



Channabasaveshwara Institute of Technol
(Affiliated to VTU, Belgaum & Approved by AICTE, New Delhi)
(NAAC Accredited & ISO 9001:2015 Certified Institution)
NH 206 (B.H. Road), Gubbi, Tumkur – 572 216. Karnataka.



Department of MBA

A Report on Grassroots Exploration Study-2020 conducted in association with Welingkar Institute of Management Development & Research, Bangalore

Department of MBA has facilitated **Grassroots exploration for reputed B-Schools, Welingkar Institute of Management Development & Research, Bangalore from 2013 to 2020** and for **CMR University from 2016 to 2017**.

The basic objective of this study is to sensitize students with respect to grass roots issues which people in rural / tier-2 areas are confronted. The students are exposed to the various sectors at rural areas such as Agriculture, Health, Animal husbandry, Industries, Co-operative sectors, interactions with progressive farmers and young Entrepreneurs.

The study helped the students to know the challenges and problems at grassroots level. This study would provide opportunity to the students to use knowledge, tools and techniques to create new business in the emerging rural markets. The study has helped many students to Evolve as Young Entrepreneurs who had identified business opportunities in rural ecosystem.

The Department have developed and articulated the process of grassroots exploration study for both the B schools and developed curriculum for connecting to the various sectors in rural areas.

The department has schedule the exploration study-2020 activities under Agriculture, Health, Animal husbandry, Industries, Co-operative sectors and Energy sectors in and around Gubbi taluk.

The grassroots study from **Welingkar Institute of Management Development & Research, Bangalore** was conducted from **11th Feb to 14th Feb 2020**.

Weschool students and staff of 28 members and 27 students with faculty are participated in exploration. The detailed schedule of the exploration study with the sector concerned has been enclosed with this.

The exploration focuses on Energy sector highlighting the renewable energy resources, Agriculture sector focuses on problems faced by the farmers concerned with pre harvesting and post harvesting scenarios. Animal husbandry focuses on problems of cattle rearing, sheep rearing, rabbit farms, chicken farms etc and marketing.

Many small and micro industries are in these are mainly agro based sectors again exploration focuses on traditional manufacturing process, marketing and employment generation in the rural areas. Similarly the study focuses on co-operative sector, also which is consider to be one of the successful community development concept model highlighting on the different co-operative areas.

Another sector is Health sector the study focuses on rural health environment, Health and medicinal services provided by the government and other private sectors as well the traditional health practices of the rural people.

The Department provides all the necessary help to the students of theses B schools, by dividing the sectors as per the key sector areas. The faculty and students of the department joined with B school students in identifying the grass-root level identification of the areas, problems, prospective and enable them to prepare a new business model that helps the rural development in both employment generation and marketing prosperity.

Mr. Praveen Kumar TM
HOD (In charge)

Department of MBA

Grassroots Exploration study-2020



Department of MBA



Department of MBA



Department of MBA

