



Partnering in Academic Excellence

**GRASSROOTS EXPLORATION 2014
BY STUDENTS OF
WELINGKAR INSTITUTE OF MANAGEMENT
DEVELOPMENT & RESEARCH, BANGALORE**

19TH – 22ND MARCH 2014

we school S.P MANDALI'S
Welingkar Education

Grassroots Exploration March 2014 by Students of Welingkar Institute of Management Development & Research, Bangalore Facilitated By - Department Of MBA, CIT, GUBBI.



Grassroots Exploration 2014

Sectors explored

- ❖ Industry
- ❖ Agriculture
- ❖ Education
- ❖ Local Governance
- ❖ Cooperatives / Livelihood
- ❖ Health

Grassroots Exploration 2014 by Students of We School, Bangalore @ Gubbi



PROGRAM SCHEDULE

Date	Time	SECTOR			
		Industry	Agriculture	Education	Cooperative / Livelihood
19 th March	Forenoon	Inauguration / Briefing about the study			
	Afternoon	Interaction with Nittur Gram Panchayat members			
20 th March	Forenoon (9am to 12.30 pm)	1) Visit to Coir Processing Unit, Tyagattur 2) Visit to Areca Plate Manufacturing Unit, Tyagattur	1) Interaction with progressive farmers at Bennur 2) Interaction with progressive farmers at Sampege	1) Visit to Rani chenamma girls residential school at Herur 2) Visit to Govt. First Grade College, Gubbi	1) Visit to handlooms / power looms units in Kallur
	Afternoon (2.00 to 4.30 pm)	1) Visit to Brick Factory / Cement Block Unit at Herur.	1) Visit to Pomegranate farm at Aradagere.	1) Visit to Moorarji Desai residential school at Hoovinakatte	1) Visit to cooperative bank/ society at Nittur. 2) Visit to Goat rearing farm (sick unit) at Islampur gate
21 st March	Forenoon (9am to 12.30 pm)	1) Visit to KMF Feed Factory, Gubbi. 2) Visit to disposable cups unit at Gubbi	1) Visit to commercial and horticulture farm at Prabanahalli & Old Gubbi	1) Visit to Govt. school at Ammanagatta and Tippur 2) Visit to Bettadahalli Mutt school.	1) Interaction with Shree Sakthi Sanghas and poultry farm at Uddehoskere. 2) Interaction with diary cooperative societies.
	Afternoon (2 pm to 4.30 pm)	1) Visit to Coir Pith processing unit at Pura 2) Visit to Kingdays mineral water unit at Benchgere	1) Interaction with sericulture farmers at Lakshnipura & Mattighatta	1) Visit to ITI college at Bagur 2) Visit to Keonics, Gubbi	1) Visit to Nittur weekly Sandy / Haats and petty shops , hotels in Nittur
22 nd March	Forenoon (9am to 12.30 pm)	Visit to KMF Milk Dairy , Mallasandra			
	Afternoon (2 pm to 4.00 pm)	Panel Discussion / Feedback Session			

Grassroots Exploration 2014 by Students of We School, Bangalore @ Gubbi PROGRAM SCHEDULE

Day-1



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	Group 1	Group 2	Group 3	Group 4	Group 5	Group 6
	Industry	Agriculture	Education	Local Governance	Cooperative /Livelihood	Health
10.00 am	ACCOMODATION ARRANGEMENTS / FRESHING UP					
10.30 am						
11.00 am	TEA / CIT CAMPUS TOUR					
11.30 am						
12.00 pm	BRIEFING BY CIT STAFF					
12.30 pm						
1.00 pm	LUNCH					
1.30 pm						
2.00 pm						
2.30 pm	PANEL DISCUSSION ON "CREATION OF EFFECTIVE BUSINESS ECOSYSTEM IN RURAL AREAS – NEED OF THE HOUR" – WITH CASES RELATED TO TUMKUR/ GUBBI					
3.00 pm						
3.30 pm						
4.00 pm						
4.30 pm to 7.00 pm	VISIT TO DEVARAYANA DURGA / PREPARATION FOR FIELD TRIPS					
7.30 pm	DINNER					
8.00 pm						

Grassroots Exploration 2014 by Students of We School, Bangalore @ Gubbi PROGRAM SCHEDULE

Day-2



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	Group 1	Group 2	Group 3	Group 4	Group 5	Group 6	
	Industry	Agriculture	Education	Local Governance	Cooperative /Livelihood	Health	
8.00 am	BREAKFAST @ CIT						
8.30 am	BREAKFAST @ CIT						
9.00 am	VISIT TO HERUR CEMENT BLOCK FACTORY	Visit to Uddehosakere & Hesaralli : Interaction with the farmers of commercial, food crops and horticulture crops.	Visit to households, interaction with SDMC and Parents at Uddehosakere	Visit to Kadaba: Interaction with people, village accountant, gram panchayat members	Interaction with petty shops/hotels near herur	Interaction with people ; medical officer and other staffs at PHC Tyagattur	
9.30 am							
10.00 am							
10.30 am							
11.00 am	VISIT TO MINERAL WATER PLANT NEAR BAGUR		Visit to Uddehosakere Govt. School (teachers & students)		Visit to cooperative banks, societies, and PDCs at Gubbi/Nittur		
11.30 am							
12.00 pm							
12.30 pm							
1.00 pm	LUNCH						
1.30 pm	LUNCH						
2.00 pm	VISIT TO COIR PROCESSING INDUSTRY	Visit to Nursery @ Benchgere	Visit to ITI near Bagur gate	Visit to Thippur: Interaction with people, village accountant, gram panchayat members	Visit to KMF's Feed Factory at Gubbi	Interaction with private medical practioners and patients at Nittur	
2.30 pm		Interaction with the farmers at Benchgere	Visit to somalapur Govt. School (teachers,students, parents, SDMC)		Interaction with people, village accountant, gram panchayat members		Interaction with CIT Cooperative Society
3.00 pm							
3.30 pm							
4.00 pm	TEA						
4.30 pm	TEA						
5.00 pm	Discussions / Brainstorming regarding data collected @ CIT Campus						
7.00 pm	DINNER						
7.30 pm	DINNER						

Grassroots Exploration 2014 by Students of We School, Bangalore @ Gubbi PROGRAM SCHEDULE

Day-3



Partnering in Academic Excellence



	Group 1	Group 2	Group 3	Group 4	Group 5	Group 6
	Industry	Agriculture	Education	Local Governance	Cooperative /Livelihood	Health
8.00 am	BREAKFAST @ CIT					
8.30 am						
9.00 am	VISIT TO MILK CHILLING UNIT AT HERUR	Visit to Organic farm of Dr. C R Pradeep.	Visit to Computer training institutes at Gubbi	Visit to Tyagattur: Interaction with people, village accountant, gram panchayat members	Interaction with Diary Cooperative societies, Poultry farms, Sthri Sakthi Sanghas at Uddehosakere	Interaction with people ; Anganwadi Workers; medical officer and other staffs at PHC Thippur
9.30 am						
10.00 am	VISIT TO BRICK FACTORY AT HERUR		Visit to Govt. School at Banglepalya			
10.30 am						
11.00 am	VISIT TO BIO DEGRADABLE DISPOSABLE AREACA PLATES FACTORY	Interaction with progressive farmer at Karehalli	Visit to BEO office at Gubbi			
11.30 am						
12.00 pm	LUNCH					
12.30 pm						
1.00 pm	VISIT TO SUNIL AGRO PVT. LTD., HERUR	interaction with Sericulture farmers @ Herur	Visit to private schools at Gubbi: Priya, Bhoomi, Shubhodaya, Florence Nightingale	Interaction with Taluk Panchayat Office Bearers @ Gubbi	Interaction with Power looms / handlooms units at Somalapura	Interaction with people ; medical officer and other staffs at PHC Kadaba
1.30 pm						
2.00 pm		Interaction with TAPMC officials @ Gubbi				
2.30 pm		Visit to Horticulture farm				
3.00 pm						
3.30 pm	TEA					
4.00 pm	Discussions / Brainstorming regarding data collected @ CIT Campus					
4.30 pm	DINNER					
5.00 pm						
7.00 pm						
7.30 pm						

Grassroots Exploration 2014 by Students of We School, Bangalore @ Gubbi PROGRAM SCHEDULE

Day-4



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	Group 1	Group 2	Group 3	Group 4	Group 5	Group 6
	Industry	Agriculture	Education	Local Governance	Cooperative /Livelihood	Health
8.30 am to 10.00 am	Visit to Heidelberg Cement Factory at Ammasandra OR KMF Mallasandra					
10.30 am to 1.00 pm	Preparation for presentations					
1.30 pm to 2.00 pm	LUNCH					
2.30 pm to 4.00 pm	PRESENTATION BEFORE EXTERNAL BODY					
4.30 pm to 5.00 pm	PACK-UP / RETURN TO BANGALORE					

Industries explored





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Agriculture Sector



Agriculture Sector



Education Sector





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Cooperatives/Livelihood



S.M.B. BRICKS

The image shows a close-up of a blue sign with white lettering that reads 'S.M.B. BRICKS'. The sign is mounted on a light-colored wall above a window. The window reflects green trees and a blue sky.