RV Institute of Management®

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

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Objectives:

The primary objectives of the programme were:

1. **Enhancing Digital Literacy:** Provide senior citizens with basic computer skills.
2. **Promoting Independence:** Enable participants to perform daily tasks such as emailing, online banking, and using social media.
3. **Encouraging Lifelong Learning:** Foster an environment where senior citizens can continue to learn and adapt to new technologies.

Profiles of Resource Persons of the Programme:

Mr. N. Nagasubba Reddy is a Computer and Management professional with 22 years of teaching experience. He has completed his Master's Degree in Computer Science and Master's Degree in Management with Marketing and Human Resource specializations from S. V. University, Tirupathi. He has also been certified by The International School of Computer Technology, New Delhi. He has presented several papers in National and International Conferences. He has completed four Research and Consultancy assignments, authored books titled "Computer Fundamentals and Internet Concepts for Beginners and MS Excel Simplified. He has been instrumental in organizing Faculty Development Programmes, Workshops and Seminars for the benefit of both Faculty and students. As an initiative of Social Responsibility, he has been conducting Computer Literacy Programme for Senior Citizens since 2006. Presently, as on date there are more than 1400 senior citizens who have been trained and the same has been entered in Limca Book of Records. He is actively involved in training CA aspirants in Information Technology and has trained more than 1000 students till date. He is a Certified Trainer from IBM for Business Analytics.

Currently he is working as Assistant Professor, Department of Information Technology and Business Analytics at RV Insitute of Management, Bangalore. He is involved in setting up the state-of-the-art technology in the computer labs and he is a member of the Internal Quality Assurance Cell at RV Institute of Management. His other areas of interest are event management, reading books.

Dr. Jahnavi M possesses over 16 years of extensive experience in research and academia, specializing in data analytics and data-driven solutions using tools such as Tableau, Power BI, R, SPSS, Jamovi, Python, and Deep Learning. With a Ph.D. in "Data Mining Applications in the Financial Sector" and an MBA in Finance & Systems, She has completed certification courses in data analysis, data visualization, and data science. She has an extensive publication record, authoring several books and research papers covering a broad spectrum of topics in finance, technology, and business analytics. Her research interests

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Report on 36th batch of Computer literacy program for Senior Citizens

Date: 24th August, 2023 to 18th January, 2024.	Venue: Analytics Lab, RVIM, Bangalore.
Time: 5 pm to 6 pm	Event : Certification Course
No. of Participants: 38	Event Coordinators: Prof.N Nagasubba Reddy, Dr. Jahnavi M., Prof. Pooja Takalkar
Course Conducted by	Course Conducted by: Prof. Nagasubba Reddy, Dr. Jahnavi M., Prof. Pooja Takalkar
Student volunteers – 20 Members	1. Jayraj S K 2. Sahana Patil 3. Ks Rakshita 4. Manoranjan C M 5. Kavya Kulkarni 6. Shreya Nagesh 7. Sanjaya M 8. Biradar Anupama Basavaraj 9. Aaron Goes 10. Pushpa Hiregoudar 11. Keerti Manohara Bagewadi 12. Sumanth Koushik Bv 13. Akhila Kulkarni 14. Tejaswi Suresh Gaonkar 15. Akashgowda G 16. Nilanjan R A 17. Mahesh S Hegde 18. Ayushi 19. Aditi Khona 20. Amisha R Majalikar

The Center for Wellbeing of Senior Citizens at RVIM conducted a Computer Literacy Programme tailored for senior citizens. This initiative aimed to bridge the digital divide by equipping the elderly with essential computer skills, thus enabling them to navigate the digital world with confidence and ease. The course commenced from 24th August, 2023 and ended on 18th January, 2024 and was met with enthusiastic participation and positive feedback from the attendees.. The course timings were 5.00 pm to 6.00 pm every day.

Inauguration of the programme happened on 21.08.2023 at 4.00 pm in the presence of the Chief guest, Sri.K S.Malagi, Management Consultant, Bangalore and the ceremony was presided by Dr. Purushottam Bung, Professor and Director, RV Institute of Management.

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span across various domains, showcasing proficiency in quantitative techniques, operations research, and statistical methods like ARIMA, ARIMAX, neural networks, forecasting, regression, SEM, SVM, decision trees, K-means, and more. With a rich academic background, a robust research portfolio, and a track record of industry collaborations, Dr. Jahnavi M stands as an experienced professional skilled at utilizing data analytics to address real-world challenges across multiple domains.

Ms. Pooja Ravindra Takalkar possesses over 4 years of Industry experience with key areas of work being Accounting, Project Report, Tax Audit, Stock Audit, Bank- Internal and Statutory Audit, Finalization of Company accounts, Company Audits- Statutory and Internal and 3 years of Academic Experience and her area of Specialization is Finance, Accounting, Auditing. With an MBA in Finance she has also completed CA- Intermediate, CS- Executivelevel and various certification courses on Accounting, Auditing, Design Thinking and Digital Marketing. She is also a Certified Accounting Technician (ATC) – ICAI. She has previously worked at Ernst and Young as a Tax Analyst. Currently, she is working as an Assistant Professor, Department of Finance at RV Institute of Management, Bangalore.

Programme Structure

The programme was structured into three key modules, each designed to cover essential aspects of computer literacy:

1. **Introduction to Computers and Computer Applications:**
   o Understanding computer hardware and software.
   o Basics of operating systems (Windows and macOS).
   o Internet and Email.
   o Browsing the internet safely and efficiently.
   o Setting up and using email accounts.
   o Introduction to Microsoft Office Suite (Word, Excel, PowerPoint).
   o Creating and managing documents, spreadsheets, and presentations.
   o
2. **Essential Mobile Applications:**
   o Uber App,
   o Star Maker App,
   o Zomato App,
   o Pharmeasy App,
   o Blinkit App,
   o Amazon App,
   o Inshorts App,
   o Redbus App,
   o Google Maps App
3. **Social Media and Online Services:**
   o Navigating social media platforms like Facebook, Instagram, and WhatsApp.
   o Introduction to online services such as e-banking, shopping, and video conferencing.

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Methodology

The programme employed a hands-on approach to learning, ensuring that participants could practice their new skills in a supportive environment. Key teaching methods included:

- **Interactive Classroom Sessions:** Engaging sessions with practical exercises.
- **One-on-One Assistance:** Personalized help to address individual learning needs.
- **Resource Materials:** Provision of manuals and online resources for further practice.

We had the following programmes in 36th batch.

1. 5th September 2023 Tuesday Teachers Day Celebrations.
2. 6th October 2023 Games and Sports for Senior citizen students.
3. 10th October 2023 A talk on Post Retirement plan for Senior citizens.
4. On 12th October 2023, A talk by Sri Sathya Murthy on Drugless Therapy.
5. 12th November 2023, breakfast meeting at MTR arranged by Sri Rangaiah.

6. 26th November 2023, we had a zoom meeting to have general discussion.
7. 29th November 2023. Celebrations of Kannada Rajyostava.
8. 6th December 2023. A health talk by Sri Balakrishna and Associate.
9. 7th December 2023. A talk on Karnataka culture and Kannada language by Sri G.Aswathnarayana.
10. 8th December 2023. Karaoke programme conducted by Assistant Professor Pooja Takalkar.
11. On 14th December 2023, a health talk by Mrs. Chaya Gowda on the subject Senior Citizens Wellness.

Participant Feedback

Feedback from participants was overwhelmingly positive. Many appreciated the patience and clarity of the instructors. Highlights from the feedback include:

- **Improved Confidence:** Participants felt more confident using computers and the internet.
- **Increased Independence:** Many reported a newfound ability to manage tasks like paying bills online and staying in touch with family through social media.
- **Continued Learning:** Several attendees expressed interest in more advanced courses.

Conclusion

The Computer Literacy Programme for Senior Citizens at RVIM was a resounding success, achieving its objectives of enhancing digital literacy and promoting independence among the elderly. The positive impact on participants' daily lives underscores the importance of such initiatives. Moving forward, RVIM plans to offer advanced courses and expand outreach to more senior citizens, ensuring continued support and engagement in the digital age.

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Benefits for Senior Citizens

1. **Enhanced Connectivity**: Ability to stay in touch with family and friends through email, social media, and video calls.
2. **Increased Independence**: Gaining skills to perform online transactions, access services, and manage personal affairs independently.
3. **Mental Stimulation**: Engaging in new learning activities, which can help keep the mind active and reduce the risk of cognitive decline.
4. **Safety and Security**: Understanding online safety measures to protect themselves from scams and frauds.
5. **Access to Information**: Ability to access a wealth of information and resources online, enhancing their knowledge and awareness.

The Computer Literacy Programme for Senior Citizens at RVIM aims to empower senior citizens with essential digital skills, enabling them to confidently navigate the digital world. The comprehensive curriculum covers basic computer skills, internet usage, online safety, and practical applications, fostering independence, connectivity, and continuous learning among the participants.

On 18.01.2024, a Valedictory ceremony was conducted where Dr. Purushottam Bung, Prof. Nagasubba Reddy, Dr. Jahnavi M and Prof Pooja Takalkar shared the Highlights and experiences of CLP and also released their book titled "**Digital literacy for Beginners**".

At the end, Dr. Purushottam Bung issued a certificate to all the students who attended the Certification Course.

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List of senior citizens

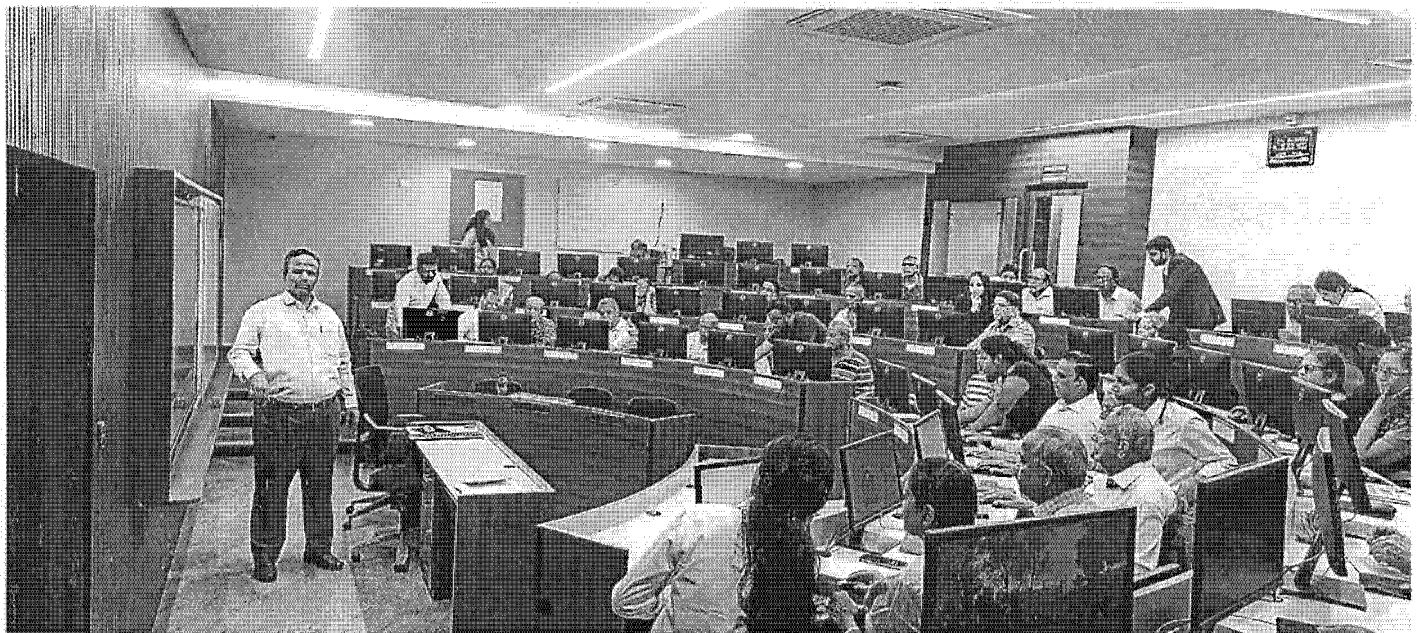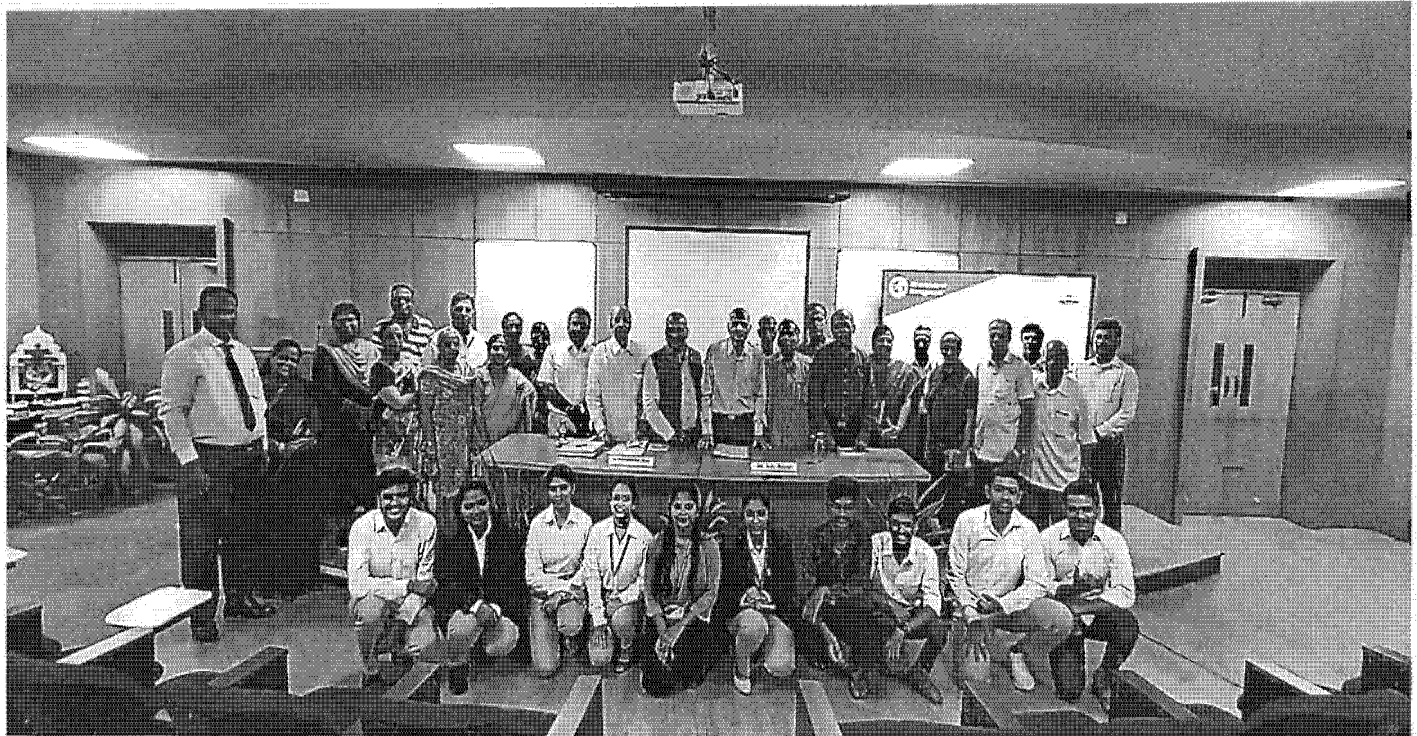| Sl.NO	Name	Date of Birth	Age	Gender	Mobile Number
1	D H Guru	15.08.1935	88	Male	7259109440
2	M Nanjundappa	15.06.1940	83	Male	9740322144
3	S Krishnachar	01.07.1940	83	Male	9986735647
4	S K M Guptha	01.07.1945	78	Male	9900608628
5	VS Shanmugaradhya	02.08.1946	77	Male	9448569754
6	M Lakshmi Narayana Reddy	08.02.1946	77	Male	9448622492
7	T N Ananda Rao	03.08.1947	76	Male	9844078993
8	Sathyamurthy	30.03.1947	76	Male	9844545326
9	Shantha Shivaram	26.04.1948	75	Female	9945516045
10	Shaila Somashekar	03.03.1950	73	Female	9916069110
11	L S Nagalakshmi	22.07.1950	73	Female	9908765432
12	K Manoharan	16.02.1954	69	Male	9886250584
13	G Usha rani	27.05.1955	68	Female	9880024201
14	H Lakshmikanth	24.04.1955	68	Male	9945313675
15	Bapu Gouda Patil	01.05.1955	68	Male	7204437250
16	V Narayanappa	02.03.1955	68	Male	9481420808
17	M D Vardhamanaih	17.12.1956	67	Male	9480616990
18	C Manjunath	05.11.1957	66	Male	9008624206
19	Govind B E	24.01.1958	65	Male	9167762988
20	K Sujatha	29.12.1959	64	Female	9880931572
21	H ChandraShekar	17.07.1959	64	Male	9448138384
22	R C Shantha	28.07.1959	64	Female	9482213409
23	T Thimme Gowda	01.07.1959	64	Male	9686525765
24	Sathyavathi	24.11.1954	69	Female	9845689559
25	K C Nagasundara Guptha	17.07.1955	68	Male	9902785467
26	Krishne Gowda	04.05.1955	68	Male	7022157769
27	Dr. T Muralidhar	15.12.1950	73	Male	9845062699
28	Shivalingappa T V	15.10.1950	73	Male	9538477039
29	Suresh R Chitnis	05.05.1946	77	Male	9241856762
30	A Lakshmi Kanth	22.10.1938	84	Male	7259715583
31	Y R Nanda	22.04.1962	60	Female	9448988068
32	S Anjana	02.02.1963	60	Female	9986386394
33	Shashidhara N	12.07.1956	66	Male	9480450668
34	Ashok Bhupalam	06.08.1954	69	Male	9900752482
35	Madhu Rajendra Patil	19.09.1963	60	Female	9481426716
36	Shobha T R	31.07.1958	65	Female	9901110073
37	Dr.K.S.Satya Prasad	16.02.1950	73	male	9972882854
38	K V Sreenivasa	02.10.1949	74	Male	9341633265

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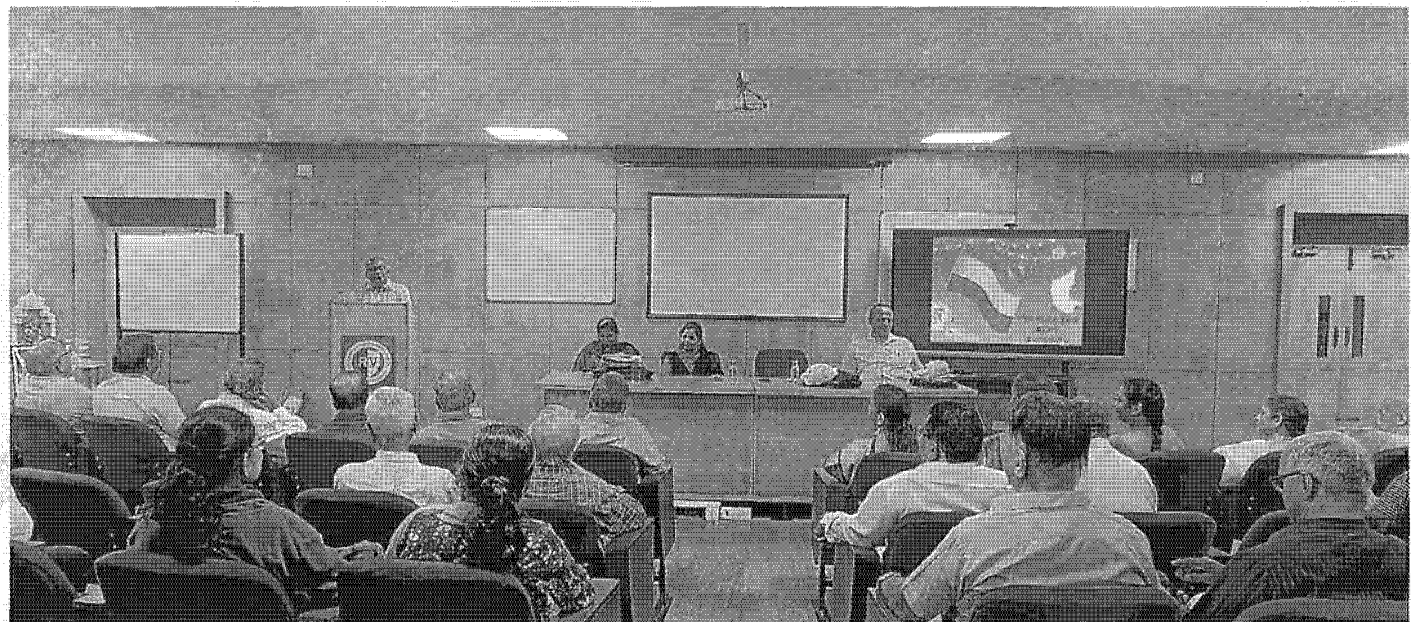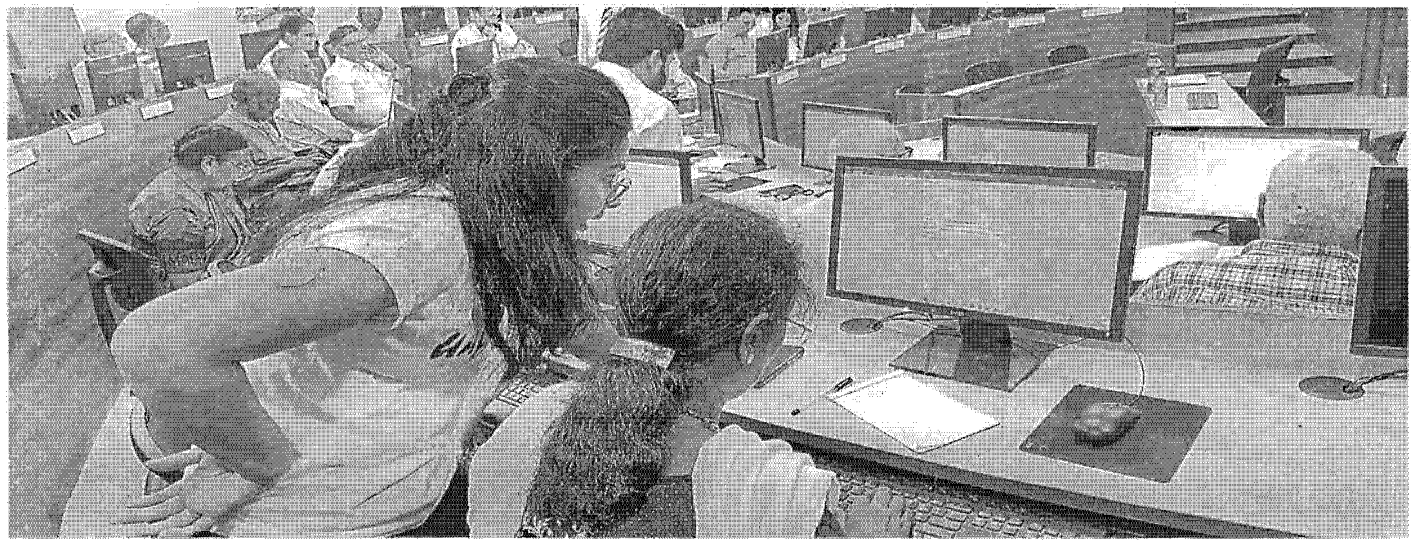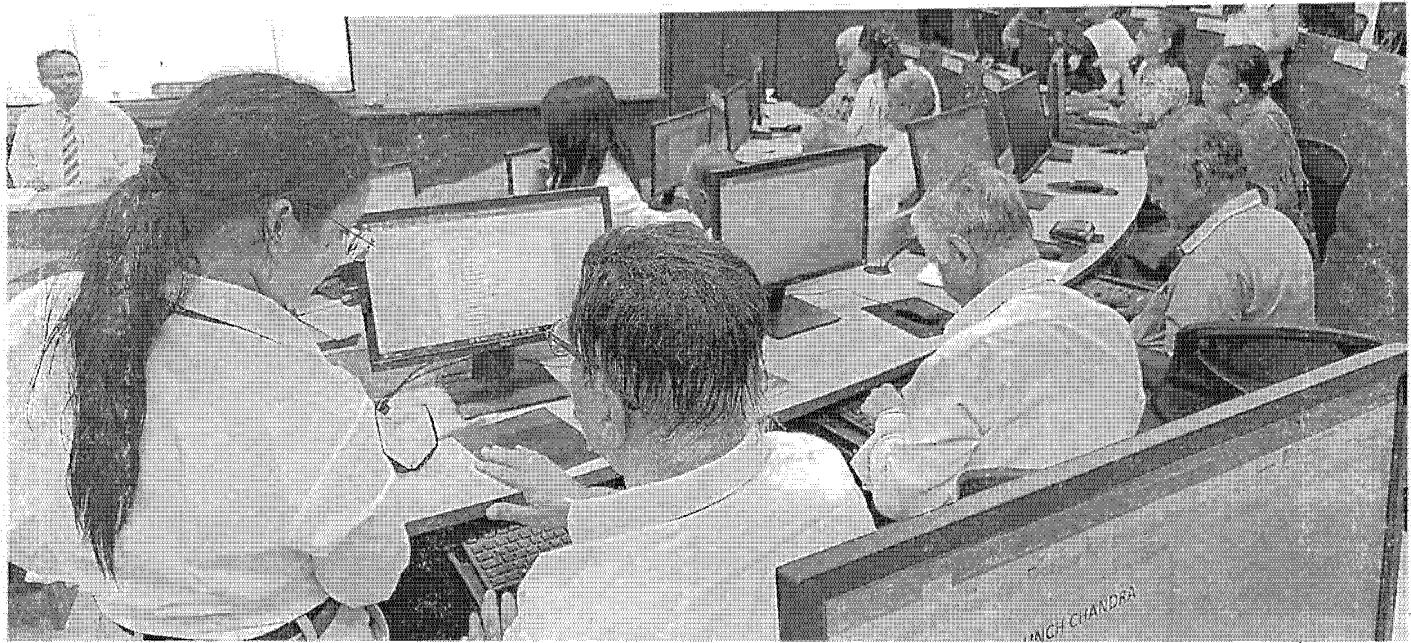www.rvim.edu.in
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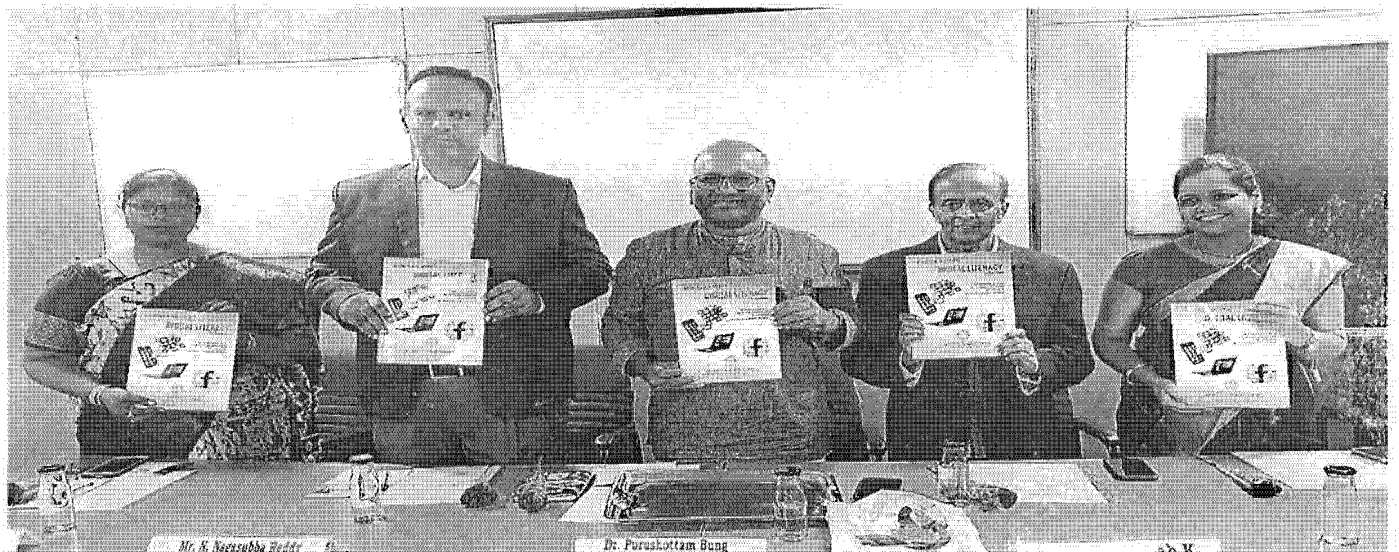www.rvim.edu.in
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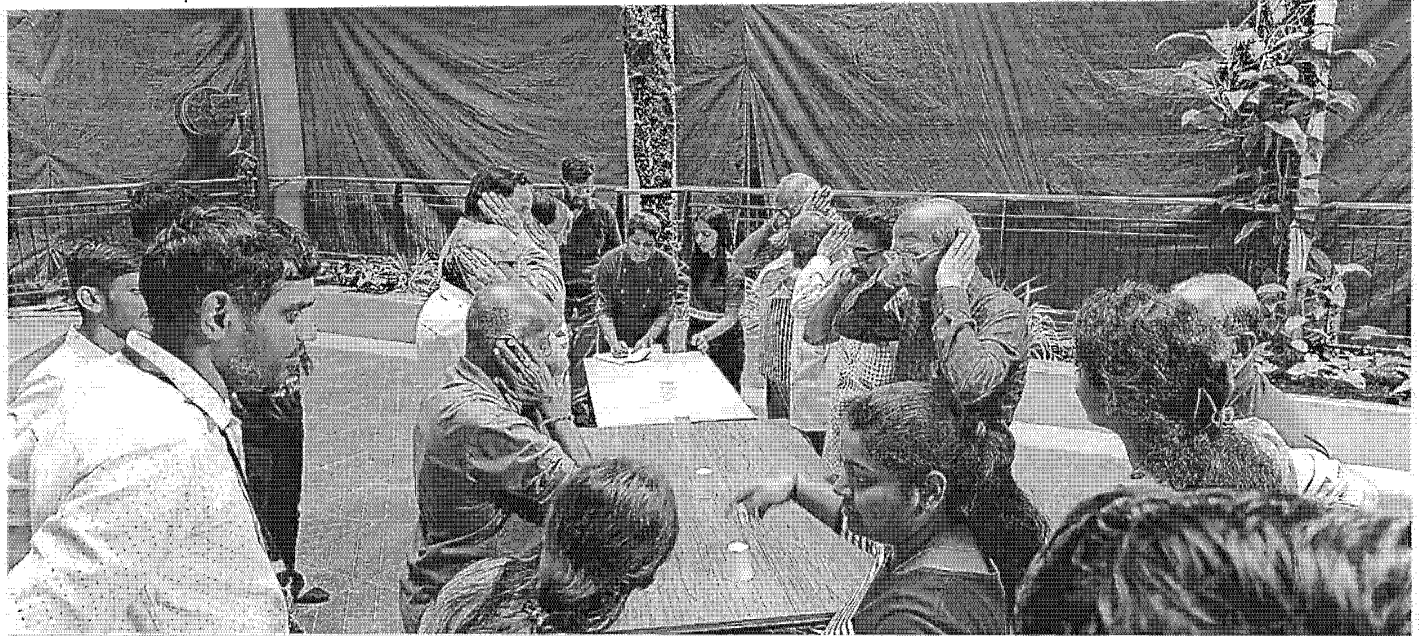www.rvim.edu.in
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Co-Ordinator
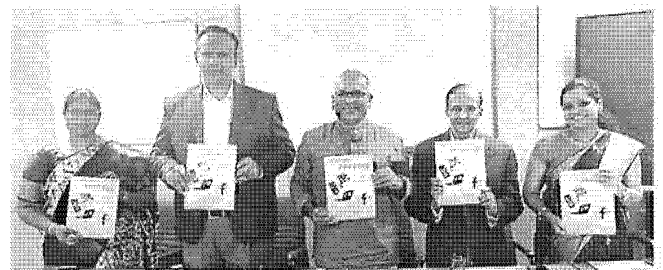(N.Nagasubba Reddy)

Director
Dr.Purushottam Bung

RV INSTITUTE OF MANAGEMENT UNLOCKING THE DIGITAL WORLD: NEW BOOK ON "DIGITAL LITERACY FOR BEGINNERS" HITS SHELVES.

RV Institute of Management published a new book on "Digital Literacy for Beginners". In an age where the digital landscape is evolving at an unprecedented pace, the need for digital literacy has never been more crucial. With the release of the latest book, "Digital Literacy for Beginners," authored by Dr Purushottam Bung, Prof N Nagasubba Reddy, Dr Jahnavi M and Prof Pooja Ravindra Takalkar, readers are poised to embark on a transformative journey into the realm of digital proficiency. The book was released on 17th February 2024 by Dr Purushottam Bung, Prof N Nagasubba Reddy, Dr Jahnavi M and Prof Pooja Ravindra Takalkar and Mr Rangaiah KK. The book was published by Dr Purushottam Bung, Professor and Director, RVIM on behalf of RVIM Publications, it was reviewed by Dr Rashmi Shetty, Assistant Professor, RVIM and was printed by Omkar Offset Printers, Bengaluru.

In today's society, where smartphones are ubiquitous, and the internet serves as a primary source of information, mastering digital literacy is akin to mastering a fundamental life skill. Recognising this imperative, the Authors have crafted a comprehensive guide tailored specifically for novices navigating the digital sphere. The book serves as a roadmap, offering readers a step-by-step approach to understanding the core concepts of digital literacy. One of the standout features of the book is its accessibility. The book employs reader-friendly language devoid of technical jargon, ensuring that even those with minimal prior exposure to technology can grasp the concepts effortlessly. Through clear explanations, practical examples, and hands-on exercises, readers are not only educated but also empowered to apply their newfound skills in real-world scenarios. Moreover, "Digital Literacy for Beginners" goes beyond mere technical proficiency; it instils critical thinking and digital citizenship among its readers. By addressing topics such as online privacy, digital ethics, and responsible internet usage, the book equips individuals with the tools to navigate the digital landscape responsibly and ethically.

The release of "Digital Literacy for Beginners" comes at a time when the importance of digital literacy is underscored by rapid technological advancements and the increasing reliance on digital platforms for communication, education, and commerce. With its empowering message and practical insights, "Digital Literacy for Beginners" promises to be a beacon of light for individuals venturing into the digital realm for the first time. It's not just a book; it's a passport to a world of digital empowerment and opportunity.

RV INSTITUTE OF MANAGEMENT CELEBRATING KNOWLEDGE AND WISDOM: VALEDICTORY CEREMONY OF COMPUTER LITERACY PROGRAMME FOR SENIOR CITIZENS.

RV Institute of Management conducted the Valedictory programme of their 36th batch of Computer Literacy Programme for Senior Citizens recently at their campus. In a heart-warming culmination of dedication, resilience, and an unyielding thirst for learning, the valedictory ceremony for the Senior Citizens' Digital Literacy Course marked not just the end of a curriculum but the beginning of a new chapter in the lives of its participants. The ceremony was a testament to the indomitable spirit of lifelong learning and the transformative power of education, regardless of age.

The course, tailored specifically for senior citizens, aimed to bridge the digital divide by imparting essential digital skills and fostering confidence in navigating the ever evolving landscape of technology. Over the course of several weeks, participants delved into the fundamentals of computing, internet usage, social media, usage of prominent mobile applications, online safety, and more, guided by Dr Purushottam Bung, Director, RVIM and faculties of RVIM: Dr. Jahnavi M, Associate Professor, Prof N Nagasubba Reddy, Assistant Professor and Prof Pooja Takalkar, Assistant Professor.

The ceremony commenced with an Invocation song by Smt Shanta Gupta and Team, followed by a welcome address by one of the student participants, Mr Ashok Bhoopalam, who highlighted the journey of growth and empowerment that each participant had embarked upon, emphasizing their dedication and perseverance as sources of inspiration for generations to come. Amidst applause and admiration, the instructors were also lauded for their unwavering support and patience in guiding the participants through the intricacies of technology. The highlight of the ceremony was the distribution of certificates, symbolising not just the completion of a course but the culmination of months of hard work, determination, and personal growth.

Indeed, the valedictory ceremony for the Senior Citizens' Digital Literacy Course was more than just a graduation; it was a testament to the transformative power of education, the resilience of the human spirit, and the boundless potential that lies within each individual, regardless of age or background. In an age defined by technological innovation and digital interconnectedness.