



Partnering in Academic Excellence



**GRASSROOTS EXPLORATION 2015
BY STUDENTS OF
WELINGKAR INSTITUTE OF MANAGEMENT
DEVELOPMENT & RESEARCH, BANGALORE**

17TH – 20TH MARCH 2015

**Grassroots Exploration March 2015 by Students of
Welingkar Institute of Management Development & Research,
Bangalore
Facilitated By - Department Of MBA, CIT, GUBBI.**



Grassroots Exploration 2015

Entire value Chain in

1. Coconut and Areca based industry
2. Fruits and Vegetables based industry
3. Wood based industry
4. Cereals industry
5. Construction industry

Grassroots Exploration 2015 by Students of We School, Bangalore @ Gubbi PROGRAM SCHEDULE

Date	Team 1 Value Chain in Coconut based industry	Team 2 Value Chain in Areca based industry	Team 3 Value Chain in Groundnut based industry	Team 4 Value Chain in Fruit and vegetable processing segment	Team 5 Value Chain in Ragi based industry
17/03/2015 (FN) (Tuesday)	Arrival to CIT Campus ; 10-15 minutes briefing session at CIT ; Lunch				
17/03/2015 (AN) (Tuesday)	Visiting coconut farms / discussions with farmers	Visiting areca farms / discussions with farmers	Visiting groundnut farms / discussions with farmers	Discussions with vegetable and fruit growers	Discussions with Ragi farmers
18/03/2015 (FN) (Wednesday)	APMC / Vegetable & fruits Mandi in Tumkur (to understand marketing linkage)				
18/03/2015 (AN) (Wednesday)	DIC, Tumkur (to understand government support systems) / if time permits – to visit food park				
19/03/2015 (FN) (Thursday)	Coconut based enterprise 1	Areca based enterprise 1	Groundnut based enterprise 1	Fruit / vegetable processing unit 1	Ragi based enterprise 1
19/03/2015 (AN) (Thursday)	Coconut based enterprise 2	Areca based enterprise 2	Groundnut based enterprise 2	Fruit / vegetable processing unit 2	Ragi based enterprise 2
20/03/2015 (FN) (Friday)	Visit to Hackagram / Mozolabs , Durgadahalli (to understand innovations in rural area using technology)				
20/03/2015 (AN) (Friday)	Reflections on grassroots exploration / Valedictory				

Value Chain in Fruit & vegetable processing

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Value Chain in Coconut based industry

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Value Chain in Ragi based industry

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Value Chain in Construction industry

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Understand Innovations in Rural area using Technology

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