



Rashtreeya Sikshana Samithi Trust

R.V. Institute of Management

(Affiliated to Bangalore University, Recognized by Government of Karnataka, Approved by AICTE, New Delhi)

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Accredited by NAAC with 'A' Grade

RVIM Centre for Social Responsibility

National Management Week

AIMS
ASSOCIATION OF
INDIAN MANAGEMENT SCHOOLS



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

CSR Programmes at R.V. Institute of Management

R.V. Institute of Management organized 13 programmes from August 1-7, 2018 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)

CSR REPORT August 2018

CSR Programmes organized and documented by
A. Chandran, Assistant Professor & Coordinator RVIM
Centre for Social Responsibility

RVIM Centre for Social Responsibility designed and implemented innovative programmes to mark National Management Week

Programmes Conducted

Sl	Date	Programmes	No. of Student Participation	No. of Staff Participation	No. of Beneficiaries
1	1 Aug	Screening of Film on Prison Life	-	Teaching-20 Non-Teaching-5	25
2	1 Aug	Rural Community Development Activity and development of App	14	Teaching-2	300
3	1 Aug	Creation of MOOCs on CSR-Swachh Bharat	14	4	150
4	2 Aug	Health Care for Senior Citizens through App & Teaching Senior Citizens to Use Mobile App	2	Teaching-4 Non-Teaching-2 Helpers/Group D-1	19
5	2 Aug	Educational Programme on Environment	3	Teaching –15 Non-Teaching-6	50

				Helpers-5	
6	3 Aug	Home Garden	-	Teaching -2 Helpers-9	445
7	4 Aug	Collection of Materials for Orphanage	240	Teaching-7 Helpers-4	400
8	5 Aug	Social Inclusion Literacy Drive for Municipality Scavengers, maids, sweepers and underprivileged	40	Teaching-2 Public and Alumni 55	270
9	5 Aug	Focused Group Interview on Waste Segregation.	14	Teaching-1	250
10	6 Aug	School visit- Awareness on Road Safety and Moral Education	-	Non-Teaching from RVIM Office-3 Teaching-2	50
11	7 Aug	School Visit- Awareness on Road Safety, Child Helpline 1098 and career opportunities through skill development.	-	Teaching-4 Helpers-2	100
12	7 Aug	Public - Awareness on Road Safety through Road Show	3	Teaching -4 Helpers-2	1000
13	7 Aug	Statue Mode Public Awareness Programme -at	-	Teaching-1	6000

		Lal Bagh during Flower Show Use of Seat Belt ,Helmet and Not to use Mobile Phone while Driving			
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Introduction:

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 Lal Bagh Flower Show where lakhs of people visit the place.

August 1- Screening of Film on Prison Life

Screening of the film “The Shawshank Redemption” which depicts the life of a prisoner and the challenges they face during confinement. The movie also portrays the atrocities in prison.



Photo 1: Screening of the film based on Prison Life

August 1- Rural Community Development Activity

Students engaged in activities in village -Hullahalli ,Anekal Taluk. The village is 20 kms from the college campus. Cleaning the surrounding and painting of school building was taken up as a part of service to community and Swachh Bharat initiatives.



Photo 2: Painting of Anganwadi School Wall in Hullahalli Village-Team with Coordinator

August 2-Teaching Senior Citizens on Health Care

Digital Literacy among senior citizens is a challenge due to technology adaptation. Faculty members and students associated to teach senior citizens usage of App. They were taught from basics like switching on, downloading App and using doctor apps for seeking medical advices.



Photo 3: Teaching Senior Citizens on Health Care Apps

August 3-Educational Programme on Environment

Songs and Stories depicting the climate change mitigation and environment was arranged in the campus. Dr.Maruthi Ram, gave numerous examples relating to environmental protection by way of songs and stories.



Photo 4: Environmental Awareness through narration and songs

August 3: Home Garden

The concept of Vertical garden, Terrace garden is spreading in urban environment due to lack space. Awareness is lacking. Helper Staff with college Gardner and Faculty members organized an awareness programme to develop garden in every homes. Students were approached in the college canteen during lunch time. A total of 445 students in the campus took a pledge to grow plants in their homes.



Photo 5: Awareness programme to promote Vertical and Terrace Gardens at Home

R.V. Institute of Management
 Bangalore
National Management Week 2018
 August 3, 2018-Pledge to Support Home Garden

PLEDGE

I shall always support gardening in all forms and at all times. I shall protect trees, plants and help to start a home garden.

WhatsApp a PICTURE OF YOUR HOME GARDEN TO 7019987266

Kindly read the pledge and sign

Sathya R	Snehal	Arshitha	Aditya B
Jyothi R	B	Manoj	Krishna
Shraddha	Jyothambalaji	Chethan V	Vinay
AnaKadh.B	M.A.Naga J	Rahul	Rashmi T.R
Vishvesha.R	Jyoti J	Chellana C	Took H.
Mamatha L	Prakrithi S	Haradev R	Sant
Muskan S	Poojitha J	Mohammed	Shabhi R.
Pr	Santhosh R	Kanya R	KM U
DEVANS	Ravi	Nitya Lakshmi	Likith Naide
Pooja	Nishita	Haris Chandana	U
Hinduja	Dhruv	Pavithra V	Vojia
Hani M	Prashant	Prashant R	Keerthana B
Aditya S	Nishu	Nayana	Adithyan
Prasanna	B.H. Adithyan	Parvitha	Adithyan
Ujjwal	Gautham	Prashanth B	Pada sath
Bhaskar	Shruthi	Pranav	Nishu
H.R.	Kaishik	Sourav S	Aditya
Sudha P.V.	Pr	Vallabh	Aditya
Pr	Pr	Pr	Pr

Photo 6: Students acknowledge after taking a Pledge

August 4: Collection of Materials for Orphanage

RVIM collected cloths, papers, stationeries, toys for the orphanage. Orphanage by name 'Astha Sakti' is a home for 2000 orphan and underprivileged children. All the materials were delivered to the orphanage.



Photo 7: Faculty and Students deposited materials for orphanage in the campus



Photo 8: Street Play to create awareness about recycling and inform the residents regarding door to door collection of materials and Collection center in Campus



Photo9: Faculty and Student collecting toys and stationeries from residents of Jayanagar



Photo 10:Staff Car used for collection of materials. Team at the end of Collection of materials

Astha Shakti

To
The Director,
R.V. Institute of Management
Jayarajgar 4th Block
Bangalore - 560 041

08/08/2018


Sir,

Sub: Materials & Toys Received
for underprivileged children

We thank your Institution for providing
us clothes, dress materials, toys for the
underprivileged children. We are very
happy to know that the initiative was a
part of Rational Management week
held on 4/8/2018.

Thanking you,

Yours faithfully
For ASTHA SHAKTI

 K. SOMU
President/Secretary
8553018431

Prof. Chandran
Pl. document it / file it
properly

#30, Krupa, 1st Cross, 38th Main, Rose Garden
J.P. Nagar 6th Phase, Bengaluru - 560 078
supportast@asthashakti.co.in

Photo 11 : Acknowledgement from the Orphanage

August 5: Teaching Municipality Workers, Sweepers and Maids to write & sign

Reading, writing and signing is a great effort for the people working in hygiene departments and unorganized sectors. Teaching to write names and sign was embarked on this day.



Photo 12: Teaching sweepers, municipality workers to write and sign

August 5: Focused Group Interview on Waste Segregation

Parents waiting outside an examination centre were approached to gather ideas for waste segregation. This information is used to develop MOOCs and Online Programmes for educationalists, managers and tiny business proprietors.



Photo 13: Generation of ideas for MOOCs Training Programme through Focused Group Interviews



Photo 14: Preparation of Training for Managers and Business Proprietors through MOOCs

August 6: Road Safety Awareness Programme in Government Primary School

Faculty group visited nearby Government Primary School to spread the message of Road Safety and distribution of writing materials to the children. RVIM has accepted the assignment to teach the children during leisure on regular basis in its CSR Programme .



Photo 15: Traffic Awareness Programme for School Children

August 7 : Awareness on Child Helpline 1098 , RTI and Emergency Numbers

Teaching students in government school on use of Emergency Number for Child Helpline and safety measures. Students were provided with writing papers processed by recycling policy in the campus.



Photo 16: Awareness Programme in Government High School

August 7 : Display of Placards on Safe Driving Practice

Faculty members and students displayed safe driving signs to public in restaurants and other public places where people gather in large number. Information was passed on to tell them –Not to use mobile phone while driving, to wear helmets and seat belts for safe driving practice.



Photo 17: Faculty and Students with Alumni member (2006-08 Batch) Mr.Sayed Muzzamil Pasha and his family



Photo 18: Statue Mode for 2 Hours in Lal Bagh



Photo 19 : Addressed the media- Star TV Kannada Channel

August 7: Launching of MOOCs- A CSR Training Programme for Managers



Photo 20: MOOCs programme was rolled out in presence of Dr. K N Subramanya, Principal, R. V. College of Engineering and Dr. Purushottam Bung, Director , RVIM



Photo 21: Director RVIM and Principal RVCE with faculty members on the last day of National Management Week 2018

AIMS NATIONAL MANAGEMENT WEEK AWARD
1ST TO 7TH AUGUST 2018
ON THE OCCASION OF THE
30TH AIMS ANNUAL MANAGEMENT EDUCATION CONVENTION
ON
"Management Education: Connecting the Dots"
(30th, 31st August and 01st September 2018)
at Infosys Convention Center, Electronic City Phase I, Bangalore

GUIDELINES

1. AIMS Member Institutions, whose membership is valid at the time of entry to the competition, are eligible to participate in the competition by celebrating **AIMS National Management Week** from 1st to 7th August, 2018 (either on all the days or some of the days during this period). (Annual Members may please convert their membership to Life Membership, before sending nominations) **Non-member institutions can also participate subject to bearing their own costs of stay and travel.**
2. Each participating institutions should submit a report on the proceedings, giving a brief account of the activities taken up during the specified period only, and the report should not exceed 20 (twenty) pages in 1.5 line spacing in Times New Roman font 12, including some important photos.

Some of the suggested activities which can be taken up for the celebration purpose are as follows:

- Rural and community development activities.
- Educational activities – Programmes for schools and colleges.
- Healthcare and Blood Donation camps, associating some NGOs and hospitals
- Training small and Tiny Enterprise owners and managers
- Visits to hospitals, old-age homes, orphanages and prisons
- Public and Student Awareness activities related to scholarships, road safety, RTI and so on
- Sports, including 2k or 5k run with other Colleges.
- Any other activity thought to be of use to public and students.

Participants should submit a Report (a PDF file) through email to each of the following Jury members and the Secretariat at aimsconvention2018@gmail.com using Times New Roman, font size 12). The last date for receipt of the report is 10th August 2018.

3. There will be **three awards** in this competition for the top three institutions.
4. After initial screening by the Jury, **six** Heads of selected Institutions, will be invited to make a presentation of their activities at the **30th AIMS Annual Management Education Convention** to be held at **Infosys Convention Center, Electronic City Phase I, Bangalore.**
5. They will be invited to participate in the Convention as guests and, in addition to local hospitality, one representative of the Institute (who makes the presentation) will be reimbursed AC (II) tier return train fare by the shortest route. **Participants from non-member institutions will not be provided accommodation and fare reimbursement.** Food at Convention Venue is allowed as guests.
6. Each selected institution will be awarded a Memento and a Certificate.

PLEASE SEND YOUR ENTRY BEFORE 10TH AUGUST 2018 To:

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Director
Indo Us Hospital
Hyderabad
Email: mascoddeccan@gmail.com

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(PUMBA), Ex. Dean Faculty of
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Dr G K Shirude
Campus Director
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(BIMM), Pune
Email: gksdirector@gmail.com

Dr. Purushottam Bung, Director, RVIM directs Mr. A. Chandran to take up responsibilities in organising and documentation of National Management Week 2018

This document is shared for the purpose of dissemination of information to all Stake Holders, Policy Makers, NGOs, Educational Institutions, CSR Managers and Administrators in Companies, Hospitals and Medical Centers, Participants in Seminars and Conventions and General Public.

For General Information Contact:

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