

School of Management, Kristu Jayanti College Autonomous organised Rural Immersion Programme

Kristu Jayanti School of Management conducted a Rural Immersion Programme (RIP) an experiential learning pedagogy on the 10th and 11th of November 2023 for the first-year MBA students of batch 2023-25 which is part of the MBA curriculum. The RIP 2023 comprised visiting the schools in the 3 villages namely Kanaswadi, Kannamangala, Purushanahalli, Dodballapur and Bangalore Rural District as part of SDG 1 UN Academic Impact Hub. The entire batch was divided into seven groups with six groups for each of the six schools and one student group for retail rural marketing activity.

The MBA students conducted various activities for the school children according to their grades. Activities such as action songs, drawing competitions, craft activities & indoor games, the good & bad touch, traffic rules, impact of pollution, etc were conducted for the lower grade children. Basic mathematics & communication skills, outdoor games like a blindfold, lemon spoon race, Chinese whisper, and dog catch, brain games like Pictionary style, quick memory, pyramid building, reach the goal, memory snap clap, etc for the middle school children. Basic science and mathematics, basic hygiene, solar system, vocabulary improvement, probability, etc. a few games comprising of the water cycle, word jumble, running speech, elbow pass, season cycle, glass pyramid, number rush, word formation, etc for the higher-grade children. Students

also presented a few educational models that could be used for teaching at schools and planted tree saplings as well.

The retail marketing team interacted with the traders and shopkeepers at the rural market and collected primary data through a survey. They also worked along with the traders in their shops, restaurants and vegetable shops in selling their products. They also identified areas of improvement for the retail owners and provided suggestions, such as using the online "Khata" app for customer management. The team visited the onion market early in the morning to learn about wholesale prices, suppliers, and pricing strategies for different stock qualities and quantities. This experience provided valuable insights into the real rural market. The students gained an understanding of how to establish a business, generate income, and create employment opportunities for others. Overall, the two-day rural immersion program did deliver a big understanding of the socio-economic conditions and education in rural India.

