



# RV Institute of Management®

Autonomous Institute  
affiliated to  
Bengaluru City University

Approved by AICTE,  
New Delhi.

# RVIM NEWS DESK

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## VENTURE FEST 5.0 2K23:

The annual flagship event of RVIM - Venture Fest 5.0 2K23 was organized for two days on the 4th and 5th of November'23. The theme of the fest this year was 'Artisan entrepreneurs'. Students had to partner with the artisan and market their artistic, handcrafted products. The major attraction of the stalls at the fest was the artisan's products. Public responses to the fest were very encouraging as they visited and shopped at the stalls showing their support for the entrepreneurial spirit of the students. Student's participation in the two-day fest provided them a platform to showcase their managerial abilities in driving the business idea they conceptualized and planned two months earlier, every team that managed their ventures and booked profit was adjudged winners.

*Students Business Stalls at the Fest*





*Collage of Venture Fest Stalls – by students and staff*



*Chief Guest of Venture fest Mr. G.K. Pramod welcomed by Dr. Purushottam Bung, Professor & Director, RVIM*

Students business stalls at the fest was the culminating entrepreneurial activity of a three month long process, where the students in a team of ten members generated ideas on theme of adopting an 'Artisan', sourcing the products from the identified artisan, to promoting and selling their products in the stall. Finale event is the two day these two days of the fest saw students exhibiting their skills in making their business ventures reach to its customers and ensure their stalls could reach the planned sales figures.

During the two day venture fest, students worked in a team on business venture they had ideated, skills of the students were well showcased as each team of 10 students' delegated tasks that included identifying the products, sourcing it and delivering.

### Cultural Dance and Music Show at the Venture Fest'23



*Cultural Programme added traditional flavour to the Venture Fest, Bharathanatyam by Samudbhava Team Yakshagana by our Alumni Mr. Pranam Shetty's Varnam Dance Crew.*

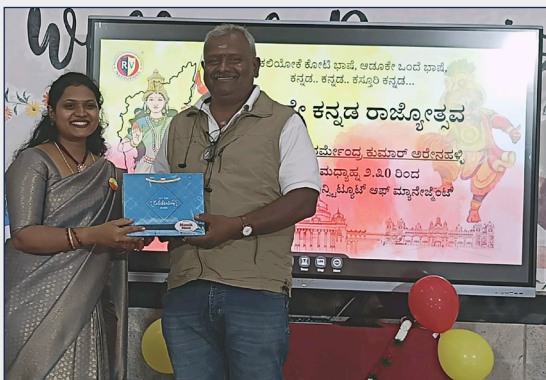
The Fest hosted cultural shows of Yakshagana – a traditional folk dance form of Karnataka organized by our Alumni Mr. Pranam Shetty's Varnam Dance Crew, Bharathanatyam by Samudbhava Team lead by Vidushi Priya and light-music and songs by Prof. Pooja Takalkar and Ms. Amisha student of MBA 1<sup>st</sup> year.

### Winners of the VENTURE FEST 5.0 2K23:



*Winning teams of Venture Fest 5.0 2K23*

## RAJYOTSAVA CELEBRATIONS ON RVIM CAMPUS



Cultural Programme by Students of Second Semester batch 2022-24.  
Mr. Dharmendra Arenahalli presided as the chief guest

Rajyotsava was celebrated on the campus on the 15<sup>th</sup> of November'23. Students of First year planned and organized the program. Students, Faculty and Staff participated in the program. Chief guest of the program Mr. Dharmendra Arenahalli inaugurated the program and informed the gathering of students and faculty about the significance of the day, followed by students cultural program which showcased the vibrant and energetic folk and tradition richness of the land and language of Karnataka.



## Graduation Day-Batch 2021-23

Graduation day of batch 2021-23 was held on the 18<sup>th</sup> of November'23. Mr. Nishit Jain Special advisor, Asia, EFMD Global, New Delhi and Dr. Bhanumurthy V.C., Dr. B.R. Ambedkar School of Economics University, Bengaluru presided as chief guest. Achievers, rank holders and graduating students of the batch 2021-23 proudly received their graduating certificate from the chief guest.



*Dignitaries on the dais for Graduation day of batch 2021-23 (from left to right) Dr. Santosh, Professor RVIM, Dr. Purushottam Bung, Prof & Director, RVIM, Mr. Nishit Jain, Sr. Special Advisor, FMD, Mr. Nagaraj, Pro-Chancellor of RV University & Honorary Joint Secretary at RV Educational Institutions, Dr. N.R. Bhanumurthy, Vice Chancellor of Dr. B.R. Ambedkar School of Economics University, Bengaluru (BASE University), A. Rajan, Ex-Country, Head-Operations, HDFC Bank, Entrepreneur - Chairman of BPO at Tirupati, Sri P.N. Praveen, Member, Governing Body RVIM & Trustee at RSST, Dr. Anupama K. Malagi, Professor, RVIM.*



## Felicitation of Rank Holders of batch 2021-23



Felicitation of rank holders of batch 2021-23 Ms. Chaitanya, Ms. Sagi Sampi & Ms. Vishanvi

## Investors Day

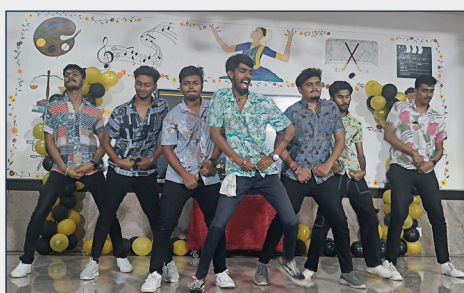
RVIM – Department of Finance in association with Central Depository Services Ltd., celebrated the World Investor Week with two mega events to build awareness for investment - Walkathon – for Investor Awareness and a panel discussion on the topic of – Sustainable, Green and Responsible Investment for Economic Development was organized on the 13<sup>th</sup> of October Friday, students and Staff of the college participated in the program.



*Students and Staff of RVIM seen here with placards and banners as part of the - Walkathon to build awareness for financial investment on Investors Day.*

## Farewell Party-Class of 2023

2021-23 batch MBA students were given a farewell by their juniors at a well-organized Bollywood theme party on the 18<sup>th</sup> of Nov'23. Student of the outgoing batch 2021-23 were hosted and welcomed by their juniors of batch 2022-24, the party began with students indulging in activities, song, dance that was conducted by the hosting juniors, the evening closed with a sumptuous dinner and lot of memories for the outgoing batch to carry.



*Collage pictures from the Farewell – a colorful vibrant dance n song mélange organized by the junior batch of 2022-24 for their graduating seniors of batch 2021-23.*

## Conference, Seminar & Workshop at RVIM



*Group photo of participants and resource persons attending the First Yoga Therapy Conference organized by RVIM in association with Indian Yoga Association.*

- Yoga Conference was held on 13<sup>th</sup> October'23. Yoga Therapy Research Conference: RVIM in association with Karnataka State Chapter of IYA organized a one day - Yoga Therapy Research Conference on the 31<sup>st</sup> of October'23. The conference had invited resource persons from multiple areas of specialization - Dr. Ananda Balayogi Bhavanani, Respiratory Health- ICYER. Dr. Sharad Bhalekar, Anxiety and Depression – Kadham, Dr. Latha Sateesh, Back Pain KYM, Dr. Amit Singh-Diabetes-SVYASA. Several Yoga practitioners, researchers and yoga enthusiasts attended the conference.
- Department of Marketing organized an International Webinar on Succession planning in Organization on Monday, 27<sup>th</sup> November. Professor Dieu Hack-Polay, Professor in Management at Crandall University (Canada) and the University of Lincoln (UK) was the resource person. The webinar was attended by more than 100 participants from various parts of the country and abroad.



*Online Guest Lecture session by Professor Dieu Hack-Polay, Professor in Management at Crandall University (Canada) and the University of Lincoln (UK).*

- Department of Marketing organized a Seminar on Emerging role of HR managers in Industry 5.0' for all the students of II semester on 21<sup>st</sup> November, 2023. The Resource person for the workshop is Mr. Nadeem Pasha, Talent Acquisition Head, Robosoft Technologies, Bengaluru.



*Guest Lecture session on 'Emerging role of HR managers in Industry 5.0'  
Mr. Nadeem Pasha, Talent Acquisition Head, Robosoft Technologies, Bengaluru.*

- A Knowledge Seminar on Research Methodology: Sports Policy Implementation in Karnataka" was organised for second sem studnest of batch 2022-24 on the 11<sup>th</sup> October'23, by Mr.Vijay Kumar



*Knowledge Seminar on Research Methodology.*

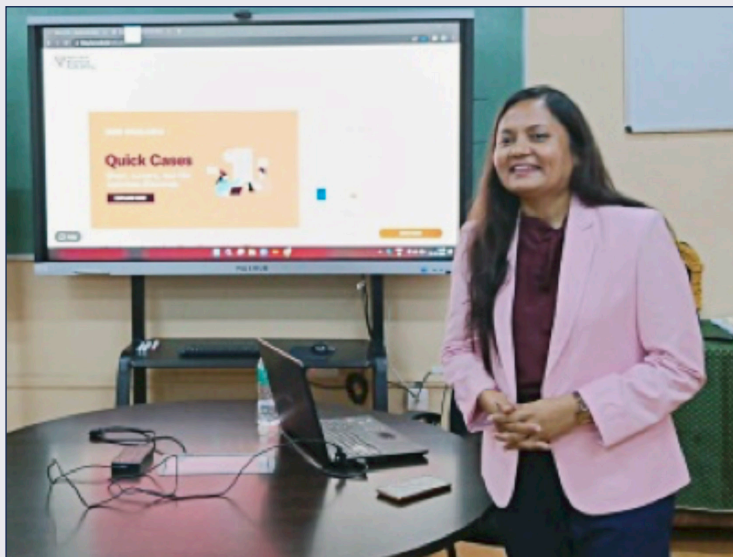
- What drives the Indian Stock market :a critic of primary and secondary market trends in recent times by Dr. Bommadevra Ramesh – HOD Synergy School of Business, Hyderabad was organised on the 11<sup>th</sup> of October'23 for the second semester MBA students of batch 2022-24.
- 'Personal Finance Basic-Learn about Investing, Budgeting and Retirement planning' guest lecture session delivered by Mr. Salman Quraishi was organised on the 22<sup>nd</sup> Nov'23, for the first year students.
- Mr. Rahul Kargal – Content Manager, Consultant, Trainer was invited as the resource person for the Student Development Program on, "Web Analytics and Digital Innovation and Trends" for the second semester students of batch 2022-24.

- Organized case study workshop with Dr. Prakash Singh, Professor, IIM Lucknow on 22<sup>nd</sup> November 2023 for Faculty as part of the Capacity Building in Research Writing.



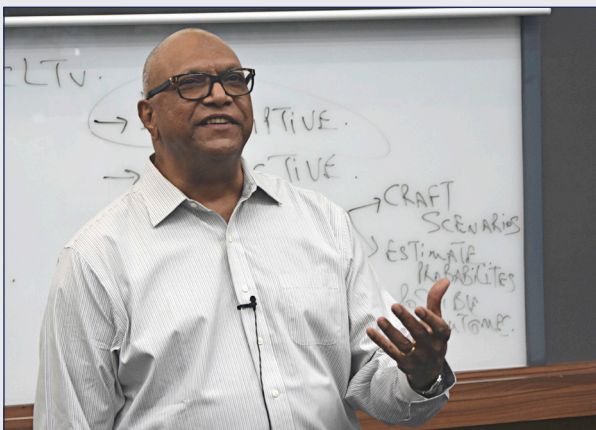
*Case study workshop by Dr. Prakash Singh, Professor, IIM Lucknow, for Faculty of RVIM.*

- Organized Harvard Business Publishing session for hands-on HBR platform usage. Training for faculty for selecting and using HBR case studies, the session was held on the 11<sup>th</sup> December, 2023.



*Faculty training session on, 'Hands-On HBR Platform Usage'.*

- Faculty Development Programme on 'Case and Simulation Driven Teaching' was organised jointly by RVIM and Minerva RV Trust on the 6<sup>th</sup> of Decemebr'23. Dr. Balakrishna Grandhi-Innovative Dean of SP Jain School of Global Management.



*FDP session for faculty of all RV Institutions on, 'Case and Simulation Driven Teaching' by Dr. Balakrishna Grandhi-Innovative Dean of SP Jain School of Global Management.*

- Mr. Vijay Kumar delivered a session as part of Knowledge café on the 9<sup>th</sup> of Dec'23 for all faculty of RVIM.



*Knowledge Café Mr. Vijay Kumar for faculty of RVIM.*

- Students and Staff participated in book release and discussion on 'Fintech for Billions' at MineRVa, RV Teachers College, Bangalore on the 28<sup>th</sup> of October'23.



*RVIM students and faculty at Minerva attending a book release and discussion on the book titled 'Fintech for Billions'.*

- Swakruta team – a Social enterprise strengthening women entrepreneurs and Women Entrepreneurs Beyond Boundaries organized workshop on 6<sup>th</sup> Nov.'23. Students, Faculty of RVIM and Women Entrepreneurs from the Foundation and registered aspiring entrepreneurs participated in the programme that included discussion forum and panel discussions showcasing the women's entrepreneurs accomplishments as they overcome challenges.
- 'Fostering a Safe and Inclusive Learning Environment', a panel discussion was organized on the 12<sup>th</sup> Oct. 2023 for the second semester students of batch 2022-24. Speaker on the panel were Ms. Vasantha Vaikunth, Founder - lifenliving.org, Ms. Sucheta Dikshit, POSH Trainer, Excelligent Corporate Services, Ms. Deepa Rafeeq, Corporate Legal Trainer, Cofounder, VLegal, Moderator – Ms. Raja Lakshmi, Founder, V. Sakkhi, Adventu.

## Dr. Purushottam Bung

Director & Professor

### Invited as Guest Speaker / Panelists:

- Dr. Purushottam Bung, Director & Professor of RVIM participated in the round table conference on “Strengthening Higher Education” organized by India Didactics Association (IDA) at BIEC on the 17-19 October’23. Challenges concerning higher education in India were discussed by the panel.



*Dr. Purushottam Bung, Director & Professor of RVIM participated as one of the panelists in the round table conference on “Strengthening Higher Education” organized by India Didactics Association (IDA) at BIEC.*

### Conference Participation / Paper Presentation:

- Participated in the First International Conference on Artificial Intelligence Applications in Environmental, Social, and Governance, 8-9 December, 2023.
- Participated in One Day Workshop on Returnee Entrepreneurship in India (Bengaluru) held at Seminar Hall, Department of Management Studies, Indian Institute of Science, Bangalore on 16<sup>th</sup> December 2023.
- ‘Predicting Exchange Rate Between US Dollar (USD) and Indian Rupee (INR) Using SARIMA Model’ conference paper was presented at the 56th Annual Convention of Operation Research Society of India (2023-ORSI) & 10<sup>th</sup> International Conference on Business Analytics and Intelligence (2023-ICBAI) at Indian Institute of Science, Bangalore, 18-20 December 2023.
- Completion of Advanced Certificate Programme in ‘Digital Business Management - Re-Envisioning & Re-Wiring In The Age Of AI’ held during October - December 2023 by All India Management Association, Centre for Management Education.

## Dr. Noor Firdoos Jahan

Professor-Department of Marketing

### Conference Participation, Conference Technical Session Chaired:

- Dr. Noor Firdoos Jahan Chaired technical session of the 2<sup>nd</sup> Lincoln International HE Practices Conference held on 2<sup>nd</sup> and 3<sup>rd</sup> November 2023 at Prin. L.N. Welingkar Institute of Management Development and Research (WeSchool), Bangalore.



*Dr. Noor Firdoos Jahan with other technical chair members at the 2<sup>nd</sup> Lincoln International HE Practices Conference.*

**Paper Presented & Paper Published:**

- Dr. Noor Firdoos Jahan Presented a research paper titled Is Pradhan Mantri Jandhan Yojana having an impact on the Financial Literacy of slum dwellers of Bengaluru? in the World Finance & Banking Symposium held on December 13<sup>th</sup>-15<sup>th</sup>, 2023 at Vilnius University, organized by Faculty of Economics and Business Administration, Lithuania virtually .
  - Published paper titled Application of Artificial intelligence in Digital Transformation of Indian Banking Industry in the European Economic Letters (EEL), which is ABDC-listed journal ranked as C category, with an impact factor of 0.278, 2023, Volume 13, Issue 4, pp: 385-399.
  - Published paper titled Auto Drivers' Preferences towards leading Ride Hailing Companies in Bangalore in the European Economic Letters (EEL), which is ABDC-listed journal ranked as C category, 2023, with an impact factor of 0.278, Volume 13, Issue3, pp: 1498-1511.
  - Published paper titled Factors Influencing Customers to Buy Apparels on Myntra in Bangalore in the IASMS Journal of Business Spectrum, Vol. XVI No. 1 June 2023, and Pages: 80-89.
  - Published paper titled Customer Perception Towards Dunzo Online Delivery Service in The IASMS Journal of Business Spectrum" Vol. XVI, No.2, December 2023. Pages: 45-54.
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**Dr. Padmalini Singh**

Associate Professor - Department of Marketing

**Paper Publication:**

1. Published paper titled "Changing consumption behaviour towards immune-boosting food amidst COVID-19 outbreak: tracing the future trajectory" in Food Research 6 (6); December 2022 (a Scopus indexed Journal).

**Conference Paper Presentation:**

- Presented research paper entitled "Corporate Governance and Board Gender Diversity of Startups in India" at the International Conference on Economics and Public Policy on 30<sup>th</sup> September and 1<sup>st</sup> of October 2023 at the Indian Institute of Management Shillong, Umsawli, Shillong, Meghalaya.
- Won Best Paper Award for the paper presented at ISDSI-Global 2023 conference to be held at IIM Ranchi from 27<sup>th</sup> to 29<sup>th</sup> December 2023 for the paper titled - "Consumer Behaviour In Digital Age: an Insight on Social Media Campaigns in promoting Health and Hygiene Behaviour among Millenials".
- Presented case study "Evlogia Eco Care: Startup to Scale up" for the 4th International Case Conference on December 14–15, 2023.

**Chaired Technical Session in Conference/ Invited as Speaker:**

- Keynote Speaker in 2023 Bali International Conference of Project Management "Innovation And Technological Entrepreneurship After COVID-19 Pandemic".
- Session Chair at the 2023 Bali International Conference of Project Management on December 16<sup>th</sup> 2023.
- Reviewed research papers for Emerald Emerging Markets Case Studies (EEMCS), Sage Journal Metamorphosis. Scopus indexed journals, Asian Journal of Advance Research and Reports, Asian Food Science Journal, the Journal of Applied Life Sciences International and Journal of Applied Life Sciences International – indexed in WOS.

### Recognition as Best Faculty:

- Awarded PK DAS Memorial Best Faculty Award in Management with cash award of Rs.10,000 on 15<sup>th</sup> December 2023.



*Dr. Padmalini Singh, receiving the - PK DAS Memorial Best Faculty Award in Management.*

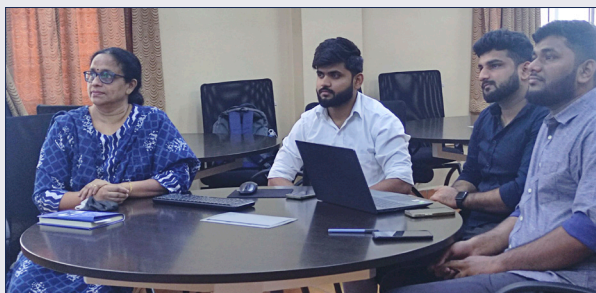
### Dr. Anupama K. Malagi

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

- 50 Management Case studies was translated and the document was released during the Strategic Management Forum Conference 2023 held at IIM Trichy on 18<sup>th</sup> December, 2023
- Invited as Conference Chair for National Conference organized by MLA Academy for Higher Learning.
- Invited as Resource Person for 7 Day FDP on Sustainable Teaching Practices for Education 5.0 Held in November 2023.

### Students Paper Presentation:

- 'Breaking Stereotypes- A Case Study of Galli Kitchen, an Entrepreneurial Venture Bangalore', was presented at the National Conference – 2023 On Innovation And Entrepreneurship held at MLA Academy of Higher Learning by Mr. Adithya M.S., Mr. Prashant K., Mr. Gautham Shetty, students of 1<sup>st</sup> year MBA.



*Mr. Adithya M.S., Mr. Prashant K., Mr. Gautham Shetty, students of 1st year MBA presented conference paper titled 'Breaking Stereotypes- A Case Study of Galli Kitchen, an Entrepreneurial Venture Bangalore, at the National Conference On Innovation And Entrepreneurship.*

- 'Zero-waste juice bar serving juice in fruit shells- A case study of Eat Raja Enterprise, Bengaluru' was presented at the National Conference – 2023 On Innovation and Entrepreneurship held at MLA Academy of Higher Learning. Mr. Nitish Patil, Mr. Girisha Aditya, Mr. Rakesh Dandu.

## Students Achievement

- Ranjith K. and Manoj B.J. – First year students of batch 2022-24 won the prize in Business Quiz at BNMIT AAROHAN.

*Quiz Winners  
Ranjith K. and  
Manoj B.J.*





*RVIM Manthan B. - Plan-' 23 winning team with the shield.*

## Placement Updates

Placement drive updates of batch 2022-24

### COLGATE Campus Placement Drive of batch 2022-24



*Students of batch 2022-24 at the Colgate Placement Drive.*

### ICICI Selects of batch 2022-24



*Group photo of students of batch 2022-24 selected for placement in ICICI Bank.*

## Upcoming Events

- Republic Day • Genesis • Orientation Programme
- Alumni Meet 2024 • Freshers Day'24

## 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:* • Rudresh H.R. • Rakesh Dandu

• Amisha R. Majalikar • Aapital Shetty



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