan, Professor, Department of Marketing



Dr. Noor Firdoos Jahan –was invited as guest panelist by Business World Education for the 4th edition of the “Future Of Management Education Conclave” held on 19th Jan., 2023, at The PARK, New Delhi.





- Dr. Noor Firdoosh Jahan – was invited as guest panelist Confederation of Indian Industry (CII) Invited her to moderate a session on Real Estate – Smart Energy Efficient & Sustainable Buildings at CII Karnataka Infrastructure Conference 2023 on the theme Building Smart and Sustainable Infrastructure in Karnataka towards a Carbon-Neutral future held on 20th March 2023, at Hotel Taj West End, Bengaluru.
- Successfully completed CBMA (Certified Behavioural & Mentoring Analyst) Certification from Talent Metrix – March 2023.

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#### **Dr. Anupama K. Malagi, Professor, Department of Human Resources**

- Invited as Resource person for AIMS Sponsored 5 Days Faculty Development Programme on “Sustainable Teaching Practices: Education 4.0” organized by Sanskrithi School of Business, Puttaparthi, held from 23rd-27th January 2023.
- Invited as Resource Person for the 2 Days Workshop on Revised NAAC organized by IEMS B-School, Hubli on 3rd & 4th February, 2023.
- Invited as resource person for the 2 Day NAAC Sponsored National Level Seminar on “Contextualizing Outcome- Based Learning in HEIs for Quality Education” organized by MES Institute of Management on 2nd and 3rd March, 2023.

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#### **Dr. Padmalini Singh, Associate Professor, Marketing Department**

- Presented research paper on “Mask usage behaviour of Indians during the covid-19: Insights based on Theory of Planned Behaviour” at the International Conference of Marketing on Consumer Experience in the Digital Era-2023, to be held on 14th & 15th April, 2023 at the Indian Institute of Management Bodh Gaya.
- Published paper titled “Traditional food consumption in the modern era: assessing the millet consumption behaviour among south Indian urban women” in Food Research, 7 (3); June 2023 (Scopus indexed Journal Q3).
- Research paper titled “Structural change, information asymmetry and volatility in Indian stock markets: evidence from pre and post-Covid-19 outbreak” accepted for publication in the Afro-Asian Journal of Finance and Accounting, Inderscience Publication (Scopus Indexed Journal Q3).
- Awarded “Power Women” for the year 2023 with a medal and received a certificate from “KARNATAKA BOOK OF RECORDS” on International Women’s Day at Vishalakshi Mantap, The Art of Living, Bengaluru.
- Awarded as “Faculty Achiever” by Rashtreeya Sikshana Samithi Trust for the achievements and contribution to the institution.



### Dr. Tamizharasi, Professor, Department of Finance

- Awarded a major research project titled “Women farmer’s decision-making empowerment in the adoption of Climate-Smart Agricultural practices in India”. Budget Approved: Rs.12,00,000 Funding Agency: ICSSR, New Delhi.
- **Faculty of RVIM** were given a token of recognition by Quiklrn the LMS portal for their contribution in making ‘Digital Teaching Learning’ a possibility.



## UNITY & SOUVERIGNITY of INDIA FEST ' 23

For the batch 2021-23 Unity & Souverignity Fest was organized on the 7th of February 23. The fest was an experiential learning programme as part of the course Business Government and Society. As part of the Fest all students of the batch participated in teams of ten members and represented the state of India assigned to them.. On the day of the Fest students performed their stage act by showcasing the state’s prominence and achievements in areas of Business, Political structure, Social and Cultural practices. The fest provided a platform for the students to work as a team and learn by exploring new facts of each Indian State.





## SALES CONTEST '23

Department of Marketing organized a sales contest event to inculcate selling skills among the students of third semester MBA with marketing specialization. Our Alumni Mr. Shamanth Gowda, Ad Quality Manager, Amazon judged the event. Twenty Four teams presented their unique product assigned to them to the audience and to the judge. Based on their performance in sales contest and other parameters, top three teams were selected and Dr. Noor Firdoos Jahan, Coordinator of this event announced the names of the winning teams and cash prizes were given by our director, Dr. Purushottam Bung. The winners are:

Prize	Student Names	Product
I	Mr. Varun Bhardwaj, Ms. Yogashree & Mr. Sathya B. Nayaka	EV Car
II	Ms. Srujana S., Ms. Hema S. & Ms. Paulomee Baruah	Nail Polish
III	Mr. Kaustubh, Ms. Trupthi & Mr. Karthik Shetty	Han fan



## BUSINESS PLAN - POSTER MAKING COMPETITION-2023

Centre for Incubation Entrepreneurship and Innovation organized 'Business Plan Poster Making Competition' on the 10th of March'23. Student of first semester batch 2022-24 participated in the program with a total of 10 teams participating, the business idea was judged by Mr. Giri Sundarajan of EcoBarrel a start up in the EV bikes. Three teams were declared winners for their innovative ideas.



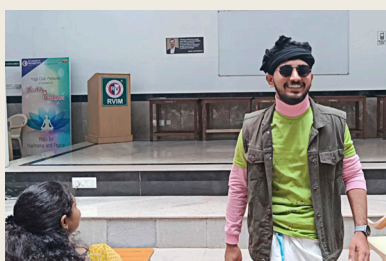
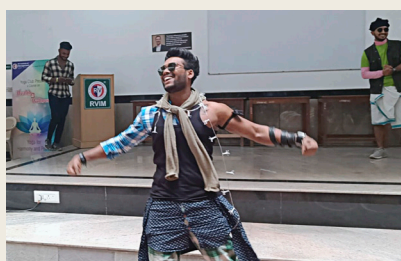
## RVIM BUDGET CHALLENGE 2023



Budget analysis presentation was organized for student of batch 2022-24 as part of their first semester course of Macro Economics. The competition was organized on the 6th of March'23 all students presented the analysis of the budget '23 in teams the best three teams were awarded a prize.



## INIZIO FRESHERS DAY '23



INIZIO fresher's day for the batch 2022-24 was organized on 25th February '23. The event was planned and organized by the third semester senior students of batch 2021-23. INIZIO was held over two days off – stage events were there to allow new students to showcase their acting and videography skills by scripting, acting and shooting a video and showcasing the cause. On-stage events were also enthusiastically represented by the fresher's on the second day of the event the highlight of the show was the fashion show where the students showed off their creativity and quirky sense of fashion. The event concluded with the selection of Mr. and Ms. Fresher of RVIM 2023.

## SEMINAR WORKSHOPS AND GUEST LECTURES

FDP on Bibliometric Analysis - RVIM in association with AIMS (Association of Indian Management Schools) organized by the Finance department on 12-13 January, 2023. Dr. Mathirajan, Chief Research Scientist, IISc. Bangalore, Dr. Ashulekha Gupta, Professor, Graphic Era Deemed to be university and Dr. Bijay Prasad Kushwaha, Assistant Professor, VIT University, Vellore, the resource persons of the program.





Digital marketing guest lecture was organized on 1st March'23 by the marketing department for the third semester students of batch 2021-23.



'Influencer Marketing', guest lecture by Dr. Shweta Singh, Entrepreneur, |Food & lifestyle -myfoodspree@gmail.com Vancouver, Canada was organized on 9th March'23 by the Marketing department for the third semester students of batch 2021-23.

On 16th February a guest lecture on Stress Management was organized for the First Semester students of batch 2022-24. The guest lecture session was conducted by psychology and counseling students of Christ University.

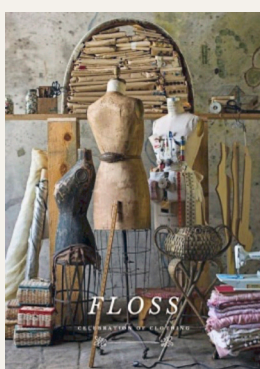
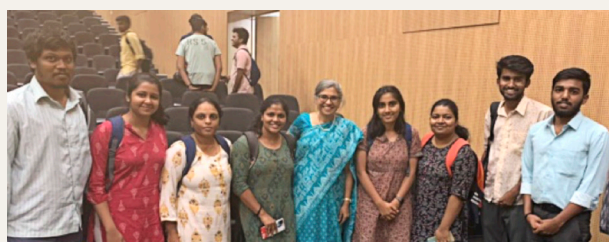


## STUDENT ACHIEVEMENTS

Ek Bharath Shrestha Bharath As part of this program one of the student Manoj participated in the exchange programme between B-schools, IIM-B and IIT-Guwahati. The student exchange programme was for 15 days, visit to IIT-Guwahati.



Students of First Semester batch 2022-24 participated at the first Knowledge Workshop organized as part of Manthan '23 at FKCCI Bengaluru.



Yogashree C.N. & Varun S. Bharadwaj from 3rd semester who initiated a student venture by name FLOSS – the brand promotes minimal jewellery and handmade jewellery. With over 65 customers and over 100 products have been sold in just a month of opening the venture.



- Two teams of students presented their papers in Alliance Student International Conference (ASICON 2023) – Transcending Disciplinary Boundaries through innovations organized by Alliance University, Bengaluru on 19th-20th January, 2023 under the guidance of Dr. Noor Firdoos Jahan. The details are given here:



- Ms. Sagi Sampi and Mr. Amit K., presented their research paper on 'A Study On Student's Preference towards Edtech over Traditional Learning Methods'.*
- Ms. Srujana S, Ms. Kaparathi Bhavana and Ms. Paulomee Baruah presented their research paper on 'A study on customer preferences towards electric vehicles in Karnataka.'*

- Students paper presentation in Virtual International conference on the "Emerging Trends and New Perspectives Disrupting the Business Landscape" organized by IA School of Management Studies, Bengaluru on January 12, 2023 under the guidance of Dr. Noor Firdoos Jahan. The details are given here:



- Ms. Madhura A., Ms. Sutopa Deb and Mr. Girish Nashi presented their research paper on 'Factors influencing customers to buy apparels on Myntra' in Bangalore.*
- Ms. Chaitanya Kamatagi, Ms. B. Likhitha and Ms. Anusha presented their research paper on 'Customer perception towards Dunzo - Online Delivery Service in Bengaluru.'*

Ms. Prajwala, 3rd Semester student was awarded the Best Research Paper titled Holistic Education In Primary Education Sector With Reference To Government In Higher Primary School, Mallepura In Bengaluru - A Case Study in the Global Entrepreneurship & Management Summit 'AAROHAN 2023' titled "Sustainable Ideas for Business in the New Normal" held from 23rd - 29th March 2023 organized by Student Research & Development Cell - SRDC, ATLAS SkillTech University.

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.



Students of First Semester participation in Inter-Collegiate Business Quiz – Ranjith K., with his team Rajath Rao and Manoj BJ have taken part in Business Quiz conducted by RNSIT College Bengaluru, and won second prize and AIMS – IBS College Bengaluru and won first prize.



## ALUMNI SESSIONS AT THE CAMPUS



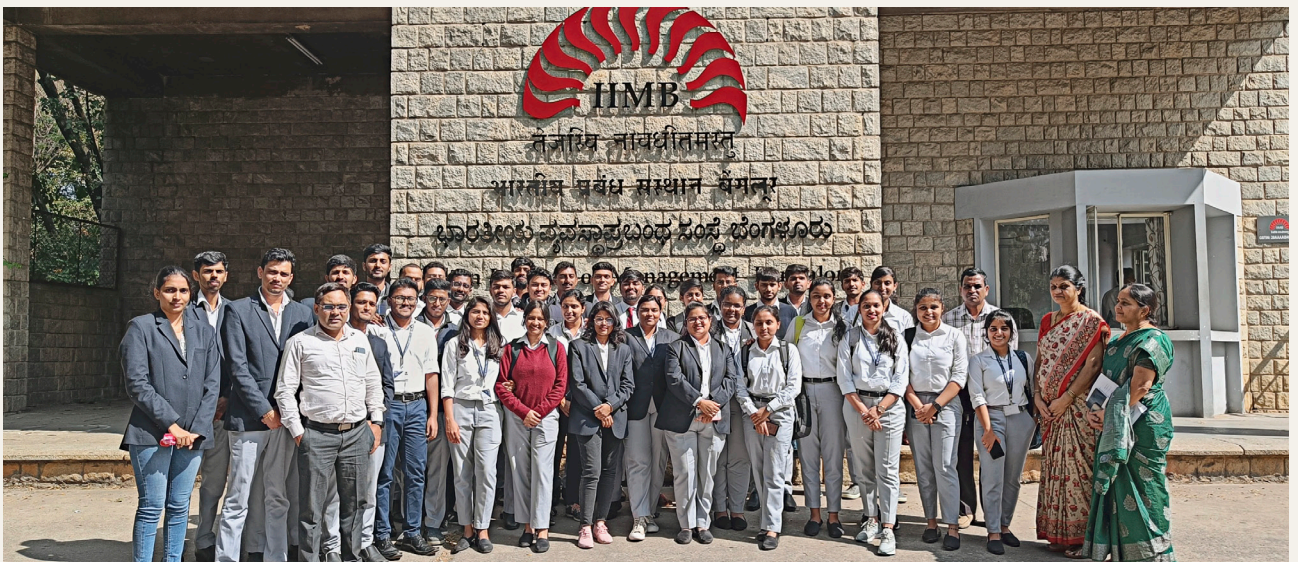
Srikanth Alumni from batch 2018-20 addressed the students and interacted with them as part of the 'Meet the Executive Program' on the 14th of January'23.



Alumni were invited as panelist on the 3rd of February'23. Alumni led the discussion in an interactive panel discussion on –Aspirations of MBA Students- for students of first semester as part of the orientation programme.

## IIM-B - CAMPUS VISIT

Students of batch 2021-23 were given a tour and interaction with departments and incubation center of IIM-B on the 24th and 25th January'23.





## IISc VISIT



On March 3rd'23 students of batch 2022-24 visited IISc as part of the open house day.

## VISIT TO KARMIKA BHAVANA, BENGALURU

HR specialization students of batch 2021-23 visited Karmika Bhava - the labour office of the state to get first-hand information on the rules and regulation of labour for the state. The visit was conducted on the 9th of March'23.



## PLACEMENT DETAILS OF BATCH 2021-23

*Companies on Campus- List of Companies that participated in RVIM Placements in 2022-23*

Sl. No.	NAMES	SECTOR
1	EY	AUDIT
2	KPMG	AUDIT
3	PWC	AUDIT
4	CITY UNION BANK	BANK
5	FEDERAL BANK	BANK
6	HDFC BANK	BANK
7	ICICI BANK	BANK
8	INDUSIND BANK	BANK
9	KOTAK MAHINDRA	BANK
10	AMAZON	ECOMMERCE
11	FLIPKART	ECOMMERCE
12	KLAYSCHOOL	EDUCATION
13	SIMPLILEARN	EDUCATION
14	BYJUS	EDUCATION
15	JARO EDUCATION	EDUCATION
16	BEFREE	FINANCE
17	CAPITAL FIRST	FINANCE
18	FACTSET	FINANCE
19	HDB FINANCIAL SERVICES	FINANCE
20	HFFC	FINANCE

Sl. No.	NAMES	SECTOR
21	MAHINDRA FINANCE	FINANCE
22	THOMSON REUTERS	FINANCE
23	XL DYNAMICS	FINANCE
24	ASIAN PAINTS	FMCG
25	COLGATE PALMOLIVE	FMCG
26	DELMONTE	FMCG
27	GODREJ	FMCG
28	HIMALAYA	FMCG
29	ITC	FMCG
30	MTR	FMCG
31	NIPPON PAINTS	FMCG
32	OGARA	FMCG
33	ULTRATECH	FMCG
34	KOMARLA FOODS	FMCG
35	BERGER PAINTS	FMCG
36	OYO ROOMS	HOSPITALITY
37	CAREERNET	HR CONSULTING
38	PEEPAL CONSULTING	HR CONSULTING
39	DREAMGAINS	INSURANCE
40	EDELWEISS	INSURANCE



Sl. No.	NAMES	SECTOR
41	KARVY	INSURANCE
42	KOTAL LIFE INSURANCE	INSURANCE
43	AON	IT
44	BOSCH	IT
45	CADENCE	IT
46	CEASEFIRE	IT
47	GENESIS	IT
48	HCL	IT
49	IBM	IT
50	INTELLIPAAT	IT
51	MCAFEE	IT
52	MINDTREE	IT
53	NEW WAVE	IT
54	ODESSA TECHNOLOGIES	IT
55	ORACLE	IT
56	RE SOLUTIONS	IT
57	S&P GLOBAL	IT
58	SPIDERLOGIC	IT
59	TATA CLASS EDGE	IT

Sl. No.	NAMES	SECTOR
60	TESCRA	IT
61	WILLIAM O'NEIL	IT
62	ZYCUS	IT
63	MERCEDES BENZ	IT
64	NAUKRI.COM	JOB PORTAL
65	RE SOURCE	KPO
66	JK TYRE	MANUFACTURING
67	SAINT GOBAIN	MANUFACTURING
68	RAMCO CEMENT	MANUFACTURING
69	99 ACRES	REAL ESTATE
70	MAGIC BRICKS	REAL ESTATE
71	SQUARE YARDS	REAL ESTATE
72	ABFRL	RETAIL
73	CHAI POINT	RETAIL
74	COFFEE DAY	RETAIL
75	TATA TRENTS	RETAIL
76	RELIANCE JIO	RETAIL
77	RELIANCE DIGITAL	RETAIL

## Upcoming Events

- Certification Course on Predictive Analytics using R
- Inauguration of Centre for Business Analytics
- Inauguration of Centre for Financial Markets & Research

## 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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