

Business Standard

CAMPUS
TALK

PROMOTIONS

SCHOOL OF MANAGEMENT, KRISTU JAYANTI COLLEGE, AUTONOMOUS, BENGALURU - RURAL IMMERSION PROGRAMME IN UBA ADOPTED VILLAGES

School of Management, Kristu Jayanti College, Autonomous, organised Gramasamvesditha - rural immersion programme on November 24 and 25, 2022 that aimed at creating responsible leaders by providing value-based education; and making a meaningful contribution to the region which is part of the MBA curriculum. Management students earn credits through this programme in the first trimester wherein Students were involved in various participatory rural appraisal methodologies that enabled them to gain an insight into the socioeconomic status and resources across Unnat Bharat Abhiyan (UBA) villages in rural Bengaluru.

During the two-day program, students conducted retail surveys with the rural market businessmen and at the Agricultural Produce and Livestock Market Committee (APMC) market, Dasanapura. A Sustainable Development Goals (SDGs) awareness

campaign that included training sessions, quizzes and street plays was organized across 6 schools in the region - Government High School (Proudashala), Kanasavadi; Nethaji Rural High School, Kanasavadi; Sree Siddhaganga Rural High School, Purushunahalli; Govt Primary Middle School, Purushanahalli; Govt Primary School and Kristu Jayanti CMI Public School, Kannamangala.

Dr Aloysius Edward J, Dean and Professor, School of Management, Kristu Jayanti College, Autonomous said: "The two-day rural immersion programme enabled the students to decipher the evolving dynamics of the agrarian and rapidly urbanising rural spaces that display the multiplicity of social groups, institutions, and concerns that mutually affect community life."