

**Extension Activities featured**  
**in**  
**RVIM News Desk**  
**October 2014-September 2018**

The published space is marked to highlight the events pertaining to RVIM Centre for Social Responsibility.

RVIM Centre for Social Responsibility Activities have been consistently featured in the Institute Newsletter titled 'RVIM NEWS DESK'. The Newsletter published in August 2016, Vol.9, Issue 3, was a special issue completely focused on RVIM Extension Activities organized through the Centre for Social Responsibility.

**This information provided here has the special issue first and then followed by all featured publication.**

R.V. Institute of Management is run by parent organization Rashtreeya Sikshana Samithi Trust. The Trust manages 24 institutions- 'R.V. Group of Institutions'. The Trust publishes Yearly Newsletter on Republic Day EVERY YEAR during the Annual Get to Gether of all the institutions. The newsletter is Titled-PRAJWALA. Some of the major extension activities published in 'Prajwala' is also provided here.

## **The Programmes of RVIM Centre for Social Responsibility published in RVIM News Desk is provided in 53 pages and 2 clippings from 'Prajwala' in Pg. 11&12**

### **IMPACT and Reach**

The publications in the newsletter reach around 2000 readers through print and e format. The reach is even greater when students share more clippings of the Centre for Social Responsibility awareness programmes. We find programmes on 'conservation of energy ,health and senior citizens support through community activities 'are reaching more number for class discussions and teaching resources for some schools that we have interacted with. Some of the community members in next-door, have walked in to the campus to know about the senior citizens computer literacy programme that they have seen in the newsletter. We also find that the students acceptance to volunteer for programmes and support fund raising for orphanages is much greater when such type of activities have been reported in earlier issues of newsletter.

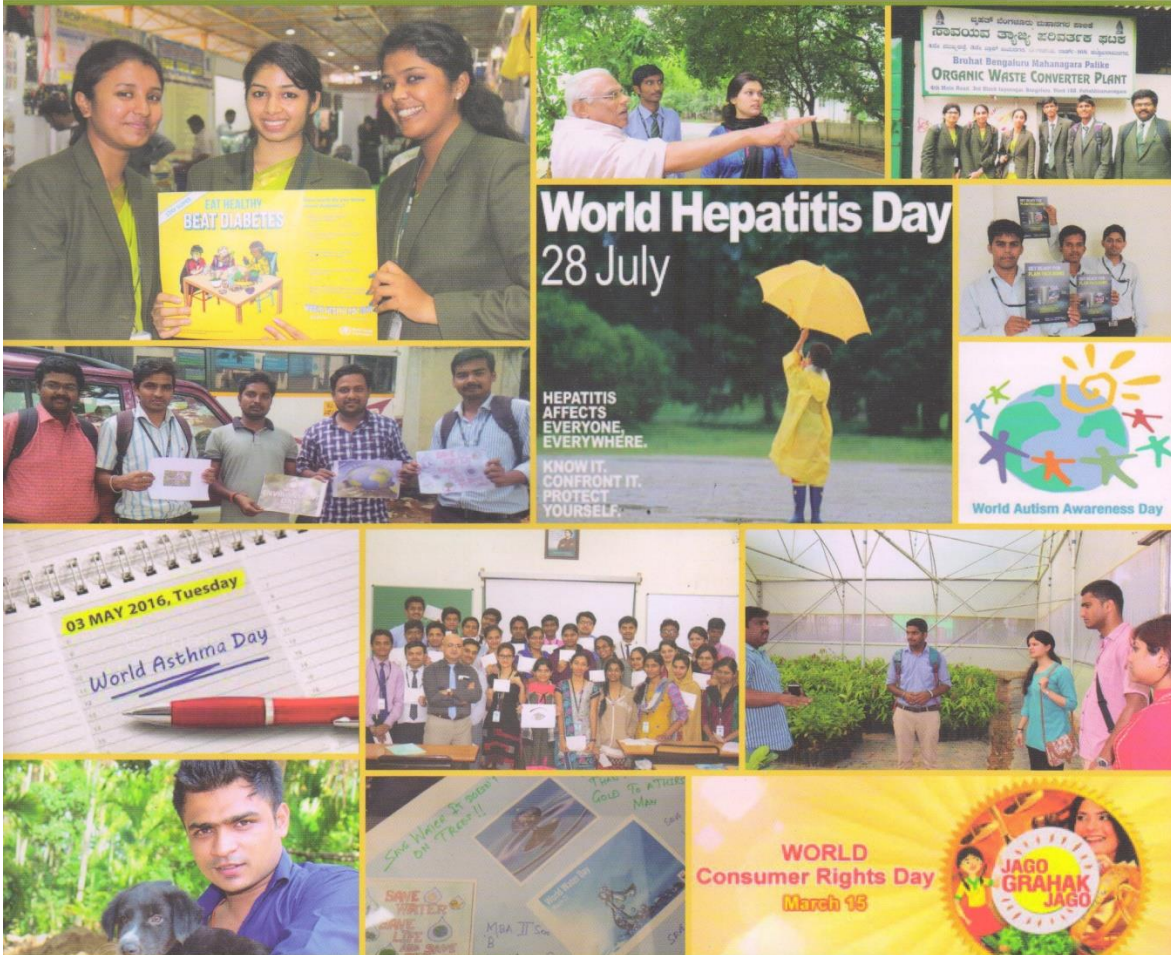
# RVIM NEWS DESK

VOL. 9 ISSUE-3 AUGUST 2016

**INDEPENDENCE DAY 2016**

Special Edition

Special Issue on CSR



Rashreeya Sikshana Samithi Trust  
**R V INSTITUTE OF MANAGEMENT**

Accredited by NAAC 'A' Grade

A Premier Institute in

MANAGEMENT EDUCATION, TRAINING, RESEARCH & CONSULTANCY

CA-17, 36th Cross, 26th Main  
4th 'T' Block, Jayanagar,  
Bangalore - 560 041.  
[www.rvim.edu.in](http://www.rvim.edu.in)

**The Cover page had a collage of all the activities held in the first half of 2016.**

**Impact-** The collage carried important days identified and special programmes and events organized to create awareness in the campus. The photos of Hepatitis Day, Autism Day, Animal day, United Nation World Health Day, Consumer day, Water day, Astama day, White Cane Day, Environment Day, No Tobacco Day and all marked a wide spread debate in the campus. The impact of Awareness Programmes and the publication in the Newsletter lead in planning and organizing many innovative programmes with higher level of impact and student participation.

Also it was recognition to encourage student volunteers who have participated in various programmes. This is evident when the students find their photos appearing in the publications and reports.

### మలిసంధ్య వేళలో చైతన్య రాగాలు

● వృద్ధులు దినపత్రికనుండి తెలుగు ● తణుకులో అంజలి ఓడ శిక్షణ ● అగ్రంబలో వైద్యరహస్య శిబిరాలు

**Enadu –Karnataka Edition, August 9, 2016 Page 6**

### Snapshot of Events

Basic German Language ...

GOVT. HIGH SCHOOL

**Dr. Noor Firdoos Jahan with CSR Volunteers during visit to Government School**

### RVIM Advisory Body Members

Sri. M.P. Shyam, Chairman, Governing, Council, RVIM, Sri. A. Rajan, Former Country Head Operations HDFC Ltd, Sri. Ashok Dingra, Executive Coach and Management Consultant, takes campus visit soon after the Advisory Body Meeting held on July 9, 2016. Director, RVIM guides the visit.



Rashtreeya Sikhana Samithi Trust  
**R V INSTITUTE OF MANAGEMENT**  
 (Affiliated to Bangalore University & Approved by All India Council for Technical Education, New Delhi)  
 CA-17, 36th Cross, 26th Main, 4th 'T' Block, Jayanagar, Bangalore - 560 041. Tel : 080 42540300  
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**RVIM News Desk , August 2016, Vol.9, Issue 3- Back Cover Page**

Insert of E Nadu National Telugu Daily, Karnataka Edition covering the activities of Senior Citizen Support Programmes like computer education, mobile app usage , sports activities to keep 60+ healthy and active, Former Chief Justice of India interaction with Senior citizens. The story covered in mail daily was reached to students and readers of newsletter.

The impact was very high in motivating the students and well-wishers to understand the challenges faced by senior citizens in responding to the technological changes in the present environment.

## RVIM-CSR ACTIVITIES FOR THE YEAR 2015-16

RVIM Centre for Social Responsibility is one of the centres of excellence working towards social and community development programmes. The centre focuses and conducts environmental awareness programmes and sensitizes on various issues periodically, on and off the campus to reach out to the society. The programmes are organised throughout the year. 38 programmes were organised during the academic year 2015-16. Few of them are listed here.



8.3.2015	International Women's Day	11.11.2015	National Education Day
15.3.2015	World Consumers Day	26.11.2015	Constitution Day
22.3.2015	World Water Day	1.12.2015	AIDS Awareness
22.4.2015	World Earth Day	2.4.2016	World Autism Day
5.6.2015	World Environment Day	7.4.2016	World Health Day
15.10.2015	White Cane Day	3.5.2016	World Asthama Day

### IQAC- Internal Quality Assurance Cell



Prof. Gowrishya presenting the report to the committee

Members present:

Shri. Meghashyam Karanam- Co-Founder at Megdap Innovation Labs Pvt Ltd, Dr. R. Krishna, Management Consultant, Mr. Punith K S , Alumni.

The quarterly IQAC meeting was held on July 9, 2016. Mr. Gowrishya, Co-ordinator, IQAC presented the report on major events organized and quality initiatives undertaken by the Institute in the last quarter. The members suggested few ideas relating to Entrepreneurship Development and to improve the teaching learning process in the institute. Dr. T. V. Raju, Director, RVIM and Chairman, IQAC shared his view points on the agenda of the meeting and also briefed about next course of action to all the members.



## From the Editor's Desk

Dear Readers,

RVIM is the first B-School in India to organize year round CSR programmes on campus and off campus. The Faculty Coordinator and student volunteers are entrusted with responsibilities to design and implement innovative Institutional Social Responsibility (ISR) programmes . Accordingly RVIM Centre for Social Responsibility is continuously interacting with the governmental agencies, schools for orphanage, old aged homes and rehabilitation centres , NGOs, hospitals and health care providers, nodal agencies of food safety and agricultural research units , environment & wild life protection organizations and all associated with rural development. In the academic year 2015-16 RVIM-CSR had organized 38 CSR oriented programmes to set a new benchmark.

I feel educational institutions should interact with the CSR units of the industry to chalk out and implement social programmes in an effective way. Ever since the implementation of CSR Clause in The Companies Act, 2013, it becomes mandatory for the companies to spend 2% of their profit for the societal cause. We hope to see more innovative programmes to reach every village in India in the near future.

This is a special issue on CSR. Let this motivate the readers to embark into the journey of 'Joy of Giving'.

**Dr.T.V.Raju**  
Director

### GRIMSBY INSTITUTE UNIVERSITY CENTRE UK REPRESENTATIVES, VISIT RVIM CAMPUS

Ms. Gill Alton, CEO & Mr. Tony Bell, Principal of The Grimsby Institute of Further & Higher Education, United Kingdom, visited RVIM on 7th June 2016 to discuss about various short term certification courses, student exchange and faculty exchange programmes.



### → In this issue...

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### Drishti - Vision

A Premier Institute in Management Education, Training, Research and Consultancy

### Chatushpath - Mission

- To be one of the top Institutes in Management education, training, research and consultancy.
- To impart value-based education in business administration and provide need based training, research and consultancy.
- To achieve excellence through the involvement of stakeholders.
- To train and mould our students into professionally committed, ethical and environment friendly managers and entrepreneurs for Indian and global organizations.

### Editorial Board

Chief Patron : Dr. M K Panduranga Setty  
President, RSST, Bangalore

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Asst. Professor, RVIM, Bangalore

### Special Thanks

Ms. Anitha D'silva - Sr.Asst. Professor  
Mr.Vamsi Krishna - Technical Staff

## RVIM News Desk, August 2016, Vol.9, Issue 3- Editorial Page

Director complements extensional activities conducted through RVIM Centre for Social Responsibility and suggests using the acronym ISR instead of CSR for educational institutions. He also calls for educational institutions to interact with industry to work in accordance with the newly enacted The Companies Act, 2013, CSR Clause.

**Impact of this message-** RVIM Centre for Social Responsibility interacted with various organizations and NGOs in organizing programmes and activities. The readers of the newsletter were also encouraged to understand the implication of the Newly enacted CSR clause in The Companies Act, 2013.

**RVIM achieves milestone in Community Development Programmes. It is all set to enter into Limca Book of Records shortly**



Former Chief Justice of India Hon'ble Justice M.N.Venkatachaliah opines that RVIM Computer Literacy Programme for Senior Citizens is most Unique

R.V. Institute of Management has successfully completed a major community Programme – titled "Computer Literacy Programme for Senior Citizens" for 25 batches to impart basic computer training for citizens aged 60 years and above in Bangalore. The trainees included Doctors, Lawyers, Retired Bank Managers, Retired Income tax officers, and Retired personnel from armed forces and from all walks of life.

This philanthropic project was initiated by Institute Director Dr.T.V.Raju during 2006, with first training session batch of 20 members under guidance of Prof.N.Nagasubba Reddy. The great response received from the senior members made RVIM to plan and execute as many as 25 batches with a total of 1090 members in the succeeding years. The total beneficiaries of this programme include 750 men and 340 women. 90% of the trainees were in the age group of 65 to 90 years and the rest 10% were in the age group of 60 to 65 years.

All the participants were trained to communicate to their grand children, sons and daughters staying far away and in foreign countries. They were able to exchange mails, photos and talk over the Internet, use skype, facebook, and use online booking for railway, train and movie tickets. The internet search helped them to find information on medical support and guidance through various websites. Transactions like online payment of electricity and other bills, bank remittance, digital India awareness, social sites communication, health support and online doctor service and many more.

Apart from computer learning the senior citizens are offered Medical Camp, Sports and Picnic. The formal inclusion of CLPSC Alumni Association in the 25th Batch shall mark a new beginning for a good network and support among the beneficiaries.

This programme is considered to be unique and first of this kind in the world, and is offered at free of cost by the institute as a part of its social responsibility.

Former Chief Justice of India Hon'ble Justice M.N.Venkatachaliah addressed the programme to mark completion of 25 batches of Computer Literacy Programme for Senior Citizens and Inaugurated its Alumni Association on May 22, 2016.

**National Management Week August 1- 7, 2016**

RVIM-CSR had organized three programmes to mark the National Management Week Celebrations of Association of Indian Management Schools (AIMS). The socially oriented programmes were helpful to create awareness and to bridge the digital divide.

**Disposing used water bottles to the recycling unit & Visit to Organic Waste Converter**

A Batch of students collected all the plastic water bottles used during the term end examinations and disposed to the recycling unit. RVIM has a best practice to provide a biscuit packet and a water bottle for nutritional support. The used bottles are collected by helping staff Smt. Andalamma and placed in bags for quick disposal.

**Awareness on Road Safety**



RVIM-CSR Volunteer interacting with the childrens on Road Safety

RVIM-CSR Volunteers visited the nearby Government High School, Jayanagar 9th Block on August 2, 2016 to interact with the students and create awareness on Road Safety. Students were informed on the precautionary measures to be adopted while walking on the foot paths, riding a bicycle, using public transport and all forms of anticipated dangers so as to be cautious and careful. The session was very encouraging and had few minutes of drawing skills on the theme –Road Safety.

**Bridging the Digital Divide –Teaching Senior Citizens to use Mobile App**



Mobile Phone Communication Skills for Senior Citizens

Training programme for senior citizens to use android and smart phones for day to day communications was held on August 6, 2016. The practical training session helped senior citizens in learning to use apps, communicate to their grandchildren, order online products, fundamentals of bank transactions and booking online tickets for travel and WhatsApp. Thirty senior citizens attended the training session and were grateful for organizing such programme which they felt it was very essential for them. Also they felt that their own grand children don't help them to learn and use smart phones. Faculty- Prof. Rashmi Shetty, Assistant Professor, RVIM and twelve student volunteers provided the hands on training session to use the smart phone from the beginning i.e. switch on- to book a cab service. Later the participants were encouraged to explore themselves to find necessities. (Media Clipping in Last Page)

**RVIM News Desk, August 2016, Vol.9, Issue 3- Page 2**

Covering information on Former Chief Justice of India appreciation for Extension Activity –Computer Literacy Programme for Senior Citizens designed by Dr.T.V.Raju, Director in Office then and extensive and unique teaching method adopted by Prof. Nagasubba Reddy, Assistant Professor and Coordinator, Centre for IT. RVIM was all set to enter into Limca Book of Records then.

The other programmes featured in this page are National Management Week Initiatives.



## FOCAL POINT

Environmentalism, Green Crusader, Former Secretary, Forest, Environment and Ecology, Govt. of Karnataka Dr. A.N. Yellappa Reddy, IFS(Retd) speaks to RVIM –CSR Volunteers

Nature will not dominate. Nature will not allow anybody to dominate and it always maintains that unity.



**Student:** Good morning Sir, Greetings from RVIM We are students studying in III Semester MBA. I Deepa Savant and he is Basavaraja Diddi. We would like to ask few questions on environment protection.

**ANYR:** Welcome. You can ask any question.

**Student:** How did this entire problem happen?

**ANYR:** Man has understood very little about functions of the elements created .So when we know very little about it; we have no business to destroy it recklessly. Also we have no business to destroy non-renewable resources into waste products. So nature meant to maintain its safety nets and safety valves. If we pluck out the safety valve we pluck out a heart or we pluck out lungs, we pluck out nose because it has

some value, then you will suffer.

**Student:** What is the role of the student towards environmental protection?

**ANYR:** The role of the student is very important because they are the future citizens; they have to face the challenges. So the present generation's greed is stupid decisions, wrong policies and will become a huge burden on the future generations. So students should always think what has happened after industrial revolution. If you compute the economic benefit and ecological perversion for after industrial era we can see the type of problem we are facing. Nobody is answering these problems. Starting from 1972 Stockholm conference the scientists, ecologists are warning the communities. You are doing something basically wrong and should think of that. After 2 decades the first Rio Conference came out with a clear agenda to safe guard the

planet. So 2015 Paris Conference also is only remained as a pep talk. Nobody is serious of correcting the system from villages to United Nations. We can see visible failures. Even a village also knows of being victims of bad management, air toxicity, ground water pollution. Nature will not dominate. Nature will not allow anybody to dominate and it always maintains that unity.

**Student:** What is the use of making money when we our self are not safe?

**ANYR:** That's it .What you are going to do with your money, your gold, your house. So quality of life in the present is deteriorating, health problems are increasing, kidney problem is increasing, heart problem is increasing.

**Student:** So is greed going to affect the future generations?

**ANYR:** Greed means the chemicals that they are discharging into the ecosystem. It is going to disturb the genetic mechanisms. So if genetic integrity is disturbed what happens. These are the issues.

**Student:** What are the changes have you noticed in villages now?

**ANYR:** In olden days rural people never used to

destroy lake, not cut trees, dependent on cattles, never used to fire bee hives. Villages had enough wisdom because they know the value of it. People in villages had enough wisdom.

**Student:** What projects are to be taken by the students?

**ANYR:** Go to people dwelling in slums and find out the resources of their consumption. How much of power they consume, how much of water they consume. What type of food they are eating? How their economy is? .Next with all GDP –how much is reaching the producer. When you go to a 5 star hotel you pay Rs. 2000 to the lunch. How much money is reaching the producer of food i.e. farmer? Producer should get it. So economy has to be connected. SHG can be trained to make agro products with good packing. Rural girls an boys are capable of making beautiful packing. So rural economy will raise and you will not have problems of waste. This type of reorientation is required. Students can work on such projects.

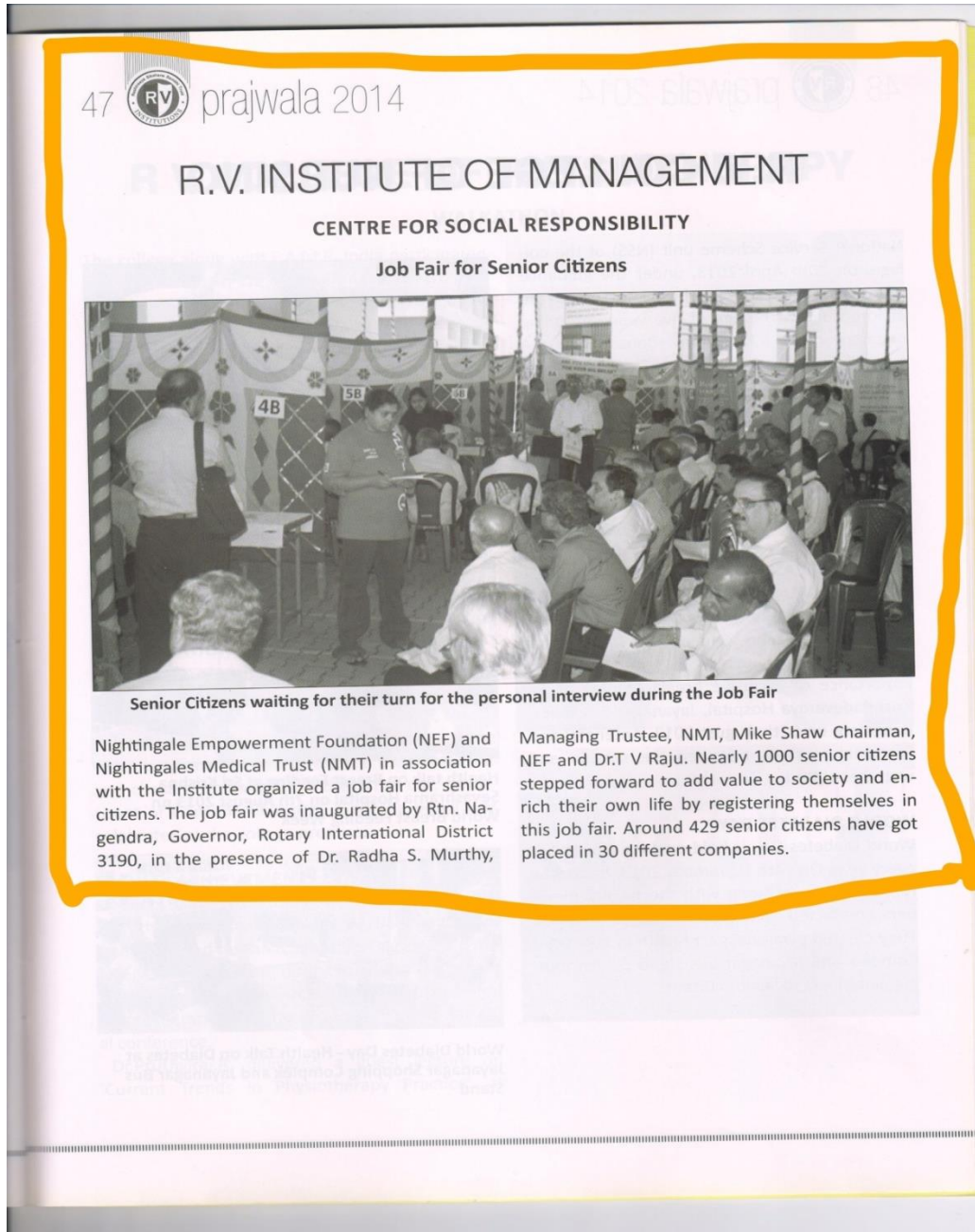
**Student:** Thank you Sir for your time and sharing your experiences.

**ANYR:** Thank you

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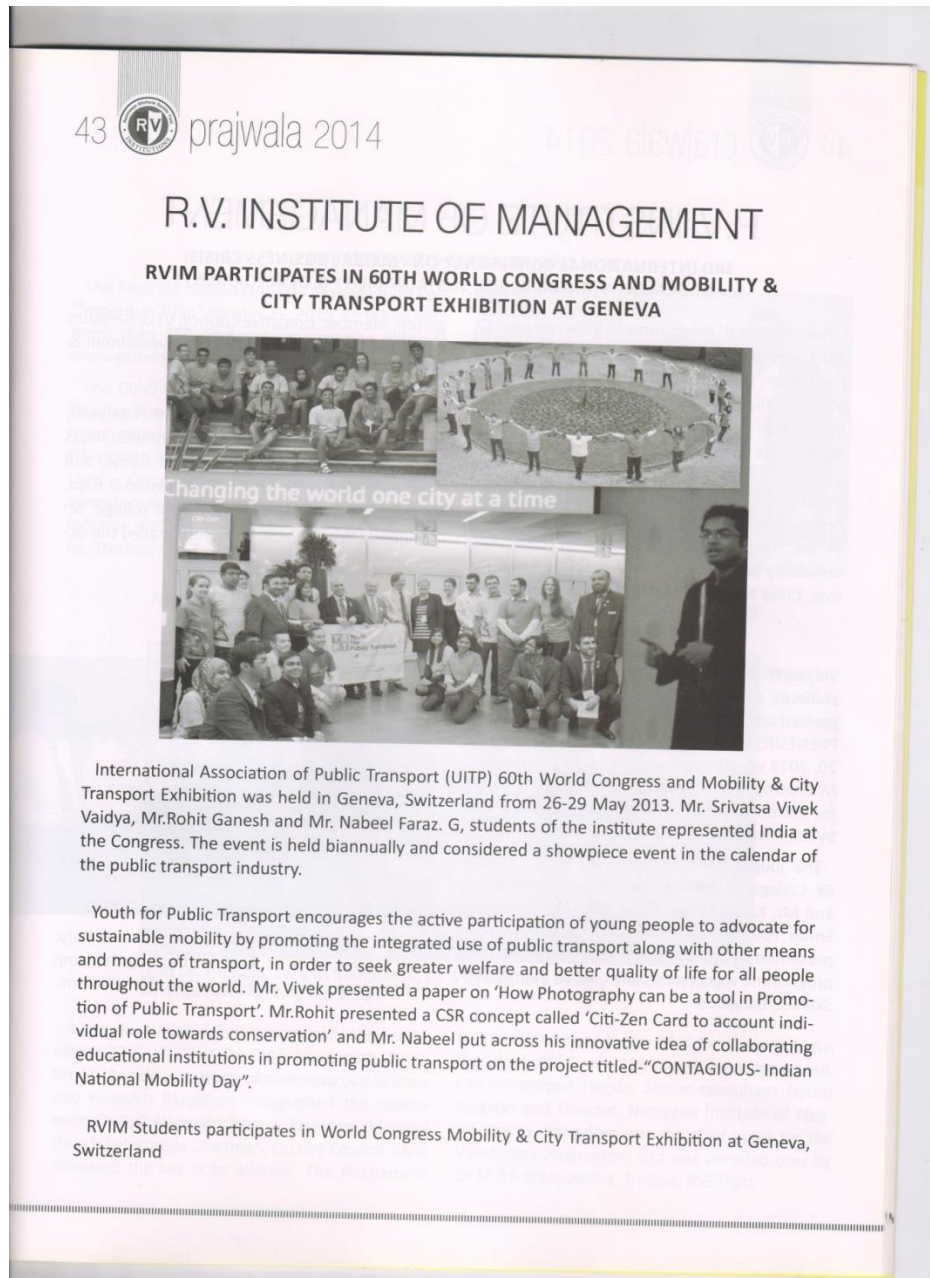
### RVIM-CSR Network as on August 1, 2016

- South Asia Network for Development and Environmental Economics (SANDEE), Nepal
- Social Science Research Network (SSRN), New York
- Social Responsibility Research Network(SRRN), United Kingdom
- The Corporate Social Responsibility Newswire, United Kingdom
- Earth Day Network, USA



**Prajwala 2014- Newsletter of Parent Organisation Rashtreeya Sikshana Samithi Trust-Pg 47**

Important happenings in RVIM Campus were reported here. This issue covered the news brief of Job Fair for Senior Citizens, a unique programme that provided Jobs for around 429 participants in 30 different companies.



**Prajwala 2014- Newsletter of Parent Organisation Rashtreeya Sikshana Samithi Trust-Pg 43**

Three students from RVIM were nominated by UITP, Brussels – Belgium to the 60<sup>th</sup> World Congress and Mobility held in Geneva, Switzerland. The nomination was based on extensive work carried by the students on the theme Youth for Public Transport (Y4PT).

# Interviews

**RVIM NEWS DESK**

**focalpoint**

JANUARY 2015

**Sri. Y B Ramakrishna**  
*Former Chairman & Executive Director, Karnataka Biofuel Development Board,  
 speaks to RVIM Newsdesk in an exclusive interview*

Crude oil would probably last around 30 or 40 years

If 50 million hectares of land produces total of 110 million tons of oil which is more than fuel we are consuming at this point of time. India can be self sufficient if we have a robust viable programme.

There are a lot of things that a student of MBA can do with regard to biofuels

**Mr. Koushik, Student: Could you briefly explain what biofuels are?**

**Y B Ramakrishna:** We have been using various types of fossil fuels. Most of the fossil fuels come from crude oil. You refine the crude oil get petrol, diesel, kerosene and various other products. These are exhaustible in nature, which means that they are not renewable. One day it is going to get exhausted. There have been studies which shows that at the current rate of consumption the fossil fuels especially crude oil would probably last around 30 to 40 years. That means we have to find some alternate fuels. There are various alternative fuels that are being searched globally at this point of time. Biofuel is one such alternative fuel that the world is looking at. Now when we talk about the biofuel specially replacing the fossil fuel crude oil, petrol, diesel we have two things one is ethanol and the other is bio diesel. Essentially ethanol comes from any kind of sugar, starch or cellulose and can be converted into ethanol through a process of hydrolysis and from further distillation we can convert it into ethanol and things like that.

Presently in India, we are producing ethanol from sugar molasses. Molasses is the byproduct of the sugar industry and that is also used for making breweries, but some molasses can be converted into ethanol. However in the western countries they are also converting a lot of food grains into ethanol say for example corn, starch can be converted into sugar. Once it becomes sugar it can be converted into ethanol. The western biofuel programme or ethanol programme has created controversy in the world today, where people have started questioning whether food security is important or energy security, because, if food is going to be converted into ethanol and then if you convert all your land growing agriculture crops and if you start growing fuel crops then what will happen to our food security. Ethanol can also be produced from cellulose.

India being agrarian society it is possible for us to convert a whole lot of agricultural waste. Paddy and wheat straw, corn stem, after we harvest toor dhal plant is waste, similarly sugarcane trash, bagasses, so any kind of cellulosic material that is not used as food fodder or fuel can be converted into ethanol by process of hydrolysis. Ethanol can be blended with petrol. Brazil has already been blending to an extent of 30-50 percent and they also have engines running on 100 percent ethanol. In India we are already blending 5 percent ethanol with petrol. As bio diesel is concerned, it is a kind of oil that can be converted into bio diesel through a process called Esterification. We are looking at how ethanol products can grow up so that it can be blended with petrol. Similarly, with bio diesel. India is blessed with 300 to 400 different tree species which yield non edible oil seeds and their byproducts can be used to obtain glycerin, bio pesticides, bio manure.

**Ms. Abhina Prasad, Student - Fuel deficiency is a raising concern for the nation. India is the largest importer of fuel. Biofuel discovery is a boon, but how it will fulfill its needs?**

**Y B Ramakrishna:** India imports almost 85 percent of its fuel needs. Only 15-18 percent crude oil is produced locally. The rest is imported. There is an estimate that India imports nearly Rs. 6-7 lakh crore worth of crude oil. A large amount of Central Government budget goes towards import of crude oil. It is high time that India finds its own fuel sources. So we have to grow enough oil seeds and convert all agricultural waste into ethanol. We have lot of resources. A lot of agricultural waste is burnt in the field. To give an idea, in Karnataka alone we grow cashew. The cashew apple that we waste in Karnataka is around 5-6 lakh tons. It means we can convert cashew waste into ethanol. If we can make use of our land resources properly and all our agricultural waste properly in about 15-20 years it is possible for us to replace 100 percent of fossil fuel by biofuel. We have around 380 million hectares of land in this country. Out of that, only about 160 million hectare is agricultural land. Rest of the land almost above 100 -110 million hectares has been classified as waste land. So it is possible for us to grow this type of tree species if at least 50 percent of the land is used, it produces about 2 tons of oil per hectare (110 million tons of oil), which is more than the fuel we are consuming currently. So India can be self sufficient if there is a robust viable programme to produce biofuel.

**Mr. Koushik, Student: Can biofuels reduce Green House effect?**

**Y B Ramakrishna:** Definitely, in the first place when we burn fossil fuels, in any engine there are some pollutants that comes out. The smoke carbon monoxide, carbon di- oxide, sulphur oxide particulate emission. When biofuel is blended with fossil fuel the percentage of carbon monoxide, carbon di oxide comes down by 20-30 percent and in biofuel there is no sulphur monoxide. Because sulphur is present only in mineral oils and not in vegetable oils. So in case of biofuels pollution is lesser.

**Ms. Abhina Prasad, Student: Automobile industry should be customizing their product to suit biofuel. Will it affect the design of vehicles?**

**Y B Ramakrishna:** Most of the blending we are talking about does not call for any change in engines. When we are blending 5 percent, 10 percent up to 30 percent the engine does not require any modification. When we use 100 percent ethanol then it is only the fuel injection system that needs to be changed. All over the world people have already started designing the engines keeping in mind the fuel we are going to see in the future. For example, in Brazil they have something called flexi engine where petrol or petrol blended with 10%, 20% or even 100% ethanol can be used and they are electronically controlled. Depending on fuel mix the fuel injection will adjust on its own.

**Mr. Koushik, Student: Is there any opportunity for an MBA student in this field?**

**Y B Ramakrishna:** There are a lot of things that a student of MBA can do with regard to biofuels. The biofuel industry is itself in the stage of infancy. That means a lot of research needs to take place. As far as MBA students are concerned there are several areas in which one can look into. The impact of biofuel on environment, socio economic condition of people and earlier I had spoken about Food Vs. Energy divide, this is something that one can go deeper into and study. When we have decentralized value addition activities in the villages they can also generate a lot of jobs. So how this programme will help to generate employment in villages?. How at the macro level or micro level this could impact the economy of the country. These are all the studies that the students of Business Administration can take up.



Mr. Y B Ramakrishna, Former Chairman & Executive Director, Karnataka Bio Fuel Development Board is interviewed by Mr. Koushik Y & Ms. Abhina Prasad, 1st Sem MBA students, RVIM

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*"A leader is one who knows the way, goes the way and shows the way"*  
 - John C Maxwell

Sri.Y.B.Ramakrishna , Former Chairman & Executive Director, Karnataka Biofuel Development Board speaks to RVIM-Centre for Social Responsibility Volunteers on conservation of fuel and alternate source of power.



## RVIM NEWS DESK

### FOCAL POINT

### Dr. H S Shivakumar, Deputy Director, Food Safety and Standards speaks to student volunteers on Food Safety



- Safe food from farm to plate
- Creating awareness about Food Safety and standards act, 2006 through information education communication activities
- Research on packed food could be taken

**Student:** As per Food Safety and Standards Act, 2006, it states that promoting general awareness about food safety and standards is mandatory. How it is done?

**Dr. H.S. Shivakumar :** Food Safety and Standards Act came into effect in the year 2006 and has been implemented from August 05, 2011 throughout the country. The implementing agent, food business operator and consumers are equally important and we are creating awareness about this act through IEC Activities i.e. Information, Education and Communication activities at all levels across the state. At district level we conduct awareness programmes for the general public, among elected body, anganwadis & also at schools through mid-day meals programme, health facilities like primary rehab-centers. We organise "Sneha", a youth programme wherein we invite youth below 18 years and discuss with them health and food related activities. IEC at PHC are sub centers for hoteliers, because 50 percent of business in our state or in our country is from hoteliers, canteen and other street vendors. For hoteliers we have exclusive activities regarding health and hygiene as how they should handle food and what precautions they should take while handling food.

**Student:** How are common people benefited through FSSAI?

**Dr. H.S. Shivakumar :** For good health, we need good food. When we consume healthy and good nutritious food, definitely we will have a healthy atmosphere in the

community. Day-by-day we have been getting quiet a good number of complaints. We have created awareness through TV programmes, published articles & hand bills where the common man can understand his right to have a safe and healthy food.

**Student:** Majority of people think that procedure of registration by food business operator is complicated in FSSAI, is it true? Or how would you explain the process of licensing under FSSAI to a layman?

**Dr. H.S. Shivakumar :** In fact, to conduct any food business, whether retailer or a manufacturer or a wholesaler or street vendor or in a canteen they should have a registration and license as per Food Safety and Standards Act and it was done manually earlier. Now it is online where food registration and licensing is simplified. For registration, they have to pay a nominal fee of Rs. 200 and licensing depends on the turnover of their business. If it is below Rs. 12 lakh per annum, we do not insist them to have license. But above Rs. 12 lakh, they need to have a license. So it is not difficult.

**Student:** There are a lot of CSR Programmes initiated by companies as per the mandatory clause in The Companies Act, 2013. Could you highlight important programmes that could be a part of CSR activities in context of food safety?

**Dr. H.S. Shivakumar :** Companies have come forward to conduct IEC activities i.e. Information, Education and Communication activities. Hindustan Lever Limited (HLL) is having a discussion and is in the process of creating awareness campaigns. In this context we have requested many companies and they have come forward to support. Training programmes can also be organised.

**Student:** Finally, what is the role of the student in schools and colleges in promoting food safety awareness programmes. Also, could you suggest certain interesting topics for student's research projects?

**Dr. H.S. Shivakumar :** Schools and colleges are very important. They should play a major role by organizing IEC activities and send the related messages to the parents and consumers. This year World Health Organization (WHO) have a slogan "From farm to Plate, make food Safe". Youngsters need to communicate this message to all the people. Research on packed food could be taken up.

Students who took their journey to create awareness on Food Safety  
Shoab Ahmed Khan, Swathi C M and Praveen Kumar S, Volunteers, CSR, RVIM

The Complete text can be accessed at [www.rvim.edu.in](http://www.rvim.edu.in)

A great man is different from an eminent one in that he is ready to be the servant of the society- Dr. B R Ambedkar

# Focal POINT

Dr. M A Saleem- Additional Commissioner of Police (Traffic)  
speaks to CSR Volunteers of RVIM

Bangalore  
Traffic Police -3,50,000  
followers on Facebook  
and 70,000 followers  
on Twitter

Road discipline  
comes from  
two things  
1. Self- discipline  
2. Stringent laws

Reach out to  
Bangalore  
Traffic Police  
on WhatsApp  
7259 100 100



**Student:** Sir, we are happy to meet you. Can you kindly tell us about the Traffic System in Bangalore?

**Dr. M A Saleem:** Traffic Police covers three major areas, firstly, regulation of traffic, secondly enforcement of traffic laws and thirdly, road safety. The problems of traffic congestion, non-adherence of traffic rules & increase in vehicle movement have added to the woes of traffic police. There is a huge responsibility on the traffic police to overcome these problems. Therefore, we have used technology in booking cases against violators of traffic rules. We are also successful in reducing accidents and ensuring road safety. We also have initiated stringent measures and actions against

drink & drive, riding without helmets, not using seat belts etc.

**Student:** Sir, can you please suggest some of the ways to overcome traffic problems in the city?

**Dr. M A Saleem:** To reduce the traffic problem in the city, we should have adequate public transport, so that people are encouraged to travel in the public transport.

**Student:** Have you thought of making a separate lane for ambulance in the existing roads?

**Dr. M A Saleem:** The width of the road does not support us. Bangalore is the most ambulance-friendly city. Here people voluntarily give way to ambulance.

Traffic police also turn on green mode whenever they see an ambulance. In fact we did seven green corridor this year for organ transplant, where time is very limited.

**Student:** Do you feel enforcement of strict laws can reduce accidents on road?

**Dr. M A Saleem:** Definitely, to reduce accidents citizens should have good road discipline. Road discipline comes with two things; firstly, Self-discipline to enforce stringent laws. Such laws will deter from violating traffic rules.

**Student:** How is the response of public on Public Eye?

**Dr. M A Saleem:** The response of public is quite good as around 46,000 people have registered with the

application and number of cases booked is almost 150-300 per day. We have partnered with FM Radio channels and can reach out to half of the Bangalore population within half an hour. We have got 3.5 lakh

followers on Facebook page, 70,000 followers on Twitter. Public can message us on Whatsapp number 7259100100. We have twenty various messagingsystems across the city.

**Interview Protocol:** RVIM Centre for Social Responsibility student volunteers Team- Ms. VennelaT, Mr. Jalaluddeen, Mr. Deepak B G, Mr. Koushik Y, Ms. Swetha V, Mr. Praveen K, Ms. Keerthana Ravi and Ms. Tamanna Irshad.

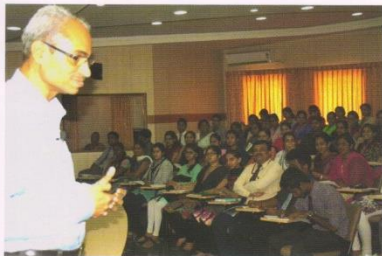
## Departmental Updates

### Finance

A seminar on “Personal Financial Planning” was organised for the third semester MBA students on October 15, 2015. The seminar was organized to familiarize students with the available sources for investment, process of financial planning and career opportunities in the areas of Personal Financial Planning. The resource person for the seminar was Mr. A Suresh, Certified Financial Planner, Bangalore.

A workshop on “Contemporary Issues in Accounting” was organised for the first semester MBA students on November 24, The workshop was organized to enlighten students about the recent happenings in the field of Accounting and Finance. Three sessions were conducted on various topics. The details of the sessions are:

Session	Topic	Resource Persons
Session 1	Forensic Accounting and Environmental Reporting	Sri. CMA A N Sriram Management Consultant and Cost Accountant, Bangalore.
Session 2	International Financial Reporting Standards	C A Vinayak Pai V Practicing Chartered Accountant Bangalore
Session 3	Human Resources Accounting	Sri. P. Sameerdas Chartered Accountant, Bangalore



Sri. P. Sameerdas, Chartered Accountant, Bangalore, addressing the students on Human Resources Accounting



CA Vinayak Pai V, Practicing Chartered Accountant, Bangalore addressing the students on International Financial Reporting Standards.

The impact of this interview was enormous in the campus. The primary reason is all students have to use transport services and every day accidents were known to them through media. But on the day students were able to see live monitoring of Bangalore traffic through Camera and Public Eye in the Traffic management Centre .The reach was more through classroom discussions.



# INTERVIEW

Insights of the interaction with  
**Sri. T.V.Srinivasan**, Founder President,  
Shree Ramana Maharishi Academy for the Blind ®

**Interviewers:** Wernher Peter D'Silva &  
Shawn Joshua D'Souza, III Semester MBA



**Student: What was the main objective of starting the school?**

The organization was started with the main intention of 'Service to mankind is worship of God'. The founders found a need for a school for the visually impaired to make them learn the basic life skills and acquire basic education. The founder went for training for a period of one year to know the techniques to be implemented in teaching the visually impaired.

The school started with 25 students and presently has close to 150 students. The school also provides vocational training to students who join school at a later age. Presently, the school offers computer education along with vocational training to all students.

**Student: What were the challenges you faced in establishing and running the school?**

The main challenge was to raise the financial requirements. The school was started with a basic contribution of Rs. 65 from 4 individuals. The availability of skilled teachers in this field was also a major challenge.

The land was acquired on lease basis. The major hurdle was to convince the parents and give them training and empower them to create a conducive environment for the kids at home.

**Student: How can management students help at the school?**

Students must first understand the difficulty of the people with disability, what problems they face and how they can be helped?. The students can come to the school and spend time and help in reading or preparing for sports or march past. The garden needs maintenance and improvements which could be done by the students. Also contributions in the form of cash or kind however small will make a difference. Also students having special talents in dance, art or expertise in computers can devote their time in passing on this information to our students in the academy.

**Student: What responsibility should the public or society show towards the visually impaired?**

The public should be sensitive towards the needs of the visually impaired. The society should work towards the inclusion of these people in the society. Also contributions of finance or kind can be made. The society should work towards making the students face no problems.

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### Inauguration of Fifteenth Batch of MBA classes at RVIM

The Inauguration Programme was held in the quadrangle of RVIM Premises on September 30, 2013 and was graced by the presence of Dignitaries, special invitees, well wishers, staff members, newly admitted MBA students with their parents and III sem MBA student volunteers. The Chief Guest of the event was Sri. B S Ramprasad, IAS, Secretary to Hon'ble Governor of Karnataka. Prof. G Ramesh, Chairperson, Centre for Public Policy, Indian Institute of Management, Bangalore and Sri. A C Chandrashekar Raju, Trustee, Rashtriya Sikshana Samithi Trust & Chairman, Governing Council, RVIM were the Guests of Honour. Sri. AVS Murthy, Hon. Secretary, RSST, presided over the programme.



Ms Pavithra S T, Asst. Prof., RVIM compering during the inauguration (Seated L-R) Dr. T V Raju, Director, RVIM, Sri. B S Ramprasad, IAS, Secretary to Hon'ble Governor of Karnataka, Sri. AVS Murthy, Hon. Secretary, RSST, Prof. G Ramesh, IIMB & Sri. A C Chandrashekar Raju, Trustee, RSST.



Lighting of the lamp by the Dignitaries to mark the Inauguration of I sem MBA classes



Students of III sem MBA, performing MIME



'RVIM was their first choice', Students sharing their views about joining RVIM

**III sem Inauguration:** Inauguration of III semester MBA classes was held on September 12, 2013. Dr. S. Ranganath was the Chief Guest. He addressed the students on the topic "Eradicating Corruption - A managerial's responsibility".

### CENTRE FOR SOCIAL RESPONSIBILITY



Children welcome Dr. T V Raju, Director, RVIM for the painting competition

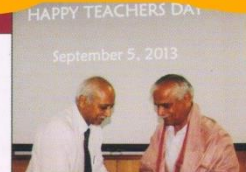
**World Ozone Day Painting Competition:** R V Institute of Management organized a painting competition for school children on the theme "A healthy atmosphere, the Future We Want" on 15th September 2013 on the eve of World Ozone Day. Around 40 children joined together to express their concern towards depletion of ozone layer and to create awareness through their paintings.



Children came together to spread the message of United Nations Environment Programme 2013 Theme "A healthy atmosphere, the Future We Want" by holding the poster

### Teacher's Day Celebration 2013

Sri. B.N.Vijaya Kumar, Hon'ble MLA Jayanagar Constituency visited RVIM Campus to greet the teachers of RVIM, SSMRV Degree College and PU College on September 5, 2013. All the faculty members in the campus assembled in the RVIM Conference Hall to exchange greetings. This practice has been followed by the Member of Legislative Assembly Sri.B.N.Vijaya Kumar since many years.



Dr.T V Raju, Director, RVIM thanking Sri. B.N.Vijaya Kumar,MLA Jayanagar for his noble gesture.

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**R. V. INSTITUTE OF MANAGEMENT****CENTRE FOR SOCIAL RESPONSIBILITY****Job Fair for Senior Citizens**

Nightingale Empowerment Foundation (NEF) and Nightingales Medical Trust (NMT) in association with RV Institute of Management organized a job fair for senior citizens. The job fair was inaugurated by Rtn. Nagendra, Governor, Rotary International District 3190, in the presence of Dr. Radha S. Murthy, Managing Trustee, NMT, Mike Shaw Chairman, NEF and Dr. TV Raju, Director, RVIM.

The fair aimed at providing a platform for senior citizens between the age group of 60 to 70 years to get part time/full time employment, in view to overcome financial insecurity and keep themselves busy in their retired life. Around 1000 senior citizens stepped forward to add value to society and enrich their own life by registering themselves in this job fair. Whole hearted guidance and assistance was rendered by more than 150 volunteers of RV Institute of Management, Nightingale Empowerment Foundation and Deutsche Bank. Centre for Social Responsibility and Centre for Information Technology at RVIM rendered the co-ordination support.

Around 429 senior citizens have got placed in 30 different companies. The senior citizen expressed their happiness and gratitude to the organizers by way of their smiles, kind words of appreciation and motivation.



Senior Citizens waiting for their turn for the personal interview during the Job Fair

**Basic English Course -Community Development Programme:**

The first batch of "Basic English Course" was inaugurated by Sri. Jaiprakash H M, Area Manager, Human Resources, Future Group-Big Bazaar on September 2, 2013. The programme was presided by Dr. T. V. Raju, Director, RVIM. The Programme Coordinator Mr. Manash Jyoti Mitra, Asst. Professor, RVIM has plans to make this community development programme to reach all sections of the society specially students, front office sales force, retail outlet employees, housewives, hotel employees, school dropouts, senior citizens and many more. The course is designed for 2 months duration. The RVIM Centre for Social Responsibility supports this initiative as CSR Project.

**Faculty Participation**

**Adhyapan 2013:** Ms Pavithra ST, Ms Sowmya D S, Ms Bhavya Vikas & Ms Divyashree S, faculty members of RVIM, participated in a two day International Education Summit, Adhyapan 2013, organized by Academy for Creative Teaching in association with Shruith & Smith Foundation and EduAhead, held on September 13 & 14, 2013. International Educationists, Prof. Des Hewitt, Professor of Teacher Education, National Teaching Fellow, University of Derby, UK and Dr. M N Ravishankar, Reader in Globalization and Emerging Markets, Loughborough University, UK were the lead speakers along with Dr. Gururaj Karajagi, Renowned Academician and an Authority on Creative Teaching.

**Faculty Development Programme:** Ms. Divyashree S, Assistant Professor, Department of HR, participated in a FDP on the topic "Incubating Gen - Next... Bridging the Millennial Gap" organised by Mount Carmel Institute of Management, Bangalore, on September 26-27, 2013.

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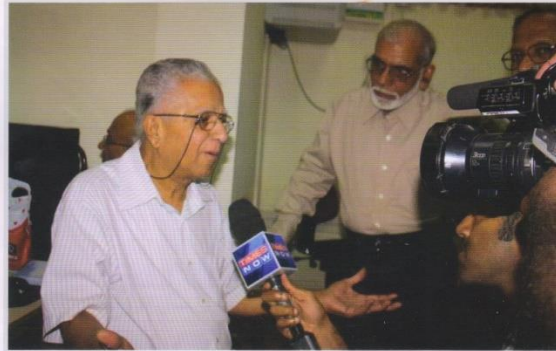
A job fair for providing opportunity to senior citizens is published in the page 4 of Newsletter. Around 1000 senior citizens age group of 60-70- years participated. 429 senior citizens were placed in 30 different companies.

Visit of Research Journalist from Turkey during Jaanapada matthu Saamskrutika Jaatre' on Saturday, February 23, 2013



#### Media Footage

TIMES NOW Telecasted a three minute video clipping of Computer Literacy Programme for Senior Citizens conducted in RVIM Campus. This philanthropic project was conceived by Dr. T V Raju, Director, RVIM during the year 2006. The overwhelming response received from the senior members made RVIM plan and execute as many as 19 batches with 650 members who have undergone training under Mr. Nagasubba Reddy, Asst. Professor, RVIM.



- Swami Vivekananda

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Times Now –National News Channel visited RVIM Campus to telecast the extension programme 'Computer Literacy Programme for Senior Citizens' in the national Network

**The Telecast Link to View:** CLICK HERE <https://www.youtube.com/watch?v=HCP3Onw-5QU>



### RVIM participated in 60<sup>th</sup> World Congress and Mobility & City Transport Exhibition at Geneva

International Association of Public Transport (UITP) 60<sup>th</sup> World Congress and Mobility & City Transport Exhibition was held in Geneva, Switzerland from 26-29 May 2013. Mr. Srivatsa Vivek Vaidya, Mr. Rohit Ganesh and Mr. Nabeel Faraz. G students of RVIM represented India at the Congress. The event is held biannually and considered a showpiece event in the calendar of the public transport industry. 150 delegates from 30 countries participated in the World Congress. Y4PT is the youth wing.

Youth For Public Transport (Y4PT, www.y4pt.org) is a Belgium-based NGO consisting of international group of young people who came together for a better quality of life through the use of sustainable-mobility. It is initiated by UITP (International Association of Public Transport, www.uitp.org) in 2005 and sustained by RTA Dubai (Roads & Transport Authority of the Emirate of Dubai, www.rta.ae) as 1st Honorary Founding Member and sponsored by INIT Germany (www.initag.de). Y4PT encourages the active participation of young people to advocate for sustainable mobility by promoting the integrated use of public transport along with other means and modes of transport, in order to seek greater welfare and better quality of life for all people throughout the world, especially young people.

The congress had 2097 participants from 78 countries and 25,867 visitors across the 30,000m<sup>2</sup> of exhibition space with 326 exhibitors promoting their ideas.



Changing the world one city at a time



### Guest lecture

A Guest lecture on the topic "Corporate Sufi" was conducted for the third semester MBA students of RVIM by the resource person Mr. Azim Jamal, International Author.

### Department of Foreign Languages

Knowledge of a foreign language is today being acknowledged as an asset to professionals and business executives. The Department of Foreign Languages at RVIM offers flexible and cost effective basic foreign language courses to students. The batch of 2013-15 has been offered German and French.



The more we come out and do good to others, the more our hearts will be purified, and God will be with them - Swami Vivekananda

Students of RVIM participated in 60<sup>th</sup> World Congress on Mobility. Mr. Srivatsa Vivek Vaidya, Mr. Rohit Ganesh, Mr. Nabeel Faraz students of RVIM participated in the 60<sup>th</sup> World Congress on Mobility and City Transport Exhibition held in Geneva, Switzerland.

Faculty members and students of RVIM being felicitated at the RSST Annual Get Together held on January 26, 2014, for paper presentation at various National and International Conferences and other achievements.



### Seminars and Conferences Attended by Faculty members

**Mr. A Chandran**, Asst. Professor, Department of General Management presented a paper in the 3rd South Asian Management Research & Case Reference held at Indian Institute of Management, Bangalore, from December 27 to 29, 2013 on the topic "Wake up call for CSR spending: Responding to clause 135 of the Indian Companies Bill 2012".

**Dr. Anitha D'Silva**, Sr. Asst. Professor, Department of Marketing presented a paper in the Management Development Program held on January 29, 2014 at Nitte Meenakshi Institute of Technology (NMIT), Bangalore.



# RVIM NEWS DESK



Vol : 7 | Issue : 4 | April 2014

## Prestantia 2014 An intercollegiate Management Fest

Management Fest Committee of the institute organized "Prestantia 2014" - An intercollegiate Management Fest on March 27, 2014 for students of undergraduate colleges. Prestantia 2014 was an attempt to bring together the young budding managers. It challenged the age-old conventions of management outlook and encouraged an out-of-the-box thought process. The fest received good response from various under graduate colleges in Bangalore. The inaugural ceremony on Thursday, March 27, 2014 was attended by distinguished representatives from industry. The Chief Guest was Sri. Satyesh Bellur, Senior Vice President, International Business, Tejas Networks. The function was presided by Dr. Panduranga Setty, President, Rashtreeya Sikshana Samithi Trust.

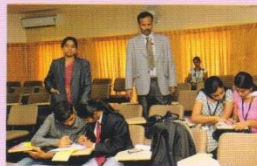
Prize Winners at Prestantia 2014	
Event	Institution
Perfectus Best Manager	I prize – Sachin Jayaraj, Surana College
	II prize – Shailaja S, BMS Degree College for Women
Personia Human Resource	I prize – Akhilesh V & Dhanush R D, Surana College
	II prize – Harshavardhan Nayak & Shruthi C R Vivekananda Institute of Management
Presto Marketing	I prize – Raiman Preeth Singh & Shifa Naaz, SSMRV
	II prize – Chitra S & Sahitya P, Surana College
Pecunia Finance	I prize – Varsha K Gowda & Ashwin M, SSMRV
	II prize – Pooja Raju V & Swathi B, BMS Degree College for Women
Percipio Business Quiz	I prize – Mohamed Younus & Krishna Harsha, Surana College
	II prize – Karthik K & Rakesh M, SSMRV



Dr. T V Raju, Director, RVIM, Dr. Panduranga Setty, President, RSST, Sri Satyesh Bellur, Sr. VP, Intl. Busn., Tejas Networks in the Inauguration Programme



Audience in the Inaugural Programme of Prestantia 2014



Students taking active part in the events at Prestantia 2014 held on March 27, 2014

## Health Check Programme

Centre for Information Technology & Centre for Social Responsibility conducted a HEALTH CHECK programme for the participants of 20th batch of Computer Literacy Programme for Senior Citizens in RVIM campus on March 29, 2014. Doctors who are experts in various areas volunteered for the programme. Around 35 senior citizens underwent various medical checkups in the programme.

Dr. Narasimha Prasad V, Senior Manager, Express Clinics Private Limited volunteered for the entire programme by providing the medical equipments necessary to conduct the programme. Dr. Bharat Bhushan K. R, Senior Audiologist, Amplifon(India) Pvt. Ltd visited venue and conducted hearing test for senior citizens. Mr. Lava Bangera, Asst. Area Sales Manager, Amplifon(India) Pvt. Ltd conducted eye test. Dr. Rashmi, Dentist, Express Clinics Private Ltd conducted dental checkup. All doctors appreciated the initiative that has been taken by RVIM and wished to take part in this social activity by offering discount of 50% to all Senior Citizens of RVIM Computer Literacy course. All Senior Citizens who took part in the programme conveyed their heartfelt gratitude to the management of RVIM for taking up such an initiative.



Senior Citizens undergoing Health Check up during the camp

## Knowledge Café

Session 34 of Knowledge café was a Case Study on 'Toyota', engaged by Dr. Jyotirmoy Ghosh, Prof., Dept. of Mktg, held on April 10, 2014. The presentation was followed by a discussion about the case study and a logo quiz was organized for the faculty members. Session 35 was on 'FDI in Retail Sector' engaged by Dr. Noor Firdoos, Prof., Dept. of GM, held on April 22, 2014. The session was concluded with a quiz on old Hindi Et Kannada Film Songs for the faculty members.

## Placement and Training

The Department is conducting Industry Academia Interactions with the objective of bridging the gap between the Academia and the Corporate.

Session 1: The session was on the topic "Promotion of Innovation among Students" by Mr. Sandeep Senan, Founder Director, Evobi Technologies, conducted on April 5, 2014. The speaker motivated the students to visualize the future and work backwards in achieving the same.

Session 2: The topic of discussion was on the topic "Stepping into The Corporate World" by Mr. Rajendra Kulkarni, Founder Director, Xplore Consultancy Services, conducted on April 12, 2014. The session gave an insight on the skill gap in students as per current survey.

Session 3: The session was conducted on the topic "Corporate Expectations from Students" by Mr. R Suresh, celebrated speaker Et Management

## Centre for Social Responsibility and Centre for Information Technology

The Centre conducted Valedictory Programme for 20th batch of Computer Literacy Programme for Senior Citizens (CLPSC). The programme was held at OM SHANTHI DHAMA – VEDA GURUKULA MAHAVIDYALAYA on April 12, 2014. Chief Guest of the Programme was Shri. T.Srinivasa Sastryji, Chief Adviser of all the institutions of Om Shanthi Dhama Trust. Shri. Anantha Aryaji, the President of Om Shanthi Dhama Et Vanaprasthi and Shri. Satyavathaji, the Secretary of Om Shanthi Dhama were the Guests of Honour. Dr. T. V. Raju, Director, RVIM, presided over the function. Mr. Nagasubba Reddy, CLPSC Co-ordinator, initiated Et organized the programme. Shri P V Ravishankar, Hon. Adviser and President of CLPSC Alumni and RVIM faculty members also took part on the occasion.



Director, RVIM, Members of Shanthi Dhama, Senior Citizens, Et Staff members of RVIM in the valedictory programme of CLPSC

**Media Footage:** The Computer Literacy Programme for Senior Citizens, a unique platform to teach senior citizens has drawn the attention of various media and publication units. In the month of April 2014, TV Channels- SAMAYA TV, RAJ TV, ETV Kannada, TV9, SUVARNA visited the campus.



Students of RVIM participating in the dental check up

## Dental Check Up

RVIM Centre for Social Responsibility had organized 2 day Dental Check Up Programme for all the students in campus on April 28 Et 29, 2014. Doctors from D.A.P.M.R.V. Dental College, Department of Public Health Dentistry screened 280 students and advised various methods to be adopted for maintaining oral health and hygiene. The classroom health education was focused upon through video presentation.



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Book-Post

## RVIM NEWS DESK May 2014

### Sensitization Programme by Nightingale Medical Trust

Nightingales Medical Trust (NMT), pioneers in providing age care services conducted a One-Day Sensitization Programme for students to Bridge the Inter Generational Gap with focus on Maintenance and Welfare of Senior Citizens Act, 2007. Ms. Dechu Banerjee, Consultant for Regional Research and Training Centre and Ms. Swati Bhandary, Sr. Manager Projects, Nightingales Medical Trust addressed the students on various issues and practice of the senior citizens legislation enactment. The programme was sponsored project under Ministry of Social Justice and Empowerment, Government of India and held during last week of March 2014.



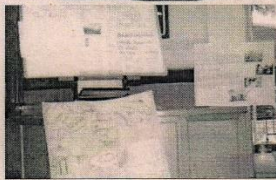
Ms. Dechu Banerjee, Consultant for Regional Research and Training Centre, Nightingales Medical Trust

### CSR Seminar

RVIM Centre for Social Responsibility organized 'CSR Seminar' with special focus on Youth for Public Transport, Greening Urban Buildings and sensitizing environmental issues through cartoons for the students of II Semester MBA on April 11, 2014. K L Mohan Rao, Principal for the Bangalore Metro Rail Training Institute addressed the students on Youth for Public Transport and Ms. Deepika Dorai, Founder, Bimba Foundation brought out the passion to conserve and protect environment in an artistic way of life. Cartoonist B V Panduranga Rao addressed few queries from students on various issues of environmental concern over Wi Fi interaction during display of his green concern cartoons on the screen.



Mr. Deepak & Ms. Deepika Dorai, Founders, Bimba Foundation addressing the students in the CSR Seminar



Posters and cartoons prepared by II sem MBA students to raise awareness about various methods to greening the surrounding

### Earth Day

Student Volunteers at RVIM Centre for Social Responsibility created posters and cartoons to sensitize campus students to adopt various methods of greening the surrounding. Art works of Shilpa G Kulkarni and Soumya S V, IIInd Sem MBA students were admired to be adopted. Also a batch of students initiated to study various methods to dispose used batteries and to publish a research work in this area at the earliest. Coordinator Prof. A Chandran communicated the action plans to the international network 'EARTH DAY ORG' to be a part of A Billion Acts of Green.

### Faculty Updates

Dr. Jyotirmoy Ghosh, Professor, Dept. of Marketing

- Has presented paper entitled "A Study of the Volatility, Uncertainty, Complexity and Ambiguity (VUCA) Management Capacity among Business Leaders" in the International Conference at Kristu Jayanti College of Management & Technology on April 3 & 4, 2014.
- Has presented paper entitled "The Bhagavad Gita Path to Achieve Harmony Amidst Turbulence in Nations and Businesses" in the International Conference at Indus Business Academy, Bangalore on April 23, 24 & 25, 2014.

Mr. Manjunath M, Assistant Professor, Department of Finance and Mr. Ganapathi, IV Semester MBA student, presented a paper in National Conference on Emerging Trends in Derivatives Market on April 23, 2014 on the topic "Developing Derivative Hedging Strategies using Technical Analysis" at Department of Commerce - PG Studies, Indian Academy, Bangalore.

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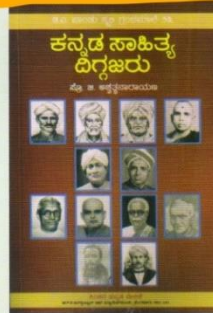
Prof. Siddananda, visiting faculty in Economics, presenting on New Agenda for Economic Turnaround

### Department of Public Policy

A Seminar on "Public Policy in India: Need and Expectations" was organized for second semester MBA students on June 6, 2014. Dr. T V Raju, Director, RVIM inaugurated the programme and spoke about "Public Policy in India: importance and current need". The guest speaker for the seminar Prof. Siddananda, visiting faculty in Economics, presented on "New Agenda for Economic Turnaround". The programme was successful in creating awareness about public policy among students.

### Book Release Function

A book release function was organized by Sinchana Kannada Vedike of RVIM on June 7, 2014. The book 'Kannada Sahitya Diggajaru' authored by Prof. G Ashwathanarayana, Retd. Kannada Professor, was released by Chief Guest Sri. K Satyanarayana, Renowned Kannada Writer, Rtd. Chief Commissioner, Income Tax Dept. Sri. D P Nagaraj, Hon. Joint Secretary, Rashtriya Sikshana Samithi Trust, Bangalore presided over the function.



'Kannada Sahitya Diggajaru' released during the function



Dignitaries and audience during the Sinchana Kannada Vedike book release function

### Internal Quality Assurance Cell- Quarterly Meeting

The first quarterly meeting of Internal Quality Assurance Cell (IQAC) was held on June 28, 2014. Mr. Gowrish, IQAC coordinator has given a presentation on "Quality System & Initiatives at RVIM". Discussions were held on how to improve academic quality in the institute. The members consisting of both external experts & internal staff members have given valuable suggestions regarding enrichment of curriculum and innovative teaching methodology. The meeting was concluded with final remarks by the Chairperson of IQAC, Dr. TV Raju, Director, RVIM.

### Faculty Updates

Dr. Jyotirmoy Ghosh, Professor, Dept. of Marketing, had presented a paper in International Conference at PESIT on the title "A Study of Innovative Practices Introduced by Hospitality Industry in India to Implement Outcome Based Change Management Strategies". The paper is published in the journal "Outcome Based Competitive Strategies: Issues & Challenges", June-July 2014 with ISBN: 978 - 81 - 8429 - 109 - 4

### Editorial Board

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**RVIM NEWS DESK**

### Centre for Social Responsibility and Centre for Information Technology

Centre for Social Responsibility and Centre for Information Technology organized the Inauguration Programme for 21st Batch of CLPSC (Computer Literacy Programme for Senior Citizens) on July 7, 2014. Chief Guest for the Programme was Sri. P. V. Ravishankar, CLPSC Alumni President. Programme was presided by Dr. T V Raju, Director, RVIM. Mr. N. Nagasubba Reddy, Co-coordinator, CLPSC introduced the course curriculum and the teaching methodology to the new batch of senior citizens. All the RVIM faculty members participated in the programme.




Dignitaries lighting the lamp to mark the beginning of 21st batch of Computer Literacy Programme for Senior Citizens

New batch of Senior Citizens in the Inaugural Programme

### National Management Week Celebrations at RVIM, August 1-7, 2014

Date	Activities
Aug 1, 2014	RVIM students were taken to water recycling plant in <b>Cubbon Park</b> to create positive approach and awareness towards grey water recycling and to understand the importance of water conservation.
Aug 2, 2014	Student group formed to initiate research on recycling of grey water with student leader Mr. Shivayaogi Jotawar, III Semester MBA under the guidance of Prof. A.Chandran, Faculty in General Management and Coordinator RVIM Centre for Social Responsibility.
Aug 3, 2014	A group of students from III Semester MBA were sensitized on various issues of cruelty towards animals by taking them to an <b>animal shelter</b> in Koramangala.
Aug 4, 2014	Visit to cancer hospital was arranged at <b>Kidwai Memorial Institute of Oncology</b> . Faculty members and student team entertained the little children with rhymes, animation and helped them to paint using crayons on art/activity book at the in-patient unit, Pediatric Block. Many of the faculty members and students donated drawing books and crayons for this programme.
Aug 5, 2014	<b>Eye camp</b> was arranged to screen and identify ophthalmic problems in the R.V. Institute of Management campus. Around 80 people of all age groups were benefited by getting timely advice & remedy. <b>TITANEYE+</b> supported the optometrist's expertise facility by providing free service to all.
Aug 6, 2014	<b>Nele</b> , an orphanage was invited to the campus to collect used clothes, stationery, food items and dry eatables for the destitute children in their home. All the Students of MBA were sensitized on various issues in the society and encouraged to participate and contribute for the cause through effective motivation by Prof.N.Suresh, Assistant Professor, Department of General Management. On the same day Dr. Noor Firdoos, Professor, Department of General Management visited the local <b>Government School in Jayanagar</b> along with a student to interact with the children on safety precaution and lessons on harassment, highlighting the various forms of Good Touch and Bad Touch in wake of the recent wide spread media reports on rape incidents in India. Police help line for children 1098 and its usage during emergency was highlighted in the classroom talk.
Aug 7, 2014	This day was marked exclusively on pollution awareness. Posters and leaflets on various forms of pollution, use of plastic and recycling of waste and waste management was displayed in the campus notice boards and screening of documentary films by <b>Karnataka State Pollution Control Board</b> was telecasted in campus television.

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"What light is to the eyes - what air is to the lungs - what love is to the heart, liberty is to the soul of man."  
- Robert Green Ingersoll

## Glimpses of National Management Week Celebration



Source for recycling plant-input soiled water



Mr. Gowrish, Asst. Prof., Dept. of Finance explaining the goodness of water



III Semester MBA students at the animal shelter



Lessons on empathy



Cancer Hospital Pediatric Ward - Children pose with their work with RVIM Volunteers



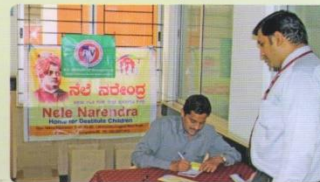
Prof. Nagasubba Reddy, Dept. of Systems teaching rhymes to the children ailing with leukemia



Eye screening Camp at RVIM



Awareness on how the children should be vigilant on child abuse & rape



Faculty members and students contribute for destitute children orphanage-NELE

Celebrations of AIMS National Management Week 2014 at RVIM concluded and the quest for Grey Water Research and School Programmes continues.

## 'Shraavana Sambhrama' Celebrations'

R V Employees' Association, Academy for Humour & SSMRV College organized a unique programme 'Shraavana Sambhrama' on Sunday, August 3, 2014 which was a colourful combination of music, humour and dance, performed by talented artists to welcome 'shraavana maasa'.



"If there is one place on the face of earth where all the dreams of living men have found a home from the very earliest days when man began the dream of existence, it is India." - Romain Rolland, French Nobel Laureate

## World Ozone Day

R.V. Institute of Management organized painting competition for school children to mark "2014 International Day for Preservation of Ozone Layer" on Sunday, September 14, 2014. Children participated in the competition to express their concern by way of colours on various issues on depletion of ozone layer.



Glimpses of the Painting Competition

## Upcoming Event

4<sup>th</sup> National Conference on

**MSMEs' - ROLE IN PROPELLING  
ECONOMIC DEVELOPMENT OF INDIA**

Saturday, December 6, 2014

### Important Dates

**Submission of Abstracts**  
September 30, 2014

**Abstract acceptance confirmation**  
October 10, 2014

**Full paper Submission**  
October 31, 2014

**Full paper acceptance confirmation**  
November 10, 2014

**Last date for registration**  
November 15, 2014



4<sup>th</sup> National Conference on

**MSMEs' - ROLE IN PROPELLING  
ECONOMIC DEVELOPMENT OF INDIA**

Saturday, December 6, 2014



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## Centre for Information Technology and Centre for Social Responsibility

Centre for Information Technology and Centre for Social Responsibility had organised a Guest Lecture for the 21st Batch of Senior Citizens of CLPSC (Computer Literacy Programme for Senior Citizens) on the topic "Yoga combined with spirituality" on August 22, 2014. Resource person for the programme was Dr. Shamantakamani Narendran, Pediatrician & Ph. D in Yoga. Dignitaries of the programme were Dr. T V Raju, Director, RVIM, Dr. Gururaj Karajagi, Founder Chairman, Academy for Creative Teaching, Mr. P V Ravishankar, Alumni President, CLPSC. Main objective of the programme was to guide the Senior Citizens on Yoga and Spirituality for healthy, active and graceful aging.



Dr. Shamantakamani, Pediatrician engaging session for senior citizens on 'Yoga & Spirituality'



Senior Citizens attending the guest lecture



Dr. Gururaj Karajagi, Chairman, ACT, congratulating the management and CSR team of RVIM for the initiative



### Felicitation Programme

August 26, 2014

Dr. T V Raju, Director, RVIM & staff members of RVIM organized a felicitation programme for Dr. P Yashoda, Principal, SSMRV Degree College, on attaining Super Annuation

## Internship Training & Projects Committee

The Internship Training & Projects Committee has organized orientation sessions for III semester MBA students of RVIM to assist and support them in pursuing their internship. The committee has organised five such sessions in the month of August and September 2014, to ensure quality in the internship programme and reports.

### Details of the Orientation Sessions on Internship Programme

Date	Topic	Resource Person
August 9, 2014	Mc Kinsey 7S Framework	Dr. Noor Firdoos Jahan Professor, RVIM
August 16, 2014	SWOT Analysis	Dr. Jyotirmoy Ghosh Professor, RVIM
August 23, 2014	Problem identification in an Organisation	Mrs. Anitha D'Silva Sr. Asst. Professor, RVIM
August 23, 2014	Problem Analysis	Mr. Gowrish Asst. Professor, RVIM
September 6, 2014	Report Writing	Mr. Manjunath S Menedhal Asst. Professor, RVIM

### Best Ornamental Garden Award

RVIM has been selected as the 'Best Ornamental Garden Award in Education Institution' organized by Mysore Horticultural society, Mysore held at Lalbagh, Bangalore during August 2014.



Mr. Vidyashankar, Maintenance Engineer & Mr. Borashetty, Gardener, RVIM receiving the trophy of Best Ornamental Gardener Award

### Answers to the HR Quiz

1. Individuals who report unethical practices by their employers to outsiders
2. Mobile Worker
3. Recruitment advertisements that does not have the name or identity of the Employer
4. Buying back of a personnel, who attempts to resign, with an offer of increase in salary or wages and/or other benefits.
5. Flexible benefits that allow employee to select the fringe benefits and services that satisfy their needs.
6. General Electric Company
7. Lagaan
8. Max Weber
9. Environmental Threat and Opportunity Profile
10. Silicon Valley
11. Polychronic
12. Synectics
13. Stress, Strain and Anxieties that affect the inner self of a person during a period of change
14. The union where employees do not have to join but they must pay union dues to keep their jobs alive
15. Ethnocentrism

**RVIM gardener Mr.Borashetty , maintains the institute garden and students also render support. RVIM Garden awarded with the Best Ornamental Garden by Horticulture Society, Lal Bagh.**

**RVIM NEWS DESK** November 2014

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**GENERAL MANAGEMENT & MARKETING**

Guest Lecture on the topic "Corporate Governance in the present scenario" was organized for the students of third semester on October 16, 2014. The resource person for the programme was Mr. Rakesh Babuji, Director - Global Assurance at 24/7 Inc., Bangalore.

Guest Lecture on "Trends in B2B Marketing in India" was organized for the students of third Semester MBA on October 30, 2014. The resource person was Mr Vjetha S Shastry, CEO, B H Media house, Bangalore.

**MARKETING**

WorkShop on the topic "Marketing- Turning intelligence into Magic" was organized for the students of first semester MBA, on October 11, 2014. The resource person for the programme was Mr. Srinivasan S, Chief Executive of S.N.N. Builders, Bangalore. The objective of the workshop was to introduce marketing concepts and skills to the newly joined students of MBA. The workshop was divided into two sections. First part of the workshop was to introduce marketing and promotion tactics for various products at the National as well as International level. Second part of the session was activity oriented.

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**GENERAL MANAGEMENT & SYSTEMS MANAGEMENT**

- A Seminar for first semester MBA students was organized on the topic "Trends in IT" on October 15, 2014. Resource Persons were Mr. Vijay Kumar H V, Mr. Supreeth & Mr. Basavaraj working for MNCs in Bangalore with more than 8 years of rich experience in their respective SAP modules. Main objective of the seminar was to create awareness about importance of technology in Management and various opportunities for management students in IT sector.
- A Seminar for third semester MBA students on the topic, "Strategies for sustainable growth in business" was organized on October 30, 2014. The resource persons were Dr Sunder Murthy from FENFE, Metallurgicals, Harohalli and Dr. K P Puthuraya, Former Registrar, Rajiv Gandhi Health University, Bangalore



Mr. Srinivasan S, SNN Builders in the Workshop on Marketing-Turning intelligence into Magic

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Dr. Sunder Murthy, FENFE, Metallurgicals, Harohalli - Addressing the students



Dr. K P Puthuraya, Former Registrar, Rajiv Gandhi Health University, Bangalore - Addressing the students

**HUMAN RESOURCE**

A Guest Lecture on the topic 'How to prevent cardio vascular diseases among teachers and students' for the first semester MBA students was organized on October 29, 2014. The session was engaged by an eminent cardio vascular surgeon Dr. P V Pathanjali Sharma, MD, FACS Chair, Dept. of Surgery, Chief, Vascular & Endovascular Surgery, St Johns Medical Centre, PA, USA. Dr.Sharma spoke about the various lifestyle changes that we need to incorporate in our daily life so as to lead a healthy life.



Dr. P V Pathanjali Sharma, Cardio Vascular Surgeon, USA addressing students & faculty members of RVIM

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## CULTURAL COMMITTEE

The cultural committee-'Abhihita' of RV Institute of Management, conducted 'Talents Week' from October 14, 2014 to October 17, 2014. The main idea behind the event was to identify the talents of the first semester MBA students and to provide training in Extra-curricular and Cultural events.

The cultural events included Singing, Dance & Skit. Skit was performed on various social issues like 'Cast your Vote' and 'Respect Women' and Mad-ads on the theme 'Kshana Ambulance Service'. The extra-curricular events included Photography on the theme 'Danger Zones in Jayanagar' and 'Colours', Painting, Drawing and Sketching was on the theme 'Global Warming' and 'National Leaders'. All the students showcased their talent in various events with a lot of enthusiasm.



Students actively participating in various events

## Fresher's Day & Ethnic Day Programme - October 17, 2014



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## DEPARTMENTAL UPDATES Contd.,

### Systems

- **Faculty Development Programme:** Centre for Information Technology and Department of General Management conducted a Faculty Development Programme on the topic "Introduction to Mediation & Moderation Analysis using SPSS & AMOS" on November 29, 2014. Mr. Shankar MM, Programme Mentor, CARES, Bangalore, was the resource person for the Programme.
- **Workshop:** A Workshop on the topic "Oracle 10G" was organised for third semester systems Specialization students on November 22, 2014. Main objective of the seminar is to give practical exposure towards DBMS concepts using SQL (Structured Query Language). Mr. Ravi Kumar, Senior Software Engineer working for an MNC, Bangalore was the resource person.
- **Guest Lecture:** Guest lecture on the topic "Manual Testing" was organised for the third semester Systems Specialization students on November 21, 2014. Mr. Amruth Srinivas, Senior Software Engineer, Arka Systems, Bangalore was the resource person.
- **Computer Literacy Programme for Senior Citizens:** Centre for Social Responsibility and Department of Systems Management organized a valedictory programme for 21st Batch of CLPSC (Computer Literacy Programme for Senior Citizens) at Swarnamukhi Ashram, Kanakpura. The Chief Guest for the programme was Dr. P V Pathanjali Sharma, Vascular Surgeon & Surgical Chair at St.Johns Hospital, USA, and the programme was presided over by Dr. M Nagaraju, Founder, Swarnamukhi Ashram. Dr. T V Raju, Director, RVIM & Sri. P V Ravishankar, Hon. President, CLPSC were among the dignitaries present for the Valedictory Programme.



Dr. T V Raju, Director, RVIM & Mr Shankar M M, along with the participants of FDP



Dignitaries, Staff members of RVIM & students of 21st Batch of CLPSC during the Valedictory Programme

### Kanakadasa Jayanthi



Sri. N.Suresh, Sr. Assistant Professor and Coordinator for the Centre for Indian Culture & Heritage of RVIM delivering the talk on Kanakadasa Jayanthi

The Centre for Indian Culture and Heritage of RVIM celebrated Kanakadasa Jayanthi on November 8, 2014. The resource person for the programme was Sri. N. Suresh, Sr. Asst. Professor and Coordinator for the Centre for Indian Culture and Heritage.

### Student Updates



**Sports:** RVIM Football Team participated in the Intercollegiate Football Tournament was held in Karnataka State Football Association, on November 22& 23, 2014.

### Knowledge Café

Session 40 of Knowledge Café was on 'The Golden Mean' engaged by Mr G Mahesh, Asst. Professor, Department of Marketing, held on November 15, 2014. A video on Child labour and a documentary by BBC on 'Why reading is important?' were presented.

### Faculty Updates

Mr. A Chandran, Asst. Professor, Dept of GM and Mr. N Nagasubba Reddy, Asst. Professor, Dept of Systems presented a paper titled "Bridging the Digital Divide: Who will teach me to use computers at this age?" in '3rd World Congress on Geriatrics and Gerontology-2014' organised by Indian Institute of Science, Bangalore held from November 17 to November 19, 2014.

**ED Cell:** Four business plans prepared by students of first and third semester were presented in the competition organised by Confederation of Indian Industry- University Connect. The business plans were  
 Info Varsha: Setting of Internet kiosks in rural Karnataka, Surabhi Nidhi: Dairy product manufacturing plant, Suncity: Garments Manufacturing Plant and BioEnergy: Alternative Energy generation plant.

## Centre for Social Responsibility

### World AIDS Day

RVIM organized awareness campaign in campus to mark World Aids Day on December 1, 2014. RVIM -CSR Volunteers, Ms. Venela & Mr. Shoaib Ahamed Khan, MBA I Sem, initiated and distributed Red Ribbon at campus entrance.



Students of RVIM holding a poster

Mr. Sachin Sabastian, I Sem student addressed the class for 3 minutes on World Aids Day 2014 during the session.

### Training on Fire Fighting

Fire fighting is a life saving exercise and awareness on fire and fire fighting methods are essential for students to meet the challenges when encountered. RVIM Centre for Social Responsibility had organized Fire Fighting Demonstration in the campus ground on December 22, 2014. Sri.G P Ravindra Kumar, DGM-Operations, Shashi Security Services and his team demonstrated various fire extinguishing techniques.



Fire Fighting basic training and demonstration in campus ground

## SWACHH BHARATH PROGRAMME

December 5 & 6, 2014



"Happiness is not something readymade. It comes from your own actions"  
- Dalai Lama

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Swachh Bharat Abhiyan was announced by Hon'ble Prime Minister of India Sri. Narendra Modi on Indian Independence Day & launched on Oct 2, 2014, Gandhi Jayanthi.

RVIM Centre for Social Responsibility initiated various campaigns on December 5 and 6, 2014 through mass volunteer action programme involving all the students of I Semester MBA. The programme included were awareness on cleanliness, health & safety, environment & conservation. Both field work and research activities were spread over two days and around 150 students participated in the campaign. Dr. T V Raju, Director, RVIM congratulated all the participants and team leaders for their successful innovative venture.

### Cleaning Parks and Gardens

Mr. Manohar Reddy C H and Team of I Semester visited Lal Bagh to create awareness among public regarding littering. The student volunteers went round the park/garden and picked up plastics laying on the ground. The public and members of Horticultural Department appreciated the student's initiatives.

### CSR Initiatives at Companies

The CSR initiative is mandatory as per Provision of Companies Act 2013. Ms. Abhina Prasad and Mr. Govinda P, coordinated as Team Leaders and created a compendium of CSR activities of India's best companies for CSR. The database shall provide information about cleanliness and health based initiatives among companies in India.

### Teaching at School

Ms. M Yamini & team of I Semester visited Government Higher Primary School, Puttaiahnapalya, Bangalore. The volunteers discussed various issues relating to cleanliness and how to maintain health by keeping themselves clean. A few tips on safety were also informed to the class along with few activities. They concluded the session with distribution of biscuits for the school children.

### Greetings Design

Mr. Koushik.Y and team of I Semester created a new year greetings 2015 based on the theme Swachh Bharath. The motive behind this activity was to spread awareness about the programme through various social media.

### Research-Water Conservation

Mr. Akash Kurva and team I Semester, carried out a field work on water conservation. The survey was administered to 50 respondents. An alarming finding of this survey was that 44% of the respondents had not come across any public information programme on water conservation. This research supported the need for an effective public awareness programme on water conservation.

### Safety among Children-Pediatric Accidents at Home

Ms. Swathi C M and Mr. Vaibhav V Desai, Team of I semester created a collection of case study on the topic 'Pediatric Accidents at Home'. The case studies are intended to help the parents and doctors regarding understanding common mistakes at home and that has led to fatal accident and irreversible damages to the child.

### Poster Design on Health

Students of I Semester grouped together to create posters on Health Education and various sub themes food & vaccination, vitamins. The team was led by Mr. Sagar Kattimani, student I Semester.

## Centre for Public Policy Panel Discussion on "Innovations in Public services"

Centre for Public Policy of RVIM and Centre for Leadership and Management in Public service, NGO, Bangalore, jointly organized a Panel Discussion on "Innovations in Public Services" on Saturday, December 13, 2014. The panel consisted of

1. Dr. Meenakshi Sundaram, Former IAS officer
2. Sri. Y B Ramakrishna, former Chairman and Executive Director of Bio fuel Development Board
3. Dr. M K Sridhar, Director, Canara Bank School of Management Studies, Bangalore University
4. Dr. Sandeep Shastri, Pro-chancellor, Jain University and
5. Sri. Sridhar Pabbi Shetty, CEO, Namma Bengaluru Foundation & Consultant - SAKALA

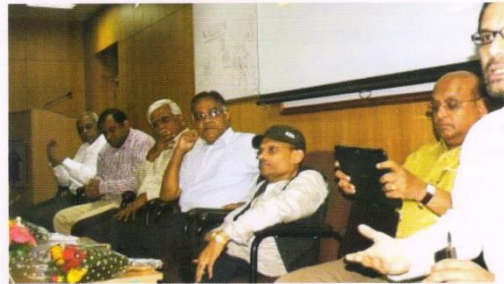
Sri. Gurumurthy Kasinathan, GB member of C-LAMPS moderated the panel discussion.

The programme started with the opening remarks by Dr. T V Raju, Director, R V Institute of Management. In his speech he outlined public services provided by the private and public. He said that corruption, negotiation and information leakage are the challenges of public services. Innovations in public services can be successful if policy is productive.

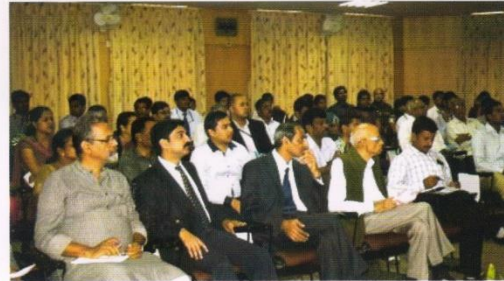
Dr. Meenakshi Sundaram mentioned that the most fundamental concern of citizens is that they need to be treated with respect and dignity. Citizens expect time resolution.

Sri. Y B Ramakrishna said the public services need to focus at bottom of the pyramid. Innovations in public service need to focus on the variety of services and various segments of the society.

Dr. Sandeep Shastri made a presentation from an empirical study on public perception towards delivery of public services. Study focused on how different groups in society viewed delivery of public services and



Experts in the Panel Discussion



Audience in the Panel Discussion on Innovations in Public Policy

the challenges for public services.

Sri. Sridhar Pabbi Shetty underscored the challenge in delivery of public services which is monopolised. It is the task of government to convert money collected from people into services.

Prof. M. K. Sridhar said that the challenge of public service is its size, unlike in the business sector bottom line is not clearly definable. For innovations to be successful there is a need to respond to routine work and train the last person in the chain of service delivery.

Sri. Gowrish, Asst. Professor, RVIM and Secretary C-LAMPS anchored the entire Panel Discussion.

## Workshop on 'Universal Human Values'

Workshop on 'Universal Human Values' was organised by RVIM in association with Om Shanthidhama, Bangalore, on December 27 & 28, 2014. The Resource person for the workshop was Dr. Kumar Sambhav, IIT, Kanpur.

**Indian Culture & Heritage**

1. The Centre had organized Sri Ramakrishna Paramahansa Jayanthis in the month of February 2015. The programme was attended by staff members of RVIM. Dr.T V Raju, Director, RVIM and Prof. N Suresh, Sr. Asst. Professor, Department of General Management and co-ordinator for the Centre spoke on "Life and teachings of Sri Ramakrishna Paramahansa".
2. Ambedkar Jayanthis Celebration: 125th Birth Anniversary of Dr. B R Ambedkar was celebrated on April 14, 2015. Dr. S R Leela, Former Professor and Head, Department of Sanskrit, NMKV College for Women, Bengaluru, and Ex-Member of The Legislative Council, Govt. of Karnataka, was the guest and resource person for the programme.
3. A Guest Lecture on the topic "Purpose of Management" was organised for the MBA students on May 12, 2015. The resource person was Mr. M S Manjunath, Director, Universal Academy.

**Cultural Committee**

'Inter class competition of Extra-curricular & Cultural Events' was organised for the second & fourth semester MBA students in the month of May 2015. The main idea behind the event was to provide a platform for the MBA students to showcase their talents in Extra-curricular & Cultural Events. The winners of the events were awarded in the Annual Day Function, celebrated on May 30, 2015.



**Social Responsibility**

**RVIM extends Support to Nepal Earthquake Victims**

Director, RVIM, Staff members and students extended their support to Nepal earthquake victims by organizing Campus Fund Raising Campaign. A total amount of Rupees Fifteen thousand was collected and handed to Nepal student representatives from R.V. College of Physiotherapy (RVCP) and Rehabilitation Centre on May 12, 2015. The relief is to reach Nepal Embassy and associated care givers in Nepal.



Dr. T V Raju, Director, RVIM, handing over the fund collected to the Nepal Student Representatives from RVCP

Library committee members Ms. Anupama S M and Ms. Pushpa M organized Library quiz for the second semester section 'A' & section 'C' students on May 12, 2015 as part of the Library initiatives planned for the current semester. Library student coordinators, Mr. Sheldon & Mr. Shabreasha were the organizers for the event. For the first half an hour a presentation was given by the student coordinators that includes information about the history of library, librarians, library day, library week, world famous libraries and so on. The programme then proceeded with the quiz based on the information that was presented by the student coordinators.



Mr. Mahesh G & Ms. Bhavya Vikas, Faculty RVIM were scorers for the Library Quiz

### Congratulations- Alumni Achiever



The Director, staff members and students of RVIM congratulated & felicitated Mr. D K Balaji, Alumni, RVIM on July 25, 2015, for having secured 36th Rank at all India Level and 6th Rank at Karnataka Level in the UPSC Examination 2014. The Chief Guest for the Felicitasyon Programme was Dr. M K Panduranga Setty, President, Rashtreeya Sikshana Samithi Trust, Bangalore and was presided over by Dr. T V Raju, Director, RVIM

### Digital India Week at RVIM

Centre for Social Responsibility organized various programmes to mark the Digital India Week as per the directions and guidelines of AICTE. The Digital India Week at RVIM was marked with the screening of Hon'ble Prime Minister's address during inaugural function held at Indira Gandhi Indoor Stadium, New Delhi.

On July 2, 2015 extensive online search was made by faculty members and students to understand the various Government services available for the citizens to bring in transparency and benefits.

On July 3, 2015, Mr. A Chandran, Asst. Professor, Department of General Management and Coordinator RVIM Centre for Social Responsibility, communicated the benefits of online & digital communication and transactions. Members of the supporting staff and housekeeping were provided with steps to enroll for JeevanPramaan through Aadhaar authentication. They were also informed about importance of Aadhaar card for using various digital platforms of Government of India.

On July 4, 2015, Mr. Kaushik Bose and Ms. Steffi David, alumni MBA Batch 2012-14 spread an awareness message about the functioning of digital locker to their colleagues and well-wishers at their workplace. This attempt provided an opportunity to understand the process and benefits of using a Digital Locker.

On July 5, 2015, Information about e-services and m-services were obtained and worked towards conducting research in the field of digital services.



*Smt. Bhargavi Narayan, famous theatre, film & TV artist experiencing the process of applying for Jeevan Pramaan, Digital Life Certificate issued for Pensioners, held at RVIM*

On July 6, 2015 around 40 senior citizens from the community were invited for an awareness programme on Digital India Week. A step by step approach in registering digital life certificate for pensioners were taught and this motivated them to use digital service for obtaining their life certificates as many of them were pensioners. The usage of digital locker was explained in detail along with video presentation.

On July 7, 2015 Information on awareness of Digital India Week and various facilities provided were collected from General Public through questionnaire and personal interview. This exercise supported in understanding the perception of General Public towards digital services and also helped in spreading the message of digital services provided by the Government to the citizens.

### International Yoga Day

A yoga training week was organised for the staff members of RVIM and senior citizens from June 11 to 19, 2015 on the occasion of International Yoga day. The yoga week at RVIM was inaugurated by Dr. T V Raju, Director, RVIM, Mr. Balakrishna Bhat and Ms. Devambika, Yoga trainers, Bangalore. Around 40 members took part in the yoga training week and participated in the programme organized by Rashtrotthana Parishat at National College Grounds on June 21, 2015. His Excellency, Governor of Karnataka, Sri. Vajubhai Vala graced the occasion.



*Dr. T V Raju, Director, RVIM, Sri. Balakrishna Bhat & Smt. Devambika, Yoga Trainers during the Inauguration of Yoga Week at RVIM*



*Dr. T V Raju, Director, RVIM along with the staff members on International Yoga Day held at National College Grounds on June 21, 2015*

**Project Work and Dissertation Committee**

The Project Work and Dissertation Committee organized a workshop for students of III semester on "Tools for Data Analysis" on August 1, 2015. The Resource Person for the workshop was Dr. R Krishna, CEO, Ramanuja Management Services, Bangalore.

**Internal Quality Assurance Cell**

A Workshop on 'Quality Initiatives for Academic Excellence' was organized on August 5, 2015. The workshop was conducted by Dr. R Krishna, CEO, Ramanuja Management Services and Mr. C. N. Udaya Shankar, Ramanuja Management Services.

The quarterly IQAC meeting was held on August 8, 2015. Mr. Gowrishya, Co-ordinator of IQAC presented the report on major events organized and quality initiatives undertaken by the institute in the last quarter. The members suggested their ideas to carry-out project work effectively. Dr. T V Raju, Chairman, IQAC and Director, RVIM, shared his view points on the agenda of the meeting and also briefed about next course of action to all the members.

**Centre for Public Policy**

Centre for Public Policy of RVIM and Center for Leadership and Management in Public Services, NGO, Bangalore, had jointly organized a Colloquium on "Senior Citizens and Public Services" on August 8, 2015. The special invitees for the programme were

- 1) Dr. M K Sridhar, Professor, Canara Bank School of Management Studies, Bangalore University
- 2) Mr. Sridhara Murthy, Committee Member, Federation of Senior Citizens' NGOs
- 3) Dr. H C Ramesh, Project Director (RCH), Directorate of Health & Family Welfare Services

The programme was well received and attended by representatives from various senior citizen organisations across Bangalore.



Special invitees for the Programme on Senior Citizens and Public Services interacting with representatives of various senior citizens organisations

**Library Committee**

As a part of Librarian's Day Celebration a Guest Lecture on the topic "Access to e-resources in Management Science" was organized on August 12, 2015. The Resource Person was Dr. I.R.N Goudar, Adjunct Professor, Mangalore University, Visiting Professor & Library Advisor, JnanaBharathi, Bangalore University, Bangalore.

Library committee has conducted orientation programme on 'Usage of Library' for the third semester students. Information about the resources and software available and tip on how to use these resources was narrated by Ms. Anupama S M, Librarian, RV Institute of Management.



Dr. I. R. N. Goudar Delivering the Lecture on "Access to e-resources in Management Science" Knowledge Café



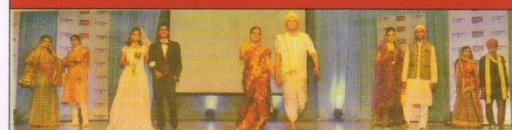
RVIM Knowledge Café organised a session on "Ethical Teaching" as a part of Pep Talk by Prof. M R Nagaraju, Retd Prof. of Chemistry, Govt. College, Bangalore on September 05, 2015, Saturday for all the faculty members.

**RVIM Bags Prize in at Lalbagh horticulture show 2015**



Mr. Vidyashankar, Maintenance Engineer & Mr. Borashetty, Gardener, RVIM receiving the trophy of Best Ornamental Gardener award

**MEDIA FOOTAGE**



ROYAL SPLENDOR: Soumya, Srati, Swathi, Noor, Pooja, Rakeshithi, Koushik, Jalaluddeen, Raghavendra and Ashish from RV Institute of Management. III Semester MBA Students took part in Metrolife Fashion Show organised by Deccan Herald on September 12, 2015

## Departmental and Centre Updates

Session 1: Dr. Ashok H S, Professor, Department of Psychology, Bangalore University, Bangalore was the resource person and spoke on "Transactional Analysis Concepts and its Relevance to Organisational Behaviour".

Session 2: Dr. Shubha Madhusudan, Consulting psychologist, Fortis Hospital, Bangalore was the resource person and spoke on "Personality: An influencing factor in human interactions"

Session 3: Dr. R Krishna, CEO, Ramanuja Management Services, Bangalore engaged session on "OD Interventions".

### Centre for Information Technology and Centre for Social Responsibility

- Guest Lecture on the topic "Anger Management" was organized for 23rd batch of Senior Citizens of CLPSC (Computer Literacy Programme for Senior Citizens) on August 25, 2015. Mr. Pradeep, Assistant Professor, Department of Marketing, RVIM was the Resource Person.



**Mr. Pradeep, Assistant Professor, RVIM, delivering the session for 23rd Batch Senior Citizens on Anger Management**

Guest Lecture on the topic "Kill the ill without pill" was organised for 23rd Batch for Senior Citizens of CLPSC (Computer Literacy Programmes for Senior Citizens) on September 14, 2015. Resource person for the lecture was Mr. K R Sreenivasa Murthy, Yoga Master, Sri Balaji Yoga Kendra, Bangalore.

Centre for Information Technology, RVIM and Kotak Life Insurance organised a Job fair for the Senior Citizens on September 10, 2015. Mr. Anna Venkatesh, Assistant Vice President, Mr. Devaraj, Branch Manager, Bangalore and Mr. Mallesh, Assistant Branch Manager, Jayanagar, Bangalore from Kotak Life Insurance and Mr. N Nagasubba Reddy, Coordinator, Computer Literacy Programme for Senior Citizens (CLPSC), RVIM organized the entire programme under the guidance of Dr. T V Raju, Director, RVIM. 75 Senior Citizens from the 22nd and 23rd Batch of CLPSC took part in the Job Fair. 60 Senior Citizens registered for the Job fair and 20 members were selected as Development Managers.



**Mr. Anna Venkatesh, Vice President, Kotak Life Insurance explaining the job roles & responsibilities**



**Senior Citizens registering for the jobs with the Kotak Life Insurance Management**

A free Medical Camp was organized for 23rd Batch of Senior Citizens of CLPSC (Computer Literacy Programmes for Senior Citizens) in association with Sagar Hospitals on September 19, 2015. Programme was inaugurated by Dr. T. V. Raju, CLPSC founder & Director, RVIM. Around 60 members including Senior Citizens and RVIM staff members took part in the programme. Doctors specialized in different areas from Sagar Hospitals visited the Campus.



**Senior Citizens taking part in medical Camp**



## Philanthropy

- Students of first semester MBA distributed the fund raising stamps of Indian Association for the Blind (IAB). The organization works for the welfare of the blind and spreads awareness to the general public on various issues relating to visually challenged. A sum of Rupees Three Thousand was remitted to the IAB Trust Account.

RVIM Teaching, Non-Teaching staff worked together to contribute a sum of Rupees Fifty Thousand Seven Hundred to extend support to a 12 years boy - Master Shashank who is under the treatment for Leukemia. This philanthropy initiative was supported by RVIM, RVIM Sinchana Kannada Vedike, Vinay Foundation and Shruuth and Smith Foundation.



Student volunteers participating in Aids Awareness Campaign 2015



Student volunteers with IAB fund raising stamps



Dr. T.V Raju, Director & staff members of RVIM handing over the cheque to father of Master Shashank.

## Training and Placement

Career services and recruitment support provided by Department of Training and Placement focuses on building relationship with leading employers for on campus and off campus placements for all students.

- Training is provided to all the students of first and third semester MBA on communication skills, soft skills, aptitude, Business etiquette, Negotiation & Business communication, Mock - Personal interview and group discussion, Customizing resumes, Aptitude test, Employability tests, Presentation skills etc.

Training sessions are conducted on a weekly basis to enhance their employability skills apart from regular ongoing guest lectures, seminars and workshops.

**Around 45 students of the batch 2015-16 have been placed in few of the reputed companies like:-**

S.No.	COMPANY
1.	DELOITTE
2.	SOCIETE GENERALAE
3.	INDIA BULLS
4.	JARO EDUCATION
5.	UAS INTERNATIONAL
6.	BALAJI TELEFILMS
7.	ASIAN PAINTSCOLGATE
8.	ITC LTDGODREJ
9.	BERGER PAINTS
10.	KURLONGAPBRIDGE

S.No.	COMPANY
11.	KOTAK LIFE INSURANCE
12.	ODESSA TECHNOLOGIES
13.	KRISHTEKTRONICS
14.	HIRECRAFT
15.	AMAZON
16.	JANALAKSHMI FINANCIAL SERVICES
17.	SAMILABS
18.	NAUKRI.COM
19.	99 ACRES
20.	ICICI SECURITIES

## Centre for Social Responsibility Activities

### - Best practices

Centre for Social Responsibility and Department of Systems Management organized Valedictory Programme for the 23rd Batch of Computer Literacy Programme for Senior Citizens (CLPSC) on October 4, 2015, at Hotel Sai Vishram, Bangalore. Chief Guest of the programme was Dr. Bhaskara S, Professor & Principal (Retd.), R V Teachers College, Bangalore and was presided over by Dr. T V Raju, Director, RV Institute of Management, Founder, CLPSC.



Centre for Social Responsibility and Department of Systems Management organized Inauguration Programme for the 24th Batch Senior of Computer Literacy Programme for Senior Citizens (CLPSC) on October 15, 2015. The programme was inaugurated and presided by Dr. T V Raju, Director, RVIM & Founder CLPSC.



#### RVIM- CSR Volunteers participates in -CII Food Safety Walkathon

Mr. Dileep V and Mr. Bharat Siddeshwar students of first semester MBA participated in the walkathon organized by Confederation of Indian Industry (CII) on December 20, 2015 at Palace Grounds in partnership with the Government, Industry & Academia. The theme of the walkathon was Surakshit Khadya Abhiyan - A National Mission on Safe Food with the objective to sensitize the Indian population on Hygiene & Food Safety practices.

constitution was screened. The collage was created by a group of students and was displayed in the campus.

#### RVIM -CSR bags 4th Rank in All India Level Competition 'Engage to Change'

RVIM-CSR volunteers participated in the 'Engage to Change' competition series organised by National Institute of Mental Health and Neuro Sciences (NIMHANS) a National Level Campus Based Campaign on the occasion of World Suicide Prevention Day 2015. Student Team-Akshay Hegde, Vennela T, Praveen K N, Abhay Raj Zala, Namitha, Moushik, Jalaluddin, Swati Deshpande.

#### Chennai Flood Relief Support

RV Institute of Management responded to help flood victims in Chennai and managed rescue operations through telecommunication control centre set up at Jal Bhavan Office, Bhannergatta Road. RVIM -CSR student volunteers worked round the clock in different batches 6 am-2 pm, 2 pm -10 pm and 10 pm to 6 am. The student volunteers had a practical insight on various aspects relating to Disaster Management. The relief centre was supported by BWSSB.

#### Constitution Day

November 26, is marked as Constitution Day. RVIM organized programmes on Constitution Day to mark the fundamental rights in the Indian Constitution were displayed. Later, every class read aloud the Preamble of the Indian Constitution. A documentary film on making of the



Students display the poster on 'Preamble' of Indian Constitution



**RVIM-CSR - Awareness Programme**  
United Nations Day - Focus: Sustainable Development Goals  
October 24, 2016



**Research Scholars from IGNOU**  
visited RVIM to study the Best Practices  
October 20, 2016



**German Delegates Visit to RVIM Campus**  
on September 6, 2016 for  
Knowledge sharing on Health Care Practice in India



**26th Batch Computer Literacy Programme for Senior Citizens**  
Media interviewing the Participants  
Focus is Digital Literacy from Grand Parents to Grand Children



**Organizing Committee of Freshers Day**  
Staff & Student Organizing Team with  
Director, RVIM



**Freshers Day 2016**  
Mr. Rakesh Bhattacharjee (Mr. Fresher),  
Ms. Devatha Yagnika Shrivaya (Ms. Fresher )



## RVIM achieves milestone in Community Development Programmes



Hon'ble Justice Sri. M.N.Venkatachaliah, Former Chief Justice of India, inaugurates the CLPSC Alumni Association by click of a button on May 22, 2016

L-R: Sri. N.Nagasubba Reddy, Tutor for Senior Citizens, Dr. T.V.Raju, Director, R.V. Institute of Management, Sri. M.N.Ravishankar, President of Newly formed CLPSC Alumni Association, Chief Guest Hon'ble Justice, and next Sri. K.G.Subbarama Setty Treasurer, Rashtreeya Sikshana Samithi Trust.

### Snapshot of Major Events



RVIM CSR Volunteers visited Hirehalli, Tumkur on May 9, 2016 as part of Unnatha Bharath Abhyan -rural interaction programme after seeking blessings of Sri.Sri.Sri. Shivakumara Swamiji at Siddaganga Matha



Dr. E.R. Ambedkar Jayanthi - 14 April, 2016  
Sri. K.V.Kanpalaisina Gowda, delivered a lecture. Dr.M.V.Raju, Director, RVIM initiates the resource person



Book release of "Neerayada Nirahane" by RVIM Students Kannada Vedika. (L-R) Sri.M.K.Muguredu, P.Tari G.Srinivatharayana, Dr.M.V.Raju, Dr. M.K. Sriharu, Dr. E.R. Ambedkar



Participants of the 25th Batch of Computer Literacy Programme for Senior Citizens during outbound programme with Director & Staff of RVIM.



Annual Sports and Games June 12, 2016. National level Badminton, Table Tennis, Volleyball (at RVCE Grounds) participated with the students during the sports meet held at RVCE Grounds

RVIM  
NEW DESK

SPECIAL  
ISSUE  
ON CSR  
AUGUST  
2016



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www.rvim.edu.in

RVIM News Desk, Sept-Dec 2016, Vol.9, Issue 4& 5- Back Cover

Dr.Ambedkar Jayanthi. Senior Citizens Computer Programme Outbound Programme, Former Chief Justice of India inaugurates alumni association for senior citizen computer learning and creates a record.

# RVIM NEWS DESK

VOL. 10 ISSUE 1 JANUARY 2017

**REPUBLIC DAY 2017**  
Special Edition

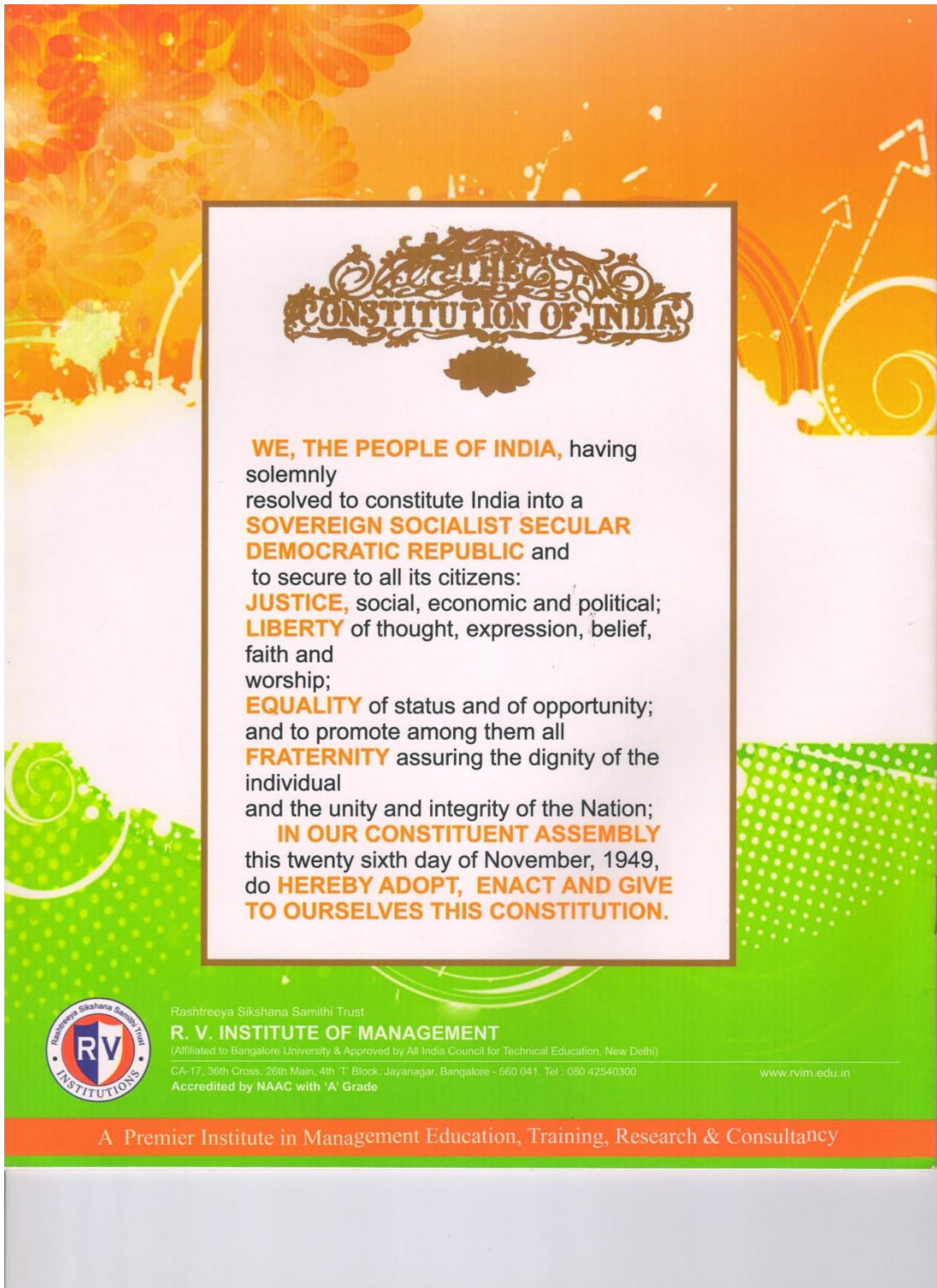


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RVIM News Desk, Jan 2017, Vol.10, Issue 1 – Cover Page

Awareness on National Security, Integrity and Cultural Diversity and Communal Harmony



# THE CONSTITUTION OF INDIA

**WE, THE PEOPLE OF INDIA**, having solemnly resolved to constitute India into a **SOVEREIGN SOCIALIST SECULAR DEMOCRATIC REPUBLIC** and to secure to all its citizens:  
**JUSTICE**, social, economic and political;  
**LIBERTY** of thought, expression, belief, faith and worship;  
**EQUALITY** of status and of opportunity; and to promote among them all **FRATERNITY** assuring the dignity of the individual and the unity and integrity of the Nation;  
**IN OUR CONSTITUENT ASSEMBLY** this twenty sixth day of November, 1949, do **HEREBY ADOPT, ENACT AND GIVE TO OURSELVES THIS CONSTITUTION.**



Rashtrveeya Sikshana Samithi Trust

**R. V. INSTITUTE OF MANAGEMENT**

(Affiliated to Bangalore University & Approved by All India Council for Technical Education, New Delhi)

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**RVIM News Desk, Jan 2017, Vol.10, Issue 1 – Back Cover Page**

**Readings on Preamble of the Constitution and spreading the message of Citizen Duties**

**Community Development Programme for Senior Citizens**

A Guest lecture on the topic "Kill the ill without pill" was organized for the 27th Batch for Senior citizens of CLPSC (Computer Literacy Programme for Senior Citizens) on January 9, 2017. Resource person for the lecture was Mr.K R Srinivasa Murthy, Yoga Master, Sri Balaji Yoga Kendra, Bangalore.



Mr.K R Srinivasa Murthy, Yoga Master, Sri Balaji Yoga Kendra, Bangalore, delivering the session for the 27th Batch Senior Citizens on 'kill the ill without pill'



Senior Citizens playing carom on Sports Day

1. Department of Systems Management and Centre for Social Responsibility organised sports events for 27th Batch of Senior Citizens of CLPSC (Computer Literacy Programme for Senior Citizens) on January 16, 2016. Around 35 senior citizens took part in these events.

2. A Free Medical Camp was organized for 27th Batch for Senior citizens of CLPSC (Computer Literacy Programme for Senior Citizens) in association with Sagar Hospitals, Bangalore on January 16, 2017. The Camp was inaugurated by Dr. T.V.Raju, Founder CLPSC & Director, RVIM. Around 60 members including senior citizens and RVIM staff members took part in the programme. Doctors specialized in different areas from Sagar Hospitals visited the Campus.

**BE GOOD-DO GOOD CAMPAIGN at RVIM  
January 12-26, 2017**

**Campaign Organised by R.V. Institute of Management  
Campaign Coordination :RVIM Centre for Social Responsibility  
Campaign Initiative -Samartha Bharata, Bull Temple Road,  
Bangalore**



Student Volunteers interact with Senior Citizens to carry short stories on values



Awareness campaign on Rain Water Harvesting



Dr. T.V.Raju, Director,RVIM receives VIVEK BAND from Student Volunteer



Faculty Members display the adorned VIVEK BAND



Medical Camp in Progress



In-house Garden Maintenance



Story telling at nearby park for little childrens. Theme -Freedom Fighters



Spreading the message to adopt UPI to nearby commercial centres

**KNOWLEDGE CAFÉ**

Knowledge Café Sessions the peer to peer knowledge sharing platform at RVIM resumed from 26th November 2016. Four sessions were conducted on alternate Saturdays every month. The sessions conducted till date are as follows:

Date	Faculty Name	Topics
26.11.2016	Mr. Gowrish	Qualities of a Leader
17.12.2016	Mr. Manjunath S M	Financial Management at Personal Level
24.12.2016	Address by the Director	

Message on UPI, stories on Freedom Fighters, Gardening for students, health camp, Rain Water Harvesting awareness programmes on the theme 'Be Good- Do Good'. Also Sports for Senior Citizens, Medical Camp, Health Care Talk .



## RVIM CENTRE FOR SOCIAL RESPONSIBILITY

Sl. No	Date	Programmes and Activities	Brief Description of CSR Activities
1	1.8.2017	Identification of Voluntary Blood Donors	Initiated Blood Donors Network. Provided awareness and basic education. A total of 60 prospective donors were identified and provided to Cancer Hospital Kidwai Memorial Institute of Oncology and Sri Jayadeva Institute of Cardiovascular Sciences and Research.
2	2.8.2017	Etiquettes to Auto Drivers	Volunteers Tilak Kumar and Amrutha educated auto drivers on ethics, etiquette and safe driving practice. Reached 16 drivers in Jayanagar.
3	3.8.2017	Road Safety to School Children	CSR Volunteer Pallavi.U addressed students in L.R. Cambridge School on road safety. Awareness to 500 students.
4	3.8.2017	Teaching Chess in Government School	Volunteers Nischith.H.G and Sunil C.H.provided chess game skills to Government School children in Jayanagar 9th Block.
5	5.8.2017	Designing Road Safety Programmes	A team of experts from NIMHANS working in the areas of Traffic and Road Safety held a discussion with RVIM –CSR volunteers in RVIM campus. Also the student volunteers were provided with research information and presentation content to analyze the causes of accidents on the road.
6	6.8.2017	Visit to Orphanage	CSR Volunteers Pavithra, Namratha, Pallavi, Priyanka and Meghana visited the Child Fund Association- an orphanage located in Puttenahalli. The student volunteers interacted with the inmates of the orphanage listened to their poems, added activities.
7	7.8.2017	Reaching Support to Blind School	Volunteers Wernher Peter D'Silva ,Shaun Joshua D'Souza ,faculty members Prof. Suresh and Chandran visited Sree Ramana Maharishi Academy for the Blind in J.P.Nagar. The support for a cause was established and philanthropist was identified for the support.
8	7.8.2017	Fund Raising for Indian Association for the Blind	RVIM has been contributing for the organization since many years. This year the sale of flags commenced on Aug 7, 2017 with collection of Rs.2500.
9	7.8.2017	Digital Literacy for Senior Citizens	CSR Volunteers Suprada and Suma provided the basic training to use banking services , travel and other essential services on mobile phone to senior citizens. The senior citizens aged 60 years -80 years attended the session in the campus.
10	8.9.2017	International Literacy Day	RVIM-CSR Volunteers Team Rachana Saraswat, Shradha Gugale & Priyam Chirania visited Cancer Hospital and Blind School. At blind school they helped students to read and enhance the capability to use computer and mobile phones. At Kidwai Memorial Institute of Oncology they interacted with children in pediatric ward.
11	9.9.2017 - 13.9.2017	World Suicide Prevention Day	Student volunteers cycled 16 kms on the eve of WSPD. The CSR Team addressed the Press Meet at Press Club of Bangalore. Street Play conducted at RVIM entrance and near Bus stop. Painting of posters and display in campus to create awareness.
12	24.11.2017	Communal Harmony Campaign Week	Organised street play to spread the message of National Integration. A film 'Ray of Hope' was screened on November 19, 2017 to start the week programme. The Fund raising for Flag Day was carried out as per the instructions of National Foundation for Communal Harmony(NFCH) Guidelines.

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RVIM News Desk, Jan 2017, Vol.10, Issue 1 – Pg 13

All Management Week Extension Programme 2017



Massive Open Online Courses (MOOCs) have emerged as a viable model for imparting education involving conventional and online education. SWAYAM (Study Web of Active learning by Young and Aspiring Minds) is an Indian version of online course initiated by Government of India. AICTE (Credit Framework for online learning course through SWAYAM) Regulations 2016, is regulatory mechanism that would show seamless connect between the online learning and the regular class room learning.

SWAYAM offers all courses at free of cost. It will allow students across institutions in India to enhance knowledge & skill and promotes life long learning. The course hosted on SWAYAM shall be of four quadrants : I Video lecture II Downloadable course materials in PDF and e Books III Web resources & related links to open contents on internet, case studies, anecdotal information. IV Self Assessment quizzes, assignments, discussion forum topics.

Start your journey of life long learning at [www.swayam.gov.in](http://www.swayam.gov.in)

RVIM News Desk, August 2017, Vol.10, Issue 2 – Pg-Inner Cover 2

Student of III Semester Ms.Ashwini Kudva creates a poster on MOOCs and promotion campaign to adopt edX and SWAYAM for learning Sustainable Development Goals (SDGs) and all related to environmental protection.

## EDITORIAL BOARD

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Director, RVIM

## EDITORIAL

Teaching pedagogy is now supplemented with digital support system. Technology management in educational institutes is posing new challenges. With the introduction of Massive Open Online Courses (MOOCs), formal classroom teachings are supplemented with online teaching platform enabling education Any One, Any Time, Any Where. In the beginning MOOCs courses were Coursera , edX, FutureLearn, Udacity and many more. Today after launch of SWAYAM (India's MOOCs) the integration of online learning is formally embedded into classroom learning. The AICTE(Credit Framework for online learning courses through SWAYAM) Regulation 2016, provides credit transfer. SWAYAM offers courses from school to post graduation level. The present need is to explore more opportunities to integrate SWAYAM into classroom teaching and to promote life long learning.

Dr. T.V.Raju

### Production Unit-in house

Editors

**A. Chandran**, Assistant Professor

**Rashmi Shetty**, Assistant Professor

Faculty Support

**Dr.Shruthi J Mayur**, Associate Professor

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### Student Support

Art work :

**Ashwini Kudva**, III Semester

Campus Reporter:

**Sweety Sharma**, III Semester

Student Photographer:

**Deepika Sarangi**, III Semester

Cover Design and Green Audit:

**RVIM Centre for Social Responsibility**

Graphic Support:

**Sri. Umesh, Futura**

Interview and in campus Photographs:

**A. Chandran, RVIM-CSR**

**Newsletter**

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- 06** Sinchana Kannada Vedhike
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Sri. TV.Srinivasan, Founder President, Shree Ramana Maharishi Academy for the Blind \*
- 08** Placement & Training
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- 10** Entrepreneurship Development Cell
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- 13** Annual Sports 2017
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RVIM News Desk, August 2017, Vol.10, Issue 2 – Pg-1

RVIM brings in Green Audit for newsletter preparation and makes paper usage accountable in printing and adopts chlorine free and recycled papers. Also use of E Format initiated .Students team inducted for supporting the cause.

## Educational Social Responsibility

# Inauguration

of 29th Batch Computer Literacy Programme for Senior Citizens

Computer Literacy Programme for Senior Citizens (CLPSC) 29th Batch was inaugurated on July 3, 2017 by Dr. Shamanthakamani Narendran, renowned Pediatrician and Alumnus of the 18th Batch CLPSC. In her address she emphasized the need for geriatric care & developments in gerontology. She opined that the unique computer literacy programme offered to senior citizens at RVIM should bridge the generation gap. She also listed numerous advancements in the field of medicine by proper application of technology and internet connectivity.

Prof. Nagasubba Reddy, Coordinator, CLPSC outlined the content of the course and a brief note on successful completion of the preceding batch.

This batch was blessed with the presence of very eminent dignitaries and longtime associates and well-wishers of RVIM.

Sri.P.V.Ravishankar, Hon.President of CLPSC welcomed the gathering. The programme was presided by Dr. T.V.Raju, Director,RVIM.



Dr.T.V.Raju, Director RVIM greets Dr. Shamanthakamani Narendran, Renowned Pediatrician and Alumni 18th Batch CLPSC for inaugurating the Training Programme



RVIM News Desk | 12

RVIM News Desk, August 2017, Vol.10, Issue 2 – Pg-12

RVIM introduces the concept of Educational Social Responsibility (ESR) for the Senior Citizen extensional activities.

## National Management Week 2018



Helping staff at awareness programme  
Eto promote vertical and terrace gardens at home

RVIM organized the National Management Week through its Centre for Social Responsibility. Director, Teaching Staff, Nonteaching Staff, Helping Staff, NGOs, Government Schools, Public and all were associated in implementing various CSR initiatives from August 1-7, 2018

An App was developed to reach rural beneficiaries and students in creating awareness programmes relating to Swachh Bharat.

Massive Open Online Course(MOOCs) was initiated to reach the community to provide CSR Metrics as a part of Training Tiny Enterprise Owners and Managers. This course is offered to all as Free Programme.

Reached the Television Platform of Star TV through Statue Mode Road Safety Awareness Programme during LalBagh Flower Show where lakhs of people visit the place.

R.V. Institute of Management organized 13 programmes from August 1-7, 2018 and reached 8500 people with 150 students and all staff members' participation. Addressed Star TV Suvarna Channel, Developed an App on Swachh Bharat & reached online learners using Massive Open Online Course (MOOCs).



Faculty and Students during awareness programme  
on road safety

**RVIM BAGGED NATIONAL MANAGEMENT WEEK AWARD FOR ORGANISING VARIOUS CSR PROGRAMMES DURING 30th AIMS NATIONAL MANAGEMENT CONVENTION.**



Teaching Senior Citizens on Health Care Apps



Staff Car used for collection of materials. Team at the end of Collection of materials



Awareness Programme in Government High School



Addressed the media- Star TV Kannada Channel

### National Management Week Activities

During National Management Week 2018 from August 1-7, RVIM had organized 13 programmes and reached 8500 people with 150 students and 20 staff members' participation. Addressed Star TV Suvarna Channel, Developed an App on Swachh Bharat & reached online learners using Massive Open Online Course (MOOCs). This achievement was recognized by Association of Indian Management Schools (AIMS) and was awarded gold medal.



**Swachh Bharat Abhiyan**

Students volunteers adopted the village 'Hullahalli' in Anekalas a part of Swachh Bharat Abhiyan and awareness programme on Cleanliness at public programmes and door to door campaign. The also painted the anganvadi school building as a part of this programme during the month of July last week.



Prof. RashmiShetty with student Participants

**Cycling for a Cause- Worldwide event- 'CYCLE AROUND THE GLOBE'**

RVIM –CSR participated in the Cycling for Cause programme on September 10, 2018 on the call given by International Association for Suicide Prevention TO MARK 'World Suicide Prevention Day'. Coordinator A.Chandran cycled 12 Kms and well-wishers cycled 10 kms. RVIM-CSR contributed 37 Kms to the Cycle Around Globe Campaign.



World Zone Day Painting Competition

**World Ozone Day Painting Competition**

R.V.Institute of Management, Bangalore organised painting competition on September 16, 2018 to mark World Ozone Day.The theme of the competition was 'This is what I will do to protect Mother Earth'.Around 150 children including few specially abled children participated in the competition to express their concern towards destruction of ozone layer . The paintings depicted their efforts to protect the environment.

All participants are provided with participation certificate and a message of appreciation by noted film maker and Environmentalist Sri.SureshHeblikar. The programme was supported by Lions Club of Bangalore ,Sakriya , District 371A. (World Ozone Day is held on September 16 every year).



**Rural Visit and Unnat Bharat Abhiyan**

Students of III Semester MBA Marketing M2 VISITED Muddenahalli on September 21,2018 as a part of field visit in the curriculum of Rural and Agricultural Marketing and Unnat Bharat Abhiyan.

**RVIM-SPARSH Project**

RVIM-CSR and SPARSH Hospital, Bommasandra, have set a roadmap for series of projects to be taken up in the month of October and November 2018. The first programme is focused on World Heart Day Awareness Programme to be held on September 29, 2018. Team of Doctors and Students are providing Basic Life Support Programme through Street Play on Hosur Road.

Following that the study on Golden Hour Analysis is to commence and a survey relating to distracted driving. Faculty members and students are a part of this project.

**Swachh Bharat Abhiyan, Suicide Prevention Awareness Programme through Cycling ,World Ozone day Painting Competition for Children, Rural Visit Unnat Bharat Abhiyan and Collaboration with SPARSH Hospital for awareness on Artificial Respiration during Emergencies.**