



**GRASSROOTS EXPLORATION
WE-SCHOOL-BANGALORE
2023-2024**



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.



DEPARTMENT OF MBA

A Report on Grassroots Exploration Study-2023 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 2023** 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, Livestock, Co-operative sectors, Education, Non Government Organizations, Tourism, interactions with progressive farmers and young Entrepreneurs.

The study reinforced the students to know the challenges and issues at grassroots level. This study would provide opportunity to the students to acquaint knowledge, tools and techniques to create new business in the emerging rural markets. The study has motivated 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 scheduled the exploration study-2023 activities under Agriculture, Start-Ups, Education/ Tourism/NGO, Industry sectors in and around Tumkur, Gubbi and Tiptur taluk.

The grassroots study from **Welingkar Institute of Management Development & Research, Bangalore** was conducted from **27th March to 31st March 2023**.

We-school students and staff of 32 members participated in the exploration. The detailed schedule of the exploration study with the sector concerned has been enclosed with this.

The exploration focuses on Agriculture sector highlighting the various farming culture adopted for cultivation of the available resources, Agriculture sector focuses on problems faced by the farmers concerned with pre harvesting and post harvesting scenarios. Animal husbandry focuses on problems of sheep/Goat rearing, chicken farms etc and marketing.

Many small and micro industries are in these are mainly agro based sectors again exploration concentrates on traditional manufacturing process, marketing and employment generation in the rural areas. Similarly the study focuses on start-ups & livelihood also which is consider to be one of the successful

Another sector is Education, the study focuses on rural education environment that is poverty, awareness of education, system incorporated. 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 aid to the students of the 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 challenges in various areas, problems &, prospective and enable them to prepare a new business model that initiates the rural development in both employment generation and marketing prosperity.

Dr Chaithanya S
Professor & HOD

ACKNOWLEDGEMENT

The department of MBA would like to take this opportunity to thank the Sri Channabasaveshwara Institute of Technology for organising this grass root exploration as a part of the MBA Curriculum.

The department extends this opportunity to express a profound sense of gratitude & sincere thanks to the Principal & Director CIT, Dr Suresh D S Sir for designing Grassroot Exploration program with a collaboration of Welingkar Institute of Management Development & Research, Bangalore and providing a healthy environment to work.

The department expresses a profound sense of gratitude and sincere thanks to the Professor & Head Mechanical Department Dr Giridhar S Kulkarni, A.P Dept of CSE & Placement officer Chethan Balaji, A.P Dept of ECE Malthesh S Bhajantri, A.P Dept of CSE Rajendra C J, Instructor Dept of Mechanical Mr. Mallikarjun, the entire transportation dept & Mr Kumarswamy, food dept, and all other departments teaching & non teaching staff for the continuous support in the successful accomplishment of Grassroot Exploration program.

A heartfelt thanks to our MBA students those who have participated, and their parents who have been continuously supporting in all the MBA programs



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CONSOLIDATED EXECUTED DAY WISE PLAN OF GRASSROOT

27th March 2023				
<ul style="list-style-type: none"> • 9.30 AM Arrival to Tumkur, check in @ CNV Chambers, Tumkur Fresh up (Mr. Pasha, Dept of MBA, shall receive the Team) • 10.15 AM Assemble at CITRIS for Briefing session, followed by Hi-Tea • 10.45 AM Exploration Starts 				
	Agriculture	Start-up & Livelihood	Education + NGO + Tourism	Industry
11.30 AM	Visit to Poultry Farm near Tavarekere –Kudur		Interaction at 1. Siddashree English High School, Nittur 2. BVS Industrial training institute, Bagur Gate	Visit to Vahini Irrigation Pvt ltd, Tumkur Honnudike, Tumkur
02.00 PM	Arrival at CIT campus for lunch			
02.30 PM	Interaction with agri equipment dealers	Gubbi Sante – Interaction with Vendors and Villagers. Interaction with women entrepreneur at Nittur	Interaction at 1. CIT Polytechnique, Herrur 2. Tejas Industrial training institute	Shwetha clay product (Brick Industry) Hodalur
04.30 PM: Arrival at CIT campus, Fresh up, discussion, Dinner and departure for Tumkur				
Faculty in charge	Bhaskar H S	Nagendra R	Pasha & Mr.Bajantri	Divya C & Dr. Rajendra Kumar
<p>2 Buses Allotted from Tumkur (one will come to campus and one is reserved for Industry Team), 2 Busses will be allotted at CIT Campus (One for Start-up & one for education)</p>				

28th March 2023

- 8.30 AM Breakfast at Tumkur and Departure for exploration
- 9.30 AM Exploration Starts

	Agriculture	Start-up & Livelihood	Education + NGO + Tourism	Industry
10.30 AM	visit to Iruway farm Durgadahalli Devarayana Durga Road	Clinic Interaction with Dr. Tulasi Prasanna Bellavi Cross Interaction with Mr. Mallanna, founder Sakshi Retreat	Devarayanadurga & Namadachelume	Shreenidhi Bricks, Sira Road, Tumkur
02.00 PM	Arrival at CIT campus for lunch			
02.30 PM	Interaction Session with entrepreneurs Interaction with select start-ups at CIT campus 1. Changepay –Mr. Dhyvik & Jeevan 2. Mr. Chetan Murthy 3. Mr. Uttam 4. Kunduranahalli Ramesh 5. Vedanandamurthy Interaction Session with entrepreneurs			Mahaveera Coconut industries, Mallasandra, Nandini KMF Milk dairy Mallsandra
04.30 PM: Arrival at CIT campus, Fresh up, discussion, Dinner and departure for Tumkur				
Facult y in charge	Harshith T C	Nagendra R	Pasha & Mr.Bajantri	Divya C & Dr. Rajendra Kumar
2 Buses Allotted from Tumkur (one will come to campus and one is reserved for Industry Team), 2 Busses will be allotted at CIT Campus (One for Start-up & one for Education)				

29th March 2023

- 8.30 AM Breakfast at Tumkur and Departure exploration
- 9.30 AM Exploration Starts

	Agriculture	Start-up & Livelihood	Education + NGO + Tourism	Industry
10.30 AM	Visit Ammanagatta organic farm Ammanagatta-Gubbi	Interaction with DCC Bank and other local banks with regard to finding	Government primary School, Nittur Anganvadi Kendra Bagur gate. Private computer education centre – SoftTech Computer Education, Nittur	Visit to Shiva Irrigations, Gubbi Visit to RM Coocos, Gubbi
02.00 PM	Arrival at CIT campus for lunch			
02.30 PM	Goat & Poultry Farm, Near Kondli cross Dragon Fruit Farm	Interaction with Road Side Vendors (Bambo Vendor, Fruits, groceries) URS Tiffin centre Zoop Café Areca Nut Farm	Indiragandhi residential school – Gubbi SS Infotech - Keonics –Gubbi Digital Library & information centre- Herur Chidambara Public School- Gubbi	Electric poles & Transformers Nittur
04.30 PM: Arrival at CIT campus, Fresh up, discussion, Dinner and departure for Tumkur				
Faculty in charge	Dr. Rajendra Kumar	Harshith T C	Pasha	Divya C
2 Buses Allotted from Tumkur (one will come to campus and one is reserved for Industry Team), 2 Busses will be allotted at CIT Campus (One for Start-up & one for Education)				

30th March 2023

- 8.30 AM Breakfast at Tumkur and Departure exploration
- 9.30 AM Exploration Starts

	Agriculture	Start-up & Livelihood	Education + NGO + Tourism	Industry
10.30 AM	Visit to Dr. Pradeep C R Farm & interaction Hullenahalli	Visit to Kallur interaction with handloom and related process	Jain Temple- Nittur Aralaguppe-Chennkeshava & Kalleshwara temple Siddeshwara Deaf & Dumb School – KB cross	Visit to Kallur interaction with handloom and related process
02.00 PM	Arrival at CIT campus for lunch			
02.30 PM	Visit to Nursery near, Govt & private- Hosalli Gate	Baby Rice Mill, Near Wipro Factory, Shira Gate, Tumkur	Hathyala Narasimha Swamy Temple Gubbiappa Temple-Gubbi	Baby Rice Mill, Near Wipro Factory, Shira Gate, Tumkur
04.30 PM: Arrival at CIT campus, Fresh up, discussion, Dinner and departure for Tumkur				
Faculty in charge	Harshith T C	Dr. Rajendra Kumar	Pasha	Divya C

2 Buses Allotted from Tumkur (one will come to campus and one is reserved for Industry Team),
1 Bus will be allotted at CIT Campus (One for Start-up & Industry)

31st March 2023

- 8.30 AM Breakfast at Tumkur and Departure exploration
- 9.30 AM Reach CIT Campus

	Agriculture	Start-up & Livelihood	Education + NGO + Tourism	Industry
10.30 AM	Photo session at 10am Guest session at 10.30am – Sathvik Vishwanath an Entrepreneur Presentation on Grassroots exploration by We-School from 11.30 am			
02.00 PM	Lunch @ CIT			
02.30 PM	Departure to Bangalore			

CIT Student List

27th March 2023				29th March 2023			
1	Anushree S J	9110240090		Team Agriculture	5	Chethan T R	
2	Arun H R	7899492681	6		Chethan T U	7619360359	
3	Atooba Sadiya	9632280814	7		Chinnagiri M U	7022931748	
4	Bhavana N	9686283094	8		Chiranth N C	8494807021	
5	Chaithanya S K	9632280814	9		Deeksha R	9731702877	
6	Chethan T R	8867582660	10		Deepashree B	8431997746	
7	Chethan T U	7619360359	11		Deepika S	6366589956	
8	Chinnagiri M U	7022931748	12		Deepu N	8431745366	
9	Chiranth N C	8494807021	Team Startup & Livelihood	13	Devaraj H S	6362053799	Team Startup & Livelihood
10	Deeksha R	9731702877		14	Girish TM	9535050690	
11	Deepashree B	8431997746		15	Guruprasad A M	9108336260	
12	Deepika S	6366589956		16	Harsha M	6363501679	
13	Deepu N	8431745366		17	Harshitha C	8618891877	
14	Devaraj H S	6362053799		18	Harshitha H S	9353961321	
15	Girish TM	9535050690		19	Hema T S	9632674695	
16	Guruprasad A M	9108336260		20	Hemashree H S	9353961321	
17	Harsha M	6363501679	Team Education	21	Jamuna B R	7337621196	Team Education
18	Harshitha C	8618891877		22	Kavyashree K R	8722828197	
19	Harshitha H S	9353961321		23	Kavyashri T L	9731866306	
20	Hema T S	9632674695		24	Keerthana B	8296746046	
21	Hemashree H S	9353961321		25	Kiran K P	8073385020	
22	Iqra Amjad	8296434787		26	Lavanya K	8618673901	
23	Jamuna B R	7337621196		27	Lavanya M	9945965565	
24	Kavyashree K R	8722828197		28	Lavanya M	8296746046	
25	Kavyashri T L	9731866306	Team Industry	29	Madhusudhana K L	9353534781	Team Industry
26	Keerthana B	8296746046		30	Manu M R	8431316159	
27	Kiran K P	8073385020		31	Meena D	6363955929	
28	Lavanya K	8618673901		32	Nagamani M	8197112028	
29	Lavanya M	9945965565		33	Nandini T	7899767897	
30	Lavanya M	8296746046		34	Nayana C N	9353450380	
31	Madhusudhana K L	9353534781		35	Pavan Sai V	9986298901	
32	Manu M R	8431316159		36	Pavan T G	8431472945	
28th March 2023				30th March 2023			
33	Meena D	6363955929		Team Agriculture	37	Priyanka S	
34	Nagamani M	8197112028	38		Rachana T S	7676629308	
35	Nandini T	7899767897	39		Rachitha	7619125249	
36	Nayana C N	9353450380	40		RachithaK P	9148542825	
37	Pavan Sai V	9986298901	41		Rakshitha C	8431078177	
38	Pavan T G	8431472945	42		Ramyam R	9632779496	

39	Priyanka S	9945190735	Team Startup & Livelihood
40	Rachana T S	7676629308	
41	Rachitha	7619125249	
42	RachithaK P	9148542825	
43	Rakshitha C	8431078177	
44	Ramya M R	9632779496	
45	Ramya P K	8867080465	
46	Ranjitha R	9164496031	
47	Sangeetha	9686855589	
48	Sanika R	6360344639	
49	Sathya K	9380101858	Team Education
50	Shashikala B	9902040006	
51	Shilapshree R	7022005895	
52	Shivaraj K	7026652533	
53	Soundarya N D	9980181905	
54	Sukanaya N	7899781499	
55	Sushma N	9632275564	
56	Theerthashree M S	8861117381	
57	Varsha R	7337842517	
58	Vedavathi J	9901832971	
59	Vidyashree N	9019584699	Team Industry
60	Yogesh D P	7619166242	
1	Anushree S J	9110240090	
2	Arun H R	7899492681	
3	Bhavana N	9686283094	
4	Chaithanya S K	9632280814	

43	Ramya P K	8867080465	Team Education
44	Ranjitha R	9164496031	
45	Sangeetha	9686855589	
46	Sanika R	6360344639	
47	Sathya K	9380101858	
48	Shashikala B	9902040006	
49	Shivaraj K	7026652533	
50	Soundarya N D	9980181905	
51	Sukanaya N	7899781499	
52	Sushma N	9632275564	
53	Theerthashree M S	8861117381	Team Industry
54	Varsha R	7337842517	
55	Vedavathi J	9901832971	
56	Vidyashree N	9019584699	
57	Yogesh D P	7619166242	

WE SCHOOL STUDENT DETAILS

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4	Nikhil H L	7760603539	BDI2022-nikhil.hl@welingkar.org
5	Hiren Dave	7600063430	Bdi2022-hiren.dave@welingkar.org
6	Anmol Batra	7709633055	anmolbatra.v@gmail.com
7	Gaurav Bhardwaj	9414354241	BDI2022-Gaurav.Bhardwaj@welingkar.org
8	Kashvi Rajesh	7892003655	BDI2022-kashvi.rajesh@welingkar.org
9	Vrinda Kulkarni	9535362160	BDI2022-vrinda.kulkarni@welingkar.org
10	Laxmi Wadighare	8855999554	laxmiwadighare@gmail.com
11	Pranav Anand	9871798198	Anandpranav@gmail.com
12	Faizali Shaikh	9552957222	BDI2022-faizali.shaikh@welingkar.org
13	Palak Arora	9340219962	BDI2022-palak.arora@welingkar.org
14	Omaramurthy G B	9886476173	omkaragb@gmail.com
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16	Anshit Omkar Das	9439978287	anshitomkardas@gmail.com
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18	Rajib Dutta	8258839915	rajibdutta685@gmail.com
19	Animesh Mishra	7381946804	animishra12324@gmail.com
20	Piyush Mangal	9558144846	BDI2022-piyush.mangal@welingkar.org

Day 1: Forenoon session

Date: 27/03/2023

Visit to Poultry Farm near Tavarekere –Kudur hobli, Magaditaluk.

Poultry farming is the form of animal husbandry which raises domesticated birds such as chickens, ducks, turkeys and geese to produce meat or eggs for food. Poultry chickens are farmed in great numbers. More than 60 billion chickens are killed for consumption annually. Chickens raised for eggs are known as layers, while chickens raised for meat are called broilers.

About 25 students of MBA Department, CIT and We school visited MS poultry farm, on 27/03/2023 along Prof.williams, Mr.Harshith and Mr.Bhaskar (Assistant Professors). The farm was established in 2010 covering an area of 6 acres of land. It consists of 4 buildings of which contain chicks. Mr. Guru, Poultry officer discussed various parameters of Poultry farming such as production, disease, vaccinations and management. He explained to students that poultry farming has vast potential for employment. Students got acquainted with various species such as Kadaknaath and other. The visit completed with the observation of certain presentations and data given. It was really a fruitful visit.

In this poultry farm 15,000 chick hens are being reared for batch. Total 45,000 hens are being reared. Food for cub hens and will be produced there itself, Chicken eggs, Chickens are used for meat after laying eggs are the products. 6 women and 20 men are working in shift system. Wastage will be sold to nearby villagers like farmers for agriculture purpose.

Key learnings: less capital required - No need for large space - less gestation period - License not compulsory - Easy marketing.

Pain points:

- Rising the raw materials prices.
- Spread of seasonal diseases.
- Lack of affordable prices.
- Problem of quickly damage of eggs.
- Problems with storing eggs.
- Increasing the workers' wages.



Poultry Farm Kudur



Building for Farming the Hens



Team visited to Poultry Farm

Start Up/ Livelihood: Interaction at Siddashree English High School, Nittur

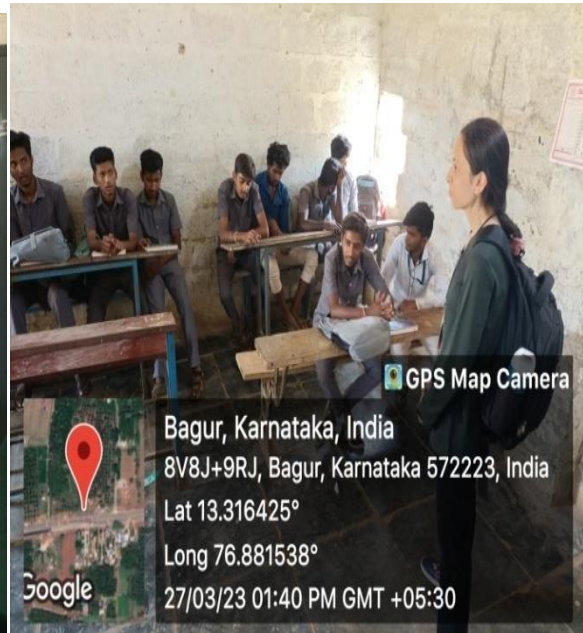
“The goal of education is not to increase the amount of knowledge but to create the possibilities for a child to invent and discover, to create men who are capable of doing new things.” A good education can be seen if a certain school can mold the students into the better versions of themselves.

The visit was towards the Siddashree English High School in Nittur. The Interaction with students and teachers and exploration to basic problems at school. Students actively involved into discussion and explained that teachers are teaching well and they do not have problems with the learning process. Interaction with the teachers made it clear that students are addicted to cell phones particularly after Covid-19. Observation of school working environment- insufficient washrooms for students and not properly cleaned. Computer lab was not in proper working condition.



BVS Industrial training institute, Bagur Gate.

Students interacted with the students and teachers, and got explored to the problems faced at rural schools. There was lack of infrastructure- shed form of class rooms was found and it is very difficult for the students to sit and listen to their classes. Less number of students admit to the school and transportation facility is not provided by the institute, students are solely dependent on public transport. Fewer faculties were the concerns.



Industry : Visit to Vahini Irrigation Pvt ltd, Tumkur Honnudiike,Tumkur

Vahini Irrigation private Limited is an ISO 9001: 2008 certificate company established in the year 1999 and started manufacture and supply of PVC, HDPE, LLDPE, pipes and water tanks that are widely used in various application like potable water supply, agriculture, irrigation distribution system. Mr.Abhimanyu took us through the session. He explained about the raw material that issued to manufacture pipes, Water storage tank and process of manufacturing products.

KEYPOINTS

- To increase the toughness of the tanks the company offers Triple Layer Tanks within side white layer and outside Yellow. The intermediate layer is blue.
- All coloured layers are UV stabilized.
- The tanks come in the range of 500 Ltrs to 2000 Ltrs.
- Vahini Water Tanks are having the unique advantage of being light in weight.
- Much stronger than other ordinary tanks existing in the market today.
- Blow Molded for extra strength
- Vahini CPVC Pipes are the most suitable easy and economic solution for transportation and distribution of potable water
- It is technically superior cost effective and offers many advantages over G.I and other conventional systems



Internal Manufacturing Process

Day 1: Afternoon session

Date: 27/03/2023

Agriculture Sector MAHENDRA TRACTOR DEALER, GUBBI

The knowledge of MBA students should not be limited to only classroom lectures. They need Field/grassroots exposure and witness how Business takes twists and turns for a better future.

About 15 students of MBA from CIT and We school visited Mahindra Swaraj tractor dealer on 27/03/2023 field visit led by Mr. Harshith T C and Mr. Bhaskar H S

The aim of the visit was to keep the students updated about the latest advancements. To keep students abreast with latest in production technology, revenue generation, sales promotion at rural place and many more, they were taken around the show room process was explained in detail by the staff at the plant.

The students were introduced to different steps and technologies involved in the sales promotion, revenue generation, services offered to customers manufacturing of tractors. Such practical exposures help students in better understanding of theoretical concepts.

The visit proved to be helpful for the students and they were given detailed knowledge of various steps involved in selling tractors right from the scratch.

Pain points: Huge competition from different dealers -Customer service problem, and payback period is very poor.





VISIT TO GUBBI SANTE FOR INTERACTION WITH VENDORS

Sante or Weekly bazaar, is an open-air market that serves as a trading venue for local people in rural areas of Indian. Sante are conducted on a regular basis, and are organized to support or promote trading by and with rural people. In addition to providing trading opportunities, Sante serve as meeting places, rural settlements

Sante are organized weekly once in a pre identified location. All the vendors come pick the items/vegetables from nearby farmers or sometimes from wholesale markets and reach that specified destination by morning and the markets remain operational from morning till late night.

The items are generally cheap and bargainable. Rural Indian families find time to visit nearby weekly markets to buy vegetables and other items for a week at economical rates.

Usually vegetables, fruits – direct selling by farmers,

Feature of these Weekly markets or santes are

1. They offer - Rare vegetables, rare fruits and other items.
2. Good bargains
3. Whole sale prices,
4. Friends meeting place

Gubbi - Sante

In Gubbi these sante is organised on Monday, hence it is termed as Somvara Sante and similarly in a nearby place Nittur, it is organised on every Friday, hence Sante at Nittur is called as Shukrvara Sante - i e mostly named after the day to identify them by the location and day.

Pain points identified of Sante:

- The vegetables and other items are transported from few km away and exposed to street dust till it reaches customer.
- Buying from weekly markets encourages farmers and maintains preferred vendors.
- Excessive bargain: The rates offered are definitely less than those available in general markets or malls.
- Lack of proper place to display their things
- Lack of infrastructure facilities.
- Lack of organization

- Lack of shelter.
- Lack of choice.
- High fees by municipal officials.
- Harassment by municipal officials.
- Lack of transportation facilities
- Unhygienic environments in the business place.
- Low level of income of the rural people.
- Uncertainty in the demand and supply.



Gubbi Local Vegetable Vendors



Greens Vendors in Sante

INTERACTION AT TEJAS INDUSTRIAL TRAINING INSTITUTE, NITTUR

This is an ITI training institute consists 2 trades mechanical and electrical. Our team members interacted with students and teachers of this training institute and got exploration to problems. Class rooms are very vague, shed form of class rooms settings and too old, less faculty, cleanliness is the major concerns.



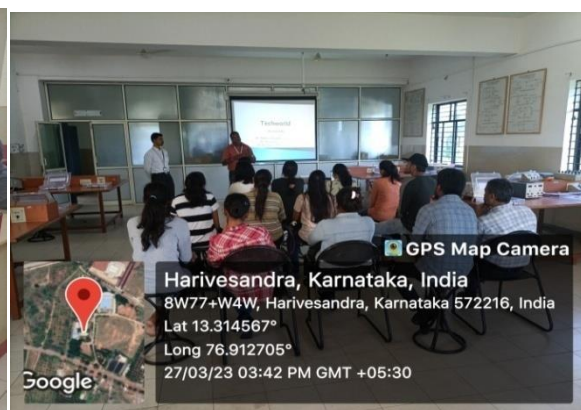
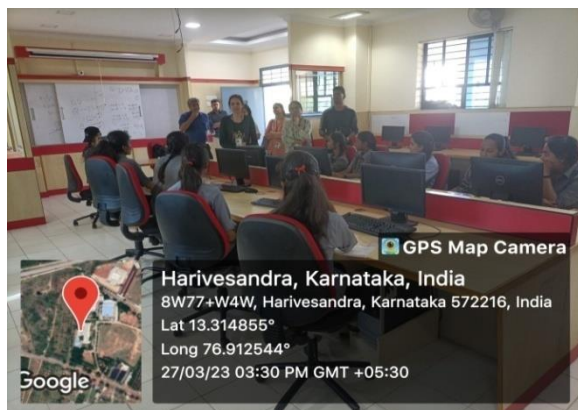
INTERACTION AT CIT POLY-TECHNIQUE, HERUR

The visit was towards CIT polytechnic College Herur. Interaction with students and teachers was good and explored the technique implemented for teaching and also how students are placed and discussed the issues.

The term polytechnic comes from the Greek word meaning many and tekhnikós meaning arts. In short, Polytechnic means an institute that offers a variety of professional courses, which is mainly technical and vocational in nature. There are various types of polytechnics in India - government owned polytechnics, private polytechnics, women's polytechnic and likewise. Subjects taught in these polytechnics are numerous and include- mass communication, fashion designing, automobile engineering, chemical engineering, interior decoration, computer engineering, civil, electrical etc.

Pain Points:

Students lack of communication skills due to which students were unable to respond to the questions asked. Presentation on few projects for SSLC students is quite difficult to understand. Observation of working environment were taught on exposure to industries



INTERACTION WITH SWETHA CLAY PRODUCTS - HODALURU, GUBBI/TUMKUR.

Swetha clay products manufacture wire cut bricks. They started SCP in 2010 and in 5 years they have made a mark in clay products. Focused mainly on manufacturing products of high quality. The factory personnel were imparted training for clay testing and product testing to enable them to offer quality product in future to the demanding customers. Swetha Clay Products future vision is to offer quality hallow blocks, split tiles, 5 Hole Jalli, Cladding tiles, Bricks etc to the architect and builders .



Black and red soil is mixed for making bricks. Before manufacturing they need to wet the soil for 2 days. Bricks are sold to Tumkur. If rain comes Bricks get spoiled. Manufacturing process is Manual. 15,000 bricks are manufactured in a day. Majority of labour is from Assam. Accommodation is been provided for workers.

Day 2: Forenoon session

Date: 28/03/2023

IRUWAY FARM -DURGADAHALLI, DEVARAYANADURGA , TUMKUR

About IRUWAY

Iruway can also be spelt iruve which in Kannada means ant. Ant is no doubt a marvelous creature. It can carry objects nearly 20 times heavier than itself. It never gives up, and always finds a way. However what inspires us more than just the industriousness of ants, is how they collaborate to build complex structures, especially anthills. An anthill, though very simple-looking from the outside, the complexity of the structure just beneath the surface is mind-blowing. Similarly the farm, itself collectively owned, hopes to bring people from different domains together and in turn bring about an intermingling of thought systems giving birth to eye opening new productions.

The second interpretation of the name is when we split iruway as Iru and Way. Iru in Kannada means be. We hope living in the farm will show us the way of being:

Way to farm naturally

Way to live sustainably

Way to use body and mind optimally

Way to work with people of diverse backgrounds collaboratively

And just simply the Way to Be and Let It Be !!!

Before proceeding to the field, students were welcomed by the farm owner Mr. Paras who to us through the journey to owning the farm and doing farm and a passion that was instilled in him as he grew up. More clearly, he pointed out on the importance of modernizing and intensifying agricultural the production systems. In particular, he pointed out on the importance of the borehole and the solar system which supported it. Paras also pointed out that his main crops in the farm are Tomatoes and Chilies. He also grows other vegetables such as cauliflowers, Capsicum, Lettuce, parsley. Paras, the farm owner also told us he was in the process of experimenting if potatoes can grow in the area due to the huge demand that they have for this product before proceeding to the field, students were welcomed by the farm owner Mr. Paras who to us through the journey to owning the farm and doing farm and a passion that was instilled in him as he grew up. More clearly, he pointed out on the importance of modernizing and intensifying agricultural the production systems. In particular, he pointed out on the importance of the borehole and the solar system which supported it.

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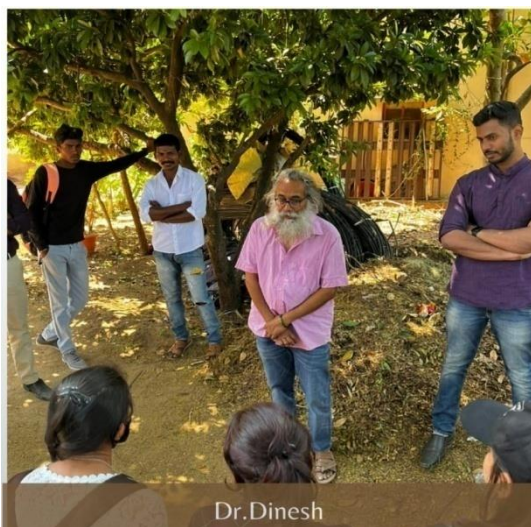
Briefing of Visit

Got inspired by how others have applied the principles of permaculture design to create resilient homes and abundant gardens and orchards. We had to visit outstanding permaculture property IRUWAY at Durgadahalli area starting in the village.

This trip aimed at providing experiential and contextualized understanding on practical entrepreneurial skills. Aside from this the trip aims to develop deeper understanding of the farming entrepreneurial venture. Before proceeding to the field, students were welcomed by the farm owner Dr. Dinesh who took us through the journey to owning the farm and doing permaculture farm and a passion that was instilled in him as he grew up. More clearly, he pointed out on the importance of permaculture, agricultural the production systems. In particular, he pointed out on the importance of the borehole and the solar system which supported it. Dr.Dinesh also pointed out that his main crops in the farm are Tomatoes and Chilies. He also grows other vegetables such as cauliflowers, Capsicum, Lettuce, parsley.

Key learnings: Dr. Dinesh discussed in detailed about permaculture, organic farming agriculture that relies on techniques such as crop rotation, green manure, compost and biological pest control.

Pain points: Difficulty in promoting natural farming - lack of labour - People and their mind-set about permaculture.





Teaching about Permaculture-organic farming

VISIT TO AMRUTHAM - TRADITIONAL AYURVEDIC HEALING CENTRE AND INTERACTION WITH- DR TULASI PRASANNA

Amrutham Traditional Ayurvedic Healing Center is operated by Dr Tulasi Prasanna BAMS, MD, FICA and Dr Aparna Prasanna BAMS, MD, FICA and offer Ayurveda in its most original form to people, especially in Central Europe, Ayurveda, a traditional Indian medicine, offer an alternative in the treatment of chronic diseases. The effectiveness of Ayurvedic therapies has already been scientifically proven in numerous clinical studies, the small facility is in the countryside. The rooms with shower and toilet are simple and we strive to meet European cleanliness standards.

Amrutham Traditional Ayurveda Healing Centre is situated on a spacious property at Kurikempanahalli village, Near Bellavi, and it is a small farm from which they obtain food and herbal active ingredients - organically grown. Amrutham - Traditional Ayurveda Healing Centre is fully equipped to offer a full range of Traditional Indian Ayurvedic Treatments ranging from Panchakarma, Abhyanga, Yoga, meditation, ayurvedic cuisine and natural botanicals all of which promote the concept of health through wellness both Dr Tulasi Prasanna and Dr Aparna Prasanna can speak German language skills are of course essential; we both speak German. Both has been visiting Europe and Germany in particular, giving lectures on Ayurveda and consultation to patients. Amrutham - Traditional Ayurveda Healing Centre offers tailor perfectly to Europeans according to authentic centuries-old traditions and knowledge. Many guests have been able to have very strong experiences here - and like to visit us again and again. Amrutham - Traditional Ayurveda Healing Centre use medicinally effective plants and herbs, high-quality oils, freshly prepared Ayurvedic foods and also offer massages that are personally tailored to Europe needs, and also meditation and yoga.

Outcome of Interaction

- Amrutham - Traditional Ayurveda Healing Centre is a service oriented organisation operated by couple ayurvedic doctors Dr Tulasi Prasanna and Dr Aparna Prasanna.
- Amrutham - Traditional Ayurveda Healing Centre is built on 9 acres ancestor property.
- Major customers/visitors of Amrutham - Traditional Ayurveda Healing Centre are from Germany and other European country

- After completing BAMS, Dr. Tulasi Prasanna did his German Speaking course and worked at Germany for around 3 years, where he was exposed to health care system at Germany.
- After returning from Germany, he and his wife decided to establish Amrutham - Traditional Ayurveda Healing Centre
- As part of marketing activities, couples visit Germany usually during the month of April-May and have counselling and consultancy activities at Germany.
- Usually patient/visitors are administered with a Ayurvedic session extending from a week to maximum of 4 weeks.
- For all patient/visitors, breakfast, lunch and dinner is served as per traditional Ayurveda prescription and no coffee/tea is served during their stay
- No well pre defined business plan for operating the centre.
- Majorly customers are acquired by WoM and CRM.





VISIT TO SAAKSHI RETREAT, RESORT & NATURE PARK AND INTERACTION WITH MR. MALANNA

Saakshi Retreat Resort & Nature Park is the leading Resort In Tumakuru Saakshi Retreat cut away from city civilization, it blends in perfect harmony with the surroundings nature & covered with the beautiful trees, Persian garden with scented Roses, colourful shrubs & lush green lawn. Saakshi retreat reflects the glory of Ancient desi art, made of stone mud & Bricks, thatch. Saakshi retreat is a testimony to perfection in imperfection complementing this Desi Grandeur is the profound Reverential silence that provides the retreat. All the breaks it would be your foot steps on the gravel or wind unremitting whistling past the bamboo shoots. Saakshi is the creation of Prithivi Mallanna he has a passion to promote wellness to all. Prithivi found his path in life with Sudha Dasaji a spiritual guru. He Owns & runs a famous North Indian traditional Prithvi Restaurant since 1992 in Tumkur.

Saakshi Retreat's Art & Sculptures is the creation of the Great Artist Sahadevan. The garden and Landscape at Saakshi is Architect By Nadeem Ahamed.

Facilities available at Saakshi:

Auro-Mira – Mouna: A Pyramid style hall for Silent Sitting. This spiritual edifice vibes with the divine grace of Sri Aurobindo and the Mother and attracts many visitors who seek inner peace.

Library & Indoor Games – Sharada: A Library Stackd with books of Osho & Some other masters, Covering various subjects from yoga, Indian & Western Philosophy & related.

Amphitheater - Anivitha Talkies: An open-air amphitheater emerging in the midst of lush green trees towards a void of starry sky. She felicitates dance performance & Musical events during evining.

Bird Photography – Inchara: A Bird Paradise - How good are you at birds' identification? Enjoy finding those rare little ones here or just listen to them from the bird watch area.

Play Ground – Arjuna: A lush green playground with Bermuda grass, for Archery, little Cricket, mini football, Swings, Trampoline, See-saw, Slide for Children.

Party hall – Saadhana: Convention hall accommodates an average of 60-80 people. The serene atmosphere is best suited for meetings and discussions provided with audio & Video Felicities.

Cottages: This Rustic chic boutique resort 4 stylish Antique-Pillared entrance surrounded by flowers & trees, suits added attached wash room & veranda with wooden swings & private outdoor seating area & in front of flood light shuttle cock.

An avenue of 4 thatched roof cottages & 2 dormitories which can easily accommodate 30 guests.

Parking – Laaya: A Separate parking space to harness vehicles at peace

Outcome of Interaction

- Saakshi Retreat was extinction of entrepreneurial venture of Mr. Mallana. Mr. Mallana Started his eaterie business in 1990's as a small Gobhi Shop based on "Tafari" concept. Since then he wanted more and started "Manifestation" on extending the business. In early 2000 he started Hotel Pruthvi Tumkur, one of the famous restaurant in Tumkur. Continuing the Manifestation, as a retirement plan he acquired around 4 acres of land and established it as a Spritual and Natural Park. Being good at CRM, Mr. Mallana came into contact Mr. Sahadevn Mystic & Master and Nadeem Ahamed Landscape Architect who contributed to develop it in a larger way Saakshi have won first prize for Tumakuru dist Best Private Park Award contest and many more prizes. Mr. Malanna believe that its only providing quality service and constant CRM is what aids in development in business and not any other modern Marketing Strategies.
- Growth of any business depends on management of Human resource. It is all about considering the family members of the employees and the human resources of the establishment.





VISIT TO TOURIST PLACES DEVARAYANA DURGA AND NAMADACHILUME

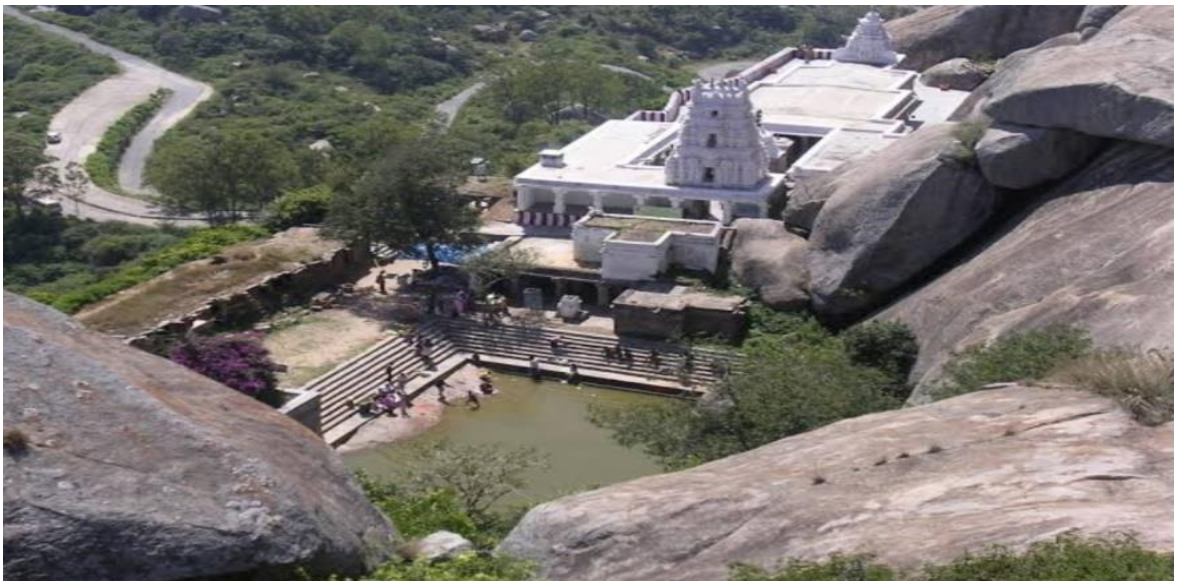
Naamadha chilume (pronounced Naamadha chilume in kannada) is a natural spring situated by devarayanadurga, Tumkur in the state of karnataka in India The spring issues from the Rama, along with Sita and Lakshmana, stayed here during their exile in the forest. Rama searched for water to apply tilaka to his forehead. When he could not find any water, he shot an arrow at the rock. The arrow penetrated the rock, made a hole, and the water came out. Henceforth, this place was called Naamadha Chilume.

Meaning – “spring of Tilak “. (naama = tilak and chilume’ =spring , in kannada)

As shown in the picture , the water comes out from a small hole throughout the year. It is considered as sacred water (tirtha). It is approximately 14 km from Tumkur and 80 km from Bengaluru. Visit to these tourist places and interaction with local people to get to know about the importance.



DEVARAYANA DURGA is steeped in mythological importance. It is said that lord brahma the creator of universe, has performed penance of lord vishnu for several thousand years. Impressed by his penance, Lord vishnu has incarnated himself as lord Narasimha here



INTERACTION WITH SRINIDI BRICKS - MARANAYAKANAPALYA TUMKUR.

Sri nidhi bricks is a brick manufacturing industry they manufacture wire cut bricks

Mr .Dinesh ownerof sri nidhi bricks he is a first generation entrepreneur. He started brick industry in 1996. They started manufacturing moulded bricks in 3acres initially and expanded to 7acres. Srinidhi industry is both Business to business(B2B) ans business to customer (B2C).



Initially he started business in one acre by partnership. Late he took sick unit by giving revenue monthly then he purchased his own land. The raw material for the production of bricks is Sand, red clay, silica and water. The bricks size is 4.9” inches, thickness is 12mm, width150mm,breath 80mm. Major customer are from Tumkuru, he also have customer from shivmoga. The major challenge he faces is lack of labours in that place. Majority of labourers are from Bihar, Assam. They have square shape chimney to heat. Out of 100% production 3% is been rejected. They are around 35 members working in the Industry.

INTERACTION WITH MAHAVEER COCONUT INDUSTRY, GUBBI/TUMKUR

Mahavir Coconut Industries the leading and reputed Company was promoted by Mrs LAL & MALL group 1983 for the manufacture of MANGAL Brand Desiccated Coconut Powder. Under their dynamic vision and leadership. Today the group is the largest manufacturers of Desiccated Coconut powder in the country. MANGAL brand Desiccated Coconut powder manufacture hygienically from selected Coconut stringent control conforms to BSI, AGMARK, and International standard.



They are using 160kw Solar panel for drying and cooling, they pack 1kg desiccated coconut powder with their brand name MANGAL at the rate of 300per/kg. They manufacture 20 tones of desiccated coconut powder per day. They also provide housing facility for the employees who come from far places. Coconut husk is removed and coconut is washed in hot water. White coconut is cut into desired size. Hot air is blown through grated coconut to reduce the moisture. The desiccated coconut is cooled and then it separate desiccated coconut than it is packed. The products are supplied to Rajasthan, Kerala, Delhi.

Day 2: Afternoon session

Date: 28/03/2023

INTERACTION WITH KMF MILK DAIRY – MALASANDRA, GUBBI.

TUMUL was formed in 30th March 1977 and its funding is controlled to the Tumkur district only. TUMUL was formed about for the welfare and upliftment of the milk products and to make the milk producers to secure a profitable business by using advanced technology. It is formed mainly for servicing the customers with improved quality milk. The dairy co-operative was established under the ANAND pattern in a three-tier system.

Processing: The processing capacity of the dairy is 3.25 lakh liters per day. TUMUL has 18 bulk milk coolers computer assisted. Electronic weighing scale, milk testing machines, excellent canteen facility for employees. Besides this, Union has 28 Bulk milk coolers and 284 Automatic Milk Collection centers. The Union sells milk and milk products beneath the brand name of “Nandini”. The milk procurement was 7.70 lakh kgs per day and also the growth rate has increased at 12%. They produce-Nandini toned milk, Homogenized toned milk, Shubham milK, buttermilk, Ghee, Curd, Peda, Cashew burfi, Mysore pak.



INTERACTION WITH THE ENTREPRENEURS ON ALL SECTORS

All entrepreneurs interacted with the students regarding agriculture, Startups, Education & Industry. In the area of agriculture President of Agriculture Development Forum Mr. Kundurnahalli Ramesh addressed the gathering regarding how an individual can involve in agriculture and explained the need, scarcity, mainly discussed about the coconut crop and its uses how best it can be utilized as business to motivated students as well.

The business man Vedananda Murthy Director of preethi cad consultanting engineers pvt ltd - Infrastructure project consultant, Director of Mookanana Industries pvt ltd (Mookanana resort at sakaleshpura) and Managing Trustee of Western Ghats foundation.

Mr. Vedanandamurthy discussed about the projects and how best the resources can be utilized for becoming the entrepreneur. Firstly an individual should think differently and explore the facts, history of the particular area or the resources so that it will develop certain ideas into successful business.

The Change pay business men's Mr. Dhyvik & Jeevan explored their ideas in investment and its returns and motivated students to have an urge to be a successful entrepreneur regardless of the hurdles that occur in the fields.

The young entrepreneur- Skill Development Committee executive at Indian Red Cross society, entrusted with the building design of Residential Skill Development Center for Special Abled Children at Belagumba, Tumakuru which was funded by Infosys foundation. Mr. Cheathan Murthy interacted in all the areas like agriculture, Business, Education, and Finance etc which motivated students in acquiring skills, knowledge to select their own field of interest in business.

The founder of business Toys discussed about MOOT school and its developments. How MBA students can build their competencies in industry by learning new courses.

The Placement officer Mr. Chethan Balaji supported in all the discussions.





Group Photo With the Business Entrepreneurs

Day 3: Forenoon session

Date: 29/03/2023

VISIT TO AMMANAGATTA ORGANIC FARM- GUBBI

The organization is situated at Ammanaghatta village i.e, at Siddarameshwara Badavane, Gubbi taluk, Tumkur Dist Karnataka. The main registered office is built up with Training hall, Restroom for resource persons, Toilet and bathroom for trainees. The office is constructed with eco-friendly mud and tiles with attractive architecture in a good atmosphere which resembles like gurukula ashrama.

Programs:

Innovative natural Farming, traditional life styles for healthy & happy living Training Programs.

Training for pottery vessels, firewood cooking, mud bath, yoga, meditation & pranayama.

Provide training of Bhoomi Habba celebration with tribal cultural activities.

Training for natural foods preparation, feeding methods, School nutrition development, Kitchen gardening etc.

Crop growing training- medicinal plants-herbs, and maintaining Bio-diversity of earth.



BAMBOO HANDICRAFT RETAILER, URS CAR CARE, ZOOP CAFÉ LOCATION- GUBBI, TUMKUR

On day 3rd firstly we visited to bamboo handicraft retailer near Gubbi. Students interacted with Mr Rajanna the owner who explained the whole process.

Pain points: Difficult to get Raw materials (Bamboo), High labour cost, lack of financial support to invest in business, products are sold on seasonal basis.

Second visit to Urs Car care a car repair station. Mr. Kiran who started business 2 years back and also he has been making good profit out of it. He told students that he is planning to expand his business with an idea of introducing many more services.

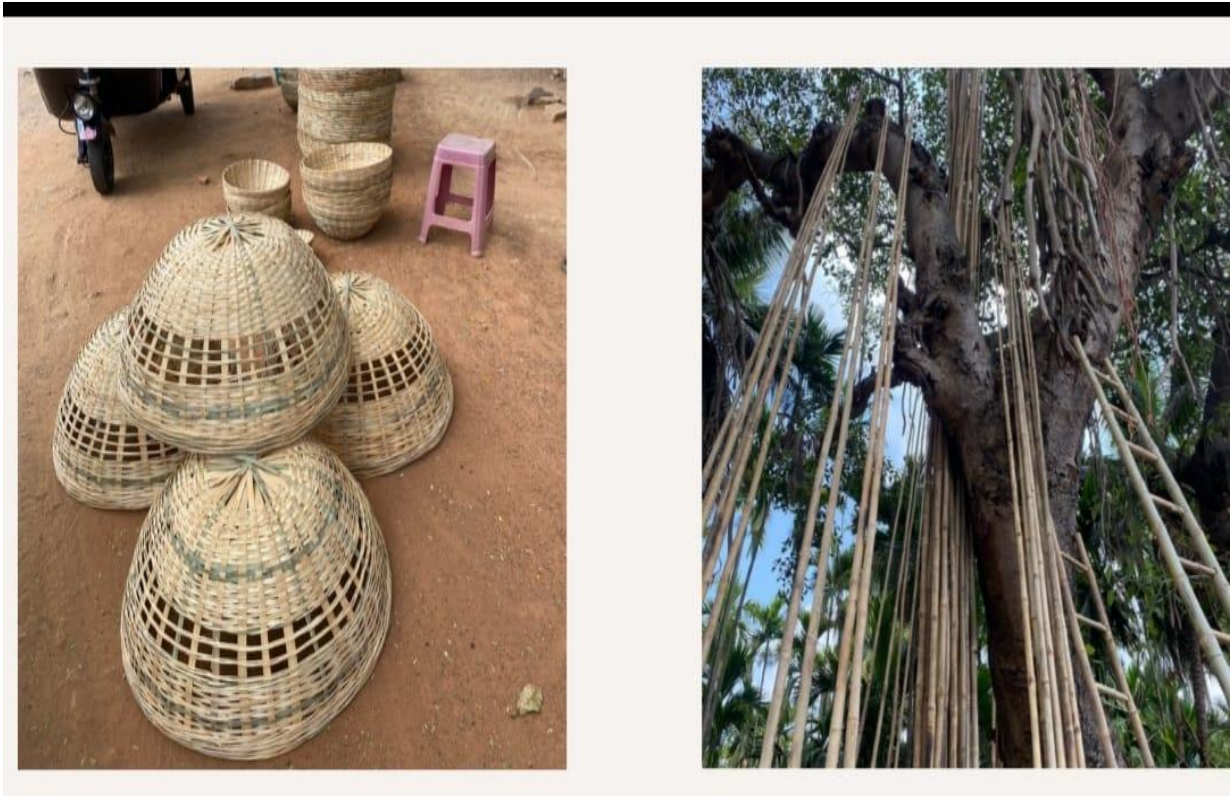
Third visit to Zoop Café a food franchises. Mr. Manjunath who started café recently and he told food franchises are quiet popular and prosperous in India, because they bring in significant amount of money.

He told the biggest problem the food business is currently facing is employing a chef but here Zoop provides him with readymade and pre-cooked food only he has to heat and serve.

Key learnings: 1. Zero franchise 2. Low set up cost 3.no chef cook required 4.100% training support.

Pain points: Lack of awareness, labour maintenance, customer retention





Zoop Café-Herur



Day 3: Afternoon session

Date: 29/03/2023

VISIT TO GOAT & POULTRY FARM – KONDLI CROSS

Mr. Jayakumar is owning the farm in micro level. Farm space 20 ft by 40 ft Multi layered for Goat farming in mezzanine and chicken grazing at ground floor. 10 Goats and 30 chicks were grown at the farm. Goats were grown for 6-8 months depending on the demand. Each goat costing around Rs 3000/- for 2-3 months old. Goats were fed with vegetables and other leafy fodder given for 6-8 months. Fully grown goat weighs around 25 to 30 kgs with meat price of Rs 550/- to 700/- per kg making average price of a goat at Rs 12500/- to Rs 15000/-. Next season he wants to grow “Eraga” breed of goat which is popular in this surroundings.

Cost of making farm is around Rs 1.5 to 2 lakhs. Currently the annual gross revenue of the goat farm is Rs 5 to 10 lakhs and total expenditure is Rs 3 to 5 lakhs giving an annual net income of Rs 2 to 5 lakhs.



GOAT SHED



VISIT TO DRAGON FRUIT CULTIVATION FARM- NITTUR

Mr. Chiranth C N is owning the Dragon farm near Nittur. The Area: 5 Acres with water facility of bore. Presently using area of $\frac{3}{4}$ acre. Dragon fruit which belongs to Cactus family Jumbo red is the variety of the fruit, each plant has a life span of around 20 years. Stone pillars of height of around 6 ft with a circular ring at the top and a tyre to support the plant. Each pillar supporting 4 plants, drip irrigation facility and natural farm manure with cow dung which is given at intervals of 3 weeks. Does not require much of water for cultivation. Plant starts yielding from 16 months and yields till 20 -25 years. Dragon Fruit will be costing around Rs 350/- to Rs 400/- per kg. fully ripe each individual fruit weighs around 400 to 450 gms. Dragon fruit plant can yield for more than 20 years, fruit has strong nutraceutical characteristics and suitable for value –added processing. Dragon fruit cultivation is becoming more popular due to its little maintenance and excellent profitability. Drip irrigation costs around Rs 50000/- , Stone pillars cost around 70,000/- Each plant costs around Rs 150/- including transportation and handling. Overall investment is around Rs 3.5 to 4 lakhs. Opportunities are there to cultivate Dragon fruit nursery in future after 3 years to mother plant. Safe guarding the fruit is main threat to the farmer.



Dragon fruit farm



Types of Dragon fruits

INTERACTION WITH SHIVA IRRIGATION and RM COOCOS -GUBBI

Shiva irrigation private limited was established in Tumkur,Karnataka in 2009 with an aim to provide best class water management solution in the field of Agriculture ,Plumbing ,Drainage and Telecommunication.They have ISO 9001:2015 Certified company with a constant endeavour towards achieving the highest level of custom satisfaction.

They manufacture HDPE water supply pipes in the range of 20mm to 315 mm in different pressure classes.

The company manufactures triple layer water storage tanks with inside white layer and outside yellow. The intermediate is Blue.



RM COOCOS

RM COOCOS provide a sustainable Green solution in a world where consumers demand for Organic and Eco friendly COCO PEAT(Known as Coir pith,Coco coir,coir fibre,coir dust).COCO Peth is derived from the process of extracting Fiber from the outer husk of Coconut.RM COOCOS offers range of products using 100% Natural raw material.



INTERACTION WITH SHRI LAKSHMI GOWRI CONCRETE PRODUCTS- GUBBI

The company was started in the year 2009. They manufacture concrete poles and blocks. There are two types of poles RCC and PSC and they are made in standard size. They get government contract and Orders from Local buyers. They even sell in Pieces.

In a day they manufacture 30 Poles. One pole cost around 3000Rs. They have labourers from out of state, as local labour demand more amount. Material gets damaged due to rain. Poles get rejected due to damage.



Date: 30/3/2023

VISIT TO JAIN TEMPLE NITTUR, CHENNAKESHAHA TEMPLE ARALAGUPPE

The place is located in Nittur which 1200 years old. Main deities are devi jwalamalini and bhagwan shanthinatha. Jain literature also recognize her as vahni devi or the fire goddess. Her iconic forms depict her with flames issuing forth from her head. She is also described as adorned with rising flames of fire. Jwalamalini also appears in various puranas.

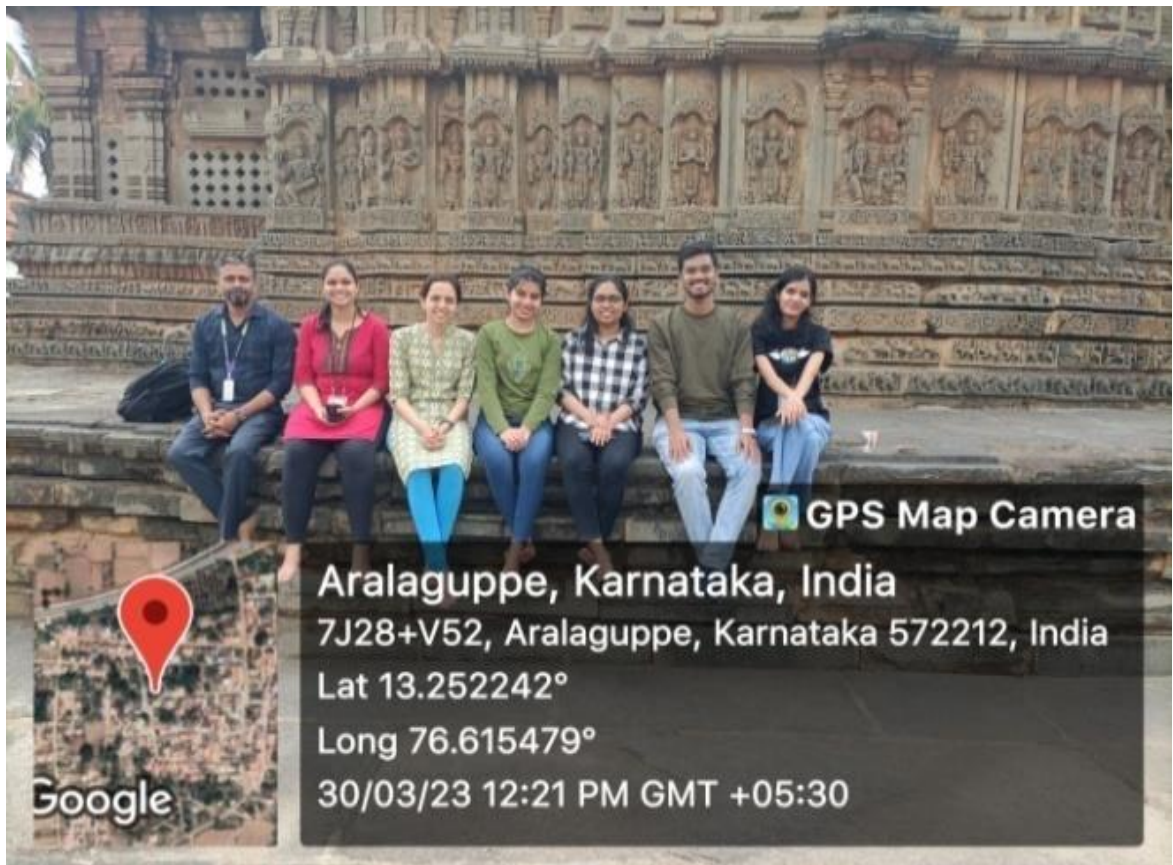
There is no proper maintenance from the government and guides or scripts are available.



CHENNAKESHAHA TEMPLE ARALAGUPPE

Channakeshava temple, dedicated to the hindu god vishnu, is located in aralaguppe, a smalltown in Karnataka state, India. Aralaguppe is located 60 km from the city of Hassan. The temple was built around 1250 during the rule of hoysala empire king Vira Someshwara. The temple is a protected monument under the karnataka state division of the archaeological survey of India. Though the temple is simple and elegant, it is a highly articulate example of hoysala architecture. Architecturally, the plan is 16 star pointed (stellate) with a well design shikhara (tower) over the vimana(shrine). The kalasha on top (a decorative water pot at the top of the tower) is missing though. The tower starts with a topping roof which is also 16 star pointed and is followed by four tiers of square roof's some of which still have their decorative kalasha.





SHREE SIDDESHWARA RESIDENTIAL SCHOOL FOR THE DEAF- KB CROSS

Interaction with the management, teachers at the school to study the methodologies used to teach these students. Observation of learning process of these students. Children are staying in common halls and are not provided with cots.



TMCC AND DCC BANK NITTUR BRANCH CIT CAMPUS GUBBI, TUMKUR

Visited Karnataka based multi state cooperative society -TMCC bank CIT Campus branch. The society was registered as Souharda credit cooperative ltd on 23rd march 2006. Interacted with branch manager. She explained about various deposit schemes and lending criteria. She also told TMCC has crossed a turnover of more than Rs.27k crore and loans and advances increased during the assessment year 2022. They also working on digital and UPA payment system

Pain points: poor quality services, poor customer services, Rigid In service providing. Limited schemes and services

DCC Bank Nittur

Second visit to DCC bank Nittur branch.

It was established to provide banking to the rural hinterland for the agriculture sector with the branches primarily established in rural and semi-urban areas. Had a fare interaction with branch manager and he was happy to interact with students. He told DCC banks were funded and controlled by NABARD and apex bank. Its main target customers are farmers and there are several loan facility have offered to farmers. They still working on UPA and digital transaction

Pain points: lack of scheme and services, not access to UPA digital platform, limited schemes and services.



TMCC- CIT BRANCH

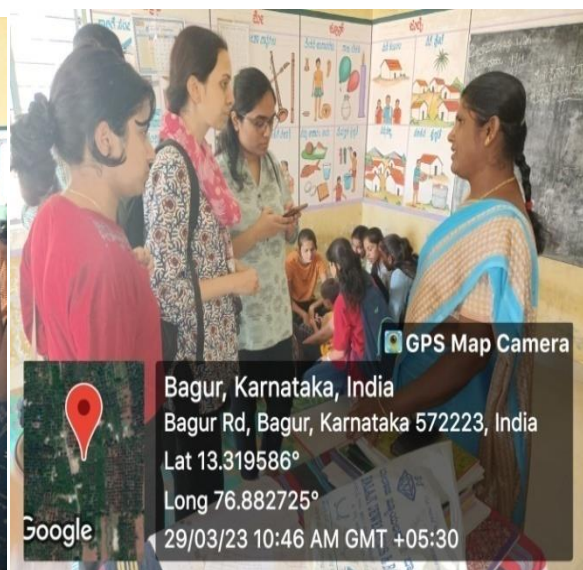
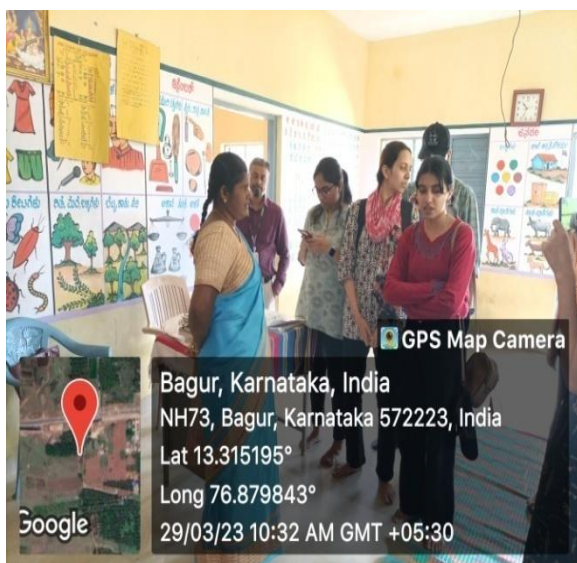
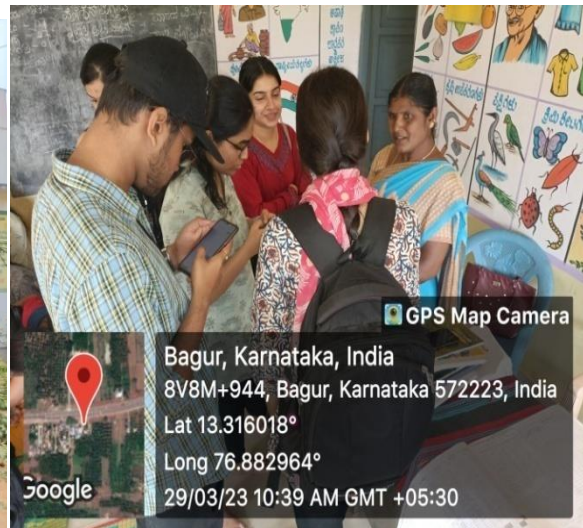


DCC BANK NITTUR

ANGANWADI KENDRA, BAGUR GATE.

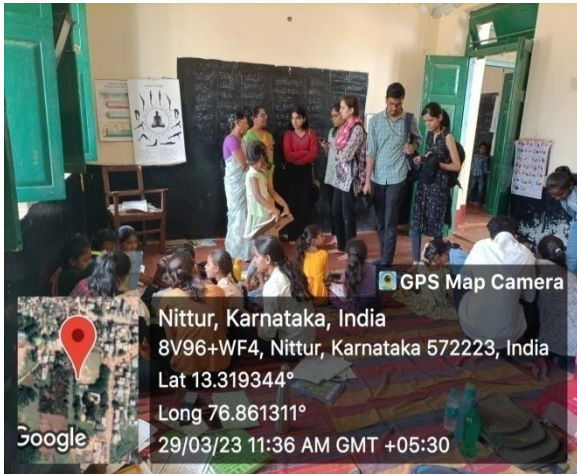
Anganwadi is a centre providing care for mothers and young children in a rural area. Students Interacted with the teacher, supporting staff, and parent of a child to study the functioning of an Anganwadi. This Anganwadi is neatly maintained and children were given good food prepared in a very neat place. Number of children was less, only six children were present during our visit. If the government sanctions more facility the village kids can learn more and can get good knowledge.

Drinking water facility has to be made available as children are given water to drink which comes from public tap.



INTERACTION AT GOVERNMENT MODEL HIGHER PRIMARY SCHOOL, NITTUR

Problems like first standard to third standard students sitting in one class room and a single teacher is handling all of them. Less teachers and one teacher takes all subjects. No sitting arrangement for children. Food for children was prepared just beside washrooms, not at all hygienic. Observation of working environment



INTERACTION AT PRIVATE COMPUTER EDUCATION CENTRE – SOFTTTECH COMPUTER EDUCATION, NITTUR.

Interaction with Trainees and teachers/ instructors about computer education, courses offered. A small set up with few computers was found to teach computer courses. Only computer basic courses offered, not advanced. Observation of working environment was done to suggest for improvisation.



INTERACTION AT CHIDAMBARA PUBLIC SCHOOL- GUBBI



Day 3: Afternoon session

Date: 29/03/2023

INTERACTION AT SS INFOTECH -KEONICS –GUBBI

Interaction with Trainees and teachers/ instructors about computer education, courses offered and exploration to problems. More than twenty five years old computer education centre in Gubbi. Only basic courses are taught for advanced courses.



INTERACTION AT DIGITAL LIBRARY & INFORMATION CENTRE- HERUR

Interaction with Librarian and local people, and exploration to problems. For students books are issued to study without any charges where as for others there is a subscription. Upon interaction with the librarian it is found that less interaction of public with the library, people hardly visit the library.



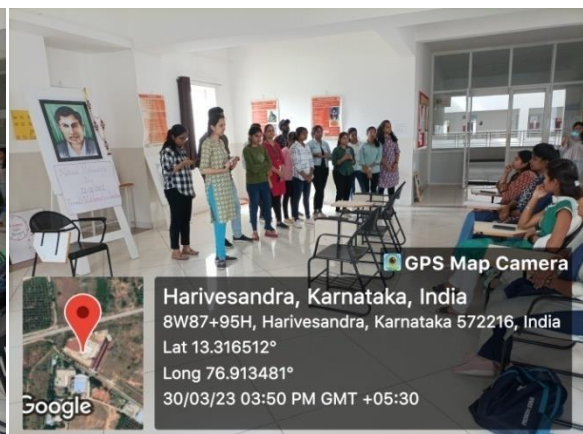
INTERACTION AT INDIRAGANDHI RESIDENTIAL SCHOOL – HERUR

Interaction with students and teachers and exploration to problems. The school is being running in rented building since many years. Many students are studying both boys and girls; but there are no separate buildings. Accommodation is a major concern here. School surrounding is not cleaned and less number of teachers.



INTERACTION AT CIT PUBLIC SCHOOL- GUBBI

Interaction with students and teachers and exploration to problems. Good infrastructure and all sorts of facilities are provided by the school. School is in a process to get CBSE affiliation. Parents are expecting their children to speak in English in very short span of time. Students are addicted to cell phoned particularly post covid.



SHREE CHANNABASAVESWARA TEMPLE-GUBBI

Students interacted with the staff and visitors at temple to study the history and to come across the problems of this tourist place. Based on observation of the temple environment it is being found that surroundings are not cleaned and many broken statues and lots of waste materials like pieces of woods are found nearby temple.



Day 4: Forenoon session

Date: 30/03/2023

VISIT TO BIODIVERSITY FARM – KADABA

Dr Pradeep Kumar is owning this farm since 25 years and is practicing permaculture, rain water harvesting, storing and using solar energy for power purpose. They are completely using the natural resources for survivity.



INTERACTION WITH K V CHANDRAIAH RESHME MAHAL - KALLUR.

Mr Girish is the Owner of K V Chandraiah reshme mahal.He started power loom in Kallur basically itis his family business.The power loom is a device designed to weave threads into cloths.The power loom was a steam powered loom that mechanized the process,reducing the need for human to oversee the weaving process.Power looms worked very similarly to the original handlooms. With .handlooms,foot pedals lifted and lowered the wrap(tightly strunf threads)while the weft(weaker threads)were drawn in between the wrap threads,creating cloth.Power looms kept this basic process,but replaced the power source needed to draw the warp threads with steam power,reducing the skill required to wave the cloth.



From past 15 years he is into this business. He procures raw material from Bangalore. For one saree it takes 6 hours to manufacture. Majority of his customers are from Bangalore. Challenges he faces is low price and huge cost to change the design

INTERACTION WITH BABY RICE MILL-ANTRASNALLI ,TUMUKURU.

Baby rice is a food processing units where rice paddy is processed and then introduced in the market .These mill have a system of removing husk and bran layers to produce edible rice suitable for all end users. The process also aids in eliminating other contaminants.



KEY POINTS

They are running this business from past 15 years, They produce 120 to 130 tonnes per day.

Cost of 1 kg rice is 45 Rs .Cost of raw material range upto25 -26 Rs. Bullet rice is the main production. Employee works around 8 to 12 hours in a day. It is B2B Business. Marketing is major challenge for them.

They produce 4 type of rice karavalli, bullet (royal) kolam rice, sangam,shakthi gold.

Day 4: Afternoon session

Date: 31/03/2023

VISIT TO NURSERY- HOSAHALLI GATE GUBBI



Day 5: Forenoon session

Date: 31/03/2023

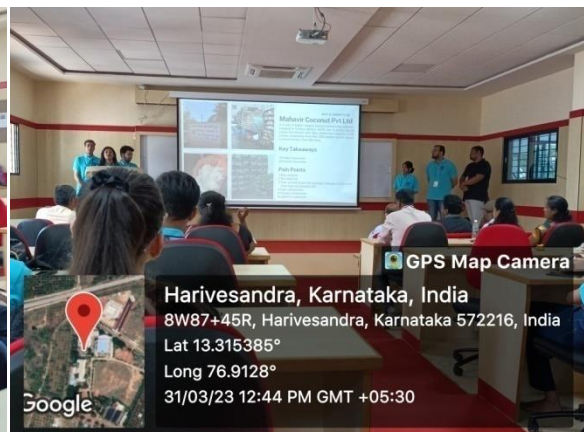
Photo session: 10am

Guest session: 10.30am – Sathvik Vishwanath an Entrepreneur

Presentation on Grassroots exploration by We-School from 11.30 am

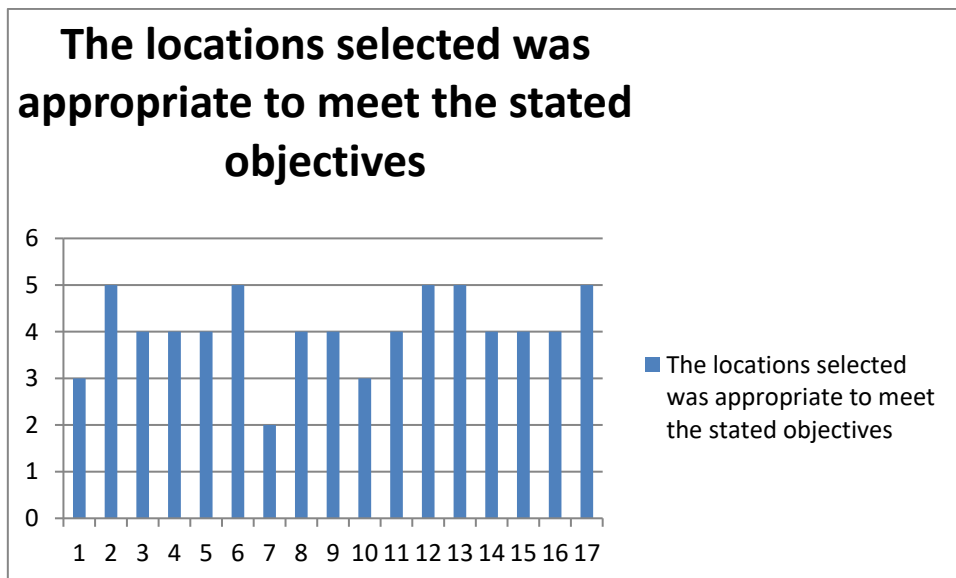
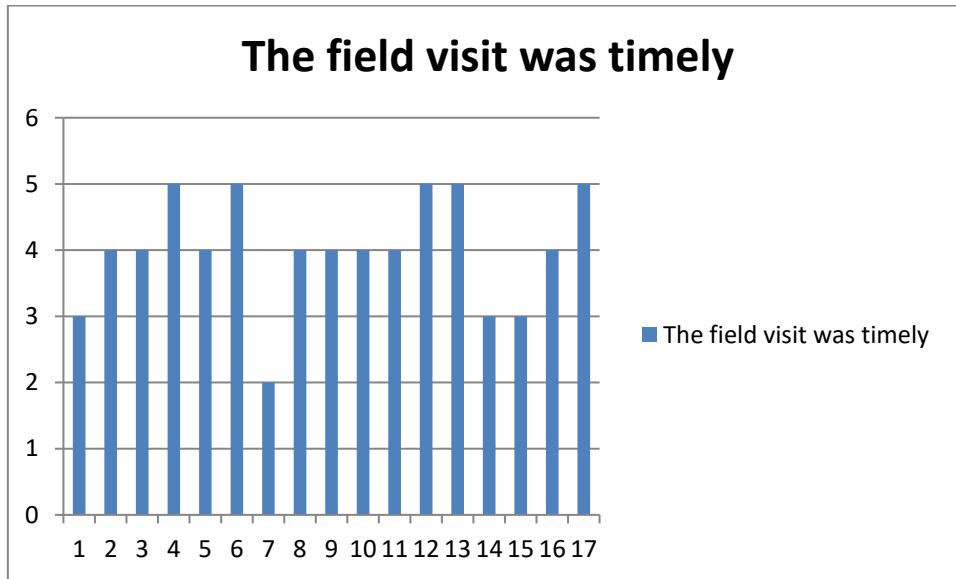
This was the last day our Grass root program. The guest of honour was Sathvik Vishwanath, an MBA graduate from Melbourne Business School, is now a successful entrepreneur and has always put his heart into innovative and disruptive technology! After being acquainted with bitcoin in 2012 his venture CoinMonk Ventures aimed at bringing Bitcoin awareness organized the first-ever bitcoin conference in India where he launched a bitcoin buy/sell service called Unocoin.com specialized in providing Bitcoin services that include bitcoin storage, buying, selling, merchant gateway and PoS app. Being a TedX speaker, guest lecturer at IIM Bangalore and speaker at 100+ conferences, he has been a proponent in spreading the awareness of this new technology and its benefits in India and abroad.

Now, Unocoin is evolving rapidly with more than 12,300,000 users processing thousands of trades every day. Unocoin is responsible for industry-leading innovations such as the Bitcoin Systematic Buying Plan(SBP), Bitcoin Point of Sale (POS) App and Bitcoin Over-The-Counter trading (OTC). Now the company also operates a multi-crypto assets exchange. The company has attracted investments from Barry Silbert's Digital Currency Group, Draper's Boost VC and Blume Ventures, which is helping the company to move towards its vision of Making Money Simple through its mission of Bringing Bitcoin to Billions at an accelerated pace.

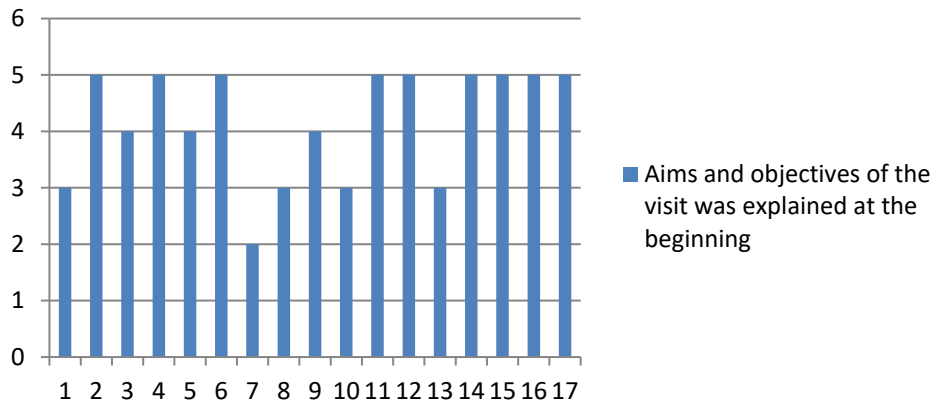




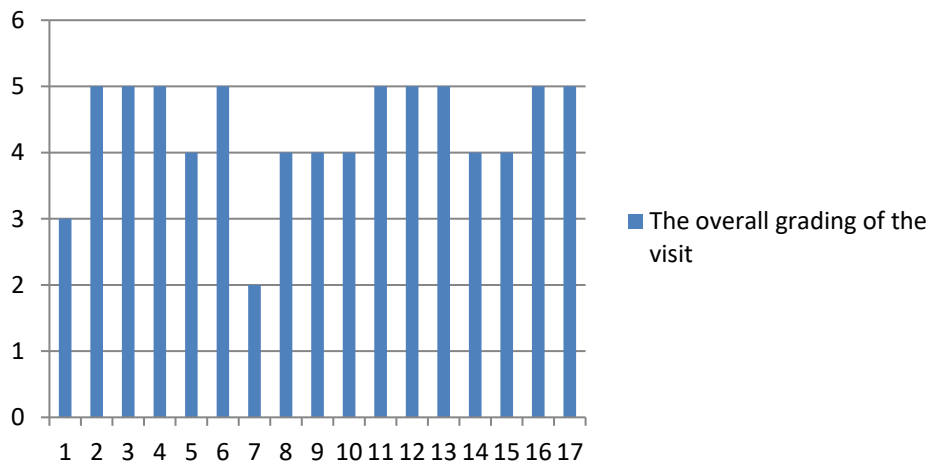
EEDBACK Analysis



Aims and objectives of the visit was explained at the beginning



The overall grading of the visit



OUTCOMES OF GRASSROOT EXPLORATION

- This grassroots exploration helps the students to know the challenges and problems at grassroots levels.
- This study would provide opportunity to the students to use knowledge, tools & techniques to create new business in the emerging rural market.
- The study has helped many students to evolve as young entrepreneurs who had identified business opportunities in rural ecosystem.
- This study focused on the problems faced by farmers in pre harvesting and post harvesting scenarios and in which students has to go through with new technologies.
- It focussed on traditional manufacturing process, marketing & employment generation.