



# RV Institute of Management<sup>®</sup>

Autonomous Institute  
affiliated to  
Bengaluru City University

Approved by AICTE,  
New Delhi.

# RVIM NEWS DESK

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## INSTITUTIONAL RECOGNITION

**RVIM – recognized with the  
Excellence in Industry Partnership  
& Collaboration Award**



RVIM has been recognized with the Excellence in Industry Partnership and Collaboration Award presented to the institution on 18<sup>th</sup> January '25 by Academic Insights – at the Education Excellence Award and Summit 2024.

### **RVIM was presented the 'Accreditation Achievement Award'**

At the RV Institutions Millennium 2025 annual event RVIM was presented the 'Accreditation Achievement Award' as the institution with highest recognition of accreditation awards.







Republic Day was celebrated in RVIM on the 26<sup>th</sup> of January'25. Flag was hoisted in the campus by the invited guest Sri. S.N. Gopinath. Faculty and Students of SSMRV Degree College and RVIM attended the flag hoisting programme.

## ABHYUDAYA - FRESHERS DAY 2025

Abhyudaya - The Freshers Day programme of 2025 was hosted by the seniors to welcome the new batch of 2025. The day long event gave the freshers to showcase their talent of song, dance, wit and treasure hunting and video making skills. Freshers were nominated for various contests that were on stage and off stage. Ethnic dress day was celebrate on the sidelines to add the ethnic vibes to the campus. All the on stage events were judged by faculty judges and Mr. & Mrs. Freshers of 2025 were announced and recognised with a trophy.







## WOMEN'S DAY 2025 CELEBRATED AT RVIM

Accelerated Action-Towards Gender Equality – was the theme of the Panel Discussion to celebrate Women Day'25 in RVIM



The panel discussion was led by distinguished women voice as Dr. Akkai Padmashali, Ms. Maya Chandra, Mrs. Raviteja Prabhakaran, Mrs. Manik Ajay Patwardhan, Mrs. Bhargavi D. Nayak, Dr. Anupama K. Malagi the session was moderated by Dr. Sumera Aluru.

Self-defense training session was organized for students of RVIM as per of Women's Day. Mr. Sathvik M. Rao led the training and gave students a demo session on self defense situations and the defense moves and techniques one can use to safeguard oneself.



## BOOK LAUNCH: SUSTAINABLE PROMISES HARMONIZING HORIZONS

Book Sustainable Promises Harmonizing Horizons authored by Dr. Naresh Tyagi, CSO of Aditya Birla Fashion and Retail Limited (ABFRL) was launched on the 31<sup>st</sup> of January'25 at RVIM, Dr. Mathew J. Manimala and Dr. Yellapa Reddy presided over the book launch programme.



## RVIM CHALLENGE – INTER-COLLEGIATE COMPETITION OF BUDGET ANALYSIS



RVIM Challenge 2025 was organized by the Department of Finance on the 10<sup>th</sup> of March'25. An intercollegiate competition for presenting the budget analysis for a chosen industry. All participating student team's presentation were evaluated by a distinguished panel of judges and the winners were announced. Winners were recognized with a certificate and cash prize.



## RVIM KREEDA CARNIVAL 2025

RVIM Rotaract club organized a one-day Indian Traditional Games Carnival that gave a platform for students and staff from PU College to PG college of the RV group to enliven their gaming interest by playing the age-old board games as Adagullimane, Chokabhara, Snake n Ladder to the outdoor team games like Lagori, Kabbadi and Gillidhandlu and Spinning Tops. Students and Staff participated and enjoyed in the spirit of Indianess. Winners were recognized with certificate and medal.





## MATHRUBHASHA DIWAS 2025



Mathrubhasha Diwas – is a celebration of the Indian Language, RVIM organized Mathrubhasha Diwas on the 13<sup>th</sup> of March'25 by celebrating richness of Indian Languages through Drama, Song, Dance and Fashion Show. Students of both semesters participated in the event and each performance showcased the richness of Indian Language from all over India.



## ANNUAL SPORTS MEET 2025



RVIM organized the Annual Sports Meet was held from the 17<sup>th</sup> of February'25. Students actively participated in inter-class Indoor and Outdoor games – Cricket, Badminton Chess, Table Tennis and Volley Ball. Faculty and Staff also participated in the annual sports event.



## LIST OF INTER CLASS TEAM WINNERS



### Carrom Mens

Winner: **Pramath Hegde**  
Runner: **Indresh N.**



### Carrom Women

Winner: **Chaitra**  
Runner: **Vedika**



### Table Tennis Mens

Winner: **Surakshith & Punith**  
Runner: **Yashwanth & Usman**



### Table Tennis Women's

Winner: **Saumya Sanchita & Ramya Acharya**  
Runner: **Raksha & Sakshi B.**



### Chess Mens

Winner: **Abhiram**  
Runner: **Yashwanth**



### Chess Women's

Winner: **Namitha Shetty**  
Runner: **Sowjanya**



### Badminton Women's

Winner: **Veda Reddy & Chaitra M.S. (2<sup>nd</sup> Yr)**  
Runner: **Kshama Hegde & Vedika Reddy (1<sup>st</sup> Yr)**



### Badminton Mens

Winner: **Shreeprasad & Usman**  
Runner: **Ujwal Shetty & Punith**



### Badminton Staff

Winner: **Anitha D'selva & Soumya**  
Runner: **Kiran & Lakshmi**  
Participatory Award: **Geetha & Mamata**



### Cricket Mens

Winner: **Pramath Team**  
Runner: **Kishore Team**  
Best Batsmen: **Ismail**  
Best Bowler: **Punith (1<sup>st</sup> Yr)**



### Football Mens

Winner: **Mark Team**  
Runner: **Ujwal Team (C Section)**  
Best Striker: **Jayadithya S. (1<sup>st</sup> Yr)**  
Best Goal Keeper: **Rohit (2<sup>nd</sup> Yr)**  
Player of the Tournament: **Md Tahir**



### Lagori

Winner: **1<sup>st</sup> Yr C Section**  
Runner: **1<sup>st</sup> Yr B Section**



### Volleyball Mens

Winner: **Pramath Team**  
Runner: **Surakshit Team (C)**  
Player of the Tournament: **Pramath Hegde**  
Best All Rounder: **Ujwal (1<sup>st</sup> Yr C)**  
Best Setter: **Suraj**



### Kabaddi Mens

Winner: **Mohit & Team**  
Runner: **1<sup>st</sup> Yr Section C**  
Best Defender: **Chandan (2<sup>nd</sup> Yr)**  
Best All Rounder: **Surakshith (1<sup>st</sup> Yr)**



### Throwball Women's

Winner: **Raksha & Team (2<sup>nd</sup> Yr)**  
Runner: **1<sup>st</sup> Yr B Section**  
Player of the Match:  
1. **Raksha R.**  
2. **Ramya Acharya**  
3. **Rakshitha K.M. (1<sup>st</sup> Yr)**



## GRADUATION DAY



Graduation Day for the 37<sup>th</sup> batch of Senior Citizen Computer Literacy Programme was conducted on the 7<sup>th</sup> March'25 by the Department of Business Analytics. The department conducts these

computer literacy courses for elderly citizens as an evening course where faculty of the department give hands on training on use of desktop and mobile phones for communicating through emails and apps. The graduation ceremony was presided by Shri P.S. Venkatesh Babu, Treasurer, RSST, Dr. Purushottam Bung, Professor & Director, RVIM and gave away certificates to all passing out graduates.

## DAY-OUT FOR SENIOR CITIZEN COMPUTER LITERACY PROGRAMME STUDENTS



All the senior citizens enrolled for the course on Computer Literacy Programme took a day-out from their sessions and visited Suggi-Anekal, Bangalore on the 5<sup>th</sup> of March'25. At Suggi the entire team explored and actively participated in team games, board games and adventure sports.

## RVIM ORGANISED CONFERENCE SEMINARS & WORKSHOP



Faculty Development programme on 22<sup>nd</sup> March'25 on Case Writing Methods. Resource person of the programme was Dr. Mathew J. Manimala (Ex-Professor-IIM-B). All RVIM faculty were active participants in the intensive case writing sessions.



Third semester marketing specialization students of batch 2023-25 visited IKEA on the 4<sup>th</sup> of February'25. Through the visit students could interact with the staff and get first-hand information on the working of large – format organized retail store.



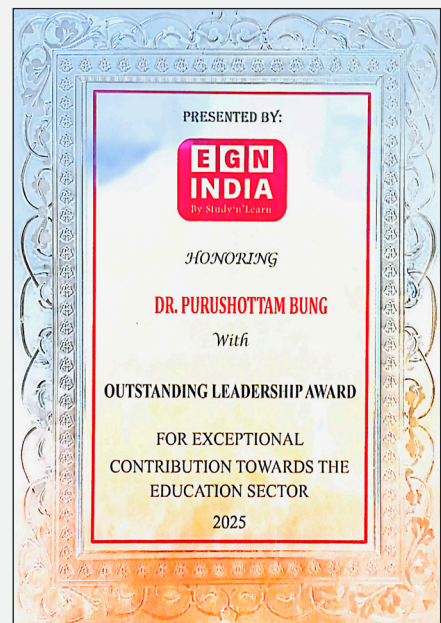
## FACULTY ACHIEVEMENTS

**Dr. Purushottam Bung**, Professor & Director, RVIM

- Dr. Bung was recognised with an Outstanding Education Leadership Award by ENG India on 8<sup>th</sup> February'25 for his exceptional contribution and selfless service to the education sector.
- Certificate of Honour was conferred on Dr. Bung at the Yoga Mahotsav-2025, a curtain raiser to International Day of Yoga-2025.

### Publications:

- Exploring The Dynamics of Flexible Work, Digital Platforms, And The Sharing Economy: A Multifaceted Examination of Security, Trust And Risk, Accountancy Business and the Public Interest, Jan -25, 1745-7718, ABDC Journal.
- Bung, P., Jahan, N.F., Jahnvi, M., Nagasubba Reddy, N., Shubha, R. (2025). Analyzing Twitter and YouTube Posts for Identifying Influencers of Apple Products in the Bangalore Region: A Comprehensive Study with Sentiment Analysis in: Smart Innovation, Systems and Technologies, Vol.413. Springer Book Series, Singapore [https://doi.org/10.1007/978-981-97-7717-4\\_32](https://doi.org/10.1007/978-981-97-7717-4_32).







**Dr. Tamizharasi, Professor, RVIM**

- “Areca Tea: Changing consumer perspectives for sustainable well-being.” March 2025. Case study published in Scopus-indexed Journal Emerald emerging case studies.
- Published a paper in ABDC journal the empirical Economic letters on “Dynamic market dependence between the Indian market and other Asia-Pacific markets: Evidence from Multivariate DCC GARCH and Copula model”.
- Paper presented at IIM Trichy on “The penetration and impact of digital payments on the business performance of Informal sector enterprises in Bangalore” on 14.02.2025.

**Dr. Sumeira Alur, RVIM**

- Dr. Sumeira delivered a lecture session on the topic of – Asset Tokenisation on the 27<sup>th</sup> of January'25. This was a conference paper that was presented for the faculty of RVIM.



Latitude: 12.922733  
Longitude: 77.592513  
Elevation: 945.72m

**Dr. Noor Firdoos Jahan, Professor, RVIM**

Participated in Roundtable Discussion on Skill Development Programs of Assam Skill University on 24<sup>th</sup> January'25 at Hotel Taj West End, Bengaluru organised by CII.

## PLACEMENT UPDATES - BATCH 2023-25

OUR RECRUITERS		
EY PWC FEDERAL BANK ORACLE FLIPKART ASIAN PAINTS	TRINAMIX SYNCRON ICICI BANK COLGATE PALMOLIVE HYPEREDGE AUTOPAD	JOYALUKKAS STELLANTIS STRIDEONE FICO CAVINKARE PROPTIMES
ELIGIBLE STUDENTS - 177		PLACED (ONGOING BATCH 2023-25) - 89



## PLACEMENT - CAMPUS DRIVE



'The Right Balance of Skills', a skill training session was organized for the first semester students, on the 24<sup>th</sup> of March'25. The resource person of the session was **Ms. Indu Rashmi** – Senior Manager Corporate Human Resource, Acer India. In the session the speaker emphasized on how both soft skill and hard skill sets play a pivotal role in career success, while highlighting the growing importance of soft skills in fostering long-term professional growth and adaptability.



Mr. Sathyanathan - Regional Head & Ms. Ayushi - TA From Joy Allukas Campus, Campus Drive dated 17<sup>th</sup> March, 2025.



Ms. Malavika - HR from Autopad, Campus Drive dated 18<sup>th</sup> March, 2025.



Students of First semester batch 2024-26 enthusiastically participated and enjoyed a day-out with class at the out-bound training organized on the 26<sup>th</sup> to 28<sup>th</sup> of March'25. All students participated in outdoor team games and adventure games and leisure activities.



### Upcoming Events

- BIDA-2025
- FUTURPRENEUR
- INTERNATIONAL YOGA DAY
- ALUMNI MEET

### Editorial Team

*Chief Editor:* Dr. Purushottam Bung, Director

*Faculty Co-ordinators:*

- Prof. Uma Sharma, Asst. Professor
- Prof. Sowmya D.S., Asst. Professor

*Student Editors:*

- Nimish • Harshad Narayan M.S.



RV Institute of Management®

CA 17, 36th Cross Rd, 26th Main,  
4th T Block East, Jayanagar,  
Bengaluru - 560041, Karnataka, India

080 42540300  
080 26547048

[www.rvim.edu.in](http://www.rvim.edu.in)



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