



## **Channabasaveshwara Institute of Technology**

(Affiliated to VTU, Belgaum & Approved by AICTE, New Delhi)

**(ISO 9001:2015 Certified Institution)**

NH 206 (B.H. Road), Gubbi, Tumkur – 572 216. Karnataka.



**Date :30/3/2018**

### **DEPARTMENT OF MBA GRASSROOT EXPLORATION**

The department of MBA has Organized 5 days of Grass root exploration Study for the student of MBA from 22<sup>nd</sup> March to 26<sup>th</sup> March, 2018. The basic objective of this study is to sensitize students with regard to grass roots issues which people in rural / tier-II areas are confronted. This study would provide opportunity to the students to use knowledge, tools and techniques to create new business in emerging rural markets.

The students are exposed to the various sectors at rural areas such as Nationalized Bank , Entrepreneur, Health, NGO, Industries, Co-operative sectors ,Education, The study helped the students to know the challenges at grassroots level.

First day of the programme focused on Effect of Demonitization on different stakeholders highlighting problems faced by the DCC Cooperative bank, Shwetha bricks , Hardware, Groceries, Fruits and vegetable vendors etc, at Gubbi.

Second day the exploration focused on understand the prospects and challenges of DIGITAL PAYMENTS, Interaction with Households, Commercial establishment, BSNL Officers and also digital payment expert.

Third day the study focused to understand rural Industrialization & entrepreneurship and Microfinance initiative .We Interaction with Promoters, employee of coir based enterprises of Prakruthi agro coir pith, officials of milk federation also visited Tyagatoor coir processing industry and Areca plate manufacturing unit.

On the fourth day Study focused on to understand the Government schemes related to Sanitation/Toilet, Drinking Water & Housing, we interacted with Panchayat development officer ,co-operative society exploring the implementation of Nirmala bharath , Swatch bharath ,National rural drinking programme.

On the Fifth day exploration focused on rural education, Health and employment. The Educationalist, Principals interacted to the students with respect to formal education, vocational education and

training centre, followed by the Gubbi centres. Also discussed with PMKVY –Skill development centre for rural skill enhancement and employability.

**Objective of Study:**

- 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.
- 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.

**Outcomes of study:**

- This study would provide opportunity to the students to use knowledge, tools and techniques to create new business in emerging rural market
- Students will learn to understand and articulate new skills and ideas in grass root level.
- This would help the students to know the Challenges faced by different stakeholders in grassroots level

**SCHEDULE OF GRSSROOT EXPLORATION-2018**

<p><b>Time and Date</b></p> <p><b>22/3/2018</b></p>	<p><b>Visit to Tyagatoor Grama Panchayat</b> 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 <u>Exploring the implementation of schemes like</u></p> <p>(a) Nirmala Bharath</p> <p>(b) Swatch Bharath</p> <p>(c) NREGA</p> <p>National Rural Drinking Water Programme (NRDWP)</p>
<p><b>23/3/2018</b></p>	<p><b>Interaction / discussions with</b></p> <p>a) Households (check Digital Literacy)</p> <p>b) Commercial Establishments –retail shops/petrol stations/hotels/restaurants</p> <p>c) BSNL Officials (support extended in providing internet facilities) Digital payment technology expert.</p>
<p><b>24/3/2018</b></p>	<p><b>Interaction / discussions with Promoters / employees of Coir based enterprises</b></p> <p>Visit to</p> <ul style="list-style-type: none"> <li>• Tyagatoor coir processing industry</li> <li>• Areca Plate manufacturing Unit, Tyagatoor</li> </ul>
<p><b>25/3/2018</b></p>	<p><b>Visit to Tyagatoor Grama Panchayat</b> Interaction / discussions with</p> <p>(d) Panchayat Development Officer / Gram Panchayat Members</p> <p>(e) Cooperative Society/ Society</p> <p>(f) Beneficiaries of various schemes <u>Exploring the implementation of schemes like</u></p> <p>(a) Nirmala Bharath</p> <p>(b) Swatch Bharath</p> <p>(c) NREGA</p> <p>National Rural Drinking Water Programme (NRDWP)</p>
<p><b>26/3/2018</b></p>	<p><b>Interaction / discussions with</b></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, Bindu Madhav, Taluk Health Officer, Gubbi</p>

**SNAPSHOT OF GRASSROOT EXPLORATION-2018**





