



RV INSTITUTE OF MANAGEMENT
(Autonomous Institution Affiliated to BCU, Approved by AICTE, New Delhi)
4th Block, Jayanagar Bengaluru-560041, Karnataka.

CSR Activity – 2022

05. November .2022

Visit to Swachagraha Kalika Kendra

1. Introduction:

This report outlines the details of a Corporate Social Responsibility (CSR) activity undertaken by the students of R V Institute of Management, wherein they visited the Swachagraha Kalika Kendra. The CSR initiative was aimed at fostering community engagement and promoting environmental awareness among the students. This report provides a comprehensive overview of the event, its objectives, execution, and impact on both the students and the community.

2. Background:

RVIM is known for its commitment to social responsibility and community engagement. As a part of its CSR program, the institution regularly organizes events and activities to address societal issues and contribute positively to the local community. The visit to Swachagraha Kalika Kendra was one such endeavor, focusing on promoting cleanliness, environmental sustainability, and hygiene.



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Latitude: 12.915105
Longitude: 77.638732
Elevation: 879.68m
Accuracy: 1.5m
Time: 05-11-2022 10:23
Note: Green Warrior of RVIM visitto Swacha Graha Kalika Kendra



Latitude: 12.915123
Longitude: 77.639317
Elevation: 877.38m
Accuracy: 1.4m
Time: 05-11-2022 10:19
Note: Green Warrior of RVIM visitto Swacha Graha Kalika Kendra



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3. Objectives:

The primary objectives of the visit were as follows:

1. Raise awareness about the importance of cleanliness and sanitation in the community.
2. Encourage students to actively participate in initiatives that promote environmental sustainability.
3. Promote the spirit of volunteerism and instill a sense of responsibility towards society.
4. Develop a deeper understanding of the challenges faced by communities in maintaining cleanliness and hygiene.
5. Offer practical assistance to Swachagraha Kalika Kendra in their endeavors.

4. Event Execution:

4.1 Preparations:

The CSR team of RVIM, in collaboration with the faculty and students, meticulously planned the visit. Preparations involved coordinating with the Swachagraha Kalika Kendra to determine the specific areas where the students' assistance would be most beneficial. Necessary arrangements, such as transportation and logistics, were organized well in advance.

4.2 Visit to Swachagraha Kalika Kendra:

On the designated day, a group of [number of students] students from various disciplines, along with faculty members, visited the Swachagraha Kalika Kendra. The students were welcomed warmly by the staff members of the center, who provided an overview of their initiatives and the challenges they faced.

4.3 Activities Undertaken:

During the visit, the students actively participated in various activities, including:

1. Cleaning Drives: The students joined the Swachagraha Kalika Kendra team in conducting cleaning drives in nearby public spaces and parks. They collected litter and properly disposed of it, emphasizing the significance of waste management.
2. Awareness Campaign: The students organized an awareness campaign in the local community, educating residents about the importance of sanitation, proper waste disposal, and the need for maintaining a clean environment.
3. Plantation Drive: As a step towards environmental sustainability, the students also conducted a plantation drive, planting saplings in the vicinity of the Kalika Kendra.
4. Interaction and Engagement: The students interacted with the residents of the area, understanding their perspectives on cleanliness and gathering insights to further improve the effectiveness of future initiatives.

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5. Impact:

The visit to Swachagraha Kalika Kendra had a significant impact on both the students and the community:

1. **Community Empowerment:** The CSR activity created a positive impact on the local community by improving the cleanliness of public spaces and generating awareness about sanitation.
2. **Student Learning:** The students gained practical knowledge and experience in tackling real-world challenges related to environmental sustainability and community engagement.
3. **Behavioral Change:** Through the awareness campaign, the students were able to influence the mindset and behavior of the local residents towards better cleanliness practices.
4. **Strengthening Bonds:** The collaboration between RVIM and Swachagraha Kalika Kendra fostered a strong bond between the two entities, encouraging potential future partnerships such as MOUs.

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