



*Partnering in Academic Excellence*



**CMR UNIVERSITY**

**GRASSROOTS EXPLORATION 2017  
BY STUDENTS OF  
CMR UNIVERSITY, BANGALORE**

**22<sup>ND</sup> MARCH – 24<sup>TH</sup> MARCH 2017**

**Grassroots Exploration Feb 2017 by Students of  
CMR University, Bangalore  
Facilitated By - Department Of MBA, CIT, GUBBI.**



## ***Objective of Study:***

### **MSW Students:**

- To understand the Government schemes related to Sanitation/Toilet, Drinking Water & Housing
- To understand Rural Education, Health & Employment
- To understand role of NGOs in rural upliftment & maintaining cultural fabric of society

### **MSCP students:**

- To understand role of NGOs / Academia in Emotional Well Being
- To understand the socio-psychological issues of certain sections of the society (in Tumkur)
- To understand the Government's interventions in emotional well being of rural populace

### **M.com Students:**

- To understand the effect of DEMONETIZATION on different stake holders in rural areas
- To understand the prospects and challenges of DIGITAL PAYMENTS (Vittaya Sakshar Abhiyan) in rural areas
- To understand rural industrialization & entrepreneurship...and Microfinance initiatives

Stream	22/03/2017- Wednesday	23/03/2017 – Thursday	24/03/2017 – Friday
<b>M.Com</b>	<i>Objective: To understand the effect of DEMONETIZATION on different stake holders in rural areas</i>	<i>Objective: To understand the prospects and challenges of DIGITAL PAYMENTS (Vittaya Sakshar Abhiyan) in rural areas</i>	<i>Objective: To understand rural industrialization &amp; entrepreneurship...and Microfinance initiatives</i>
	<b>Forenoon:</b> Interaction / discussions with <ul style="list-style-type: none"> <li>• Nationalized Bank Officials (Mr. Suresh - Branch Manager Karnataka Bank, Gubbi)</li> <li>• Cooperative Bank officials DCC Bank Ltd, Gubbi/ TVC Bank, Gubbi.</li> </ul>	Interaction / discussions with <ol style="list-style-type: none"> <li>a) Households (check Digital Literacy)</li> <li>b) Commercial Establishments – retail shops/petrol stations/hotels/restaurants</li> <li>c) BSNL Officials (support extended in providing internet facilities)</li> <li>d) Digital payment technology expert.</li> </ol>	<b>Forenoon:</b> Interaction / discussions with Promoters / employees of Coir based enterprises Visit to <ul style="list-style-type: none"> <li>• Tyagatoor coir processing industry</li> <li>• Areca Plate manufacturing Unit, Tyagatoor</li> </ul>
	<b>Afternoon:</b> Interaction / discussions with <ul style="list-style-type: none"> <li>• Industrialists – Sanjay - Shwetha Bricks, Vadalur.</li> <li>• Hardware, Groceries, Fruits and vegetable vendors etc, @ Gubbi to know the effect of DEMONETIZATION</li> </ul>		<b>Afternoon:</b> <ul style="list-style-type: none"> <li>• Prakruthi agro Coir Pith Industry, Pura.</li> <li>• Officials of Milk Federation Units @ Kadaba</li> </ul>
	<b>Mr. Praveen Kuamr T M</b>	<b>Mr. Chethan Balaji</b>	<b>Mr. Praveen Kuamr T M</b>

<i>Stream</i>	<i>22/03/2017- Wednesday</i>	<i>23/03/2017 – Thursday</i>	<i>24/03/2017 – Friday</i>
<b>M.S.W</b>	<i>Objective: To understand the Government schemes related to Sanitation/Toilet, Drinking Water &amp; Housing</i>	<i>Objective: To understand Rural Education, Health &amp; Employment</i>	<i>Objective: To understand role of NGOs in rural upliftment &amp; maintaining cultural fabric of society</i>
	<p style="text-align: center;"><b>Visit to Tyagatoor Grama Panchayat</b></p> <p>Interaction / discussions with</p> <p>(a) Panchayat Development Officer / Gram Panchayat Members</p> <p>(b) Cooperative Society/ Society</p> <p>(c) Beneficiaries of various schemes</p> <p style="text-align: center;"><u>Exploring the implementation of schemes like</u></p> <p>(a) Nirmala Bharath</p> <p>(b) Swatch Bharath</p> <p>(c) NREGA</p> <p>(d) National Rural Drinking Water Programme (NRDWP)</p>	<p><b>Forenoon:</b></p> <p>Interaction / discussions with</p> <p>(a) Educationists / Principals / Academic Head (with respect to formal education) @ <b>10 AM</b> Principal, GFGC, Gubbi</p> <p>(b) Vocational Education &amp; Training Centres Venugopal, President, BVS ITI, GUBBI,</p> <p>(c) Bindu Madhav, Taluk Health Officer, Gubbi</p>	<p><b>Forenoon:</b></p> <p>Interaction / discussions with</p> <p>(a) Sneha Jeevana Foundation, Gubbi – Navakoti, director, 9916683478 @ <b>10 AM Feild Visit to Chelur Village</b></p>
		<p><b>Afternoon:</b></p> <p>(a) PMKVY – discussion with CIT – Skill centre for rural skill enhancement and employability</p> <p>(b) Exploring schemes supporting farmers/ Agri – Sector - Visit to Benchagere.</p>	<p><b>Afternoon:</b></p> <p>(a) Madilu Seva Trust - Mr.Arasu. Mob: 9481185252</p>
	<b>Mr. Nagendra R</b>	<b>Mr. Nagendra R</b>	<b>Dr. T M Prasanna Kumar</b>

Stream	22/03/2017- Wednesday	23/03/2017 – Thursday	24/03/2017 – Friday
MSCP	<i>Objective: To understand role of NGOs / Academia in Emotional Well Being</i>	<i>Objective: To understand the socio-psychological issues of certain sections of the society (in Tumkur)</i>	<i>Objective: To understand the Government's interventions in emotional well being of rural populace</i>
	Interaction / discussions with (a) Private School Head Master/ Teachers – Bettadahalli (b) Government - School Head Master/ Teachers – Somlapura	Interaction / discussions with (a) Rehabilitation Centres – AIDS & TB Daya Sparsh Rehabilitation Center, Tumkur Mentally Challenged child care centre Spandana, Tumkur	<b>Forenoon: @ 10 AM</b> Interaction / discussions with (a) Accredited Social Health Activists- ASHA Volunteers (Explore Women's Physical Health Vis-a-vis Mental well being) @ Chikkakunala Dr. Venu
	<b>Afternoon:</b> Integrated Counseling & Testing Centre (ICTC), Taluk Govt. Hospital, Gubbi Mrs. Lakshmi, Counsellor, ICTC Gubbi Mob: 9538990222	(b) Deaf & Dumb School Redcross Deaf & Dumb School Belugumba Tumkur @ 02.30 PM (c) Nele -Orphanage SS Puram	<b>Afternoon:</b> (a) Santwana Kendra, Gubbi, @ <b>2.30 PM</b> Mr. Umesh , (b) Rani Chennamma Residential School , Herur. Anand, Principal,
	<b>Mr. Praveen Kuamr B H</b> <b>Miss Harshitha M</b>	<b>Mr. Praveen Kuamr T M</b> <b>Mr. Praveen Kuamr B H</b>	<b>Mr. Nagendra R</b>

# Grassroots Exploration 2017

## Visit to Karnataka Bank



**DCC Bank Ltd, Gubbi**



**TGMC Bank, Gubbi.**





# Grassroots Exploration 2017 Visit to Automated Clay Brick Industry.

## Shwetha Bricks, Vadalur, Gubbi



## Survey to know the effects of Demonitization





# Grassroots Exploration 2017 Visit to Mentally Challenged Children Rehabilitation School



## Spandana Mentally Challenged Rehabilitation School



## “Nele” - Girls Orphanage, SS Puram, Tumkur





# Grassroots Exploration 2017 Visit to Residential School for Speech & Hearing Impaired



## Indian Red Cross Society, Tumkur



# Grassroots Exploration 2017

## Interaction with Self Help Group

### Group

**Discussions with Mr.Navakoti, NGO Director, Sneha Jeevana Foundation.**



# Grassroots Exploration 2017 Panel Discussion

**Students Panel Discussion with Ms Vasanthi Uppar, Dist. Child Rescue Officer, Ms. Lakshmi ICTC Counselor and Ms. Kavitha Advocate**



# Grassroots Exploration 2017 Experience Sharing

**Faculty of CMR Sharing Grassroots Exploration Experience with Dr. Suresh D.S, Principal & Director, CIT, Gubbi**

