

School of Management, Kristu Jayanti College - Rural Immersion Programme - Gramasamvedhitha

School of Management, Kristu Jayanti organized a rural exposure program for the first year MBA students of batch 2019 - 21 from 18th January 2020 and 19th January 2020, at Kannamangala village. The two day rural exposure was packed with lots of activities that were well planned and executed by a team of faculty and the students. Various street plays on various themes such as Poverty Eradication focusing on SDG1, Saving Water and Basic Amenities (Health and Hygiene) which are part of the flagship program of Ministry of Human Resource Development, Govt. of India, 'Unnat Bharat Abhiyan'. Students conducted various awareness programs by visiting the houses. They also stretched out to the nearby villages and created aware-



ness on water conservation, rain water harvesting, reduced use of pesticides etc. Through those interactions students also gained lot of insights about the challenges and opportunities in the rural India. Gramasamvedhitha apart from sensitizing the students on the rural India, it also created a bond among the management students and resulted in memorable moments in their life.