



RV Institute of Management®

Autonomous Institute
affiliated to
Bengaluru City University

Approved by AICTE,
New Delhi.

RVIM NEWS DESK

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Institution Recognition



ITC WOW Green Awards' recognition conferred on RVIM at the award ceremony held at ITC Green Centre-Banaswadi on 23rd January'24.

New Executive Programme -PGDBA launched by RVIM



Post Graduate Diploma in Business Analytics (PGDBA) the new programme was launched on the 7th of February'24. The course is led by team of professors of RVIM Dr. Purushottam Bung, Dr. Jahanavi, Dr. Santosh, Prof. Ankitha Srivastav, Prof. Mithun and Prof. Nagasubba Reddy.

This programme is designed to equip and develop analytical skills that support effective decision-making. The course aims to bridge the knowledge

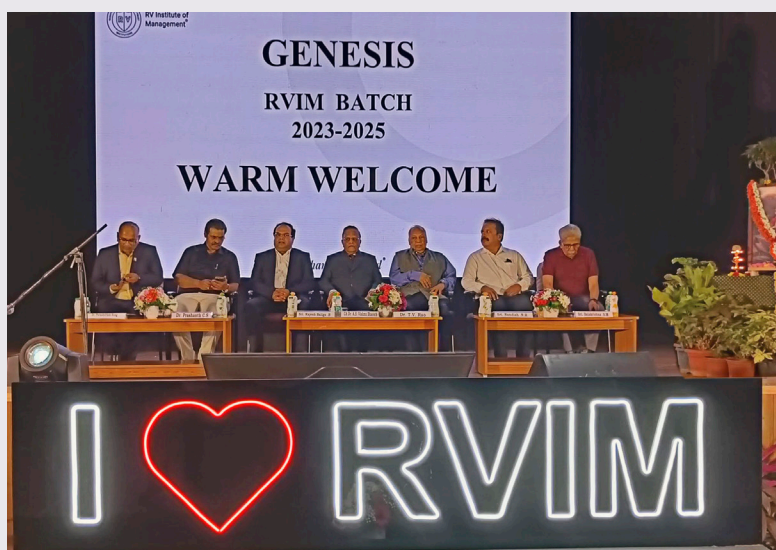
gap between the students and the recent industry know-how. This course exclusively provides 300+ hours of live interaction with faculty per semester, 2-months industry relevant real world capstone project.

Republic Day Celebration

Republic Day celebrations were held in the college quadrangle on the 26th of January'25. The chief guest of the day was Mr. Vishwanath K., Police Inspector, South East, Bangalore, presided as the chief guest of the event. Faculty and Students participated in the event.



GENESIS - Inaugural Ceremony of The 25th Batch of MBA Students



Genesis the 25th inaugural ceremony was held on the 1st February'24 at the auditorium of RV Dental College. Sri Rajesh Baliga B., Partner, Deloitte India LLP was invited as the chief guest also joined by Dr. T.V. Rao, Chairman, TVRLS and Former Professor IIM-A as the chief guest from the academic fraternity. The inaugural ceremony began with the chief guest address which gave the students both the corporate and academic perspective an MBA graduates and their role in the corporate world.



Orientation Session for Batch 2023-25

Orientation session was organized for the first semester students of batch 23-25 from the 2nd to 10th of February'24. Invited corporate speakers, wellness specialist and alumni panel discussions was organized to introduce the fresher's to the varied topics within the management area.



Blood Donation and Free Eye Checkup Camp Organised By RVIM Rotaract

RVIM Rotaract club in association with Rotary Indiranagar organized Blood Donation Drive and Free Eye Check-up Camp on 6th March as part of the International Women's Day celebrations. The services offered in the camp benefited the public and 106 units of blood was collected.



Alumni Meet – 2024

Sammilana'24 –Alumni meet was organised on the 24th of February '24 at RVIM campus. The programme was attended by alumni's from all batches. Cultural programme, contests and events were conducted for all participating alumni, programmes were planned and hosted by the second semester students.



Panel Discussion by The RVIM Alumni



Panel discussion on Opportunities that an MBA graduate has in the corporate world was organized. Alumni of RVIM were the resource persons formed the panel interacting with the fresher's where they discussed and shared their work experience year MBA students.

Walkthon for Cancer Awareness Organised by RVIM

In collaboration with the "Indian Cancer Society" on 10th February, 2024. The walkathon had participation from college students and staff. The walk covered more than 8kms in the city of Bangalore making it possible to spread the word on cancer prevention and Care for Cancer Patients.



Sales Contest

Department of Marketing organized Sales contest competition for third semester MBA students to inculcate selling skills among the students on 23rd March, 2024. Twenty-four teams consisting of three students in each team presented their unique products in the event. The competition was conducted in two parallel sessions. Each session had 12 teams and the competition was judged by our Alumni Mr. Prashanth Nagaraj, Senior Projects Sales Officer, Asian Paints, Prashnat S., Key Account Executive, HUL, Bangalore, and two Faculty from Department of Marketing of our institute Dr. Santhosh, and Prof. Anitha B.M. Dsilva. Based on their performance and other parameters, top four 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 the judges to the winners.

The winners of the contest were:



First prize - Chinmayi Nayak, Adithya P., Keerthana N.G. and Kishan Kumar R-Chef Service was their product, Adithya M.S., Pradyumna K.P. and Varun N. their product was Glasses for Visually Impaired.

Second Prize - Karthik G. Bharadwaj, Ranjith K. and Pruthviraj Gowda P. for their product TBBC and Dinesh, Abhilash and Chinthan for their product Ice Tea Vending Machine.

RVIM Challenge 2.0



RVIM Challenge 2.0-a Inter college Indian Budget'24 review contest for all PG students from college's in Bangalore was organised in RVIM on the 29th Feburary'24. The winners of the programme were awarded for the best sector-wise budget analysis that they presented. St Claret, Acharya Institute of Management Science, Dayananda Sagar College of Arts, Science and Commerce, St. Francis College and RVIM college students were the winners.

ABYUDAYA – Freshers Day Celebrations

A week long events and contests were organized by the seniors to welcome their juniors from the 11th to 16th March'24. The batch 20223-25 was welcomed and their talent was showcased in the fresher's event – ABYUDAYA. The senior batch of 2022-24 organized these on stage and off stage events and contest in which the first year students showcased their talent and their a skill for holding the audience attention through their dance and skit performance and their video making skills. The Ethnic Day was celebrated on the 15th of March'24, where all the students were dressed in the ethnic costumes of their native states, the campus was vibrant with their show of their state ethnicity. On the finale of the Abyudaya event – Winners were announced and the most awaited announcement was of the fresher face of RVIM – Shreya and Hrithik were declared the winners as they won all the rounds of the contest.



Workshop Seminars and FDP at RVIM

International Conference on “Holistic Approach of Yoga for Women’s Wellness”

RVIM in association with Adhyatma Yoga Academy organised the International conference on “Holistic Approach of Yoga for Women’s Wellness” on the 17th of March’24. The conference had sessions by international experts on women’s health. As part of the conference women achievers were recognized for their contribution to Yoga.



A session by Shrilakshmi Hegde from P&G on health hygiene and grooming for women. The session was organized for the first and second semester girl students as the session spoke on personal hygiene for girls. The session was organized on the 9th of February’24.



Code of Conduct in RVIM campus – a session to inform the first year students was organized by the RVIM Student’s Council. The session was organized for the first semester students of batch 2023-25, on the 5th of February’24.

Awareness about oral cancer was organized for all first semester students of batch 2023-25. The session was delivered by Dr. Joshi and team from RV Dental College on Occasion of "World Cancer Day" conducted on 5th February'24.



Session on Storytelling was organized for the communication skill course by the resource person Col. Upendra. on the 4th of March'24.

WEDP Sponsored Programme

Women Entrepreneurship Development Program (WEDP) was organized by the RV Institute of Management from the 4th to 16th March, 2024. This was a two week extensive entrepreneurship development programme for women entrepreneurs sponsored by Dept. of Science and Technology (DST), which saw participation from 60 women entrepreneurs from all over India and abroad. The participants were benefitted by the 48 sessions delivered by experts from government agencies and corporate world covering various aspects on entrepreneurship development.



RV Institute of Management collaborated with Eudoxia Research Centre India and Eudoxia Research University- USA, to organize MRD 2.0 2024, Second International Conference on Advanced Methods, Tools and Techniques for Multidisciplinary Research. The conference was well attended by the delegates from different parts of the world, it was very good learning for all the researchers.



NSE Academy conducted the N-SMART module sessions for the third semester students on the 21st of February'24.

Visit to IISc was organized for the first semester students of batch 2023-25 on the 24th of February'24.



Outbound Learning Programme

All first semester student of batch 2023-25 were taken on a one day outbound training. The outbound session involved all students in the team and collaborating activities of both water sports and on-field sports.



Faculty Development Programme



FDP on Experiential Learning Methods by Prof. (Dr.) C. Gopinath from the Strategy and International Business Department of Suffolk University, Boston USA. was organised by the RV University and RVIM at the university campus on the 4th of Jan'24 where all faculty participated in the session.



FDP for RVIM faculty on 'International and National Accreditation: Focus on NIRF and AACSB' - By Dr. Shivkumar Alur Professor VIT Vellore.



Use of Business Simulation – a workshop was organised for faculty on the 7th of March'24, by the marketing department.

MOU Signed by RVIM

MOU with SoGo SYNERGY Pvt. Ltd. an ethical E-Waste recycling company on 22nd January'24.



Faculty Achievement

Dr. Purushottam Bung, Director & Professor, RVIM



- Awarded for Best Skills Learning and Development Institute/College' at Education Awards - LREA 2023 on 5th January, 2024.
- Invited as the Guest of Honor at the MRD 2.0-2024 - The Second International Conference on "Advanced Research methods, tools and techniques for multidisciplinary Research" organized by Eudoxia Research University USA & Eudoxia Research Centre, India in Collaboration with RV Institute of Management on 20th and 21st February, 2024.
- Participated and presented a paper titled "Assessing Machine Learning algorithms permacne in predicting stock market trends using varied input combinations" at the International conference on "embracing Digital Transformation in Business for sustainable Growth" organised by the department of commerce (UG) Kristu Jayanthi College (autonomous) Bengaluru on 29th and 30th January, 2024.
- Organised and Conducted the Capacity Building programme at Krishnagiri from 5th to 9th February, 2024.

Dr. Noor Firdoos Jahan, Professor, RVIM

- Dr. Noor Firdoos Jahan, Professor, RVIM delivered the keynote address at MRD 2.0 2024, Second International Conference on Advanced Methods, Tools and Techniques for Multidisciplinary Research on 21st February, 2024. She spoke on the topic "The Power of Multidisciplinary Research in Solving Complex Business Problems".
- Chaired technical session of MARKCON 2024. The theme of the conference was Sustainable Marketing; a Conscious Consumerism and Public Policy Perspective held on 4th to 6th January, 2024, organized by Indus Business Academy, Bangalore.



Dr. Anupama K. Malagi

Professor, IQAC Convenor Co-coordinator,
Centre for International Collaborations

- Dr. Anupama K. Malagi, Professor RVIM was recognized with the "Best Professor in Human Resource Management" at the world HRD Congress at the event held at Taj Lands End, Mumbai on 16th of February'24.

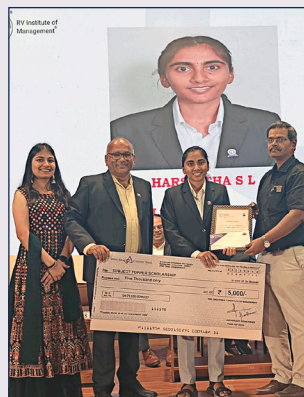
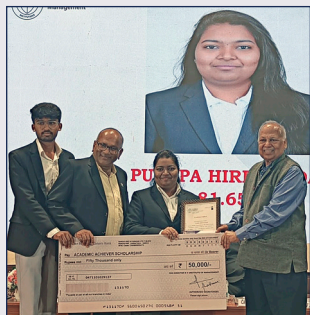
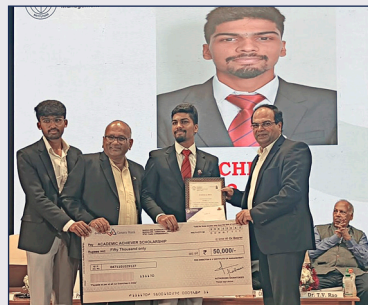
Dr. Padmalini Singh, Associate Professor, RVIM

- Won Best paper Award at IRSSM 2023 Highly Commended Award, Emerald Publishing, sponsored by Journal of Service Management for the paper “Building a Sustainable Self: The Interplay of Psychological Ownership, e WoM, and Sustainable Brand Image in Shaping Green Purchase”
- Published a case study titled “Transition for Growth” in the AIMS Journal of Management; Vol.9, No.2, Jan 2024; ISSN No. 2395-6852; UGC Care I.
- Published case study titled “Yashram Lifestyle Brands Pvt. Ltd.: strategizing for omnichannel approach” Emerald Emerging Markets Case Studies; Vol.14 No.1, 01 March 2024.
- Presented a paper titled “Differential Effects of Perceived Justice on Satisfaction with Service Recovery and the Influence of Failure Type” at the PAN IIM World Management Conference 2023, held from 21st to 24th January, 2024 organized by IIM Sambalpur.
- Organized Women Entrepreneurship Development Programme funded by DST between 4th March to 16th March, 2024.
- Organized a Knowledge Cafe session on “Art of crafting an effective project proposal” by Dr. Rizwana M., Associate Professor, Ramaiah Institute of Technology, Bangalore on 25th March, 2024.

Students Achievement

Name	% Scored
Nikhita Vinod Kalmane	83.39%
P. Pranav	83.09%
Sachin V.N.	82.03%
Vibha Shankarnarayan Bhat	82.04%
Puspha Hiregoudar	81.65%
Harshitha S.L.	81.43%
Sanjan C.S.	80.87%
Dhanushree K.T.	80.74%
Bhavishya	80.39%
MRS Jayasree	80.03%
Ayisha Siddikha K.	80.22%
Tejaswi Suresh Gaonkar	79.74%
Chethan K.N.	79.07%
Yogeshwwari D.	79.65%
Aradhana A. Hegde	79.26%

Academic Toppers of Batch 2022-24 were recognized by the management with a scholarship amount of Rs.50,000. Each of the academic topper students was presented with a memento for their academic accomplishments, on the 1st of February'24.





PLACEMENT DETAILS FOR THE BATCH 2022-24

Statistics	2017-19	2018-20	2019-21	2020-22	2021-23	2022-24
Total No. of Companies	78	65	65	70	68	40
Total No. of Students in the college	168	178	176	177	178	178
Total No. of Students not opted for Placements	20	18	15	11	11	5
Total No. of Students opted for Placements	148	160	161	167	167	173
Total No. of Students Placed	139	149	150	154	158	105
Percentage	94%	93%	93.15%	92%	92%	61%
Highest package	12L/A	10.52L/A	12L/A	12.59L/A	14.25L/A	11.5L/A
Median package	4.75L/A	4.89L/A	5.5L/A	6L/A	6.8L/A	6.3L/A

Upcoming Events

- International Conference on Business Intelligence and Data Analytics - BIDA2024.
- Faculty Development Programme on AI assisted manuscript writing.
- RVIM Recognized as Best Private Management College in South India'2024.
- RVIM Sports Week - 2024.

Editorial Team

Chief Editor: Dr. Purushottam Bung, Director

Faculty Co-ordinators:

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

Student Co-ordinators:

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- Amisha R. Majalikar • Aapital Shetty



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