



RV Institute of
Management®

REPORT OF AIMS - NATIONAL MANAGEMENT WEEK 2025



This report summarizes the events conducted during the AIMS National Management Week held from **October 13th to 18th 2025**. Director , Staff Members ,Students, Helping staff and all had participated and supported the activities.

To Become a World Class Management Institute Of Eminence

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| 18 th Oct | Paws and Peace- Share and Inspire- Spread love for the Furry friends - upload post or reels on your social media handle to create awareness of care for the furry animals <i>SDG-Life on Land</i> | 2000 | 7 | 1 | - | 2008 |
| | TOTAL IMPACT | 2525 | 61 | 99 | 51 | 2736 |
| | SDG Goals Covered | 09 | | | | |

REPORT OF NATIONAL MANAGEMENT WEEK 2025

RV Institute of Management, Bangalore - An autonomous institute under Bengaluru City University certified with A+ ranking by the NAAC. The college is offering an MBA program with a mission of training students into socially responsible citizens who can live up to our motto - 'Go, change the World.'

The Institute after having been conferred the autonomous status for 10 years by the UGC has identified the crucial importance of being the harbinger of social transformation, has integrated social Immersion Programme as a 1 credit course in the mainstream curriculum. Each student should undertake the social immersion programme immediately after the first semester examination for the duration of two weeks. The main objective of the Social Immersion project is to sensitize students on civic and community issues, to enhance their interpersonal skills and to understand the problems of Rural/Urban/NGOs/Government or any other social issues of the society and enhance their status through capacity building. Social Immersion Programme also helps students to be better citizens by knowing, understanding and finding sustainable solutions for pressing community needs. They also learn and practice their management skills for building a better community.

We are participating in AIMS National Management Week 2025. As part of the program, the Joy of Giving Week was organized from **13th October to 18th October 2025**. All the events provide a platform for staff members and students to involve themselves and render services through activities that contribute to societal change.

DAY 1: Monday, 13th October, 2025

Awareness on Nutrition and Nourishment needs – For the Housekeeping staff

| Date | Event | Public/ Beneficiaries | Students Volunteers | Teaching Staff | Non- Teaching Staff | Total |
|----------------------|--|--------------------------|------------------------|-------------------|---------------------------|-------|
| 13 th Oct | 'Nutrition and Nourishment needs for Women' – For the Housekeeping staff of RVIM | 12 | 02 | 2 | 1 | 17 |

SDG 2 - Zero Hunger

SDG 3 – Good Health and Wellbeing

BRIEF ABOUT THE EVENT:

As part of National Management Week, Dr. Kokila Kulkarni, Ayurveda expert conducted a "Nutrition & Nourishment Needs" session for housekeeping staff on October 13, 2025. The talk focused on the Ayurvedic concept of *Shad Rasa*, or the "6 taste based diet," as a simple yet effective way to ensure a balanced meal.

She explained that for a diet to be truly nourishing and satisfying, it should include all six tastes:

- | | |
|--------------------|-------------------------|
| 1. Sweet (Madhura) | 4. Pungent (Katu) |
| 2. Sour (Amla) | 5. Bitter (Tikta) |
| 3. Salty (Lavana) | 6. Astringent (Kashaya) |

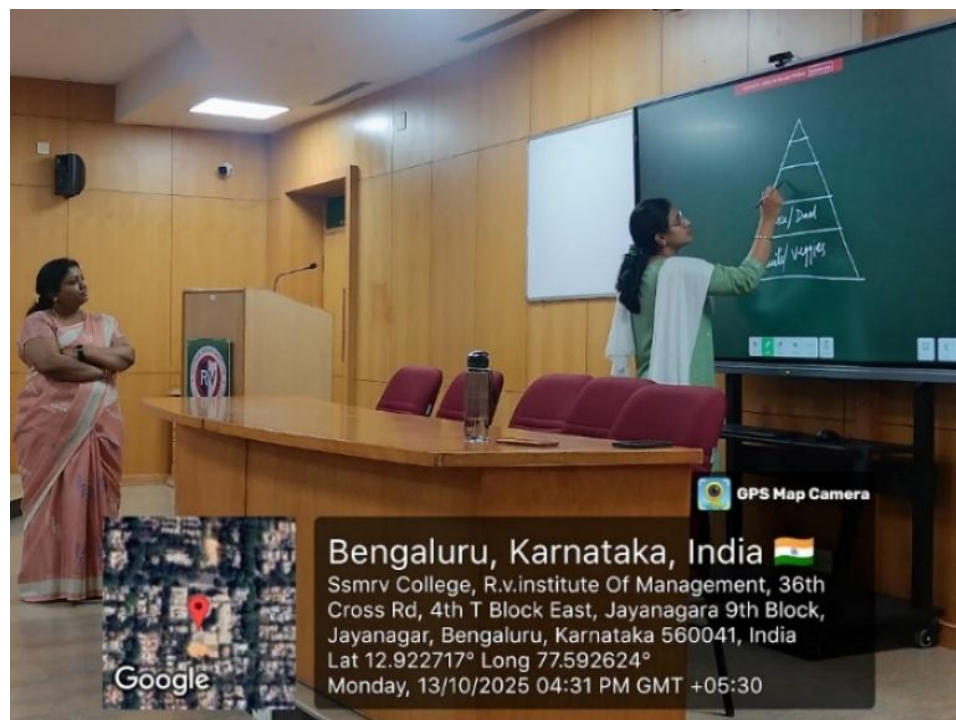
The session highlighted that incorporating all six tastes helps provide complete nutrition, improves digestion, and prevents unhealthy cravings, which is essential for maintaining the energy and well-being required for their physically demanding work.

OBJECTIVE:

1. To help staff recognize the 6 tastes (Sweet, Sour, Salty, Pungent, Bitter, and Astringent) in their everyday food.
2. To explain how balancing all 6 tastes leads to better energy, improved digestion, and feeling more satisfied after meals.
3. To show simple, practical ways to include all six tastes in their daily diet to support their physical well-being.

IMPACT OF THE EVENT:

1. Sustained Energy: The staff members will learn to balance meals, leading to stable energy levels, which reduces afternoon slumps and caffeine dependence.
2. Increased Satisfaction: By satisfying all six tastes, meals become more complete, resulting in fewer unhealthy cravings and a feeling of lasting contentment.
3. Improved Performance: This stability in energy and mood directly translates to better focus, higher productivity, and reduced absenteeism in the workplace.



DAY 2 – Tuesday, 14th October 2025

Mindfulness for Women Entrepreneurs from SWAKRUTHA FOUNDATION

| Date | Event | Public/ Beneficiaries | Students Volunteers | Teaching Staff | Non- Teaching Staff | Total |
|----------------------|--|--------------------------|------------------------|-------------------|---------------------------|-------|
| 14 th Oct | Talk on Mindfulness for Women Entrepreneurs – SWAKRUTHA Foundation | 20 | 02 | 14 | 5 | 41 |

SDG 8 – Decent Work and Economic Growth
SDG 16 – Peace, Justice and Strong Institutions

BRIEF ABOUT THE EVENT:

The session by Dr. Kokila Kulkarni introduced the Swakruta Foundation entrepreneurs to **mindfulness** as a secular practice for stress management. It explained that chronic stress is an "invisible load" and offered practical tools like **4-7-8 breathing** to activate the relaxation response. The core message was that while **stress is inevitable, suffering is optional**, encouraging a consistent **10-minute daily practice**

IMPACT OF THE EVENT:

1. Clarity on Stress: Participants gained an understanding of chronic stress as an "invisible load" and an internal fire alarm that never stops.
2. Introduction to Mindfulness: They received a secular, evidence-backed definition of mindfulness as awareness in the present moment.
3. Immediate Tools: They were equipped with practical, evidence-based techniques for instant relief, such as the 4-7-8 breathing pattern, which activates the calming nervous system within minutes.
4. Call to Action: They were given a clear, manageable starting point to commit to a daily practice of just 10 minutes and were motivated by the truth: "Stress is inevitable. Suffering is optional."



DAY 3 – Wednesday, 15th October 2025

Visit To BMTC Bus Depot At 9th Block Jayanagar . Joined Together To Thank the Services Of BMTC Staff

| Date | Event | Public/ Beneficiaries | Students Volunteers | Teaching Staff | Non- Teaching Staff | Total |
|----------------------|--|--------------------------|------------------------|-------------------|---------------------------|-------|
| 15 th Oct | Visit To BMTC bus depot at 9 th block Jayanagar . All teaching and Non-teaching Staff and Students joined together to thank the services of BMTC staff. | 25 | 03 | 07 | 08 | 43 |

SDG 16 – Peace, Justice and Strong Institution

BRIEF ABOUT THE EVENT:

As part of National Management Week, students and faculty visited the local BMTC Bus Depot to express their gratitude and appreciation to the bus drivers and staff for their dedicated service to the community. Thank-you cards were personally handed over as a gesture of respect and acknowledgment for their continuous efforts in ensuring safe and reliable public transport. During the visit, participants also interacted with the drivers to understand their daily challenges, particularly those related to the operation of electric vehicles (EVs), and gathered valuable suggestions on fuel conservation and efficiency.

OBJECTIVES:

1. To recognize and appreciate the contributions of public transport workers.
2. To promote empathy, social awareness, and community engagement among management students.
3. To understand operational challenges in sustainable public transportation, especially with the transition to electric vehicles.
4. To encourage discussions on fuel-saving measures and eco-friendly driving practices.

IMPACT:

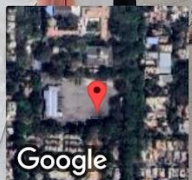
The event fostered a sense of social responsibility and community connection among students. It provided first-hand exposure to real-world operational challenges in the public transport sector and deepened understanding of sustainability initiatives such as EV adoption. The visit also strengthened the spirit of gratitude and respect towards frontline workers who play a crucial role in urban mobility.



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DAY 4 - Thursday, 16th October 2025

Yoga Session – Health Capsule for Senior Citizen at RVIM campus

| Date | Event | Public/ Beneficiaries | Students Volunteers | Teaching Staff | Non- Teaching Staff | Total |
|----------------------|---|--------------------------|------------------------|-------------------|---------------------------|-------|
| 16 th Oct | Yoga Session – Health Capsule for Senior Citizen at RVIM campus | 35 | 04 | 11 | 08 | 58 |

SDG 3 – Good Health and Wellbeing

BRIEF ABOUT THE EVENT:

The session began with a warm welcome address by Prof. N. Nagasubba Reddy, who introduced the objectives of the event and highlighted RVIM's commitment to health and community service. Dr. Purushottam Bung conducted the Yoga and Meditation session, beginning with gentle stretches and basic asanas suitable for senior citizens, followed by a guided meditation focusing on breath awareness, relaxation, and stress release.

Participants were guided through simple pranayama (breathing exercises) and mindfulness techniques that promote calmness and focus. The session emphasized how daily practice can help improve blood circulation, flexibility, and emotional well-being.

Following the yoga and meditation activities, Dr. Bung shared practical 'Health Capsules'—daily wellness tips covering diet, hydration, sleep, and positive thinking. The session concluded with an interactive discussion, followed by a healthy breakfast and group photograph. Participants appreciated the serene environment and expressed gratitude for RVIM's thoughtful initiative.

IMPACT OF THE EVENT:

1. Enhanced awareness of yoga, meditation, and holistic wellness among senior citizens.
2. Encouraged participants to incorporate regular mindfulness and physical activity into their lifestyle.
3. Promoted RVIM's commitment to social responsibility and community well-being.
4. Positive community response and appreciation for AIMS National Management Week initiatives.



DAY 4 – Tuesday, 16th October 2025

Session on –Mental Wellness by Dr Rashmi Shetty for UG students of SSMRV Degree College Students

| Date | Event | Public/ Beneficiaries | Students Volunteers | Teaching Staff | Non- Teaching Staff | Total |
|----------------------|--|--------------------------|------------------------|-------------------|---------------------------|-------|
| 16 th Oct | Session on –‘Mental Wellness’ by Dr Rashmi Shetty for UG students of SSMRV Degree College Students | 60 | 03 | 02 | 01 | 66 |

SDG 3 – Good Health and Well Being

SDG 4 – Quality Education

BRIEF ABOUT THE EVENT:

A mental health awareness session of one hour was conducted for the set of B.com Students. Where the myths and realities about mental health, mental health vs physical health, 6 spheres; two triggers, three diagnoses, and the desirable state; checking vibes and administration of the pledge were done.

Objective:

To promote holistic mental health by helping students recognise, reflect, and regulate their wellbeing across six interconnected spheres — emotional, mental, physical, social, spiritual, and environmental — through fun, interactive, and awareness-driven activities.



IMPACT OF THE EVENT:

The students pledged to be take care of their of the mental health and also gave their takeaways as a feedback. They have been asked to take assistance in person or use the toll free number of Manas 14416.





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NATIONAL TELE MENTAL HEALTH PROGRAMME

Tele Mental Health Assistance and Networking Across States (Tele MANAS)

Are you having?

- Sleeping issues
- Exam stress
- Family problems
- Suicidal thoughts
- Substance use related issues
- Relationship issues
- Memory problems
- Financial stress
- or any other mental health concerns/issues

Call Tele MANAS

14416 Toll free number 24/7



Bengaluru, Karnataka, India
 17, 36th Cross, 26th Main Rd, 4th T Block East,
 Jayanagara 9th Block, Jayanagar, Bengaluru,
 Karnataka 560041, India
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DAY 4 – Thursday, 16th October 2025

Students Volunteering at India Post Payment Bank – to build awareness on payment bank services and give gratitude for the services provided by the department

| Date | Event | Public/ Beneficiaries | Students Volunteers | Teaching Staff | Non- Teaching Staff | Total |
|----------------------|---|--------------------------|------------------------|-------------------|---------------------------|-------|
| 16 th Oct | Students Volunteering at India Post Payment Bank – To build awareness on payment bank services and give gratitude for the services provided by the department | 35 | 04 | 02 | 01 | 42 |

SDG 16 – Peace, Justice and Strong Institution

BRIEF ABOUT THE EVENT:

Participating students offered their gratitude to the relentless service the postal department gives to the Indian public, by greeting each staff with a thank you card and acknowledging their service. Students assistant and guided the account holders to access the bank app and completed the service for each of the account holders. As several of these account holders who use the bank account services are not mobile friendly or they are illiterate but it is very critical for them to access the bank services as they uses the bank account to get remittance of their pension, government subsidy or government compensations. This assistance that the students provided was very much appreciated by the bank service users.

IMPACT

1. Acknowledge the service offered by India Post Staff:- Firstly the staff of India Post and India Post Payment Bank in St. Marks Road Branch, Bangalore were thanked and gratitude was offered by thanking them with a personalized card, where each of the student thanked all the 20 staff in the bank and gave them a Thank You card acknowledging their service.
2. More than 15 account holders were assisted by the participating students to access their banking services at the help desk using the bank app. Students learnt to listen to the queries of the account holders and according to their requirements assistant them to conduct their bank transactions.
3. Students built awareness of services that the bank offers and the products they have which can be to the benefit of the account holders.



DAY 4 – Thursday, 16th October 2025

Talk organized on –‘Bridging Generations’ –Building Understanding Empathy and Wisdom between Young and Old by Mr.VinayPatil Founder and CEO of Skill-Fit-Session was for Senior Citizens and Staff of RVIM College

| Date | Event | Public/ Beneficiaries | Students Volunteers | Teaching Staff | Non- Teaching Staff | Total |
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| 16 th Oct | Talk organized on –‘Bridging Generations’ –Building Understanding Empathy and Wisdom between Young and Old by Mr.VinayPatil Founder and CEO of Skill-Fit-Session was for Senior Citizens and Staff of RVIM College | 35 | 04 | 03 | 02 | 44 |

SDG 8 - Decent Work and Economic Growth

BRIEF ABOUT THE EVENT:

As part of AIMS National Management Week 2025, RV Institute of Management organized a heartwarming session titled “**Bridging Generations & Spreading Happiness for Senior Citizens**” on 16th October 2025.

The resource person for the session was **Mr. Vinay Patil**, Founder & CEO of Skill Fix and Founder & Managing Director of Roots Education. Mr. Patil shared valuable insights on the importance of intergenerational bonding and emphasized how mutual respect, empathy, and shared experiences can enrich both the young and the elderly. His talk inspired everyone to appreciate the wisdom of senior citizens and foster meaningful relationships across age groups.

The session was also attended by **Dr. Aparna Rao, Deputy Director, RVIM**, who expressed her appreciation and thanked Mr. Vinay Patil for sharing such valuable life lessons and engaging meaningfully with the senior participants.

IMPACT OF THE EVENT

1. The session deepened intergenerational understanding by celebrating the experience and resilience, and lived experiences of senior citizens.
2. It reinforced RVIM’s commitment to community well-being through meaningful engagement and shared joy across age groups.



Visit To Manonandana-School for Differently abled Children

| Date | Event | Public/ Beneficiaries | Students Volunteers | Teaching Staff | Non- Teaching Staff | Total |
|----------------------|---|----------------------------------|--------------------------------|---------------------------|------------------------------------|--------------|
| 17 th Oct | Visit To Manonandana-School for Differently abled Children | 59 | 14 | 07 | 06 | 86 |

SDG 10 – Reducing Inequality

BRIEF ABOUT THE EVENT:

A group of teachers and students visited Manonandana Centre, a renowned organization providing comprehensive services for children with intellectual challenges and multiple disabilities. The centre, established in 1996, caters to children from low-income groups in urban slums and semi-rural areas, offering early intervention, rehabilitation, and vocational training programs.

ACTIVITIES CONDUCTED

During the visit, the group engaged in various activities tailored to the needs and abilities of children with Down syndrome. Some of these activities included:

1. **Arts:** The children participated in art and craft sessions, which helped improve their fine motor skills and creativity.
2. **Music and Movement:** The group engaged in music and movement activities, promoting social interaction, coordination, and rhythm.
3. **Sensory Play:** The group participated in sensory play activities, stimulating their senses and encouraging exploration.

IMPACT OF THE EVENT:

The visit brought smiles and excitement among the children. The donated items will support their educational and recreational activities, and the interactive games created a memorable experience for both students and volunteers.

Donations Made

As part of this visit, we donated various useful and recreational items to support the children’s learning and daily needs. The contributions included:

- Books – storybooks and educational books
- Games and Toys – to support play-based learning
- Snacks and Refreshments – distributed to all 53 children
- Stationery Items – notebooks, pencils, crayons, and drawing kits



RVIM–SOGO E-Waste Awareness & Collection

| Date | Event | Public/ Beneficiaries | Students Volunteers | Teaching Staff | Non- Teaching Staff | Total |
|----------------------|---|--------------------------|------------------------|-------------------|---------------------------|-------|
| 17 th Oct | RVIM–SOGO E-Waste Awareness & Collection | 200 | 20 | 50 | 20 | 290 |

SDG 13 – Climate Action

LAUNCH AT RV INSTITUTE OF MANAGEMENT (RVIM)

The drive began at the RVIM campus with the placement of an e-waste collection bin at the entrance. Faculty, staff, and students were encouraged to contribute unused electronic items. Representatives from SOGO Synergy were present to formally start the activity and interact with participants.

AWARENESS & COLLECTION AT SSMRV PU COLLEGE

After the launch at RVIM, the SOGO team visited SSMRV PU College. They conducted an interactive briefing covering:

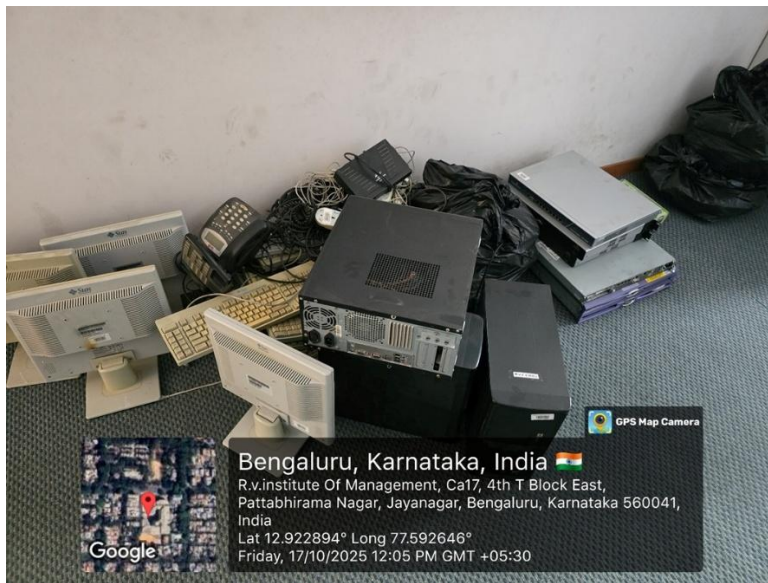
- What counts as e-waste
- Environmental impact of improper disposal
- Safe recycling and recovery practices

Staff of SSMRV actively participated and handed over collected items to the team.

E-WASTE COLLECTION AT RV SKILLS

The final stage of the drive was carried out at RV Skills. Dr. Basavaraju, CEO, RV Skills, personally handed over computer-related e-waste to the SOGO collection team. Staff members also contributed additional items from their respective departments.

| Types of E-Waste Collected | Outcomes & Impact |
|---|---|
| <ol style="list-style-type: none"> 1. Computers and CPUs 2. Monitors 3. Keyboards and mouse devices 4. Mobile phones 5. Chargers and cables 6. Computer accessories and peripherals 7. Miscellaneous damaged electronics | <ul style="list-style-type: none"> - Awareness created across three institutions - Active participation from faculty and staff - Strengthened collaboration between RVIM and SOGO Synergy - Support to sustainable waste-management practices - Contribution to National Management Week initiatives |



DAY 5 – Friday, 17th October 2025

Donation of Books to Universal Child Welfare Association, Uttarahalli. Bangalore

| Date | Event | Public/ Beneficiaries | Students Volunteers | Teaching Staff | Non- Teaching Staff | Total |
|----------------------|---|--------------------------|------------------------|-------------------|---------------------------|-------|
| 18 th Oct | Donation of Books to Universal Child Welfare Association, Uttarahalli. Bangalore. | 200 | - | 02 | 04 | 206 |

SDG 17 – Partnerships for Goals

BRIEF ABOUT THE EVENT:

200 Books Donated for Child Welfare Association

OBJECTIVE:

As Management Program Event we the RVIM Staff donated Books which will be beneficial for the concerned People.

IMPACT OF THE EVENT:

To Encourage the Reading habits in Children.



DAY 6 – Friday, 18th October 2025

A Social Media Awareness campaign to reduce the usage of firecrackers

| Date | Event | Public/ Beneficiaries | Students Volunteers | Teaching Staff | Non- Teaching Staff | Total |
|----------------------|--------------|--------------------------|------------------------|-------------------|---------------------------|-------|
| 18 th Oct | Paws & Peace | 2000 | 07 | 01 | - | 2008 |

SDG 15 – Life on Land

BRIEF ABOUT THE EVENT:

A Social Media Awareness campaign to reduce the usage of firecrackers as they cause harm to the animals around us. Posters and videos went viral urging the viewers to reduce usage of Firecrackers this Diwali and spread awareness from their end too.

OBJECTIVE:

1. To create the awareness about the issues animals face during bursting of firecrackers for Diwali
2. Encourage people to take action and reduce the intensity and harm to some extent

IMPACT OF THE EVENT:

Almost 2000 people have been reached and 20 have reposted



